



A study on consumer perception towards “Nano Car” with special reference to Ahmedabad City

Dr. Bhavsinh M. Dodiya

Assistant Professor

Smt. B.V. Dhanak Arts, Commerce, Science & Mgt. College,

Bagasara, Gujarat (India)

Abstract: *The Indian automobile industry is growing rapidly in terms of production of vehicles per year. It stood 10th largest industry in manufacturing of automobile. Tata Motors dominates more than 60 percent of the commercial vehicle market in India. It is one of the largest companies, produces medium and heavy vehicles in India. This research study is based on consumer preferences towards Nano Car in Ahmedabad City. To conduct this research study 100 customers of TATA's Nano car are selected and confined to Ahmedabad city. The structured questionnaire was used to collect primary data. During the study it is found that Price plays an important role and influences the buying decision of consumers.*

Keywords: *Tata Motors, Nano, car, Automobile, Indian.*

I. INTRODUCTION

Tata motor is largest manufacture and market leader in commercial vehicles. At global it stood fifth in manufacturing of truck and ranked fourth in the production of bus. The commercial and passenger vehicles of Tata motors are marketed in different countries in Europe, Middle East, Africa, South East Asia, South Asia, South America, Russia. Tata motor has franchisees and joint venture in assembly operations in Senegal, Ukrain, and Bangladesh.

Tata Motor, previously known as Tata engineering and locomotive company. It has started manufacturing commercial vehicles in 1954 with a 15-year collaboration with German based company daimler benz. It has manufactured Tata Ace, first indigenous light commercial vehicle; the prima range of trucks; the ultra range of international standard light commercial vehicles; India's first sports utility vehicle tata safari; Tata Indica, first indigenously manufactured passenger car of India; and the Tata Nano, the world's most cheapest and affordable car. Tata motors manufactures Commercial Vehicles, Passenger Cars, Multi-utility Vehicles.

Types of Vehicle	Name of Vehicle	Year of Mfg.
	Tata Indica	1998
Passenger Cars	Sedan Indigo	2002
	Wagon Indigo Marina	2004
Utility Vehicles	Tata Sumo	1994
	Tata Safari	1998
	Light 2 tonne Truck	
Commercial Vehicles	Heavy Dumpers	N.A.
	Multi-axled Vehicles	
Passenger Buses	12 Seaters	N.A.
	60 Seaters	

The manufacturing plants of Tata motors' at Jamshedpur, Pune, Sanand (Gujarat), Dharwad (south west), Lucknow and Pantnagar. With the collaboration with Fiat Motor, Tata motors has set up a manufacturing plant at Ranjangaon (Pune). Top four passenger vehicle brand of Tata Motors in India with products in the compact, mid-size car and utility cars vehicle segments. The Indian based manufacturing of Tata Motors is spread across Jamshedpur, Pune, Lucknow, Pantnagar, Dharwad and Sanand (Gujarat). Tata motors' dealership, sales, marketing, service and spare parts network consisting more than 3500 centres. It has over 250 dealerships in 195 cities across India. Tata motors has the third largest sales/service network after Hyundai motors and Maruti Suzuki. Tata Motors has dealerships in more than 26 countries across 4 continents.

II. OBJECTIVES OF THE STUDY

The major objective of the study to understand the four wheeler market in general and Nano market in particular. Besides this to find out the satisfaction level among the consumers towards Nano Car.

III. LIMITATIONS OF THE STUDY

The study is not free from limitations. The limitation of the study is the No. of respondents are limited to hundred Tata Nano Consumers only. The period of study is limited period of 6 months, means time constraints. The consumers survey is based on Ahmedabad City only.

IV. RESEARCH METHODOLOGY

This research paper study is an empirical enquirer into the influence of consumer satisfaction to purchase products and services from car showroom. The study is mainly based on primary data. The population of the study was customers in Ahmedabad City. Out of total population hundred customers were surveyed through non-random sampling methods by using convenience sampling method for hypotheses testing. The statistical tools used for this study are Percentage analysis and Chi – square Analysis.

V. ANALYSIS OF RESULT AND INTERPRETATION

The below Table-1 shows that, the need and wants of consumers are depends on their age. About 34 percent of the respondents are above 40 years of age. The education levels of the respondents are very high with the exception of 12 percent of respondents who have only school education. 66 percent of respondents are UG/PG educated. Occupation wise Employee constitutes 43 percent. 36 percent of the respondents belong to the income group of Rs. 15000 to Rs.20000.

Table-1
Demographic of consumers

Variables	Types	Number of Respondents	Percentage
Age Group	20-25 Yrs	11	11%
	26-30 Yrs	22	22%
	31-40 Yrs	33	33%
	Above 40 Yrs	34	34%
Sex / Gender	Male	80	80%
	Female	20	20%
Education Level	School	12	12%
	Prof. Courses	66	66%
	UG/PG	22	22%
Occupation	Doing Business	9	9%
	Profession	43	43%
	Employees	30	30%
	Other	18	18%
Monthly Income	Below 10000	8	8%
	10000-15000	28	28%
	15000-20000	36	36%
	Above 20000	28	28%

Source: Data collected through questionnaire

- Null Hypothesis (H0):** There is no significance association between age and level of satisfaction towards Nano car.

Table-2
The relationship between Age group and Satisfaction Level towards Nano Car

Variable	Value	Df	P Value
Age of consumer and level of satisfaction	9.132	6	12.6

The above Table-2 shows, the calculated value of chi-square is less than the table value at 5% level of significance. Therefore, null hypothesis is accepted. Hence there is no significance association between age and satisfaction level towards Nano car.

- Null Hypothesis (H0):** There is no significance association between gender and satisfaction level of consumers towards Nano car.

Table-3
Relationship between Gender & Level of Satisfaction towards Nano Car

Variable	Value	Df	P Value
Gender of consumer and satisfaction level	0.7812	2	5.99

Table-3 reflects the calculated value of chi-square is less than the table value at 5% level of significance. Hence, null hypothesis is accepted. So, there is no significance association between gender and satisfaction level of consumers towards Nano car.

3. **Null Hypothesis (H0):** There is a significance association between educational level and level of satisfaction towards Nano Car

Table-4
The Relationship between Educational level and Level of Satisfaction towards Nano Car

Variable	Value	Df	P Value
Education of consumer and satisfaction level	22.5308	6	12.6

The above Table-4 reveals that the calculated value of chi-square is more than the table value at 5% level of significance. Hence, null hypothesis is rejected. Therefore, there is a significance association between educational level and level of satisfaction towards Nano car.

4. **Null Hypothesis (H0):** There is no significance relationship between occupation and level of satisfaction towards Nano car.

Table-5
The Relationship between Occupation and Level of Satisfaction towards Nano Car

Variable	Value	Df	P Value
Occupation and satisfaction level	2.747	6	12.6

The above Table-5 shows the calculated value of chi-square is less than the table value at 5% level of significance. Therefore, null hypothesis is accepted. Hence there is no significance association between occupation and level of satisfaction towards Nano car.

5. **Null Hypothesis (H0):** There is no significance association between monthly income and satisfaction level towards Nano car.

Table-6
The Relationship between Monthly Income and level satisfaction towards Nano Car

Variable	Value	Df	P Value
Monthly Income and satisfaction level	3.346	6	12.6

The above Table-6 shows the calculated value of chi-square is less than the table value at 5% level of significance. Hence, null hypothesis is accepted. So, there is no significance association between monthly income and satisfaction level towards Nano car.

VI. MAJOR FINDINGS

In this research study most of the respondent's 34 (34%) respondents are belong to the age group of 40 years and above. As the age of the respondents increase, percentage of the respondents decline. The education level of the respondents is very high with the exception of 66 percent belong to UG/PG education. According to the Occupation of the respondents, Employee constitutes 43 percent. 36 percent of the respondents are belongs to the income group of Rs. 15000-20000.

The study of Chi square result shows that there is no significant association between Age, Gender, and monthly Income with the level of satisfaction. Besides this it also shows that there is a significant association between Education levels with the satisfaction level.

VII. CONCLUSIONS

This research study shows that consumers have a good preference towards TATA Nano vehicles. They are motivated by the lowest price of the car across the industry. The brand to Tata Motors also urged the consumers for buying decision. Moreover it is found that the consumers of Tata Nano are satisfied with the price, appearance of the car and comfort ability in crowded area of Ahmedabad city.

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