INTRODUCTION
Cars though considered as luxury once, now occupies a part of day-to-
day life and has become a necessity and forms a part of life. Tata Motors
understanding this, positioned Nano in peoples mind as “THE PEO-
PLES’ CAR”, “ONE LAKH CAR” that drives one billion dreams and
“THE WORLDS CHEAPEST CAR ” without compromising on quality
, safety and eco-friendliness. Nano is targeted towards two wheeler seg-
ments, second hand car segments, auto rickshaw segments, low and
middle income segments. It would cater to a typical middle income
Indian family of four who wants to avoid rain, wind and dust.
Customer satisfaction is about relationships between the customer and
product or service and the provider of a product or service. High cus-
tomer satisfaction ratings are widely believed to be the best indicator
of company’s future profit. Satisfaction can be broadly characterized
as a post-purchase evaluation of product quality given pre-purchase
expectation. Customer satisfaction can be experienced in a variety
of situations and connected to both goods and services. It is a highly
personal assessment that is greatly affected by customer expectations.
Satisfaction also is based on the customer’s experience of both contacts
with the organization and personal outcomes.

OBJECTIVES OF THE STUDY
• To study the socio-economic condition of the customers.
• To identify the factors which influence to purchase the car.
• To analyze the satisfaction level of customers towards the car.

NEED FOR THE STUDY
When Tata Motors launched the Nano car in 2008 it was one of the
most ambitious car projects for the car maker and most awaited car
that India had ever seen. The low cost car was also the cheapest car
among other attributes like pollution, engine, battery performance, and pick
up for the Indian family of four who wants to avoid rain, wind and dust.

SCOPE OF THE STUDY
The present study is conducted to find whether the targeted segments
of customers are satisfied with Nano car performance. This study also
tries to analyze the influence of perception in the consumers mind and
how this information can be used successfully by marketers to gain
entry into the minds of the consumers. This study is restricted to Co-
imbatore city.

ABSTRACT
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 to 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.

KEYWORDS: Customer satisfaction, Nano car, automobile, maintenance cost

METHODOLOGY OF THE STUDY
The study is descriptive in nature and based on primary and secondary
data. Secondary data is collected from the different journals, internet
and periodicals, car manufacturers’ websites. Primary data is gathered
using Questionnaire. Initially a pilot study has been made in order to
find out the feasibility and the relevance of the study.

Sample size: In this study, sample size of 125 respondents is chosen
who are using the Tata Nano car.

Sampling Technique: Simplest non-probability sampling technique ‘convenience sampling’ has been applied.

Tools Of Data Analysis: The data collected has been analyzed with
help of various tools and techniques to fulfil the research objectives.
These include percentage table, Ranking and Chi-square Analysis.

REVIEW OF 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 auto-
mobile 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.

Ganesh and Soundararapandiyan (2011) conducted a study on
“i10 Hyundai Chennai: customer satisfaction level” with the sample size
of 150 customers. The objectives of the study was to identify the post
purchase behaviour and customer satisfaction level and find the effec-
tiveness of after sales service of customer of Hyundai i10. They revealed
from the study that customers are satisfied with the car after purchase
because its gives the feel of luxury to customers and a convenience of
smaller car in crowded area.

towards Tata Motors - A study on Passenger cars in Warangal district
of Andhra Pradesh” with the objectives to study the customer satisfac-
tion with the usage of vehicles, after sale service, key area of strength,
pricing affects, service and quality. They taken the sample of 100 re-
spondents 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.

Analysis and Interpretation
Percentage Analysis

Table No.1 Percentage table for Demographic factors & Study factors

<table>
<thead>
<tr>
<th>Variables</th>
<th>Categories</th>
<th>%</th>
<th>Variables</th>
<th>Categories</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>Below 25</td>
<td>20</td>
<td>Family Type</td>
<td>Joint Nuclear</td>
<td>31.2</td>
</tr>
<tr>
<td></td>
<td>25 – 40</td>
<td>50.4</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>40 – 55 Above's</td>
<td>23.2</td>
<td></td>
<td></td>
<td>6.4</td>
</tr>
<tr>
<td>Gender</td>
<td>Male</td>
<td>69.6</td>
<td>Monthly Income</td>
<td>Rs.10,000- Rs.20,000</td>
<td>30.4</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>30.4</td>
<td></td>
<td>Rs.20,000- Rs.30,000</td>
<td>27.2</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Rs.30,000- Rs.50,000</td>
<td>25.6</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Above Rs.50,000</td>
<td>16.8</td>
</tr>
<tr>
<td>Marital Status</td>
<td>Single</td>
<td>63.2</td>
<td>Nano For Safety</td>
<td>Yes 71 56.8 No</td>
<td>56.8</td>
</tr>
<tr>
<td></td>
<td>Married</td>
<td>36.8</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Education</td>
<td>Primary level</td>
<td>5.6</td>
<td>Rate Of Performance</td>
<td>Excellent 20</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>Secondary level</td>
<td>20.8</td>
<td></td>
<td>Good 61</td>
<td>48.8</td>
</tr>
<tr>
<td></td>
<td>Graduated</td>
<td>24.8</td>
<td></td>
<td>Average 36</td>
<td>28.8</td>
</tr>
<tr>
<td></td>
<td>Post graduate Others</td>
<td>4.8</td>
<td></td>
<td>Poor</td>
<td>6.4</td>
</tr>
<tr>
<td>Occupation</td>
<td>Employee</td>
<td>32.8</td>
<td>Mileage</td>
<td>16</td>
<td>29.6</td>
</tr>
<tr>
<td></td>
<td>Self employed</td>
<td>34.4</td>
<td>Style</td>
<td>36</td>
<td>31.2</td>
</tr>
<tr>
<td></td>
<td>Professional</td>
<td>30.4</td>
<td>Size</td>
<td>20</td>
<td>20.8</td>
</tr>
<tr>
<td></td>
<td>Agricultural</td>
<td>2.4</td>
<td>Noise in Engine</td>
<td>Others</td>
<td>2.4</td>
</tr>
</tbody>
</table>

Source: Primary Data

Interpretation:
From the table it is clear that the most preferred factor to purchase the car is Price, followed by Quality, Style, Mileage, Performance, Battery, Speed, After sales & Services, Capacity and Comfortability with last rank.

CHI-SQUARE ANALYSIS
Ho: There is no relationship between personal factors (Age, Gender, Marital status, Educational qualification, Nature of family, Number of dependent) and Customer Satisfaction

Table No.3 Showing Relationship between Personal Factors and Customer Satisfaction

<table>
<thead>
<tr>
<th>Personal factor</th>
<th>Calculated Value</th>
<th>Table Value</th>
<th>Degree of freedom</th>
<th>Level of significance</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>11.17422</td>
<td>12.592</td>
<td>6</td>
<td>5%</td>
<td>Accepted</td>
</tr>
<tr>
<td>Gender</td>
<td>1.960311</td>
<td>5.991</td>
<td>2</td>
<td>5%</td>
<td>Accepted</td>
</tr>
<tr>
<td>Marital status</td>
<td>3.936065</td>
<td>5.991</td>
<td>2</td>
<td>5%</td>
<td>Accepted</td>
</tr>
<tr>
<td>Educational qualification</td>
<td>4.659587</td>
<td>15.507</td>
<td>8</td>
<td>5%</td>
<td>Accepted</td>
</tr>
<tr>
<td>Nature of family</td>
<td>5.477368</td>
<td>5.991</td>
<td>2</td>
<td>5%</td>
<td>Accepted</td>
</tr>
<tr>
<td>Number of dependent</td>
<td>7.337567</td>
<td>12.592</td>
<td>6</td>
<td>5%</td>
<td>Accepted</td>
</tr>
</tbody>
</table>

Source: Primary Data

Interpretation:
From the above table, it is clear that the null hypothesis is accepted at 5% level of significance. Hence there is relationship between personal factors (Age, Gender, Marital status, Educational qualification, Nature of family, Number of dependent) and customer satisfaction.

CONCLUSION:
The present study reveals that the customers have a good preference towards TATA Nano vehicle. They are mainly motivated by price of the car. The popularity of the brand also, one of the factors urged the customers for their purchase decision. Overall, it can be concluded that customers are satisfied with the price, appearance of the vehicle and Comfortability in crowded area but they expect variety of models.

REFERENCES