

Project Report

**“STUDY OF CUSTOMER RELATIONSHIP MANAGEMENT
ADOPTED BY TATA MOTORS IN NAGPUR REGION”.**

**Submitted to
G.S. College of Commerce & Economics
Nagpur**

In partial fulfilment for the award of the degree of

Bachelor of Business Administration

**Submitted by
DISHANK WAROKAR**

**Under the Guidance of
Prof. KAMLESH THOTE**

G.S. College Of Commerce & Economics, Nagpur

Academic Year 2021 – 22



G.S. College Of Commerce & Economics, Nagpur

Academic Year 2021 – 22



CERTIFICATE

This is to certify that "**DISHANK WAROKAR**" has submitted the project report titled "**(A STUDY OF CUSTOMER RELATIONSHIP MANAGEMENT ADOPTED BY TATA MOTORS IN NAGPUR REGION)**", towards partial **fulfilment** of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he/she has ingeniously completed his/her project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

Prof. Kamlesh Thote
Project Guide

Dr. Afsar Sheikh
Co-ordinator

Place:

Date:

G.S. College Of Commerce & Economics, Nagpur

Academic Year 2021 –22



DECLARATION

I here-by declare that the project with title "**A STUDY OF CUSTOMER RELATIONSHIP MANAGEMENT ADOPTED BY TATA MOTORS IN NAGPUR REGION**" has been completed by me in partial fulfilment of BACHELOR OF BUSINESS ADMINISTRATION degree examination as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

DISHANK WAROKAR

Place:

Date:

G.S. College Of Commerce & Economics, Nagpur



Academic Year 2021 -22

ACKNOWLEDGEMENT

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to Dr.N.Y.Khandait, Principal, G.S. College of Commerce & Economics, Nagpur.

I am extremely thankful to my Project Guide Prof. Kamlesh Thote for his/her guideline throughout the project. I tender my sincere regards to Co-ordinator, Dr. Afsar Sheikh for giving me outstanding guidance, enthusiastic suggestions and invaluable encouragement which helped me in the completion of the project.

I will fail in my duty if I do not thank the non-Teaching staff of the college for their Co-operation.

I would like to thank all those who helped me in making this project complete and successful.

Dishank Warokar

Place:

Date:

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CHAPTER 1

INTRODUCTION OF THE TOPIC

INTRODUCTION

The Customer Relationship Management (CRM) is a comprehensive strategy and process of acquiring, retaining, and partnering with selective customers to create superior value for the company and the Customer. It involves the integration of marketing, sales, customer service, and the supply-chain functions of the organization to achieve greater efficiencies and effectiveness in delivering customer value.

Customers' relationship management (CRM) has attracted the expanded attention of practitioners and scholars. More and more companies are adopting customer-centric strategies, programs, tools, and technology for efficient and effective customer relationship management. They are realizing the need for in-depth and integrated customer knowledge in order to build close cooperative and partnering relationships with their customers. Its focus on a cooperative and collaborative relationship between the firm and its customers.

Customer relationship management (CRM) is a widely implemented strategy for managing a company's interactions with customers, clients and sales prospects. It involves using technology to organize, automate, and synchronize business processes principally sales activities, but also those for marketing, customer service, and support. The overall goals are to find, attract, and win new clients, nurture and retain those the company already has, entice former clients back into the fold, and reduce the costs of marketing and client service. Customer relationship management describes a companywide business strategy including customer-interface departments as well as other departments. Measuring and valuing customer relationships is critical to implementing this strategy.

CRM stands for Customer Relationship Management. It is a process or methodology used to learn more about customers' needs and behaviours in order to develop stronger relationships with them. There are many technological components to CRM, but thinking about CRM Software in primarily technological terms is a mistake. The more useful way to think about CRM is as a process that will help bring together lots of pieces of information about customers, sales, marketing effectiveness, responsiveness and market trends. CRM helps businesses use technology and human resources to gain insight into the behaviour of customers and the value of those customers. CRM (customer relationship management) is an information industry term for methodologies, software, and usually Internet capabilities that help an enterprise manage customer relationships in an organized way. For example, an enterprise might build a database about its customers that described relationships in sufficient detail so that management, salespeople, people providing service, and perhaps the customer directly could access information, match customer needs with product plans and offerings.

COMPLEXITY

Tools and workflows can be complex, especially for large businesses. Previously these tools were generally limited to simple CRM solutions which focused on monitoring and recording interactions and communications. Software solutions then expanded to embrace deal tracking, territories, opportunities, and the sales pipeline itself. Next came the advent of tools for other client-interface business functions, as described.

POOR USABILITY

One of the largest challenges that customer relationship management systems face is poor usability. With a difficult interface for a user to navigate, implementation can be fragmented or not entirely complete.

The importance of usability in a system has developed over time. Customers are likely not as patient to work through malfunctions or gaps in user safety, and there is an expectation that the usability of systems should be somewhat intuitive: “it helps make the machine an extension of the way I think — not how it wants me to think.”

An intuitive design can prove most effective in developing the content and layout of a customer relationship management system. Two 2008 case studies show that the layout of a system provides a strong correlation to the ease of use for a system and that it proved more beneficial for the design to focus on presenting information in a way that reflected the most important goals and tasks of the user, rather than the structure of the organization. This “ease of service” is paramount for developing a system that is usable.

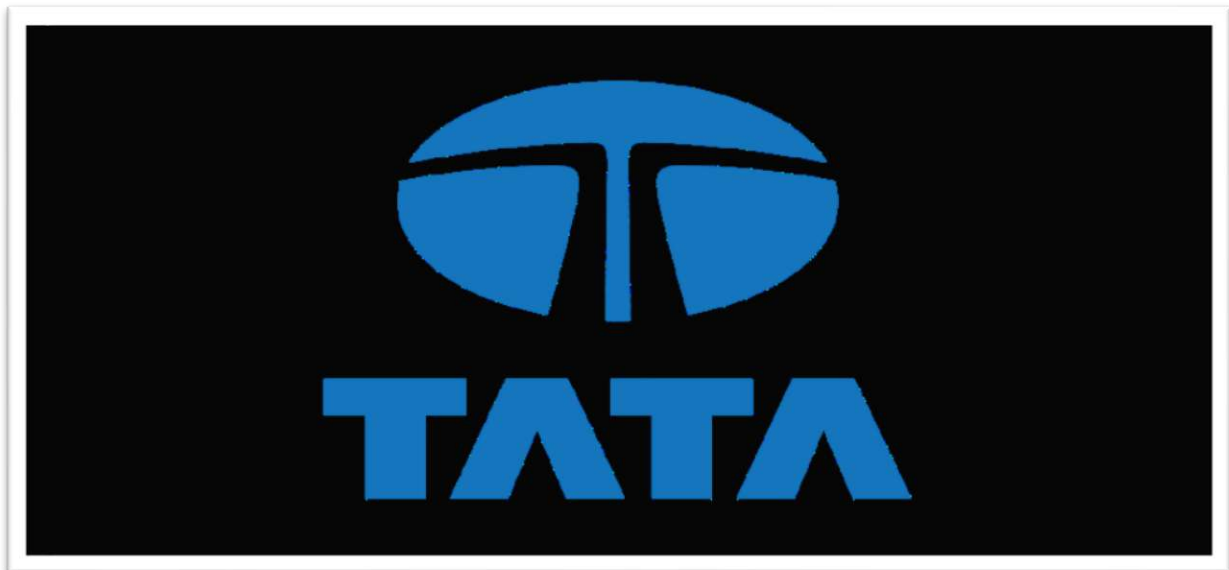
In many cases, the growth of capabilities and complexities of systems has hampered the usability of a customer relationship management system. An overly complex computer system can result in an equally complex and non-friendly user interface, thus not allowing the system to work as fully intended. This bloated software can appear sluggish and/or overwhelming to the user, keeping the system from full use and potential. Series of 1998 research indicates that each item added to an information display can significantly affect the overall experience of the user.

Chapter 2 :

INDUSTRY PROFILE

&

COMPANY PROFILE



INTRODUCTION TO INDUSTRY

A) AUTOMOBILE INDUSTRY

Since the first car rolled out on the streets of Mumbai (then Bombay) in 1898, the Automobile Industry of India has come a long way. During its early stages the auto industry was overlooked by the then Government and the policies were also not favourable. The liberalization policy and various tax reliefs by the Govt. of India in recent years have made remarkable impacts on Indian Automobile Industry. Indian auto industry, which is currently growing at the pace of around 18 % per annum, has become a hot destination for global auto players. A well-developed transportation system plays a key role in the development of an economy, and India is no exception to it. With the growth of transportation system, the Automotive Industry of India is also growing at rapid speed, occupying an important place on the 'canvas' of Indian economy.

Today Indian automotive industry is fully capable of producing various kinds of vehicles and can be divided into 03 broad categories: Cars, two-wheelers and heavy vehicle. The automobile industry in India is gradually evolving to replicate those of developed countries. The report focuses on the trends that are emerging in the industry across segments, namely, passenger cars/multi-utility vehicles, commercial vehicles, two-wheelers and tractors. The qualitative analysis of the various trends reveals that the industry offers immense scope even for allied industries and those looking at investing in the auto industry's a background, a brief perspective of the global automobile industry across segments has been provided with comparisons on Indian scenario wherever needed. It discusses the current scenario in the industry, with detailed

look on segmentation, structure, and supply and demand scenarios. A detailed competitive analysis of the industry has been provided backed with comprehensive details on production, sales, exports and imports over the years, across segments.

Sales have increased with the entry of several foreign manufacturers and the introduction of new vehicle models. The report also deals with aggressive marketing strategies undertaken by different manufacturers in India. This highlights key issues influencing the automotive industry in India such as import and excise duties, emission norms etc and it also deals with various government regulations.

FEATURES OF INDIAN AUTOMOBILE INDUSTRY

- The first automobile in India rolled in 1897 in Bombay.
- India is being recognized as potential emerging auto market.
- Foreign players are adding to their investments in Indian auto industry.
- Within two-wheelers, motorcycles contribute 80% of the segment size.
- Tata Motors dominates over 60% of the Indian commercial vehicle market.
- India is the largest three-wheeler market in the world.
- India is the largest two-wheeler manufacturer in the world.
- India is the second largest tractor manufacturer in the world.
- India is the fifth largest commercial vehicle manufacturer in the world.
- The number one global motorcycle manufacturer is in India.

- India is the fourth largest car market in Asia - recently crossed the 1 million mark.

B) COMPANY PROFILE

Tata Motors Limited is established by JRD Tata in 1945. It is an Indian multinational automotive corporation in India. It is the eighteenth largest motor vehicle manufacturing company in the world by volume. Part of the Tata Group, it was formerly known as TELCO (TATA Engineering and Locomotive Company). Its products include passenger cars, trucks, vans and coaches.

Tata Motors is South Asia's largest automobile company; it is the leader in commercial vehicles and among the top three in passenger vehicles. Worldwide it is the world's fourth-largest truck manufacturer and second-largest bus manufacturer. It has auto manufacturing and assembly plants in Jamshedpur, Pantnagar, Lucknow, Sanand, Dharwad and Pune, India, as well as in Argentina, South Africa, Thailand and the United Kingdom. Tata Motors has produced and sold over 6.5 million vehicles in India since 1954.

VISION

"Best in the manner in which we operate, best in the products we deliver, and best in our value system and ethics."

GREEN MATTERS

True to the tradition of the Tata Group, Tata Motors is committed in letter and spirit to Corporate Social Responsibility. It is a signatory to the United Nations Global Compact, and is engaged in community and social initiatives on environment standards in compliance with the principles of the Global Compact. In accordance with this, it plays an active role in community development, serving rural communities around its manufacturing locations.

REDUCING POLLUTION

Tata Motors has been at the forefront of the Indian automobile industry's anti-pollution efforts by introducing cleaner engines. It is the first Indian Company to introduce vehicles with Euro norms well ahead of the mandated dates. Tata Motors' joint venture with Cummins Engine Company, USA, in 1992, was a pioneering effort to introduce emission control technology for India. Over the years, Tata Motors has also made investments in setting up of an advanced emission-testing laboratory.

With the intention of protecting the environment, Tata Motors has upgraded the performance of its entire range of four- and six-cylinder engines to meet international emission standards. This has been accomplished with the help of world-renowned engine consultants like Ricardo and AVL. These engines are used in Tata Motors vehicles in the Indian market, as well as in over 70 export markets.

Tata Motors is constantly working towards developing alternative fuel engine technologies. It has manufactured CNG version of buses and followed it up with a CNG version of its passenger car, the Indica.

C) JAIKA PROFILE

❖ JAIKA GROUP

Established in 1954, the Jaika Group began its journey on 2 November 1954, with the founding of Jaika Motors Ltd. in association with Tata Motors, recording sales of 100 units of trucks in its first year. Today, the group has not only completed 56 years of mutual trust with

Tata Motors, expanding the relationship to a number of fields, it has diversified and grown into a conglomerate of 10 companies with a combined annual turnover of over Rs 1100 cr.

In the process, Jaika Group has also established tie-ups with a number of world class companies such as Hyundai, Bharat Petroleum, Whirlpool, TCL, Blaupunkt, Shimnit Utsch India, Stanchart to name some, and deals in a variety of products ranging from all types of vehicles, Electronics goods and petroleum derivatives to a host of financial solutions.

The fact that such a mega success story was scripted in Central India, a region that was overlooked by consumer majors until recently, is living testimony of Jaika Group's initiative, courage, vision and determination to be among the best. Yet, for us at Jaika Group, there are many more frontiers beckoning.....

- THE GROUNDING

- 5 DECADES OF TRUST

- IN GREAT COMPANY

- MORE TO COME

- JAIKA GROUP

TRUST ABOVE ALL

On the customer front, all of Jaika Group's business initiatives are founded in the matrix of Integrity, Fair dealings and complete trust of our customers. At Jaika Group, customer comes first and winning the customer's trust come above all other considerations. That's why, at Jaika we never compromise on the quality of our products and services.

ALIVE TO CHALLENGES

The clarity on the service to be delivered is backed by a keenness to take up challenges, a courage to explore new frontiers and a willingness to go the whole distance. That's why today Jaika Group has grown from a one product, one- Location Company to a multi-product group of companies having a presence in all major places in Central India, covering Vidarbha and Chhattisgarh.

IN STEP WITH TECHNOLOGY

At Jaika Group, we also believe in using the best in manpower and management tools to run our businesses. Thus, we have a team of highly specialized top managers and employ state of the art system tools and practices. Jaika Groups uses the latest and best integrated software covering all aspects of business and all our offices are connected through leased lines.

D) PRODUCT PROFILE

❖ HATCHBACK

1) Nexon EV



FOR: Comfort, Design, Economical.

UTILITIES:

- CHEAPER TO RUN
- SMALL IN SIZE
- EASY TO DRIVE

- PERFECT FOR LIMITED PARKING SPACE

- LOW RUNNING COST

INDICA XETA GI 1.2	INDICA XETA Gle 1.2
INDICA XETA Gls 1.2	INDICA XETA Glg 1.2
INDICA V2 Dle	INDICA V2 Dls
INDICA V2 Dls Turbo	INDICA V2 Dlg Turbo
INDICA VISTA TDi Terra	INDICA V2 DlgDicor

❖ HATCHBACK

2) TIAGO



- **FOR:** Affordable motoring, space and comfort

• **UTILITIES:**

- CHEAPER TO RUN
- SMALL IN SIZE
- EASY TO DRIVE
- PERFECT FOR LIMITED PARKING SPACE
- LOW RUNNING COST

TIAGO XB	TIAGO XT
TIAGO XE	TIAGO XTA
TIAGO XE (O)	TIAGO XTA (O)
TIAGO XM	TIAGO XZ
TIAGO XM (O)	TIAGO XZA

HATCHBACK

3) **BOLT**



- **FOR:** Affordable motoring, space and comfort

- **UTILITIES:**

- CHEAPER TO RUN

- SMALL IN SIZE

- PICK-UP AND SPEED

- PERFECT FOR LIMITED PARKING SPACE

- LOW RUNNING COST

BOLT XE QJT 75PS	BOLT XMS QJT 90PS PW
BOLT XE QJT 75PS PW	BOLT XT QJT 90 PS
BOLT XE QJT 90PS	BOLT XT QJT 90PS PW
BOLT XE QJT 90PS PW	BOLT XMA QJT 90PS
BOLT XMS QJT 90PS	BOLT XMA QJT 90PS PW

❖ SEDAN

1) Tigor



FOR: Price, Space and Comfort

UTILITIES:

- Up market cars
- Justify higher pricing
- Justify positioning
- Separate boot for luggage

Tigor XE	Tigor XZ
Tigor XM	Tigor XZA
Tigor XT	Tigor XZ(O)
Tigor XTA	

2) ZEST



FOR: Quadra jet diesel engine & saffire petrol engine.

- Huge cabin & boot
- Built on new car platform.

- Perfect blend of form &function
- Compact sporty look
- Leap in terms of technology.
- Powered by new generation engines globally acclaimed advanced

SPORT UTILITY VEHICLES

1) SAFARI



- Good Road Presence.
- Aims at those who can't plank for a Pajero or Land Cruiser.

- New 2.2 Dicor common rail diesel delivers more power & some refinement.
- Adventurous outings
- Tackle slushy roads

Tata Safari XE	Tata Safari XZ
Tata Safari XM	Tata Safari XTA+
Tata Safari XMA	Tata Safari XZ+ 6S
Tata Safari XT	Tata Safari XZA
Tata Safari XT+	Tata Safari XZA+6S

2) HARRIER



For: Big and Spacious, Good for Off-Roading, Bold

Tata Harrier XE	Tata Harrier XT+
Tata Harrier XM	Tata Harrier XZ
Tata Harrier XT	Tata Harrier XZ+

NANO 2012



NANO 2012 BASE STANDARD FEATURES

Tata Nano is launched in India and is powered with 624 CC engine, delivering 38 BHP power. New Tata Nano has pretty much differences from Old Nano in colours - more range of colours been launched along with refined Interiors, tubeless tires and a better and powerful Engine with a better suspension. With a turning radius of 4 meters, Nano is improved in driving smoothness on the road. Nano though is smaller in size compared to traditional Maruti 800, but has more space inside the car.

CHAPTER 3
RESEARCH STUDY

- **PROBLEM DEFINITION**

Successful development, implementation, use and support of customer relationship management systems can provide a significant advantage to the user, but often there are obstacles that obstruct the user from using the system to its full potential. Instances of a CRM attempting to contain a large, complex group of data can become cumbersome and difficult to understand for ill-trained users.

Additionally, an interface that is difficult to navigate or understand can hinder the CRM's effectiveness, causing users to pick and choose which areas of the system to be used, while others may be pushed aside. This fragmented implementation can cause inherent challenges, as only certain parts are used and the system is not fully functional. The increased use of customer relationship management software has also led to an industry-wide shift in evaluating the role of the developer in designing and maintaining its software. Companies are urged to consider the overall impact of a viable CRM software suite and the potential for good or bad in its use.

- **OBJECTIVES OF THE STUDY**

- To understand and analyses customers need and preference as per the purchasing power of each customer.
- To study about all CRM tools which wins the customers confidence.

- To study the comparative brands of other companies Like Maruti, Hyundai, Chevrolets', Mahindra and Mahindra.
- To study the satisfactory level of the customers.
- To analyse the present service network set up by different 'Tata Automobile' dealers at Nagpur.
- To know factors which contribute to good word of mouth spread as referral tool.

- **HYPOTHESIS**

- In the proposed study it is hypothesis that the customers are satisfied with
- Services provided by Jaika motor cars.
- The major hypothesis is as follows.
- 1) Customer Relationship Management tool does not play an important role to maintain customer relationship with Jaika motor cars.
- 2) Customer Relationship Management tool plays an important role to maintain customer relationship with Jaika motor cars.

- **SCOPE OF FUTURE RESEARCH**

- Present study is to analyse and expedite the suggestive correction in the existing service providing network of 'Tata Motors's' at Nagpur.
- This will enhance the trust and compatibility of automobile customer in TATA Motors service network.
- The company can find out the impact of service in developing and generating new customers for car industry at Nagpur.
- The study will help the company to make proper marketing and communicating strategy for their weaker areas with less purchasing power.
- The study covers the customers of Jaika Automobiles old customers owning passenger cars in Nagpur city, which is the source of new customer generating areas.
- CRM activities will lead to conversion of potential customers into end customers of TATA motors cars, also CRM works as an effective tool for promoting dealers, manufacturer and customer relationship
- Comparative analysis of TATA motors with other brands will be fruitful for sales executive for the conversion of sales enquiry into TATA's passenger four-wheeler vehicles.
- A cost-effective tools work as a cheapest way to communicate to promote the new and prospective customers.

CHAPTER 4
RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

METHODOLOGY

Selection of the topic



Establishing Objective



Mode of collection of information



Collection of data



Analysis of data



Preparation of final report

The purpose of research methodology is to discover answers to questions through the application of scientific Procedures. The main aim of research is to find out the truth which is hidden and which has not been discovered as yet. Though each research study has its own specific purpose.

- The study is based on analytical research of customer's preference and products available in automobile industry of Nagpur.
- The dealer's service, and spares availability and financial network and its net impact on the thought process of customers are to be analysed on the basis of the "customers" and "dealers" 'questionnaire'.
- Nagpur has three authorized dealers for 'Tata Motors' service centres at Nagpur.

❖ **Research plan:** The data is collected from the following sources :

1) PRIMARY DATA

The primary data is the specific information collected by the person who is doing the research. It can be obtained through clinical trials, case studies, true experiments and randomized controlled studies. This information can be analyzed by other experts who may decide to test the validity of the data by repeating the same experiments.

The primary data will be collected through questionnaire on the basis of customer's feedback.

2) SECONDARY DATA

Secondary data is the data, which is not gathered for the immediate study at hand but for some other purposes. Secondary data for the research is collected through newspapers, Auto magazines and internet etc.

- Magazines, Catalogues
- Internet etc.

❖ SAMPLE PLAN:

Population: People of whole Nagpur city is considered as population for the purpose of the study.

Sampling Unit: From large number of customers of TATA Motors Pvt. Ltd, were Randomly selected from the available customer database.

Sampling Method: Random sampling survey method was adopted for the purpose of the study.

Sampling Size: A sample of 55 was chosen for the purpose of the study. Sample consists of all four-wheeler passenger vehicle customers.

CHAPTER 5

BENEFITS OF CUSTOMER RELATIONSHIP MANAGEMENT

- Quality and efficiency
- Decrease in overall costs
- Decision support
- Enterprise ability
- Customer Attentions
- Increase profitability

CHAPTER 6
DATA ANALYSIS
&
INTERPRETATION

ANALYSIS OF THE DATA

Analysis of data is a process of inspecting, cleaning, transforming and modeling data with the goal of highlighting useful information suggesting conclusions and supporting decision making. Data analysis has multiple facets and approaches, encompassing diverse techniques under a variety of names in different business, science and social science domains.

Data analysis is a practice in which raw data is ordered and organized so that useful information can be extracted from it. The process of organizing and thinking about the data is key to understand what the data does and does not contain. There are a variety of ways in which people can approach data analysis and to think critically about the data and the conclusions which are drawn.

CUSTOMER PRESPECTIVE

Q1. Why would you purchase TATA MOTORS?

Diagram: 4.1: Reason to purchase Tata Motors

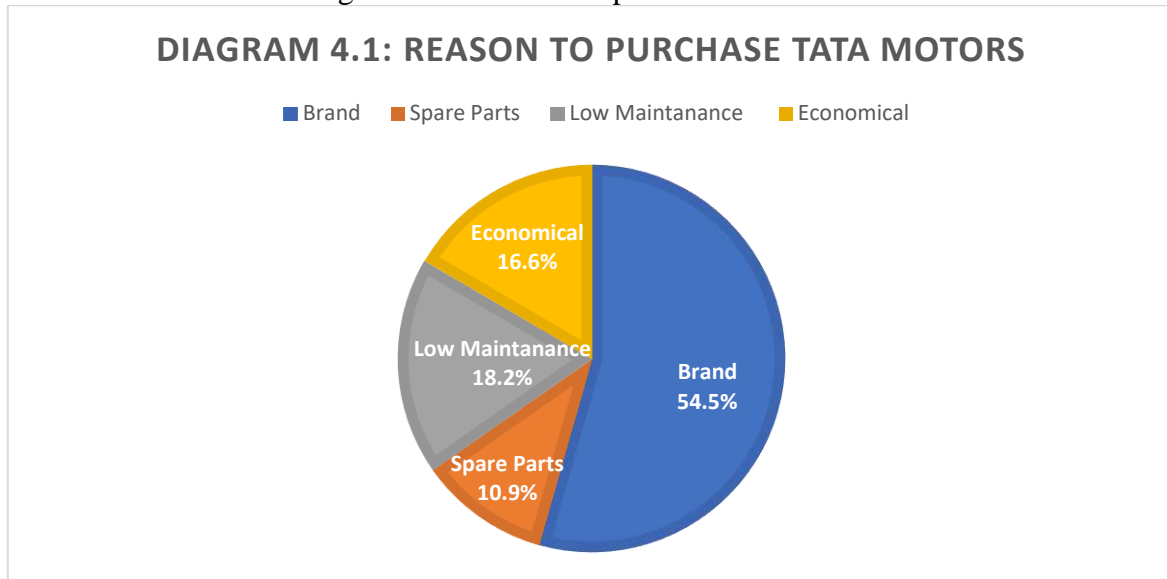


Table:

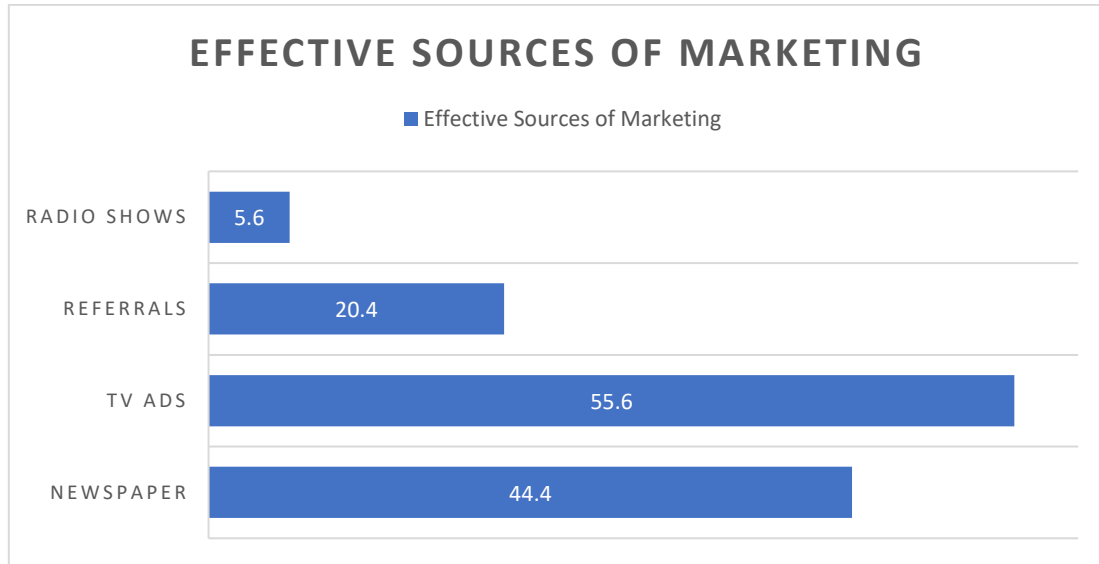
<u>Reasons</u>	<u>No. of Respondents</u>	<u>Response Percentage</u>
Brand	30	54.5%
Spare Parts	6	10.9%
Low Maintenance	10	18.2%
Economical	9	16.6%

INTERPRETATION

From the above pie chart, we can conclude that, 54.5% customers prefer to purchase Tata motor cars due to brand, 10.9% customers prefer to purchase Tata motor cars due to spare part availability, 18.2% customers prefer to purchase Tata motor cars due to low maintenance. & 16.6% customers prefer to purchase Tata motor cars due to economic.

Q2. From which sources did you get information about JAIKA MOTORS?

Diagram- 1: Effective sources of marketing



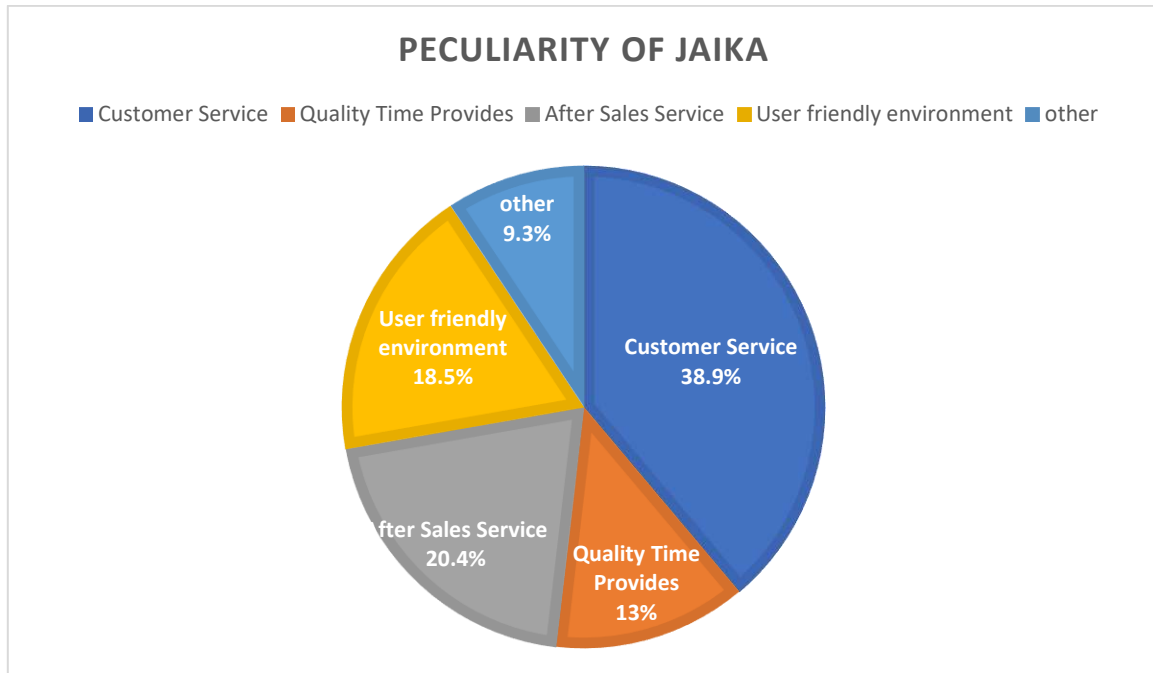
Sources	Response Percent	No. of Responses
Newspaper	44.4	24
TV Ads	55.6	30
Category 3	20.4	11
Category 4	5.6	3

INTERPRETATION

Diagram- 1: Effective sources of marketing

From the above pie chart, we can conclude that, 44.4% people believe that they knew about JAIKA through Newspaper, 54.5% people believe that they knew about JAIKA through TV Ads, 20.4% people believe that they knew about JAIKA through Referrals, 3% people believe that they knew about JAIKA through Radio .32% people believe that they knew about JAIKA motors through other source.

3. Which things do you appreciate in JAIKA MOTORS?



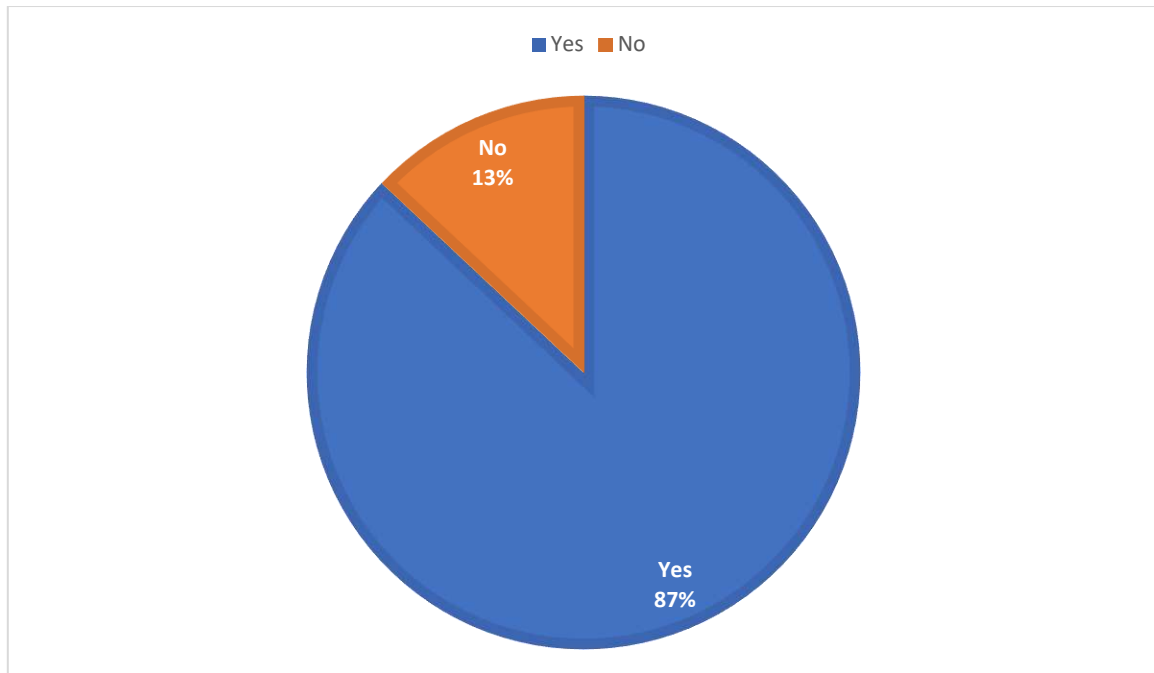
Peculiarity of Customers	Response Percent	No. of Response
Customer Service	38.90%	21
Quality Time Provides	13%	7
After Sales Service	20.40%	11
User friendly environment	18.50%	10
other	9.30%	5

INTERPRETATION

From the above pie chart, we can conclude that, 38.9% people appreciate customer service by JAIKA, 13% people appreciate quality time provides by JAIKA, 20.4% people appreciate after sale service by JAIKA, 18.5% people appreciate user friendly environment in JAIKA. 9.3% people appreciate other service

4. Whether the technicians of JAIKA MOTORS meet up to your expectations?

Diagram- 4: Customer's perception towards technicians



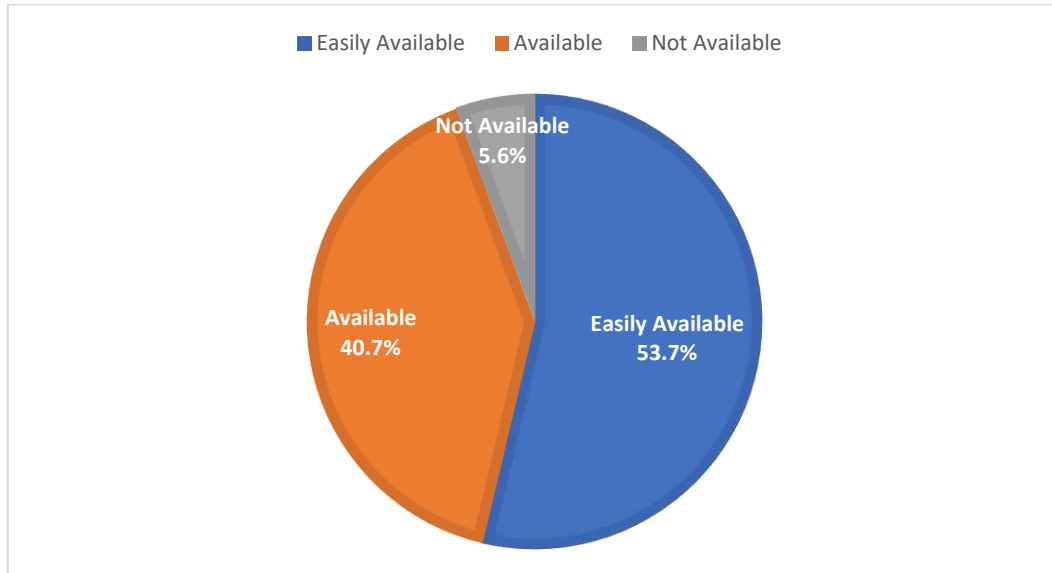
Customer' Perception	Response Percent	No. of Response
Yes	87	47
No	13	8

INTERPRETATION

From the above pie chart, we can conclude that, 87% of the respondents are in favour of technicians meeting the expectations of the customers of TATA Automobiles, while remaining 13% are not in favour of technicians meeting expectations.

5. Availability of parts for major repairs at JAIKA MOTORS?

Diagram- 5.; Availability of service centre



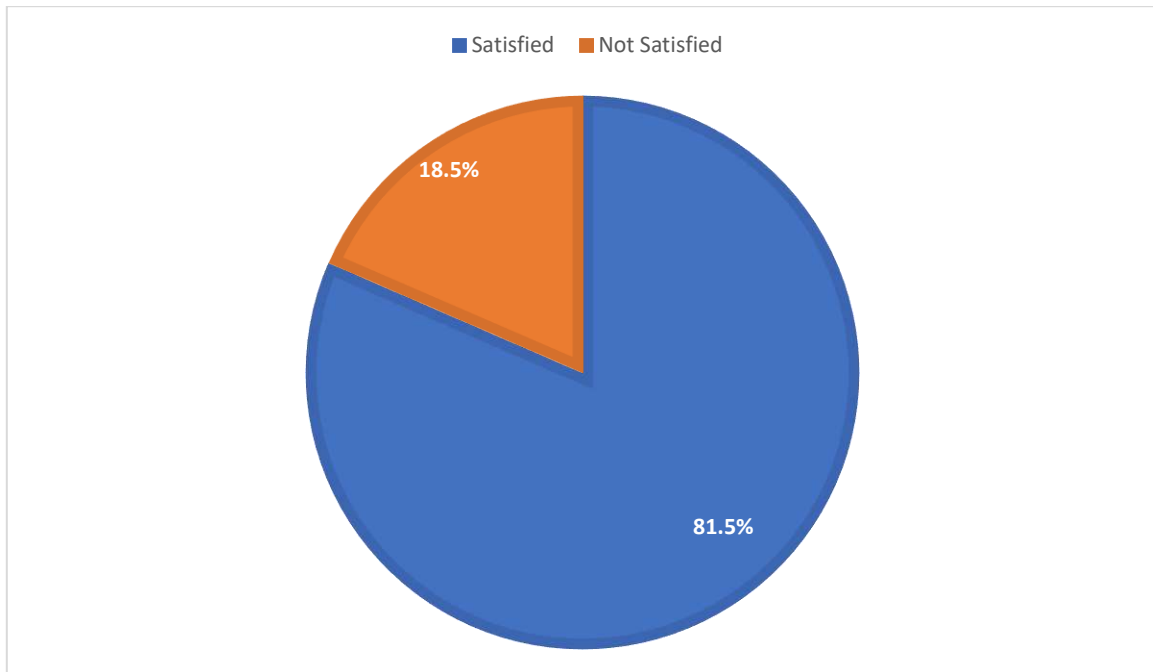
Availability of service centre	Response Percentage	No. of Responses
Easily Available	53.7%	30
Available	40.7%	22
Not Available	5.6%	3

INTERPRETATION

From the above pie chart, we can conclude that, 53.7% of the respondents are completely satisfied with easily availability of parts for repairs, 40.7% of the respondents are completely satisfied with availability of parts for repairs, 5.6% of the respondents are dissatisfied with non-availability of parts for repairs.

6. Are you satisfied with service charges at JAIKA MOTORS?

Diagram- 6: Service charges at JAIKA



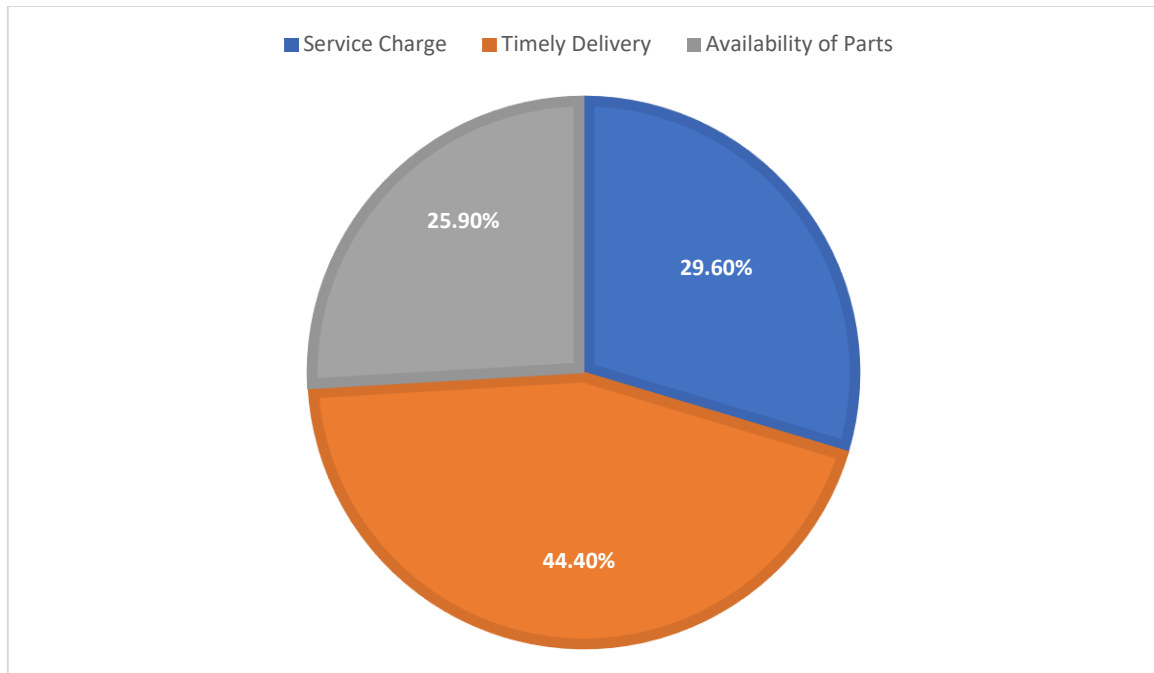
Customer Satisfaction	Response Percent	No. of Responses
Satisfied	81.5%	45
Not Satisfied	18.5%	10

INTERPRETATION

From the above pie chart, we can conclude that, 81.5% customers are satisfied with charges taken by Jaika motor, while 18.5% customers are dis-satisfied charges taken by Jaika motor.

7. Which factor do you consider while giving your vehicle for servicing at JAIKA MOTORS?

Diagram- 7: Reasons to service at JAIKA



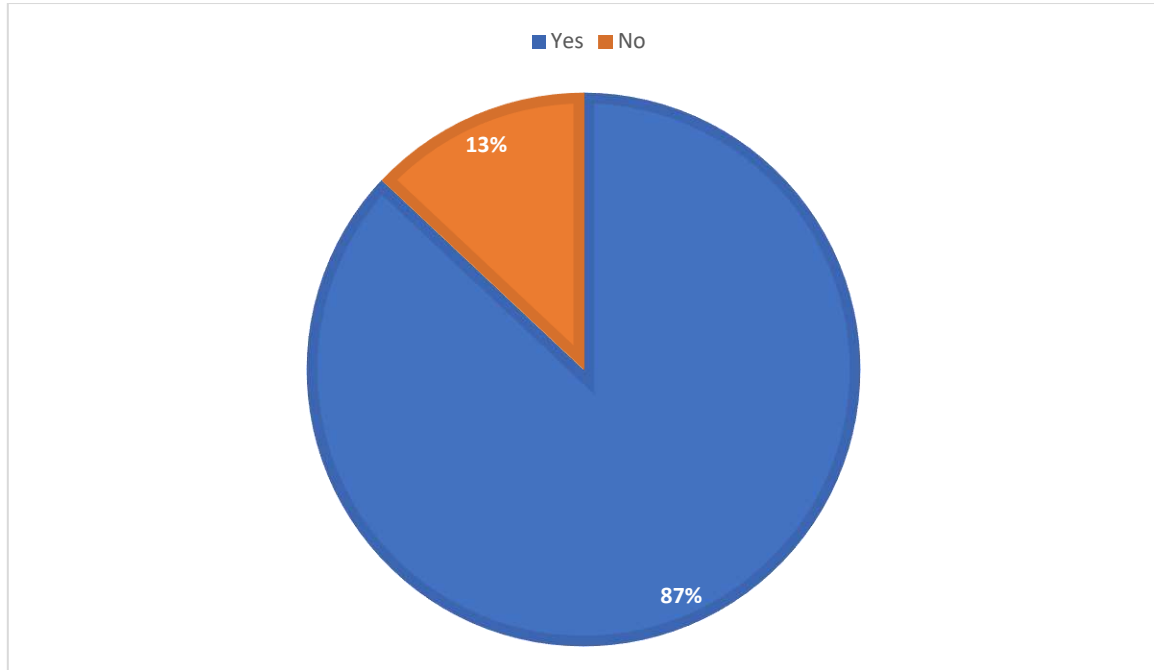
Reasons	Response Percent	No. of Responses
Service Charge	29.60%	16
Timely Delivery	44.40%	25
Availability of Parts	25.90%	14

INTERPRETATION

From the above pie chart, diagram shows that. 44.4% of the respondents consider timely delivery for service at TATA Automobiles, nearly 25.9% of them consider for availability of parts, While 29.6% of them for service charges.

8. Do you get timely and safe delivery of your vehicle during the servicing at JAIKA MOTORS?

Diagram- 8: Qualitative timely and safely delivery



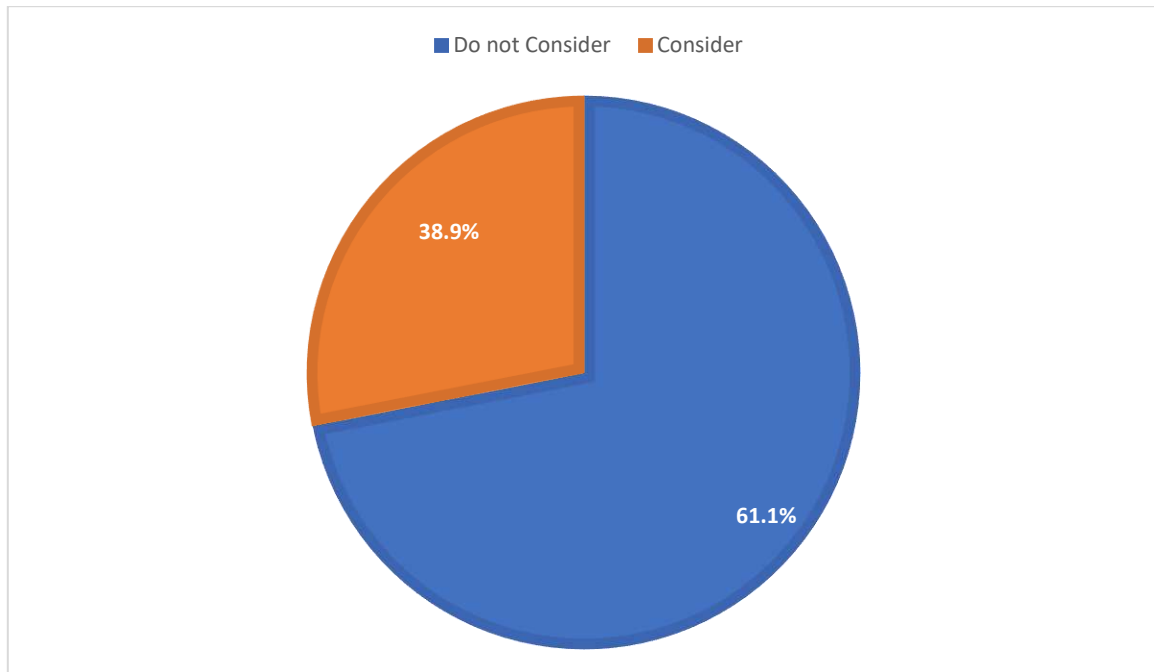
Responses	Response Percent	No. of Responses
Yes	87%	48
No	13%	7

INTERPRETATION

From the above pie chart, we can conclude that, 87% of agree about timely and safe delivery, 13% have dis-agreed about timely and safe delivery.

9. Do you consider other brands, while purchasing Tata motor cars?

Diagram- 9: Consideration of other Brands



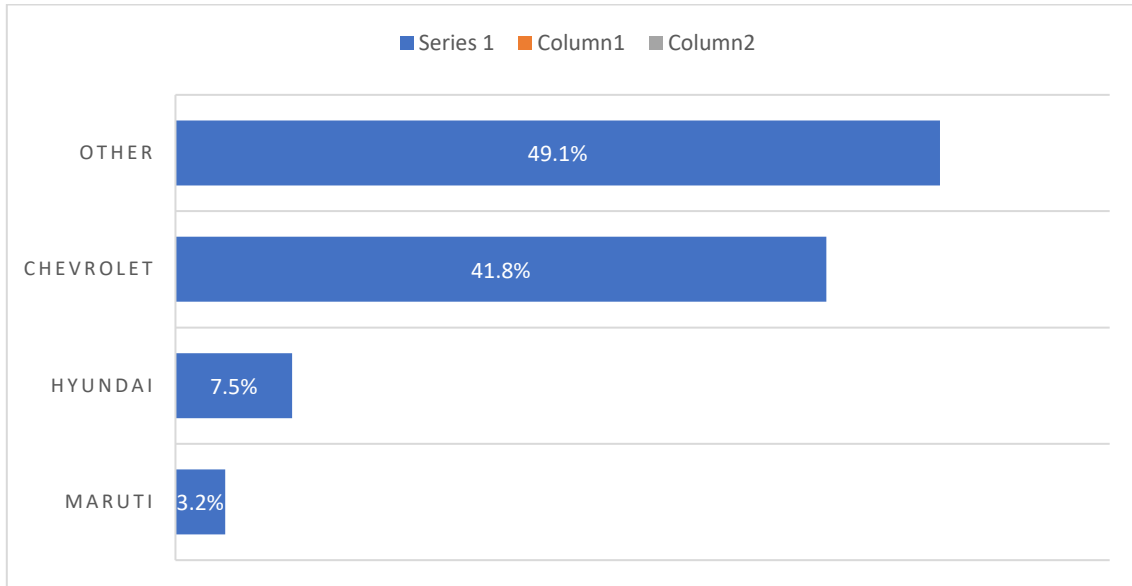
Consideration	Response Percent	No. of Responses
Do not Consider	61.1%	34
Consider	38.9%	21

INTERPRETATION

From the above pie chart, we can conclude that, 61.1% of the respondents do not consider to purchase other brands, while remaining 38.9% of them are consider to purchase other brands.

10. While purchasing, which other brands had you taken into consideration?

Diagram- 10: Comparative Brands



Comparative Brands	Response Percent	No. of Responses
Maruti	3.2%	2
Hyundai	7.5%	4
Chevrolet	41.8%	23
Other	49.1%	27

INTERPRETATION

From the above pie chart, we can conclude that, while purchasing TATA vehicles, 49.1% customers compared TATA brand with Maruti vehicles, while purchasing TATA vehicles, 30.2% customers compared TATA brand with Hyundai vehicles, while purchasing TATA vehicles, 7.5% customers compared TATA brand with Chevrolet vehicles, while purchasing TATA vehicles, 13.2% customers compared TATA brand with other vehicles.

RESULTS & DISCUSSION

- In Automobile industry “good word of mouth” is considered to be the best and most effective tool to convert enquiry to a “potential customer” in waiting.
- Old customers are normally referral points which convert all enquiries without any bias to potential customers list.
- Service network management effective CRM tool is considered most important factor to create trust and generate repurchase potential to the customers.
- Nagpur is a city with lots of Industrial growth potential, the taste and preference of Nagpur customer could match the purchaser preference of metropolitan city customers’ taste.

Chapter 7: Hypothesis Testing

Null Hypothesis(H0): Customer Relationship Management tool does not play an important role to maintain customer relationship with Jaika Motors.

Alternative Hypothesis(H1): Customer Relationship Management tool plays an important role to maintain customer relationship with Jaika Motors.

From the above said research study of “Customer Relationship Management Adopted By Tata Motors”, it is found that Customer Relationship Management tool does play a very important role in maintaining customer relationship with Jaika Motors, and hence the Alternate hypothesis is accepted.

LIMITATIONS

- This study is limited only in Nagpur district.
- The project is completed in very limited period.
- Money constraint. Do not have money resources to carry out research in depth.

FINDING

➤ We can conclude that, 24% people believe that they knew about JAIKA through Newspaper, 30% people believe that they knew about JAIKA through TV Ads, 11 % people believe that they knew about JAIKA through Referrals, 3% people believe that they knew about JAIKA, 32% people believe that they knew about JAIKA through other source.

➤ 53.7% customers prefer to purchase Tata motor cars due to brand; 11.1% customers prefer to purchase Tata motor cars due to spare part availability; 18.5% customers prefer to purchase Tata motor cars due to low maintenance, 16.7% customers prefer to purchase Tata motor cars due to economical.

➤ We can conclude that, 38.9% people appreciate customer service by JAIKA, 13% people appreciate quality time provides by JAIKA, 20.4% people appreciate after sale service by JAIKA, 18.5% people appreciate user friendly environment in JAIKA, and 9.3 % other service

➤ We can conclude that, 87% of the respondents are in favor of technicians of TATA Automobiles, while remaining 13% are not in favor of technicians.

➤ We can conclude that, 33.7% of the respondents are completely satisfied with easily availability of parts for repairs, 40.7% of the respondents are completely satisfied with availability of parts for repairs, 5.6% of the respondents are dissatisfied with non-availability of parts for repairs.

- We can conclude that, 81.5% customers are satisfied with charges taken by Jaika motor, while 18.5% customers are dis-satisfied charges taken by Jaika motor.

- 44.4% of the respondents consider timely delivery for service at TATA Nearly 25.9% of them consider for availability of parts, While 29.6% of them for service charges

- 87% of agree about timely and safe delivery, 13% have dis-agreed about timely and safe delivery.

- 61.1% of the respondents are not consider to purchase other brands, while remaining 38.9% of them are consider to purchase other brands.

- We can conclude that, While purchasing TATA vehicles, 49.1% customers compared TATA brand with Maruti vehicles, While purchasing TATA vehicles, 30.2% customers compared TATA brand with Hyundai vehicles, While purchasing TATA vehicles, 7.5% customers compared TATA brand with Chevrolet vehicles, , While purchasing TATA vehicles, 13.2% customers compared TATA brand with other vehicles.

CHAPTER 8:
RECOMMENDATIONS

RECOMMENDATIONS & SUGGESTION

- Services as a communication tool are the most effective way to increase sales in automobile industrial products so need to give much emphasis on it.
- Effective services and customers maintenance affordability of cars generates confidence in the after-sales service infrastructure among customers so company should focus more on it.
- Companies should adopt CRM activities as in domestic car automobile sector right CRM activity attracts customers from other company's showroom effectiveness.
- Old two-wheeler exchange points are the most potential points to locate new car customers, a proper promotional mix at those two-wheeler disposal junctions will generate customers with proper sales potential for TATA motors.
- Fuel consumption, average mileage, low maintenance costs, standard of interiors designs, brand equity of car manufacturer and resale value are other valuable factors which also contributes to purchase of any passenger car in any city so those factors should be considered.
- Customer priorities tastes and preference of new generation should be taken care of to tap new car customer potential at Nagpur.

CHAPTER 9:
CONCLUSIONS

CONCLUSIONS

- 1) Tata have exclusive showroom in Nagpur.
- 2) They are well established in providing satisfactory after sales services to its customers.
- 3) For giving the appropriate services to their customers Jaika motor Ltd. gives proper training to their staff.

By seeing the observations most of the customers are having positive perception towards Jaika motor Ltd. and are satisfied with its services such as availability of parts, timely and safe delivery, staff support, trained mechanics etc.

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APPENDIX

Questionnaire

Dear Sir/Madam,

NAME: _____

ADDRESS: _____

CONTACT NO.: _____

CUSTOMER PRESPECTIVE

1. Why would you purchase TATA MOTORS?

- a) Brand
- b) Spare parts availability
- c) Low maintenance
- d) Economical

2. From which sources did you get information about JAIKA MOTORS?

- a) Newspaper
- b) TV ads
- c) Referrals
- d) Radio
- e) Road shows

3. Which things do you appreciate in JAIKA MOTORS?

- a) Customer service
- b) Quality time provides
- c) After sales service
- d) User friendly environment
- e) Other

4. Whether the technicians of JAIKA MOTORS meet up to your expectations?

- a) Yes
- b) No

5. Availability of parts for major repairs at JAIKA MOTORS?

- a) Easily available b) Available c) Not Available

6. Are you satisfied with service charges at JAIKA MOTORS?

- a) Yes b) No

7. Which factor do you consider while giving your vehicle for servicing at JAIKA MOTORS?

- a) Service charge b) Timely delivery
c) Staff support d) Customer lounge
e) Availability of parts f) Trained mechanics

8. Do you get timely and safe delivery of your vehicle during the servicing at JAIKA MOTORS?

- a) Yes b) No

9. Do you consider other brands, while purchasing Tata motor cars?

- a) Yes b) No

10. While purchasing, which other brands had you taken into consideration?

- a) Maruti b) Chevrolet
c) Hyundai e) Others