

Proposal of tata nano

Literature



The key to success of automobile industry lies not only in having good designed vehicles but also in being able to provide the customer with the level of service they desire. Satisfaction is crucial concern for both customers and organizations. It depends on many factors and varies from person to person and product to product. If customer expectations meet with the perceived value of goods and service then customer is satisfied but if the perceived value of goods and service is less than the customer expectations then customer is dissatisfied and if the perceived value exceeded the expected value of the goods and service then the customer is delighted. Measuring customer satisfaction provides an indication of how successful the organization is at providing products and/or services to the marketplace. This study lays emphasis on Customer Satisfaction towards Tata Nano Car .

Introduction for Auto-Mobile Sector

- Cars though considered as luxury once, now occupies a part of day-today life and has become a necessity and forms a part of life.
- India has become a fast-growing auto market over the past decade. Growth has been driven by rapid economic growth and increasing wealth-double-digit average wage gains over the past decade and more than a three-fold surge in equity markets.
- The growth in Indian economy encounters the growth in industrial production. According to the Society of Indian Automobile Manufacturers (SIAM), the Indian automobile industry has maintained a steady growth of 20% till May 2005.

- India is also one of the key markets for hybrid and electric medium-heavy-duty trucks and buses.

Introduction of Tata Nano

- Nano is targeted towards two wheeler segments, second hand car segments, auto rickshaw segments, low and middle income segments.
- High customer satisfaction ratings are widely believed to be the best indicator of company's future profit
- The Indian automobile industry has seen rapid change over the last decade in terms of both product characteristics as well as manufacturing processes.
- The Tata Nano is a city car manufactured by Tata Motors.
- Since its 2009 debut, the price has increased; while the Nano remains the lowest-cost four-wheeled passenger vehicle in India.

Performance & Satisfaction Level

- Tata Motors had offered to provide additional safety free of cost as a precautionary measure, although it claimed Nano to be safe (Car Caching of a fire).
- Customer Satisfaction will be measure on the factor like

Driving Comforts

Car interior

Design

Waiting Period

Safety

After Sales Services

<https://assignbuster.com/proposal-of-tata-nano/>

Literature

Mahapatra, Kumar and Chauhan (2010) mentioned a study on “ customer satisfaction, dissatisfaction and post purchase evaluation: an empirical study on small size passenger cars in India” with the main objectives to examine the satisfaction and impact on future purchase decision and explore the performance of different attributes in automobile in giving satisfaction to customer with the sample size of 150 customers and they revealed from this study that customers are highly satisfied with the performance of attributes like pickup, wipers, etc. and other attributes like pollution, engine, battery performance, and pick up influence the consumer future purchase decisions and consumer give the more importance to these factors.

Rao and Kumar (2012) revealed study on “ Customer satisfaction towards Tata Motors - A study on Passenger cars in Warangal district of Andhra Pradesh” with the objectives to study the customer satisfaction with the usage of vehicles, after sale service, key area of strength, pricing affects, service and quality. They taken the sample of 100 respondents and used the percentage technique. They concluded from the study that majority of customers are satisfied with the safety, dealer service, customer relationship and availability of spares etc.