

Customer's Perception on Tafe Reach Ltd: an Empirical Study

M. Indhumathi¹, Dr.V.Kavitha²

M.B.A., M.Phil. (Ph.D.), Associate Professor in Management, SSM College of Engineering, Komarapalayam – 638183.

M.B.A., M.Phil., Ph.D., Associate Professor & Head, Department of Management, P.K.R Arts College For Women, Gobichettipalayam-638476.

I. Introduction

This paper discusses the "Customer's Perception on TAFE Reach Ltd: An Empirical Study". Survey was conducted regarding the degree of service satisfaction perceived by customers who service their vehicles in Tafe Reach ltd. authorised Dealers for Tata motors ltd. The hypothesis testing done for each services of cars suggests that the satisfaction level of all the products/services as well as the confidence intervals of the same. Further the satisfaction level of customers was assessed with regard to the various services provided and the problems faced by them in cleanliness of dealership. One of the sections also seeks to examine the customer's support in the progress of the services. The report also includes the remarks and suggestions given by the customers regarding the services offered as well as the recommendations deduced from the study inferences. The organization may consider the suggestions and recommendations in chalking out their future plans and strategies for the enhancement of work procedures.

II. Customers Perception

To better understand the importance of consumer-based brand equity on customer's perceptions of a brand, it is necessary to have an overview of consumer behaviour.

Belch and Belch (2004) defined consumer behaviour as "the process and activities people engage in when searching, selecting, purchasing, using, evaluating and disposing of product and services so as to satisfy their needs and desire". Perception is a process by which individual organize and interpret their sensory impressions in order to give meaning to their environment. According to Kotler et al (1999), apart from cultural factors other factors such as social, personal, and psychological factors have influence on customer's perception.

- Cultural factors have to do with the culture, subculture or social class in which a customer identifies his /herself with.
- Social factors have to do with the consumer's family, reference groups and the customer's role and status.
- Personal factors are the lifecycle status and age of customers. Also, the economic situation, occupation, self-concept and customers personality.
- Psychological factors include perception, motivation, learning, attitude and belief of the customers.

Attribution theory

Attribution theory tries to explain the ways in which we judge people differently, depending on the meaning we attribute to a given behaviour. An attempt to determine whether an individual's behaviour is internally or externally caused that determination. However, it depends largely on the three factors : Distinctiveness,(2) Consensus, and (3) Consistency.

Halo effect: The tendency to draw a general impression about an individual on the basis of a single characteristic.

Contrast effects: Evaluation of a person's characteristics that is affected by comparisons with other people recently encountered who rank higher or lower on the same characteristics. The world of marketing is an ever-changing one. Not simply because customers' desires change, but also because today marketers have more means than ever to reach potential customers.

III. Objectives Of The Study

1. To find out the degree of satisfaction level of services perceived by the customers in TAFE reach Ltd., Erode.
2. To identify the Level of service and workers performance in Tafe reach Ltd.
3. To study the strength and weakness of the TAFE Reach ltd.
4. To assess the customer's needs in terms of car service
5. To suggest further improvement.

IV. Scope Of The Study

The research work will help the Tafe reach Ltd to take the necessary in increasing the customer perception towards the Tata motors Ltd. In this research work will also to find out the market position of Tata cars among the various brands in Erode District, Tamilnadu. The Tafe Reach Ltd (TRL) improve the brand awareness the sales standards, according to the choice and suggestion of the customers, and to rectify he customers service oriented problem.

V. Limitations Of The Study

- a) The sample size have been taken from the limited number of respondents.
- b) Some of the respondents were non co-operative.
- c) This study has been confined to erode district only.
- d) The information collected only from Tafe reach Ltd Customers.

VI. Review Of The Literature

- Priscilla Ukpebor & Bibiana Ipogah did the project in Fast Food Restaurants in consumer perception of brand. Finally concluded the general finding of their study confirms that original assumptions that all the four dimension of customer based brand equity will have influence on consumer's perception of brand. Another notable conclusion that may be deducted from the study is that brands with high brand equity have the tendency of having more perceived qualities.
- N.Saravanan did the marketing research in customer's perception towards TVS Two Wheelers in Neyveli district. Finally he has given suggestions that the dealers may take necessary steps to improve the technical knowledge of the staff members and TVS company should maintain the effective fuel system.
- According to V.Sobana to research in customer's perception in aavin, thennur area Trichi. During the research period 1-8-09 to 30-8-09 indicates high level of awareness among consumer regarding aavin products. Particularly the company should give offer to increase sales of the company growth.
- According to Muneer A.P. to research in customer's perception for imported tyres during the period 1-8-09 to 30-8-09. He found that it is already in the potential market for imported tyres of MUV and car segments. So the joint venture with Michelin will surely help Apollo in their segments. But in other segments like HCV, LCV the company has to concentrate more in order to make aware of the customers about its new joint venture tires.

VII. Industry Profile

The Indian car market has travelled long and hard to come to the position that it enjoys now. History of the Indian automotive industry identifies the year as 1898 when the first motor car hit Indian roads. This started the slow growth of the Indian auto market. A car was a luxury that only British officers and Indian Maharajas or Land Lords could own. In 1942, Hindustan Motors (HM) set up India's first car manufacturing plant and the Ambassador was born in 1949. The protectionist policies put into place immediately after Independence allowed only seven car dealers to operate in India in the early 1950s. These policies saw slight relaxations in the 1980s and India's car industry saw a major revival with foreign manufacturers established Indian company. This changed in early 1991 with the liberalization movement causing a sudden surge in competitors and manufacturers entering the market. The 90s was a turning point for the Indian car industry. This decade saw imports of high-end luxury car brands, exports of small cars. An average Indian's comfort car may not be the design-savvy Honda or the stately Mercedes-Benz, but a Maruti 800 or Alto is now within most people's reach. TAFE is a US\$750 million tractor major incorporated in 1960 at Chennai in India, in collaboration with Massey Ferguson (now owned by AGCO corporation, USA). TAFE acquired the Eicher tractors business, its engine plant at Alwar and transmissions plant at Parwanoo through a wholly owned subsidiary "TAFE Motors and Tractors Limited. Mrs. Mallika Srinivasan is the CEO of TAFE [Tractors and Farm Equipment] and is one of the most successful women CEOs in India having transformed TAFE from a 80-crore company to a 2500-crore market leader. TAFE REACH LID is a authorized dealers for a Tata motors.

VIII. Company Profile

TAFE REACH LTD(TRL),erode was started in dec 2006. Mrs. Mallika Srinivasan is the CEO of TAFE [Tractors and Farm Equipment] reach ltd.more than 70 personals are working in their company. one of the most successful women CEOs in India having transformed TAFE from a 80-crore company to a 2500-crore market leader. She was awarded the Business Woman of the Year Award by the BBC, UK in 1999 and the Economic Times Business Woman of the Year in 2006. Engaged in many social service activities, she is also an active participant in the Mother and Child Care programmed undertaken by the Easwaramma Women's Welfare Trust. Tafe reach ltd erode is the only Authorised Dealers of sales in Tata Passenger Cars, Indica, Indica Vista,

Indigo, Aria, Marina, ,Safari, Spacio, Sumo, Sumo Grande, Etc. tafe reach ltd is also authorized dealers for a Tata nano cars. Tata motors is the designer and manufacturer of the iconic Tata nano which at INR1,00,000 or approximately USD 2300, is the cheapest production in the world. The Tata nano has been awarded car of the year at every major auto awarded. TRL is also authorized dealer for a to service Tata motors cars. TAFE Motors and Tractors Limited has, apart from the tractor manufacturing plant at Mandideep mentioned above, a Diesel Engine plant at Alwar,

IX. Research Methodology

Research Design

Research design is the arrangement of condition for collection & analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. Descriptive research has been followed in the study as it invested to produce accurate descriptive of various relevant to the decision faced without demonstrating that same relationship exist with in variable. It is used measure the behaviour variables of people of subject who are under the study.

Sources Of Data

Primary data: The data has been collected by conducting direct interview using structured questionnaire.

Secondary data: The data are collected from books, journals, company records, and internet.

Research Instrument: The data used for the study was collected through questionnaire.

Area Of Study: The area of the study is Tafe reach ltd in Tata Car uses in erode district.

Sampling Design: The selected respondents constitute what is technically called a sample. In this research sampling design is purposive sampling. It means the customer details given in Tafe reach ltd.

Sample Size: Sampling size taken for the study is 107 respondents.

Tools For Analysis: Simple percentage analysis, Chi-square test, Correlation and Customer satisfaction index (CSI) have been used.

Customer satisfaction index

The tool used for measurement is adopted from the internationally acclaimed survey methodology followed for the auto mobile industry. Service work is the focus of the J.D.Power and associates customer satisfaction index (CSI) study. CSI study looks at five different measures to offer an accurate barometer of over all customer satisfaction with dealer service (listed in order of importance): service quality; service initiation; service advisor ;service facility ;and vehicle pick –up. all scores are tabulated ,and then reported on a 10 point scale (a higher score is better). Percentage is derived based on international standard for measuring a customers post-service satisfaction for an automobile industry as laid down by surveyor's like jdp.

Service quality: The score is based on customer satisfaction with the ability to diagnose the problem correctly, amount of time taken to determine the problem and complete the repair, thoroughness of the repair and availability of proper tools and equipment.

Vehicle pick-up: This score is based on the time spent to retrieve vehicle, the fairness of the charges for work performed, and helpfulness of the staff during vehicle pick-up

Service advisor: The score is based on the service advisor's responsiveness, courtesy, and thoroughness of explanations.

Service facility: This score is based on ease of driving in / out of the dealership, convenience of parking, as well as cleanliness and comfort of waiting area.

Service initiation: The score is based on customer satisfactions with the length of time spent to get an appointment, dealer helpfulness when calling in and promptness of greeting and job write-up.

X. Analysis And Interpretation Of Survey Data Age Level Of The Respondents

Age(in years)	Number of respondents	Percentage
Below 30	14	13.08
31-40	38	35.51
41-50	29	27.10
51-60	19	17.76
above 60	7	6.54
Total	107	100

From the above table it can be inferred that, the 6.54% respondents are above 60 years.17.76% of the respondents are belonging to the age group 51 to 60. 27.10% of the respondents fall under the age group 41 to 50. 35.51% of the respondents are belonging to the age group 31 to 40 and 13.08% of the respondents fall under the age group below 30.

Gender Of The Respondents

Gender	Number of respondents	Percentage
Male	98	91.59
Female	9	8.41
Total	107	100.00

The above table indicates the majority 91.59% of the respondents is male, and remaining 8.41% of them are female.

Occupation Of The Respondents

Occupation	Number of respondents	Percentage
Business	35	32.71
professional	24	22.43
agriculture	28	26.17
home maker	16	14.95
others	4	3.74
Total	107	100.00

From the above table it is inferred , 32.71% of the respondents are doing in business.22.43% of them are professionals.26.17% of the respondents are doing in agriculture.14.95% of them are home maker,3.74%of them are others.

Income Of The Respondents

Income	Number of respondents	Percentage
Below1,00,000	13	12.15
1,00,001 to 3,00,000	32	29.91
3,00,001 to 5,00,000	35	32.71
5,00,001 to 7,00,000	18	16.82
above 7,00,000	9	8.41
Total	107	100.00

From the above table it can be inferred that, the 12.15% of the respondents falls under the category of below 1,00,000,29.91% of the respondents belonging to the 1,00,001 to 3,00,000, 32.71% of the respondents 3,00,001 to 5,00,000,16.82% of the respondents are 5,00,001 to 7,00,000,and 8.41% of the respondents fall under the above 7,00,000.

How Long You Have Been Using This Tata Motors

Age	Number of respondents	percentage
Below 1 year	6	5.61
1 to 3 year	36	33.64
3 to 5 year	44	41.12
5 to 7 year	18	16.82
aAbove7 year	3	2.80
Total	107	100.00

From the above table it can be inferred that,5.61% falls in the category of below 1 year, 33.64% of the respondents are belonging to 1 to 3 year. 41.12% of the respondent fall under the 3 to 5 year.16.82% of them are 5 to 7 year and 2.80% of the respondents fall under the above 7 years.

Variant Of The Cars

Variant	Number of respondents	percentage
indica	76	71.03
vista	19	17.76
sumo	3	2.80
safari	5	4.67
others	4	3.74
Total	107	100.00

From the above table it can be inferred that,71.03% of respondents are using indica,17.76% of the respondents are using vista,2.80% of the respondents are using in sumo,4.67% of the respondents are using safari, and 3.74% of the respondents are using in other variants.

After Servicing Your Car

Factors	Number of respondents	percentage
Excellent	21	19.63
Good	42	39.25
Neutral	24	22.43
Poor	14	13.08
Very poor	6	5.61
Total	107	100.00

From the above table is clear that 19.63% of the respondents are saying excellent,39.25% of the respondents are saying good,22.43% of the respondents are saying neutral,13.08% of the respondents are saying poor, and 5.61% of the respondents are saying very poor.

Rectify The Customer Complaints

Factors	Number of respondents	percentage
Highly satisfied	25	23.36
Satisfied	48	44.86
Neutral	20	18.69
Dis satisfied	11	10.28
Highly dissatisfied	3	2.80
Total	107	100.00

23.36% of the respondents are highly satisfied,44.86% of the respondents are satisfied,18.69% of the respondents are neutral,10.28% of the respondents are dis satisfied, and 2.80% of the respondents are highly dissatisfied.

Service Adviser Explanation

Factors	Number of respondents	percentage
Excellent	30	28.04
good	44	41.12
neutral	17	15.89
poor	13	12.15
very poor	3	2.80
Total	107	100.00

From the above table is clear that,28.04% of the respondents are saying excellent,41.12% of the respondents are saying good,15.89% of the respondents are saying neutral,12.15% of the respondents are saying poor, and 2.80% of the respondents are saying very poor.

Kilometers Done In Respondents Cars

Factors	Number of respondents	percentage
Below 10000	25	23.36
10000to 40000	48	44.86
40000to70000	24	22.43
70000to100000	4	3.74
Above 100000	6	5.61
Total	107	100.00

From the above table it can be inferred that ,23.36% of the respondents kilometre is below 10000,44.86% of the respondents kilometre is 10000 to 40000,22.43% of the respondents kilometre is 40000 to 70000,3.74% of the respondents kilometre is 70000 to 100000,and 5.61% of the respondents kilometre is above 100000.

Performance Of Workshop

Particulars	Number of respondents	percentage
Yes	79	73.83
No	28	26.17
Total	107	100

From the above table it can be inferred that,73.83% of the respondents are saying yes,26.17% of the respondents are saying in no.

Service Quality

Factors	Out standing	Industry Avg	Tafe reach
service quality	10	5	7

From the above table it can be inferred that, 10 is the out standing,5 is Industry average. and 7 is Tafe reach ltd reached the service quality.

Vehicle Pick Up

Factors	out standing	Industry Avg	Tafe reach
Vehicle pick up	10	5	5
SERVICE ADVICER	10	5	8.16
Service Facility	10	5	8
Service initiation	10	5	7.3

From the above table it can be inferred that,10 is the outstanding,5 is Industry average. and 5 is Tafe reach ltd regarding Vehicle pick up.

From the above table it can be inferred that,10 is the outstanding,5 is Industry average. and 8.16 is Tafe reach ltd regarding Service adviser.

From the above table it can be inferred that,10 is the outstanding, 5 is Industry average. and 8 is Tafe reach ltd regarding facility.

From the above table it can be inferred that,10 is the outstanding, 5 is Industry average and 7.3 is Tafe reach ltd regarding Service Initiation.

Hypothesis Testing : Chi-Square Analysis

Test 1: Relationship Between Gender And Service Advisor

Null hypothesis (Ho): There is no significant relationship between gender and service adviser explanation.

Alternate hypothesis (H1): There is significant relation between age and service adviser explanation.

Test 2: Relationship Between Age And Variant Of The Cars.

Null hypothesis (Ho): There is no significant relationship between age and variant of the cars.

Alternate hypothesis (H1): There is significant relation between age and. variant of the cars.

Test 3: Relationship Between Income And Variant Of The Cars.

Null hypothesis (Ho): There is no significant relationship between income and variant of the cars.

Alternate hypothesis (H1): There is significant relation between income and. variant of the cars.

Variables Tested	Chi-square value	Degree of freedom	Significant value	Table value	Table value
Test1: Gender Vs. Service advisor's explanation	2.78	4	5%	9.488	Accepted
Test 2: Age Vs. Car Variants	19.85	16	5%	26.29	Accepted
Test 3: Income Vs. Car Variants	74.15	16	5%	26.29	Rejected

It is noticed from the above analysis that the calculated chi-square value is less than the table value in test 1 and test2. Hence, the alternate hypothesis is accepted. But in test 3, the calculated chi-square value is more than the table value and hence the Alternate hypothesis is rejected. Therefore, it is concluded from the analysis that there is a relationship between gender vs. service advisor's explanation, that there is a relationship between age vs. variant of the cars and there is a relationship between income vs. variant of the cars.

XI. Findings, Suggestions And Conclusion

Findings:

a) Simple Percentage

- ✓ The majority shows that, the 6.54% respondents are above 60 years. 17.76% of the respondents are belonging to the age group 51 to 60. 27.10% of the respondents fall under the age group 41 to 50. 35.51% of the respondents are belonging to the age group 31 to 40 and 13.08% of the respondents fall under the age group below 30.
- ✓ The majority shows that the majority 91.59% of the respondents is male, and remaining 8.41% of them are female.
- ✓ 32.71% of the respondents are doing in business. 22.43% of them are professionals. 26.17% of the respondents are doing in agriculture. 14.95% of them are home maker, 3.74% of them are others.
- ✓ The majority shows that he 12.15% of the respondents falls under the category of below 1,00,000, 29.91% of the respondents belonging to the 1,00,001 to 3,00,000, 32.71% of the respondents 3,00,001 to 5,00,000, 16.82% of the respondents are 5,00,001 to 7,00,000, and 8.41% of the respondents fall under the above 7,00,000.
- ✓ The majority shows that, 5.61% falls in the category of below 1 year, 33.64% of the respondents are belonging to 1 to 3 year. 41.12% of the respondent fall under the 3 to 5 year. 16.82% of them is 5 to 7 year and 2.80% of the respondents fall under the above 7 years.
- ✓ The majority shows that 71.03% of respondents are using indica, 17.76% of the respondents are using vista, 2.80% of the respondents are using in sumo, 4.67% of the respondents are using safari, and 3.74% of the respondents are using in other variants.
The majority shows that is clear that 19.63% of the respondents are saying excellent, 39.25% of the respondents are saying good, 22.43% of the respondents are saying neutral, 13.08% of the respondents are saying poor, and 5.61% of the respondents are saying very poor.
- ✓ 23.36% of the respondents are highly satisfied, 44.86% of the respondents are satisfied, 18.69% of the respondents are neutral, 10.28% of the respondents are dissatisfied, and 2.80% of the respondents are highly dissatisfied
- ✓ The majority shows that is clear that, 28.04% of the respondents are saying excellent, 41.12% of the respondents are saying good, 15.89% of the respondents are saying neutral, 12.15% of the respondents are saying poor, and 2.80% of the respondents are saying very poor.
- ✓ The majority shows that, 23.36% of the respondents kilometre is below 10000, 44.86% of the respondents kilometre is 10000 to 40000, 22.43% of the respondents kilometre is 40000 to 70000, 3.74% of the respondents kilometre is 70000 to 100000, and 5.61% of the respondents kilometre is above 100000.
- ✓ The majority shows that, 73.83% of the respondents are saying yes, 26.17% of the respondents are saying no.

b) Chi-Square Findings:

It is concluded from the analysis that there is a relationship between gender vs. service advisor's explanation, that there is a relationship between age vs. variant of the cars and there is a relationship between income vs. variant of the cars.

c) Correlation:

It is found that there is a close relationship between customer complaints & service adviser explanation.

d) Customer Satisfaction Index

- ✓ The majority shows that 10 is the out standing, 5 is Industry average. and 7 is Tafe reach ltd regarding the service quality
- ✓ The majority shows that ,10 is the out standing, 5 is Industry average. and 5 is Tafe reach ltd regarding Vehicle pick up.
- ✓ The majority shows that, 10 is the out standing, 5 is Industry average. and 8.16 is Tafe reach ltd regarding Service adviser.
- ✓ The majority shows that, 10 is the out standing, 5 is Industry average. and 8 is Tafe reach ltd regarding Service facility.
- ✓ The majority shows that 10 is the out standing, 5 is Industry average. And 7.3 is Tafe reach ltd regarding Service Initiation.

XII. Suggestions

- Dealers may take necessary steps to improve the technical knowledge of the technicians regarding the service of the vehicles.
- Most of the customers need the shed facilities to protect their cars from natural calamities.
- Provide the car maintenance information for the customers continuously.
- The Tafe Reach ltd must reduce the service cost.
- The company should be allowed the customers in servicing area.
- The service advisers should explain the job in clearly.

XIII. Conclusion

Awareness about the TATA motors is good. The product is known by majority people. In order to increase the service company wants to advertise more people. Television advertisement media is the highly effective advertisement media. The cost is determining the service satisfaction; the company must reduce the service cost. Most of the customers highly satisfied with the service quality, service adviser, service facility, service initiation, and vehicle pick up. The company has to maintain it. Majority of the customers expecting the quality of service in TATA MOTORS, so the company may some regressive measures to improve the quality of service further by employing skilled employees and implement 6 sigma concept.