

A Study on Customer Satisfaction towards Tata Nano In Trichy Town

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ABSTRACT

The present study is based on the awareness of TATA NANO cars among the customers. A sample survey of 110 respondents was undertaken to find out the awareness of TATA NANO cars in TRICHY city. The study mainly concentrated on general applications, general awareness, advantages and consumer preferences of TATA NANO cars.

I. INTRODUCTION

The TATA NANO is an inexpensive, rear - Engine, four-passenger city car built by the Indian company Tata Motors and is aimed primarily at the Indian domestic market.

Tata Motors began selling its "one-lake car" in March, 2009. The cheapest car in the world today, though the price continues to rise due to increasing material costs, it is an exemplary example of Gandhi an engineering, a concept involving deep frugality and a willingness to challenge conventional wisdom.

In 2008 the Financial Times reported. "If ever there were a symbol of India's ambitions to become a modern nation, it would surely be the NANO, the tiny car with the even tinier price-tag. A triumph of homegrown engineering, the \$2,200 (€1,490, £1,186) NANO encapsulates the dream of millions of Indians groping for a shot at urban prosperity. "Homegrown engineering" is a relative term here as much of the systems and parts used in the NANO may not have been developed or produced in India.

OBJECTIVES OF THE STUDY

1. To know the customer satisfaction towards TATA NANO in Trichy Town
2. To identify the factors influencing Customer Satisfaction towards TATA NANO.

RESEARCH METHODOLOGY

Geographic area:

The study covers the area of MUSIRI town.

Research Design:

It is a Descriptive research

Data Sources:

The research has collected primary data from customers through questionnaires & interview schedule.

Sampling Unit:

Customer for packed cake collection
Questionnaire consists of 16 questions

Sampling size:

Sample size used in the study is 110

Sampling Technique:

Convenience sampling

Research instrument:

Research instrument used for collecting a data is questionnaire cum Interview schedule.

Statistical Tools Applied:

1. Chi-square and
2. Bar chart
3. Table

HYPOTHESIS:

H0: There is no relationship between the age and inspires.

H1: there is no relationship between the age and inspires.

age of the respondents * inspires if the respondents Cross tabulation

		inspires if the respondents					Total
		price	design	mileage	interior space	all the above	
age of the respondents	20-30	4	4	3	4	3	18
	30-40	4	9	11	4	6	34
	40-50	4	11	8	5	5	33
	above 50	2	5	10	8	0	25
Total		14	29	32	21	14	110

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.926 ^a	12	.374
Likelihood Ratio	15.713	12	.205
Linear-by-Linear Association	.003	1	.955
N of Valid Cases	110		

a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is 2.29.

INFERENCE:

12.926 < 21.026 we accept the null hypothesis there is relationship between the age and inspires.

FINDINGS

- 68.18% of the respondents fallen the age group of 25 to 35 years
- 38.18% of the respondents will attract to price.
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II. CONCLUSION

The project work titled A STUDING ON CUSTOMER SATISFACTION TOWARDS TATA NANO IN MUSIRI TOWN. The collected data was analyzed using chi-square and Bar charts test. Certain factors which inhabit and facilities the customer preference of the availability and reduce the price were found out. Based on the inferences draw certain suggestions have been recommended. In this study an attempt is made to measure the customer analysis and preference about these brands. It is found that customers are satisfied with their brands

SUGGESTIONS

- Some of the respondents feel that quality of NANO is must be improved.
- Most of the respondents say that the price of the NANO is very lowest cost of car.
- Some of the respondents saying need improve their advertisements.
- Some of the respondents saying need improve the style

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