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A STUDY ON CONSUMER BUYING BEHAVIOUR OF TATA NANO CAR IN SALEM DISTRICT

Commerce

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ABSTRACT

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. One of the greatest strengths of Nano is tiny price tag. The starting price is Rs.1,00,000 which is cheaper than Maruti 800, the next cheapest car in Indian market priced at Rs.1,84,641. Tata positioned Nano peoples mind as " The people car", One Lakh car that drives One billion Dreams and The world's cheapest car without compromising on quality, safety and eco-friendliness.

INTROUCTION

Consumer behavior is the field of study that focuses on consumer activities. It should be primary focus of every aspect of the firm's marketing program. Consumption is a key to understand why consumer's by products. In this study, analysis has been made to judge the perception of individuals towards Tata Nano after its launch. The small car market in India is increasing at a great pace. The main players in the small car market like Tata motors and maruti are competing fiercely. All the small car manufactures are trying to outdo each other in terms of design, innovation, pricing, technology, etc., in order to increase their market share. There is a healthy competition in the Indian small car market which has intensified since the Indian government decided to boost the small car sector.

Profits from customer relationship are the major aspect of all business so the basic objective of any business is profit maximization through customer's satisfaction. But it is always difficult to get customer satisfaction. A consumer may not be aware of his deeper motivations and may change his mind at any stage.

TATA NANO CAR

The Tata Nano is a city car manufactured by Tata motors made and sold in India, the nano is the cheapest new car in the world today with a price of Rs. 1,00,000 (approximately US $ 2000 at launch). After having successfully launched the low cost Tata Ace truck in 2005, Tata motors began development of an affordable car that would appeal to the many Indians who drive motor cycle. The purchase price of this no frills auto was brought down by dispensing with most nonessential features, reducing the amount of steel used in its construction, and relying on low cost Indian labour. The Introduction of the Nano received much media attention due to its low price.

Scope of the Study

Now- a- days Tata Nano car markets increased because the necessities of the people have increased. The Nano car is cheapest rate so using for middle class family. To reduce the communication gab that makes the consumer buy the Nano car. Besides that the study has within the scope of the task of undertaking the consumer behavior in relation to the purchase and usage of specific brand of Nano car. This study is specifically design to expose the factors, which determine the Nano car purchase behavior the brand loyalty, the price consciousness of consumer and also amount of satisfaction received out of their Nano car.

Statement of the problem

In the present study, the researcher deals with the consumer behavior. In today's scenario, there are many manufactures enter into car market. This makes the consumer to change their behavior towards the different product available in the market. It may change according to types brand, price, income level, family size. This makes the study important the consumers are getting into problem while selecting a product and take decisions. The study goes to analysis all these factors in a detail.

OBJECTIVE OF THE STUDY

- To study the consumer buying behaviour of Tata Nano car in Salem district
- To point out the consumer's perception and their experience with the car.
- To evaluate the level of satisfaction with price, quality, design, availability of the Nano car.

Limitation of the Study

- The results are not useful for long time, because so many new brands are exerting the market.
- The study relies rare on the response given by the respondents to the questionnaire.
- The limitation associated with simple convenience sampling technique is applicable to the present study, and so findings cannot generalized.

Review of Literature

The term " **Consumer"** more generally refers to any one engaging in any activities of evaluating in any activities of evaluating, acquiring, using or disposing of goods and services. Consumer includes not only these who are purchase of economic goods and services.

Peter Fuddruckers says, " The purpose of any business is to create a customer. It is the customer who determines what a business? It is the customer and he alone, who through being willing to pay for goods and services. Coverts economic resource into wealth, thing into goods. What a business thinks in produces is not first importance. What the customer thinks he is buying what he consider value, is decisive, It determines what business is, what it produce and whether it will prosper".

Kaushik and Kaushik (2012) investigated empirically customer's preference towards passenger car brands in south West Haryana region. They also considered pre- purchase and post- purchase behaviour factors influencing the brand preference of passenger cars. Judgmental sampling method was followed study was carried out in Bhiwani and Mahendragarh districts of Haryana during june- Augest 2007. Cross tabulation and multi-dimensional scaling techniques were used. It was observed that Maruti 800, Alto and Wagon-R were faviorate in that region and customers were more fuel, effiency and price were found to be primary determinates for buying cars in the region.

Clark (2016) concluded that the main motivation to visit discount store channels lay with low price convenience of the location, as the meaning of discounts cars implies. Service factor was relatively less important than the merchandise factor.

Consumer behaviour is defined as the behaviour that consumers display in searching for, Purchasing, using, evaluating and disposing of products and services that they expect will Satisfy their needs.

L.G. Schiffman, L.L. Kanuk, (2017) As per the above definition, consumer behavior tries to understand how consumers (Individuals)

make decisions on consumption-related items. That it, this study tries to seek answers on questions related to the consumer's decisions on what to buy, why they buy it, when and where they buy it, how often they buy and use it, consumer's evaluation of the purchased (or consumed) item and the impact of such evaluations on future Purchase behaviour and finally on how they dispose of it.

METHODOLOGY
The study has been undertaken by survey method. 100 sample respondents were selected by using convenience sampling method, customers of Tata Nano car in Salem District. Both primary and secondary sources of data were used. Well structured interview schedule was designed to elicit necessary data and details from the customers. The secondary data was collected from the books, journals, web portals and various unpublished records of Tata Nano car etc., for this researcher used simple percentage calculation for data analysis.

ANALYSIS AND RESULTS
In order to fulfill the above objectives and to analyse the customers awareness, ideas, opinions and satisfaction level about the Tata Nano car and also analyse the demographic factors and satisfaction level about the Tata Nano car in Salem district. The researcher had given introduction for each topic and explained the outcome with the appropriate explanations. At the same time the researcher's views and opinions were also included. These analyzed variables have found expression on paper through one or the other means of statistical applications like one way tables.

TABLE 1: Reason for selection of Tata Nano car

Reason for selection	Frequency	Percent
Attractiveness	33	33.0
Perfection	39	39.0
Immediate response	24	24.0
After sales service	3	3.0
Offers	1	1.0
Total	100	100.0

The above table indicates that the Reason for selection of nano car, out of the 100 respondents, the most of the respondents (39%) found in the Reason for selection of nano car buyer like to perfection, followed by 33% of the respondents are like its attractiveness, 24% of the respondents are like to immediate response and only one percent of the respondent is like to offers.

TABLE 2: Satisfaction level of After sales service of Tata Nano car

After sales service	Frequency	Percent
Dissatisfied	2	2.0
Neutral	41	41.0
Satisfied	49	49.0
Highly satisfied	8	8.0
Total	100	100.0

Table 2 clearly indicates that the highest number of respondents are satisfaction with after sales service was neutral, they account for 49,41 percent. Next to them, 2 respondents are dissatisfied with nano car after sales service.

TABLE 3: Purpose of purchasing of Tata Nano car

Purpose	Frequency	Percent
An asset	15	15.0
A prestige symbol	27	27.0
Family travel	43	43.0
For children convince	13	13.0
Others	2	2.0
Total	100	100.0

The table shows that 43 percent customers was purpose of nano car to use family travel, next to them, 27 percent customers are use of nano car a prestige symbol. Only 2 customers are use other purpose of nano car.

TABLE 4: Reason for recommend this brand of Tata Nano car to others

Reason for recommend	Frequency	Percent
No noise	18	18.0
Trouble free	16	16.0
Good service	21	21.0
Standard brand	25	25.0
Others	20	20.0
Total	100	100.0

The above table clearly explains that the reasons for recommend this brand, out of 100 respondents, the highest no. of respondents are reason for recommend this brand standard brand to others, they account for 25 percent, next to them, 21 percent respondents are good service of recommend to others this brand. The least number of the respondents are found in the reason for recommend this brand of trouble free and no noise.

FINDINGS
The researcher has drawn out from the analysis the following main findings which are to be given more importance in this study. This is the main outcome of the research.

- Nearly two third of the respondents (61%) were belong to the age group of 35 to 40 years.
- More than one third of the respondents (39%) who use of nano car businessman.
- Nearly two third of the respondents (63%) are earning salary in between RS.20,001 to 30,000.
- More than half of the respondents (53%) came to know nano car through advertisement.
- More than one third of the respondents (39%) like perfection as criteria to choose the nano car.
- Majority (64%) of the respondents were satisfaction with the product of the nano car.
- More than half of the respondents (57%) had felt satisfy with the nano car because of compatable price.
- Nearly half of the respondents (49%) were being satisfied the after sales service.
- Majority (48%) of the respondents were being expecting about the nano car is very popular brand.
- Less than half of the respondents (43%) are used the nano car for family travel purpose.
- Majority of (73%) respondents were paid cash to buy the nano car.
- More than one third of the respondents (37%) have felt others and mileage is uncomfortable to the nano car.
- More than two third of the respondents (69%) have felt the nano car spare parts are available.
- Majority (78%) of the respondents were preferring the same car for the next purchase.
- Majority of (73%) respondents are recommend the nano car to others.

SUGGESTIONS
- The research study has brought sufficient market opportunity for the Tata Nano car in different place in Salem district. It has been brought out in the report that. Almost the company understood their customers insipid for the quality.
- The need of the hours is to have an availability of the product with the help of effective distribution network, so that supplies reach the dealers had in time to customers.
- The Tata Nano car is having a very high market here, because of the product awareness affected through publicity. The publicity of advertisement can not be reached to all the places in Salem district.
- The delay in the delivery of Tata Nano car, the customers to change over to other brands available in the market. If the delivery position is further improved there will be substantial increase in sales.

CONCLUSION
The perception of people towards Tata Nano after its launch has been worked out with the help of questionnaire. Growth in the Indian middle-class and easy availability of credit coupled with new launches and attractive pricing by players will ensure its availability and hence will facilitate the growth of this segment. Some persons were disappointed with the working of this car as they considered it risky. Consumer behaviour in car buying is undergoing a sea change. Purchase of luxury cars remains a symbol of power, recognition, independence and status. Thus key drivers for the growth of Indian auto industry are, Availability of finance, improved infrastructure, rising family income, poor public transport system, low car penetration, exchange of cars, and changing lifestyle. Some of the customers of Tata Nano were dissatisfied with the car due to bad after-

sales service and moreover its noisy engine disturbs the customer. At last, it recommended that Nano is really a people's car but company needs to work more on its features and safety and enhance its production so that people don't have to wait to purchase it.

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