

## **ANALYZING THE IMPACT OF PERSONALIZED MARKETING STRATEGIES ON CUSTOMER SATISFACTION WITH REFERENCE TO TATA MOTORS**

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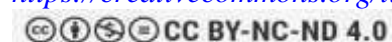
### **ABSTRACT**

The primary outcome of meeting or exceeding customer expectations is their level of satisfaction. Because he is the only one who feels the good and negative reactions, the customer's mindset and buying behaviour may be gleaned from his interactions with shops. To ensure customer satisfaction, vendors must completely, effectively, and swiftly fulfil client expectations.

While Hyderabad is home to a wide variety of car dealerships, none can compare to TATA for the quality of service they provide. Customer satisfaction is greatly enhanced by TATA's workstation quality control of goods. They have a lot of consumers because of their customer service, promotional events, packaging design, services (such as doorstep delivery), and pricing (including sales and discounts).

Measuring, analysing, and promoting customer satisfaction is important since it shows how satisfied the consumer is. Since this has such a significant impact on consumer happiness, the company's marketing techniques need a review and renewal. In the end, consumer happiness is affected by a number of important elements.

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### **I. INTRODUCTION**

**Customer satisfaction**, a business term, is a measure of how products and services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator within business and is part of the four of a balanced score motors.

In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy.

There is a substantial body of empirical literature that establishes the benefits of customer satisfaction for firms.

#### **Automobile industry:**

Industry that produces automobiles and other gasoline-powered vehicles, such as buses, trucks, and motorcycles. The automobile industry is one of the most important industries in the world, affecting not only the economy but also the cultures of the world. It provides jobs for millions of people, generates billions of dollars in worldwide revenues, and provides the basis for a multitude of related

service and support industries. Automobiles revolutionized transportation in the 20th century, changing forever the way people live, travel, and do business.

The automobile has enabled people to travel and transport goods farther and faster, and has opened wider market areas for business and commerce. The auto industry has also reduced the overall cost of transportation by using methods such as *mass production* (making several products at once, rather than one at a time), *mass marketing* (selling products nationally rather than locally), and *globalization of production* (assembling products with parts made worldwide). From 1886 to 1898, about 300 automobiles were built, but there was no real established industry. A century later, with automakers and auto buyers expanding globally, auto making became the world's largest manufacturing activity, with nearly 58 million new vehicles built each year worldwide.

As a result of easier and faster transportation, the united states and world economies have become dependent on the mobility that automobiles, trucks, and buses provide. This mobility allowed remote populations to interact with one another, which increased commerce. The transportation of goods to consumers and consumers to goods has become an industry in itself. The automobile has also brought related problems, such as air pollution, the emission of greenhouse gases that contribute to global warming, congested traffic, and highway fatalities. Nevertheless, the automobile industry continues to be an important source of employment and transportation for millions of people worldwide.

#### **AUTOMOBILE INDIA**

The history of the automobile industry in india actually began about 4,000 years ago when the first wheel was used for transportation. In the early 15th century, the portuguese arrived in china and the interaction of the two cultures led to a variety of new technologies, including the creation of a wheel that turned under its own power. By the 1600s, small steam-powered engine models were developed, but it was another century before a full-sized engine-powered automobile was created.

The dream a motors age that moved on its own was realized only in the 18th century when the first motors rolled on the streets. Steam, petroleum gas, electricity and petrol started to be used in these motorss.

The automobile, as it progressed, was a product of many hands, of revolutionary concepts, and of simple, almost unnoticed upgrading. India's transport network is developing at a fast pace and the automobile industry is growing too. The automobile industry also provides employment to a large section of the population. Thus the role of automobile industry cannot be overlooked in indian economy. All kinds of vehicles are produced by the automobile industry. It includes the manufacture of trucks, buses, passenger motors, defense vehicles, two-wheelers, etc. The industry can be broadly divided into the motors manufacturing, two-wheeler manufacturing and heavy vehicle-manufacturing units.

#### **NEED AND IMPORTANCE OF THE STUDY**

The indian automobile industry is witnessing changes like never before. The indian consumer is changing with new players entering the market and increasing availability of service, the consumer is demanding more. Now the question is where **tata motors** stands in this scenario? **Tata motors** is the only company that maintenance good relationship with their customers and providing good service, well as presenting the market with a range of motors by motors by introducing different models, and to provide better after sales service to their customers. **Tata motors** has increased its service stations all over the country, and that's why **tata motors** is ranked as no.1 in customer satisfaction. And to maintain relationship with their customers tata motors is providing 24 hours service to their customers after introducing may services, how fast the consumer is satisfying with it, and to know after sales service of tata motors owners' opinion on the service and the performance of the dealer.

## **OBJECTIVES OF STUDY**

- To know the factors influencing on after sales service of the **tata motors (autofin limited)**.
- To know whether the dealer renders after sales service, how fast the consumer is satisfied with it.
- To know the customer perception towards the service.
- To know the dealer performance of **tata motors (autofin limited)**.
- To know whether the problem is resolving completely at service station.
- To know whether the vehicle is delivering on time at service station.

## **SCOPE OF THE STUDY**

- The Scope Is Very Limited Because Attitude Of The People Change According To The Time.
- The Scope Of Project Work Is To Get The Opinions From Respondents On The Issues Mentioned Earlier.
- It Is Limited To The Twin Cities Of Hyderabad And Is Confined To The Urban Areas As The Respondents Are The Subscribers Of **Tata Motors (Autofin Limited)** Is One Form Or The Other.

## **RESEARCH METHODOLOGY**

Research is the plan structure & strategy for investigation conceived to answer to research question & control variance. It is the overall operation pattern to framework of project that stipulated the information to be collected from which sources by word procedure. What are the two possible sources of data for securing in the above mentioned information in the primary & secondary data.

**SAMPLE SIZE:** The Total Sample Size Is 100 Only.

**SAMPLE METHOD:** The information is planned to be collected by sample method, the sample method followed is random sampling method. The probability random sampling method is stratified random sampling.

### **DATA COLLECTION:**

The information is collected through questionnaires and personal interviews. And the information of customers is known by company's service sheet and the free service sheet.

A direct structure questionnaire has been asked to all the respondents in the sample followed by direct personal interviews.

### **SOURCES OF DATA:**

A classification of data is very important procedure in this concept. The collected data can be classified into two types.

- 1. PRIMARY DATA**
- 2. SECONDARY DATA**

### **PRIMARY DATA**

The primary data is very important source for to make suggestions to the title obtained. This data can be collected in various methods like survey, interviewing, feedback, i.e. group discussion etc., for collection of primary data the survey method is used, which involved predetermined questions. The structured questionnaire contained a form list of question framed so as to get the facts. But it involves high risk and huge expensive method to get the facts.

### **SECONDARY DATA**

Collection of secondary data is very easy compared with primary data. But this data is also very important for the growth of an organization, to predict the future and will help to make the future plan regarding sales and improve the measures of sales.

This data can be collected from the magazines. Annual reports of the organization and other published data.

## **SAMPLE PROCEDURE**

The sample size consists of 100 consumers. The sample consists of businessman, doctors, engineers, officers and contractors etc.

The survey was conducted in the form of an interview among randomly chosen sample of 100 consumers of tata customers sample size form the dealer randomly.

## **LIMITATIONS OF THE STUDY**

- The study is restricted to both hyderabad and ranga reddy dist and that to among 100 respondents.
- The study is conducted for 45 days.
- The accuracy of the answers depends upon the mode of interest of respondents.
- Though the customers wanted to give information they could not, as they felt it takes away their business time.
- The accuracy of the answers depends upon the mode of interest of respondents.
- The opinions of the sample may or may not depict the exact opinions of the total population.

## **II. REVIEW OF LITERATURE**

### **CUSTOMER SATISFACTION**

#### **DEFINITION OF CUSTOMER SATISFACTION**

**KOTLER** (1997) defines customer satisfaction as follows:

Satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations.

**BROWN** (1992) defines customer satisfaction as:

The state in which customer needs, wants and expectations throughout the product or service's life are met or exceeded resulting in repeat purchase, loyalty and favorable worth-of mouth.

According to **jones and sasser** (1995), four basic elements affect customer satisfaction.

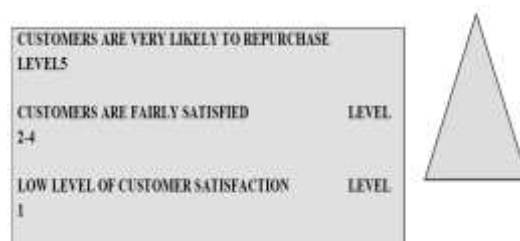
They are: the basic elements of the product or service, basic support services, a recovery process for counteracting bad experiences, and extraordinary service. There are many definitions of the key elements of the services, but this one is considered appropriate in the context of care or after sales services.

Satisfaction is a function of perceived performance and expectation. If the performance matches the expectations the customer is satisfied. If the performance exceeds the expectation the customer is highly satisfied and delighted. If the performance does not match the expectations the customer is dissatisfied. Satisfaction is a person's feelings of pleasure of disappointment resulting for comparing a products perceived performance (out-come) in relation t his/her expectation. The link between customer satisfaction and customer loyalty is proportional. Suppose customer satisfaction is rated on a scale from 1 – 5. At a very low levels of customer satisfaction.

level-1, customers are likely to abandon.

Level-2 to 4, customers are fairly satisfied but still find tit easy to switch when a better offer comes along.

Level-5, the customer is very likely to repurchase an even spread good word of mouth about the company.



The key to generating high customer loyalty is to deliver high customer value. A company's value proposition is much more than its positioning on a single attribute. Most of the successful companies are raising expectations and delivering performances to match. These companies are aiming for tcs – total customer satisfaction. Customer satisfaction is both a goal and a marketing tool. Companies that achieve high customer satisfaction ratings make sure that their target market is known.

After sales support management system is apart of erp *enterprise resource planning* solution dealing with the support module after the sales of product. It creates an advanced environment to the organization, which are in to technical support after sales e.g. companies offering electronic goods and motor vehicles etc.

#### **THE FUNCTIONAL FEATURES INCLUDE:**

- CUSTOMER COMPLAINTS TRACKING
- SERVICE ENGINEERS INFORMATION TRACKING
- JOB SCHEDULING FOR THE COMPLAINTS
- SPARES MANAGEMENT
- ONLINE SUPPORT
- REPORTS

#### **CUSTOMER COMPLAINTS TRACKING**

Complaint is the start point of any technical support system. With out a client request the technical support is not initiated. Complaint tracking is done as follows:

- Client may come down or make a phone call or complaint online
- The client is validated. The client may have an annual maintenance contract or may have a product in warranty or of warranty.
- The intensity of the complaint is to be estimated to allocate resources.
- Expected service type has to be finalized. It may be online assistance indoor or onsite assistance.

#### **SERVICE ENGINEERS INFORMATION TRACKING:**

Information about the engineers is inevitable in job scheduling. Information about the engineers has to be added, deleted or modified in the database. It may contain the following: the name, id of the engineer; the skill set of the manager; the status of the engineer.

#### **JOB SCHEDULING FOR THE COMPLAINTS:**

Job scheduling means sequencing the request to its intensity, assignment of a service engineer and creating a job card. It is done to optimize the technical resources and to render the best service to the customer. Minor problem are processed by technicians requests are handled by the expert team.

#### **THE JOB CARD INCLUDES THE FOLLOWING:**

The compliant id, the assigned engineer id, the data and time of service, the spare details, no. Of man hours required etc.

- The spare part name and serial number
- The available quantity of each spare part
- The prize, warranty and other specifications
- The supplier information.

#### **CUSTOMER SATISFACTION TRACKING:**

Customer satisfaction is the key concept to dictate the future of the organization. In order to maximize the customer satisfaction along with quick response and efficient service some other activities are to be performed.

#### **THEY MAY BE AS FOLLOWS:**

- Reception Of The Customer With Hospitality.
- Entertaining Environment To The Customer.

- Providing Guidance About The Usage And Maintenance Of The Product.
- Offering Gift And Discounts.

### **OPERATIONALISATION OF CUSTOMER SATISFACTION**

As customer needs and expectations are changing all the time, this will lead to a situation whereby customers keep setting ever higher standards, and therefore to achieve perfection is impossible. Markets should be seen as a group of individual companies, and each of them must be treated individually with different requirements, experiences, commitments, and relationships. Implementing customer satisfaction philosophy means identifying customers, then identifying their needs and expectations and finally, measuring their perceptions. Knowing the needs of the customer makes it easier to anticipate the ideal set of products and services. A major flaw for all the companies has proved to be their inability to understand other ways that customers can be satisfied. By implementing direct and continuous employee contacts with the customers, the customers' requirements and expectations can be determined. This employee-customer connection additionally conveys the message that the company cares about their customers.

### **BUSINESS DEFINITION FOR: AFTER-SALES SERVICE**

Customer support following the purchase of a product or service. In some cases, after-sales service can be almost as important as the initial purchase. The manufacturer, retailer, or service provider determines what is included in any warranty (or guarantee) package. This will include the duration of the warranty traditionally one year from the date of purchase, but increasingly two or more year's maintenance and/or replacement policy, items included/excluded, labor costs, and speed of response. In the case of a service provider, after-sales service might include additional training or helpdesk availability. Of equal importance is the customer's perception of the degree of willingness with which a supplier deals with a question or complaint, speed of response, and action taken.

### **AFTER SALES EXCELLENCE**

After sales excellence is a key driver for customer satisfaction and loyalty but also a very important source of revenues and profits throughout a vehicle lifecycle. Our after sales experts support our clients in all relevant areas of after sales service to improve the internal cost base, the retail attractiveness as well as customer satisfaction. Our results are measurable - significant improvements on key indicators such as warranty costs, service quality, and fixed first visit rate.

### **SUPPLY CHAIN EXCELLENCE**

Our supply chain excellence service enables you to realize substantial improvements in your supply chain performance in terms of cost, efficiency, lead times, demand management, customer service and working capital requirements. We measure, improve and qualify supply chain organizations and processes and support our clients by identifying and rapidly implementing cost and efficiency savings in the entire supply chain. This can be achieved with the comprehensive, cross-functional redesign of all logistics processes leveraging the entire supply chain including customers and suppliers. With our proven integrated supply chain excellence audit we quickly identify gaps to proven best practices and benchmarks within, and beyond, the automotive industry.

### **CUSTOMER CONTACTS AND RELATIONSHIPS**

In all cases, the supplier had been involved with the customer since the beginning of the network building. It is difficult to distinguish whether some of the changes in customer-supplier relationship were due to the duration of the relationship between the two parties and whether some of the changes were caused by changes in the customer's needs resulting from the customer's new position in the network life cycle curve. For the results of this research, that question in terms of the underlying factors has not addressed, but for future studies, it would be relevant to clarify which of these two factors is the more significant or in fact, whether they can be distinguished.

## **RELATION OF THE CARE TO CUSTOMER SATISFACTION**

Innis and la londe (1994) discovered that several customer satisfaction variables significantly affect a customer's total customer satisfaction. Customer service attributes received high ratings for the importance of customer satisfaction. Attributes for physical distribution of customer service were rated higher than many marketing attributes.

### **MOST IMPORTANT SERVICES**

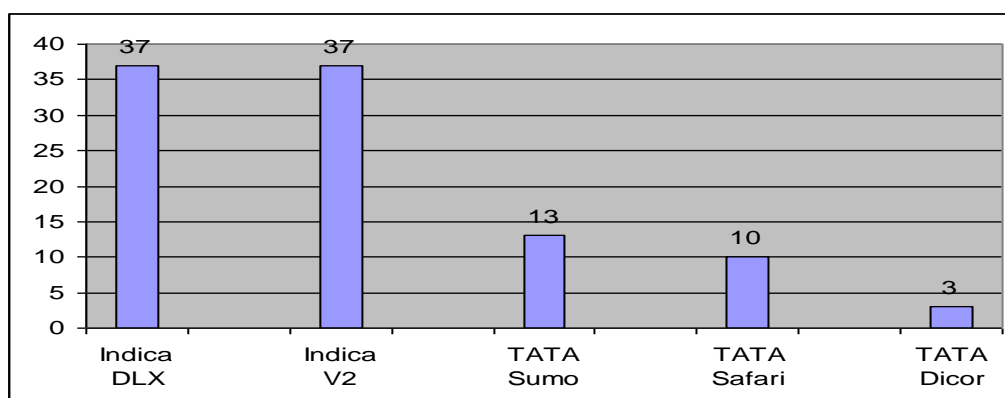
Barsky (1995) proposed that what is important for one customer may not be important for another. Barsky proposes this in the area of priority marketing, and the idea was applied to different services in general. When a buyer considers closer integration with a supplier, they may consider that it will most likely limit the number of potential suppliers and fear that the partner may take advantage of this by increasing prices or delivering poorer quality or poorer service. Interlocking with the supplier can limit the opportunity to acquire innovations if the supplier lacks the capability of being a leading-edge supplier. Research has shown that there are frequently differences between the views of the supplier's management on customer value and the customers' views on what they say they value. This was studied in the present study as well.

### **III. DATA ANALYSIS AND INTERPRETATION**

#### **1. WHAT IS THE MODEL OF CARES USED BY CUSTOMERS?**

- A) INDICA DLX
- B) INDICA V2
- C) TATA SUMO
- D) TATA SAFARI
- E) TATA DICOR

S.NO	MODELS	NO.OF RESPONDENTS	PERCENTAGE
1	INDICA DLX	37	37
2	INDICA V2	37	37
3	TATA SUMO	13	13
4	TATA SAFARI	10	10
5	TATA DICOR	03	03
TOTAL NO.OF RESPONDENTS		100	100%



**INTERPRETATION:**

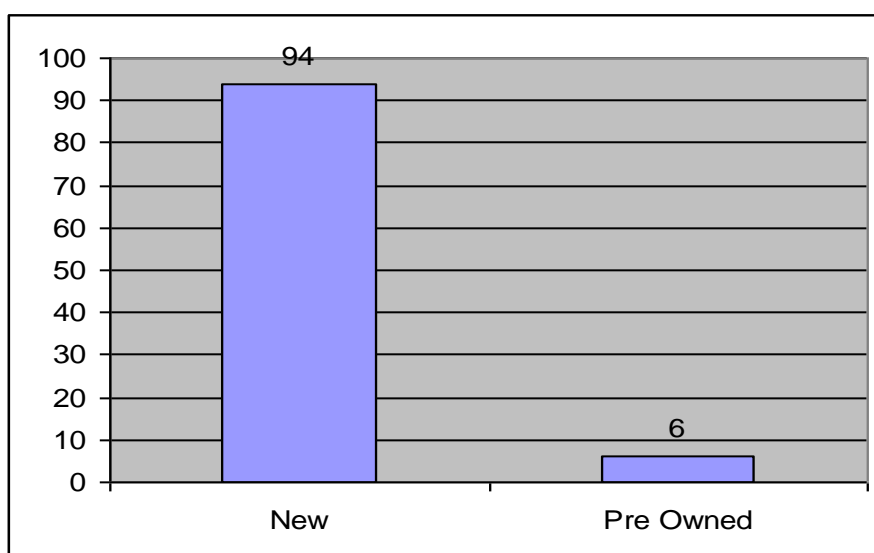
It is observed that 37% of the total respondents use indica dlx, 37% of the respondents use indica v2, 13% of the respondents use tata sumo, 10% of the respondents use tata safari and last 03% of respondents use tata dicor model.

**2. WHICH TYPE OF CAR HAVE YOU BOUGHT?**

A) NEW

B) PRE OWNED

S.NO	BUYERS	NO. OF RESPONDENTS	PERCENTAGE
1	NEW	94	94
2	PRE OWNED	6	6
TOTAL NO. OF RESPONDENTS		100	100%



**INTERPRETATION:**

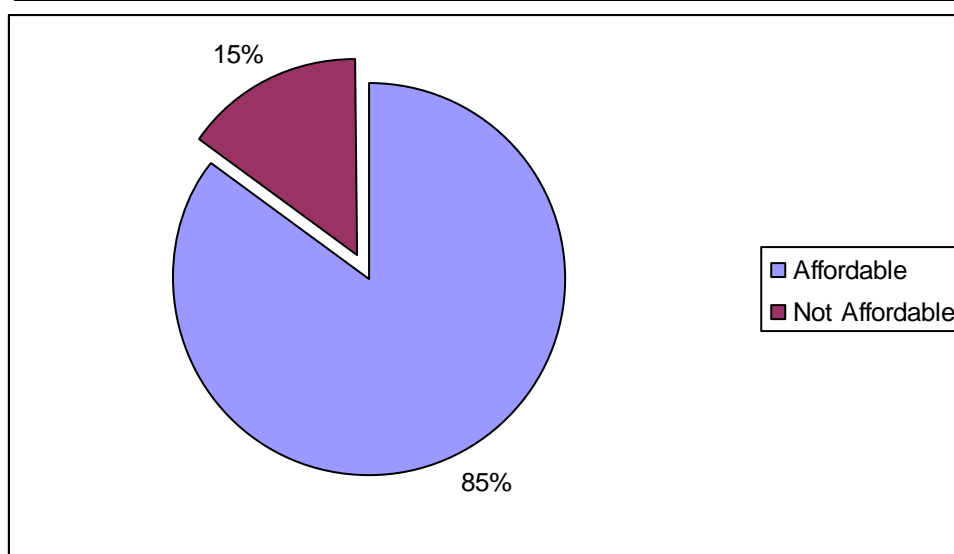
From the survey conducted it is observed that 94% of the respondent's purchased new cars and 6% of the respondent's purchased pre owned cars.



**3. WHETHER THE PRICE OF THE VEHICLE IS?**

- A) AFFORDABLE  
B) NOT AFFORDABLE

S.NO	PRICE	NO. OF RESPONDENTS	PERCENTAGE
1	AFFORDABLE	85	85
2	NOT AFFORDABLE	15	15
TOTAL NO. OF RESPONDENTS		100	100%



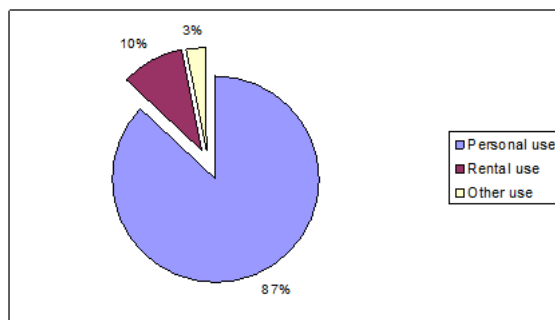
**INTERPRETATION:**

It is observed that 85% of the people feel that the price of vehicle is affordable, and 15% of people feel that the price of vehicle is not affordable.

**4. WHAT IS THE PURPOSE OF BUYING THIS CAR?**

- A) PERSONAL USE  
B) RENTAL USE  
C) OTHER USE

S.NO	PURPOSE OF BUYING	NO. OF RESPONDENTS	PERCENTAGE
1	PERSONAL USE	87	87
2	RENTAL USE	10	10
3	OTHER USE	3	3
TOTAL NO. OF RESPONDENTS		100	100%



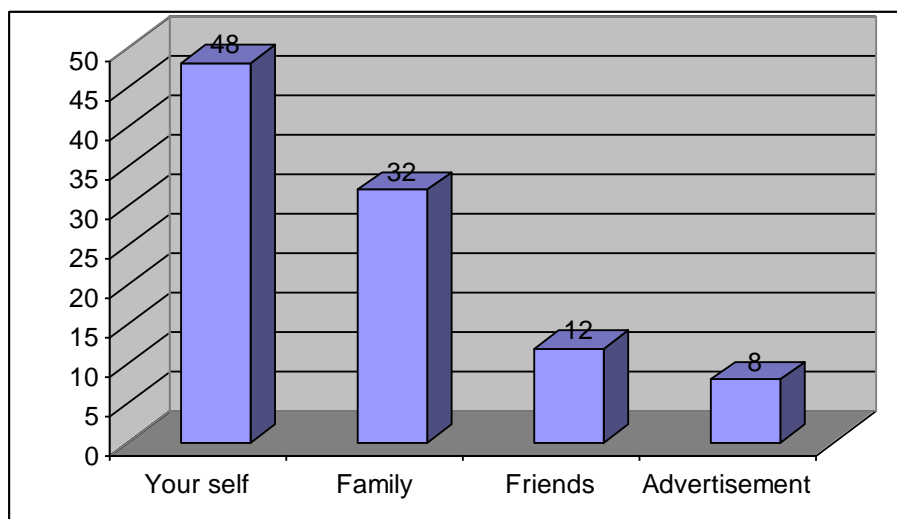
#### INTERPRETATION:

From the data collected it is observed that 87% of the customers use their vehicle for personal use, 10% of the customers use their vehicle use for rental and 3 % of the buyers use for other use.

#### 5. WHO INFLUENCED IN BUYING THIS CAR?

- A) YOUR SELF
- B) FAMILY
- C) FRIENDS
- D) ADVERTISEMENT

S.NO	INFLUENCED	NO. OF RESPONDENTS	PERCENTAGE
1	YOUR SELF	48	48
2	FAMILY	32	32
3	FRIENDS	12	12
4	ADVERTISEMENT	8	8
TOTAL NO. OF RESPONDENTS		100	100%



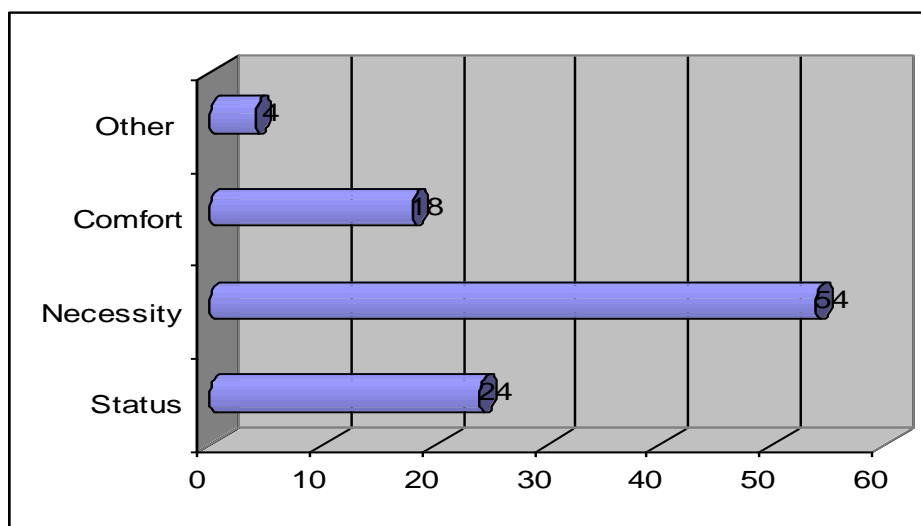
#### INTERPRETATION:

From the study it is observed that 48% is influenced by themselves, 36% feel that the family place a vital role to purchase there vehicle, and then comes to friends 12% and then advertisement 8%.

**6. HAT DOES THIS CAR CONVEY?**

- A) STATUS
- B) NECESSITY
- C) COMFORT
- D) OTHER

S.NO	CAR CONVEYS	NO. OF RESPONDENTS	PERCENTAGE
1	STATUS	24	24
2	NECESSITY	54	54
3	COMFORT	18	18
4	OTHER	04	04
TOTAL NO. OF RESPONDENTS		100	100%



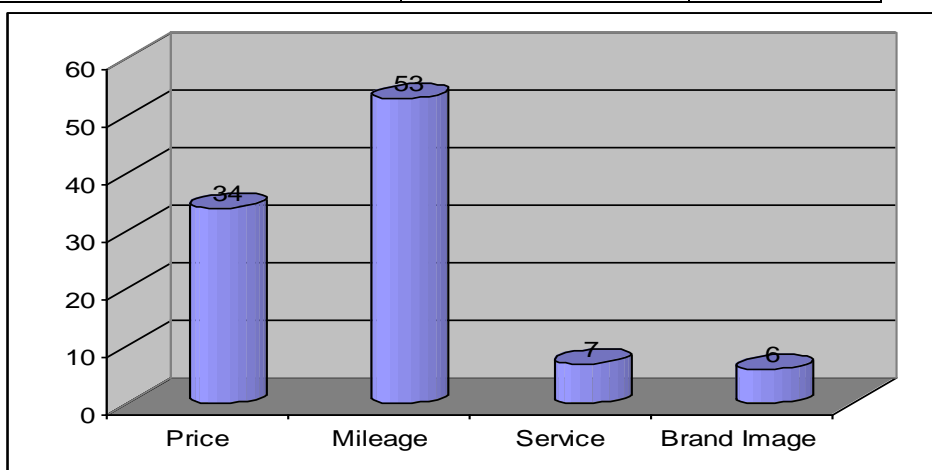
**INTERPRETATION:**

From the data collected it is concluded that 24% of the consumers purchase the vehicle to maintain the status, where as 54% of the consumers purchase the vehicle because of their necessity. 18% of the consumer's purchases as it gives comfort, 12% of the consumer purchase the vehicle for other reason.

**7. WHAT ARE THE REASONS FOR BUYING THIS CAR?**

- A) PRICE
- B) MILEAGE
- C) SERVICE
- D) BRAND IMAGE

S.NO	CRUCIAL	NO. OF RESPONDENTS	PERCENTAGE
1	PRICE	34	34
2	MILEAGE	53	53
3	SERVICE	7	7
4	BRAND IMAGE	6	6
TOTAL NO. OF RESPONDENTS		100	100%



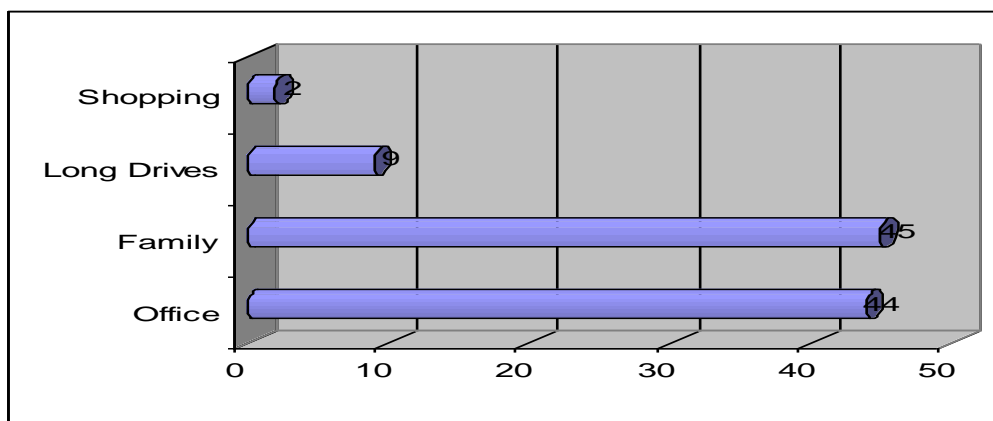
**INTERPRETATION:**

It is concluded from the study that 34% of them say that price is crucial, 53% of them say mileage and 7% & 6% of them say service and brand image.

**8. YOU USE YOUR CAR MOSTLY FOR?**

- A) OFFICE
- B) FAMILY
- C) LONG DRIVES
- D) SHOPPING

S.NO	CAR USED FOR	NO. OF RESPONDENTS	PERCENTAGE
1	OFFICE	44	44
2	FAMILY	45	45
3	LONG DRIVES	9	9
4	SHOPPING	2	2
TOTAL NO. OF RESPONDENTS		100	100%



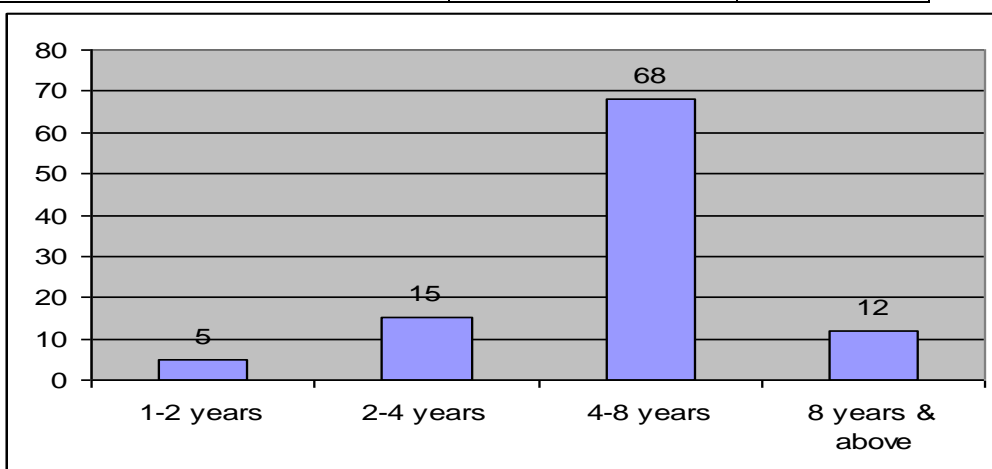
#### INTERPRETATION:

It was observed that 44% of the respondents use their vehicle for going to office, 45% of the respondents use their vehicle to take their family out and 2% and 9% of the respondents use their vehicle for shopping and long drives.

#### 9. HOW LONG YOU WILL USE THIS VEHICLE?

- A) 1-2 YEARS
- B) 2-4 YEARS
- C) 4-8 YEARS
- D) 8 YEARS & ABOVE

S.NO	HOW LONG YOU WILL USE	NO. OF RESPONDENTS	PERCENTAGE
1	1-2 YEARS	5	5
2	2-4 YEARS	15	15
3	4-8 YEARS	68	68
4	8 YEARS & ABOVE	12	12
TOTAL NO. OF RESPONDENTS		100	100%



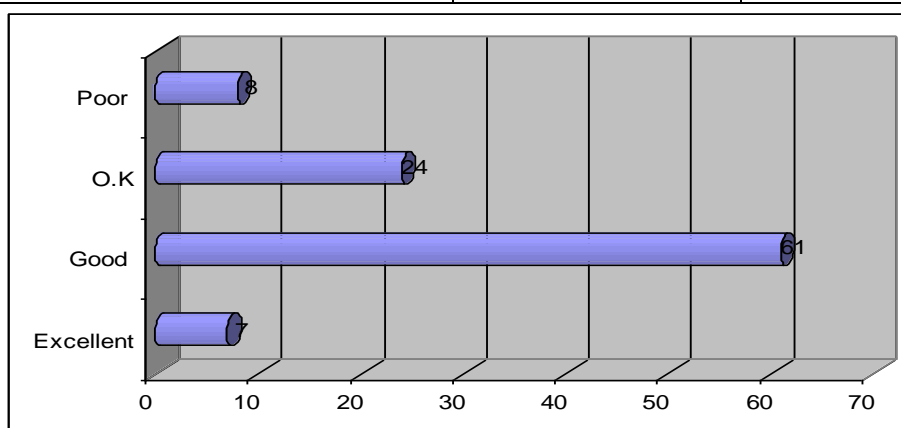
#### INTERPRETATION:

From the study it is observed that 5% and 15% of the consumer keep their vehicle 1-2 years and 2-4 years and 68% and 12% of consumers keep their vehicle for 4-8 years and 8 years & above.

**10. RATE YOUR SATISFACTION FOR THE SERVICE PROVIDED BY THE ORGANIZATION?**

- A) EXCELLENT
- B) GOOD
- C) O.K
- D) POOR

S.NO	SATISFACTION LEVEL AT SERVICE STATION	NO. OF RESPONDENTS	PERCENTAGE
1	EXCELLENT	7	7
2	GOOD	61	61
3	O.K	24	24
4	POOR	8	8
TOTAL NO. OF RESPONDENTS		100	100%



**INTERPRETATION:**

From the survey conducted satisfied level at service center show at x-axis and no.respondents at y-axis. 7 % of the consumers said excellent, 61% said good and 24% and 8% of the consumers said ok and poor.

**IV. FINDINGS:**

- ✓ Most of the buyers are professionals and business people using the tata cars.
- ✓ 94% of the respondents purchase new cars only.
- ✓ Nearly about 85% of the customers feel that the price of vehicle is affordable.
- ✓ About 87% of the respondents use tata cars for there personal use.
- ✓ The reason for purchase only tata is necessity for 54% of the customers, 24% of the consumers feels status and 18% feel comfortable.
- ✓ Many of the respondents are satisfied with regard to mileage, price.
- ✓ 45% of the respondents use there vehicle to take there family out and 44% use for going to office.
- ✓ 61% of the respondents were satisfied with service provided by the dealer at the service center, 24% and 7% of the respondents said ok and excellent, and 8% of the respondents were not satisfied with service at service station.

- ✓ Above 56% of the respondents feel the prices are reasonable at the service center. Where 8% and 38% of the respondents feel that the prize are high and medium respectively.
- ✓ 62% of the respondents feel that the overall performance of the vehicle is good, 8% and 23% of the respondents feel that the performance of the vehicle is excellent and o.k.

#### **V. SUGGESTIONS**

- It is suggested that some more place should be provided for luggage.
- To provide better service to customers at work shop
- To make the vehicle more spacious inside
- To improve the comfort ness in the vehicle
- Skilled and experienced persons should be provided at service center, so that problems of the vehicle should be resolved completely.
- Engine capacity should be increase, this leads to increase mileage and pickup once when a/c is on
- To increase the place of parking at work shop.

#### **VI. CONCLUSION**

“The single most important issue buzzing around the global business environment right now is building a competitive edge. Every organisation is seized with the task of establishing and sustaining its worth to the customer, who has become unpredictable due to competition,” the author writes.

As a result, every company is always trying to win over customers and keep them as loyal as possible. Organisational culture and brand equity as a whole are the ones that are in jeopardy. As a result, businesses are always fighting for customers' attention and spending. To stay ahead of the competition, companies need to regularly survey consumers to gauge their wants and requirements.

In the end, this helps the business rethink its policies in order to provide customers with state-of-the-art technology that will both meet their needs and keep them as lifelong customers.

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