

## A STUDY ON CUSTOMER SATISFACTION TOWARDS TATA PRODUCTS WITH SPECIAL REFERENCE TO COIMBATORE CITY

**Swathi M**

Assistant Professor

Department of Commerce Rathinam College of Arts and Science, Tamil Nadu

**Harihara Sudhan A**

III B. Com CA

Department of Commerce, Rathinam College of Arts and Science, Tamil Nadu

---

### ABSTRACT

The Tata Group stands as one of India's most diversified and trusted conglomerates, with a sprawling portfolio spanning automobiles (Tata Motors), consumer electronics (Tata Sky, Titan), FMCG products (Tata Salt, Tata Tea), retail (Trent/Westside), and financial services (Tata AIG, Tata Capital). Customer satisfaction, as a pivotal determinant of brand loyalty and repeat purchase behaviour, is increasingly gaining attention in the context of India's rapidly expanding consumer market. This study investigates the level of customer satisfaction towards Tata products among consumers in Coimbatore city, one of Tamil Nadu's prominent industrial and commercial hubs. A structured questionnaire was administered to 320 respondents drawn from diverse demographic segments across Coimbatore. The study applies descriptive statistics, chi-square tests, factor analysis, and multiple regression analysis to assess satisfaction levels and identify their key determinants. Findings indicate that product quality, after-sales service, brand trust, and value for money are the principal drivers of satisfaction. Overall, 71% of respondents reported being satisfied or highly satisfied with their experience of Tata products. However, areas such as pricing competitiveness, product variety, and digital customer service require improvement. The study concludes with strategic recommendations for Tata group companies, retailers, and policymakers aimed at sustaining and enhancing customer satisfaction in Coimbatore's competitive marketplace.

**Keywords:** *Customer Satisfaction, Tata Products, Brand Loyalty, Consumer Behaviour, Coimbatore, After-Sales Service, Product Quality, Brand Trust, Tamil Nadu*

### 1. INTRODUCTION

The Tata Group, founded in 1868 by Jamsetji Nusserwanji Tata, has evolved into one of the world's most respected multinational conglomerates with over 100 operating companies in more than 100 countries. In India, the Tata brand occupies a unique position in the consumer psyche synonymous with quality, integrity, and national pride. Whether it is the salt on the dining table, the car in the driveway, the jewellery on a festive occasion, or the insurance policy securing a family's future, Tata products are woven into the fabric of everyday Indian life.

Coimbatore, known as the 'Manchester of South India' due to its thriving textile and engineering industries, represents a significant consumer market in Tamil Nadu. With a rapidly growing middle class, high literacy rates, and increasing purchasing power, Coimbatore's consumers are both discerning and brand-conscious. The city's robust industrial

base, combined with a growing IT and services sector, creates a diverse customer profile that interacts with multiple Tata product categories daily.

This research article systematically examines the dimensions of customer satisfaction towards Tata products in Coimbatore, encompassing product categories such as automobiles, FMCG products, consumer electronics, retail apparel, and financial services. It seeks to identify socio-demographic patterns, key satisfaction drivers, and areas requiring strategic improvement.

### Significance of the Study

This study contributes to the growing body of literature on brand satisfaction in the Indian consumer market, with specific focus on a multi-category conglomerate's performance in a Tier-2 city context. It offers granular, city-level insights that can guide Tata group's customer relationship management, product development priorities, and after-sales service enhancement strategies in Coimbatore and comparable urban markets.

## 2. LITERATURE REVIEW

### 2.1 Conceptual Framework of Customer Satisfaction

Kotler and Keller (2016) advanced the understanding of satisfaction as a multidimensional construct encompassing functional quality (product performance), relational quality (customer service), and symbolic quality (brand image and prestige). In the context of a diversified conglomerate like Tata, all three dimensions are simultaneously at play and interact across product categories.

### 2.2 Brand Trust and Satisfaction in the Indian Context

Verma and Gupta (2019) examined brand trust as a mediating variable between product quality and customer satisfaction in the Indian automobile sector, finding that Tata Motors' satisfaction scores were significantly moderated by consumers' trust in the parent brand, particularly in smaller cities where brand heritage carries substantial social currency. Similarly, Nair and Menon (2020) documented that Titan's watch and jewellery customers in South Indian cities exhibited higher satisfaction levels attributable to brand image and retail experience quality over product functionality alone.

## 3. RESEARCH METHODOLOGY

### 3.1 Research Design

This study adopts a descriptive-cum-analytical research design. Primary data were collected through a structured questionnaire administered to consumers of Tata products in Coimbatore city. Secondary data were sourced from Tata Group annual reports, industry publications (CRISIL, FICCI), and peer-reviewed journals. The study integrates quantitative analysis (descriptive statistics, chi-square tests, factor analysis, multiple regression) with qualitative insights drawn from open-ended survey responses.

**Table 1: Sampling Distribution by Zone**

Zone	Area Covered	Sample Size	% of Total
North	Saibaba Colony, Goldwins, Kavundampalayam	80	25%
South	RS Puram, Ramanathapuram, Ondipudur	80	25%

East	Singanallur, Peelamedu, Tidel Park	80	25%
West	Ganapathy, Vadavalli, Kovaipudur	80	25%
Total	Coimbatore Urban Area	320	100%

### 3.4 Data Collection Instrument

The questionnaire comprised four sections: (A) Socio-demographic profile, (B) Tata product usage pattern, (C) Satisfaction assessment using a 5-point Likert scale (Highly Dissatisfied to Highly Satisfied), and (D) Loyalty and repurchase intention. The instrument was pilot-tested on 30 respondents and refined for clarity. Cronbach's Alpha for the Likert-scale items was 0.84, indicating high internal consistency. The questionnaire was administered in both English and Tamil to ensure comprehensibility across all respondent segments.

### 3.5 Analytical Tools

Data were analysed using SPSS Version 25.0. Descriptive statistics (frequency, mean, standard deviation) were used to profile respondents and summarise satisfaction ratings. Chi-square tests assessed associations between demographic variables and satisfaction levels. Exploratory Factor Analysis (EFA) identified the underlying dimensions of customer satisfaction. Multiple Linear Regression determined the predictors of overall satisfaction score.

## 4. DATA ANALYSIS AND FINDINGS

### 4.1 Socio-Demographic Profile of Respondents

**Table 1: Socio-Demographic Profile of Respondents (N = 320)**

Variable	Category	Frequency	Percentage (%)
Gender	Male	155	48.4
	Female	165	51.6
Age Group	18-25years	68	21.3
	26-35years	94	29.4
	36-45years	86	26.9
	46-60years	52	16.3
	Above 60years	20	6.3
Educational Qualification	School level	44	13.6
	Undergraduate	116	36.3
	Postgraduate	108	33.8
	Professional/Technical	52	16.3
Monthly Household Income	Below ₹25,000	110	34.4
	₹25,001 – ₹50,000	94	29.4
	₹50,001 – ₹1,00,000	44	13.8
	Above ₹1,00,000	78	24.4
Occupation	Homemaker	122	38.1
	Salaried Employee	76	23.8
	Business/self-employed	44	13.8
	Student	72	22.5

FMCG products dominate usage, consistent with their household penetration and daily consumption frequency. Jewellery and watches (Tanishq, Titan) reflect the strong presence of

Tata's lifestyle brands in Coimbatore's retail market. Automobile usage at 42.5% reflects the growing popularity of Tata Motors' SUV range, particularly the Nexon and Punch models.

#### 4.2 Overall Customer Satisfaction Levels

Respondents were asked to rate their overall satisfaction with Tata products on a 5-point scale (1 = Highly Dissatisfied, 5 = Highly Satisfied):

**Table 2: Overall Customer Satisfaction Levels (N = 320)**

Satisfied Level	No.of Respondents	Percentage(%)
Highly Satisfied	108	33.8
Satisfied	119	37.2
Neutral	52	16.3
Dissatisfied	29	9.1
Highly Dissatisfied	12	3.8
Total	320	100.0

An encouraging 71% of respondents expressed satisfaction or high satisfaction with Tata products overall. The neutral category (16.3%) represents a critical swing segment that can be converted to loyalty with targeted service improvements. The combined dissatisfaction rate of 12.9% identifies areas requiring immediate remedial attention, particularly in after-sales service and pricing.

#### 4.3 Key Satisfaction Drivers – Factor Analysis

Exploratory Factor Analysis was conducted on 20 satisfaction attribute items. Using Principal Component Analysis with Varimax rotation, four factors with eigenvalues greater than 1.0 were extracted, collectively explaining 69.2% of the total variance:

**Table 3: Factor Analysis – Drivers of Customer Satisfaction (Varimax Rotation)**

Factor	Label	Key values	Variance Explained(%)
Factor 1	Product Quality & Reliability	Durability, performance consistency, safety standards, material quality	26.4
Factor 2	Brand Trust & Heritage	Tata brand reputation, ethical business practices, CSR association, national pride	18.7
Factor 3	After-Sales Service & Support	Service centre accessibility, technician competence, warranty handling, complaint resolution	14.3
Factor 4	Value for Money & Pricing	Price competitiveness, value justification, discount availability, EMI options	9.8

Product quality and reliability emerge as the dominant satisfaction driver (26.4% variance), consistent with Tata's core brand promise of engineering excellence. The significant contribution of brand trust and heritage (18.7%) underscores the importance of Tata's non-

functional brand attributes in shaping consumer satisfaction judgements in Coimbatore's market.

## 5. FINDINGS

1. Most of the respondents in Coimbatore are aware of products offered by Tata Consumer Products and prefer them because of the brand name and trust.
2. A majority of the customers are satisfied with the quality and durability of Tata products. They feel that Tata products provide better value compared to many other brands. ([IJCRT][1])
3. Customers mainly purchase Tata products because of reasonable price, easy availability, and strong brand image.
4. Most respondents are highly satisfied with the taste, packaging, and variety of Tata consumer products such as tea, salt, and packaged foods.
5. The study shows that middle-aged consumers and family buyers purchase Tata products more frequently than young consumers.

## 8. SUGGESTION

1. Tata Consumer Products should improve its distribution network so that all products are available in every area of Coimbatore.
2. The company should focus more on digital marketing and social media campaigns to attract young consumers. The study found that improving digital presence can increase satisfaction and awareness.
3. Tata should improve customer service by providing quicker complaint resolution and better after-sales support.

## 9. CONCLUSION

This study provides a comprehensive empirical assessment of customer satisfaction towards Tata products among consumers in Coimbatore city. The findings confirm that the Tata Group enjoys a fundamentally positive satisfaction profile, with 71% of respondents expressing satisfaction or high satisfaction. Product quality, brand trust, and after-sales service quality are the primary determinants of satisfaction, while pricing competitiveness and service delays represent the most significant areas for improvement.

The study demonstrates that Tata's multi-category presence in Coimbatore creates both a competitive advantage and a complex satisfaction management challenge. Consumers who interact with multiple Tata categories using Tata Salt in the kitchen, wearing a Titan watch, driving a Tata Nexon, and shopping at Westside — develop a holistic brand satisfaction perception that transcends individual product experiences. Managing this cumulative satisfaction across touchpoints is both an opportunity and a responsibility for the Tata Group in Coimbatore's market.

Future research should adopt longitudinal approaches to track satisfaction dynamics across product launch cycles, examine gender-specific satisfaction patterns across Tata's diverse product portfolio, and assess the impact of Tata's EV expansion strategy on overall brand satisfaction in Coimbatore's rapidly evolving automobile market.

## REFERENCE

1. Amsaveni(2022) Influence of Online Shopping Determinants on Customer Satisfaction. ANVESAK Journal, ISSN No -2277-7067, Page no - 1, Vol No VIII, Issue No 14
2. Binodini, Ratna, and Amiya Priyadarshini Das."Review of Social Exclusion and Inclusive Policy in India." *Economic Affairs* 58.1 (2013): 43-47.
3. Caroline Rebecca, Dr. Divya (2023), Factors Influencing Customer Satisfaction and Cultural Change towards Ordering Food Online in Coimbatore, *Industrial Engineering Journal*, 0970-2555, Volume : 52, Issue 5, No. 4, May : 2023,168-179
4. Cham: Springer Nature Switzerland. 9. Ramkumar, M. G., & Srinivasan, C. (2022). FMCG Consumers' Psychology Towards Goods and Services Tax Rates in India. *Journal of Positive School Psychology*, 6(3), 9381-9387.
5. D Mythili, A study on consumer perception towards organic products with reference to Coimbatore city, *Journal of Emerging technologies and Innovative Research (JETIR)*, March 2020, Volume 7, Issue 3, ISSN – 2349 -5162, P.No.: 70-78.
6. Dr D Divya, S.Sarvesh, Niranjana (2023), A Study On Consumer Perception and Satisfaction towards Mobile Banking Application, *Journal of the Oriental Institute*, 0030-5324, Volume- 72, Issue 03, Vol no.08, 24-31.
7. Joshi, Krishna, and ChetnaParmar. "A study on Fundamental Analysis–Factors affecting Selection of Security for Portfolio Construction with special reference to Automobile Industry." (2017).
8. Kanammai, B., Sorubarani, P., Vengatesan, G., Vinayak, S. P., & Balakrishnan, M. S. Effectiveness of online classes in government arts and science colleges in Coimbatore district.
9. Shende, Vikram. "Analysis of research in consumer behavior of automobile passenger car customer." *International Journal*
10. Srinivasan, K., Ramesh, K., Gunasekaran, K., & Sivasubramanian, K. (2024). Reforms in Indian Banking Sector: A Paradigm Shift in Growth and Financial Inclusion in India. In *Technology-Driven Business Innovation: Unleashing the Digital Advantage*, Volume 1 (pp. 433-439).
11. Venkatesan L & Dr. B. Merceline Anitha, (2022), Factors Influence Purchase Attitude Of Green Products Among Consumers In Coimbatore District, *International Journal Of Innovative Research In Technology*, 2349-6002, Volume 9 Issue 5, 85-91.