

A
RESEARCH PAPER
ON
CUSTOMERS AWARENESS, PREFERENCE AND PATTERN OF COMMERCIAL
LOANS WITH REFERENCE TO TATA MOTORS



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Abstract

Objectives of research is to analyze the commercial loan strategy used by Tata Motors Ltd as compared to other firms in the commercial vehicle industry. According to the research it is found out that Tata Motors is a company in the Indian commercial vehicles industry which has vast varieties of segments, including both medium and heavy commercial vehicles. They provides loans as per the patterns of the customers after analyzing their requirements and how much they are willing to spent.

They have categorized their loan services into Three category namely :- FTU : Loan for investors who do not own any heavy vehicle with interest rate 13 - 15 %, SRT : loan for investors who already own 2-5 heavy vehicles with interest with interest rate 11 - 13%, F-Super : Loan for investors who have already more than 5 heavy vehicles at interest rate less than 10%

The Research Methodology used in this research paper is based on both primary and secondary data and the sample size is of 50 investors.

Keywords: Strategy, Vehicle loan, Investment.

INTRODUCTION

In India automobiles sector is growing at a rate of more than 16% annually and in the coming days it will be the second fastest rising automobile market in the world. Where the key players are Tata Motors, Ashok Leyland, Swaraj Mazda, Mahindra & Mahindra, Eicher Motors. TATA MOTORS is well known business organization in India as well as across the world. It works in the field of commercial vehicles, passengers car's, and Military vehicles and also offers various service like financing after sales service etc. Tata motors provide CV loans for Trippers, Transit mixers, Buses or any others heavy, light or small commercial vehicles to its various customers with an interest rate from 10 – 15%. For which the customers has to make monthly instalment.

OBJECTIVES

- To understand and analyse the loans policies of Tata Motors Finance.
- To assess the relationship with bankers and the financial institution to make the automobiles finance more easy for the clients and customer.
- To Examine whether the customers are aware of the current product as well as companies upcoming product or not.
- To understand the level of fulfilment among the clients and customers of Tata motors.

Literature Review

Abhijeet Singh in 2011 founded that the software used by Tata Motors named **SIEBEL** had helped them a lot in managing the customer relationship and also managing The Dealers of Tata motors as well.

Arvind saxena in 2010 had discovery that in the Automobile Industry no competitors can fight on the ground of Price. All automobiles has too keep their product, channel

of distribution, and also consumer relationship management system and well after sales facilities to grow and sustain in this line.

InjazzJ.Chen in 2003 found out that customers relationship building is a mixture of consumers, new technology, and those companies which will understand this facts and will correctly utilised this will get the prize of customer reliability and a long run relationship with the customers and the companies .

Rajesh kadam& Richard Feinberg in 2002 had found out that Tata motors and other related financial institute grant different type of loan to the customer or clients like Short term loan (STL), long term loan (LTL), composite loan and many other loans.

RESEARCH METHODOLOGY

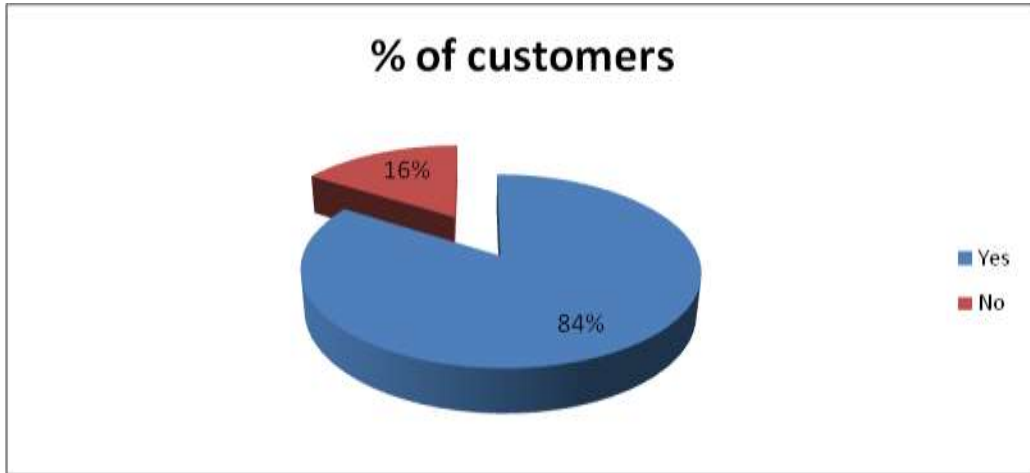
Data type	Primary and secondary data
Sampling Unit	Customers
Sampling Type	Convenience sampling
Sample Size	50
Research Tool	Questionnaire
Type of Research	Analytical research
Type Of Questions	Open Ended & Close Ended.
Data Collection Method	Questionnaire
Area	Moradabad (U.P)

ANALYSIS & INTERPRETATION

1. Do you own any commercial vehicles ?

(a) Yes

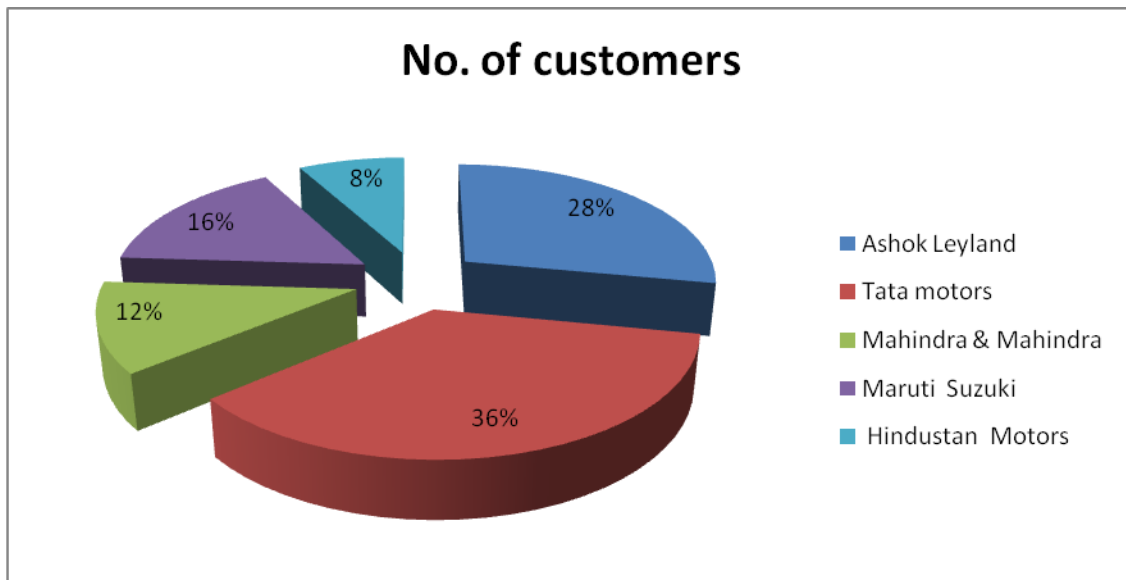
(b) No



2. Which company do you prefer for the Commercial vehicles?

(A). Tata Motors (B). Ashok Leyland (C). Mahindra & Mahindra (D). Maruti Suzuki

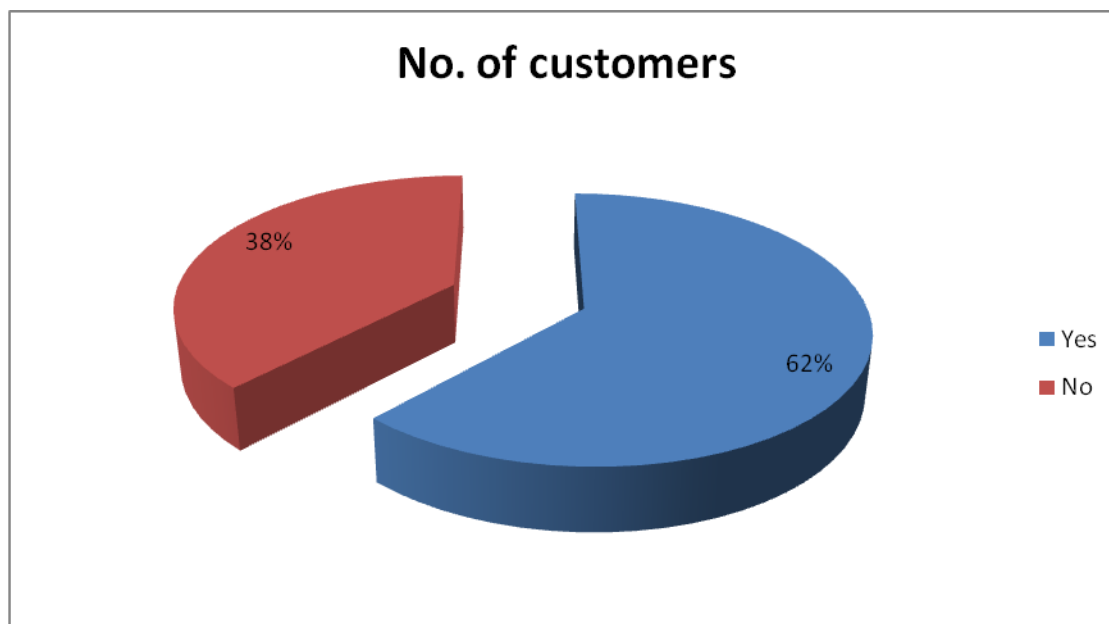
(E) Hindustan Motors



3. Do you own any Tata motors vehicles?

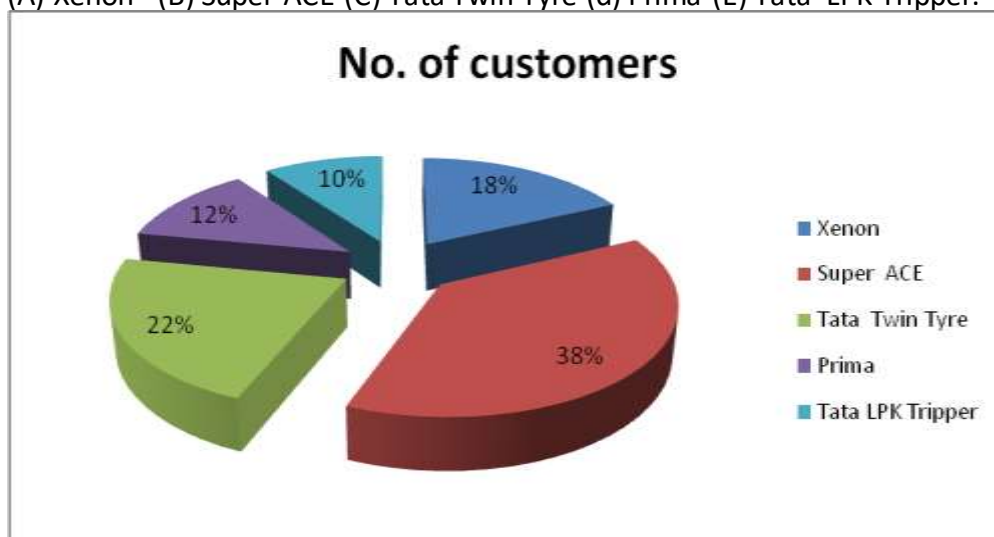
(A) Yes

(B) No



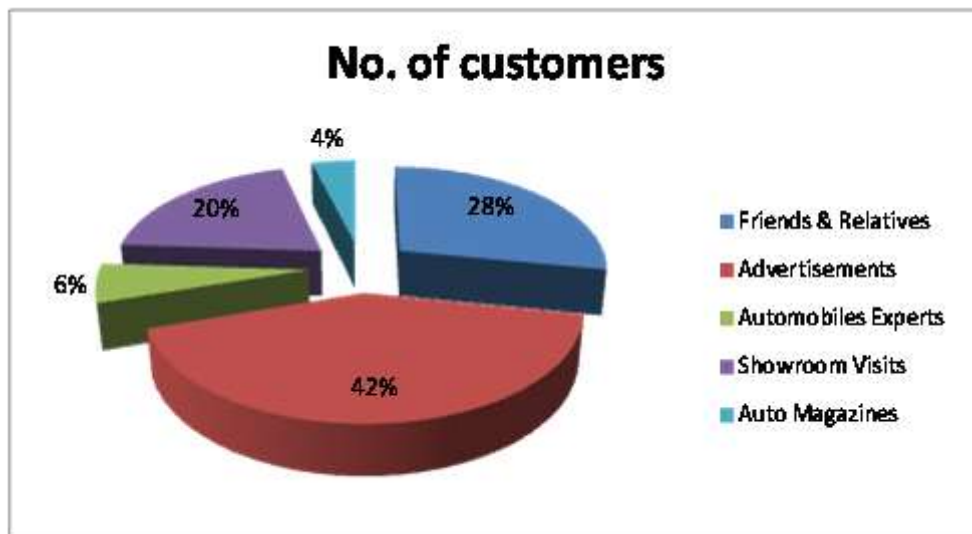
4. If Yes, Which of the following Tata Motors vehicles you own?

(A) Xenon (B) Super ACE (C) Tata Twin Tyre (d) Prima (E) Tata LPK Tripper.



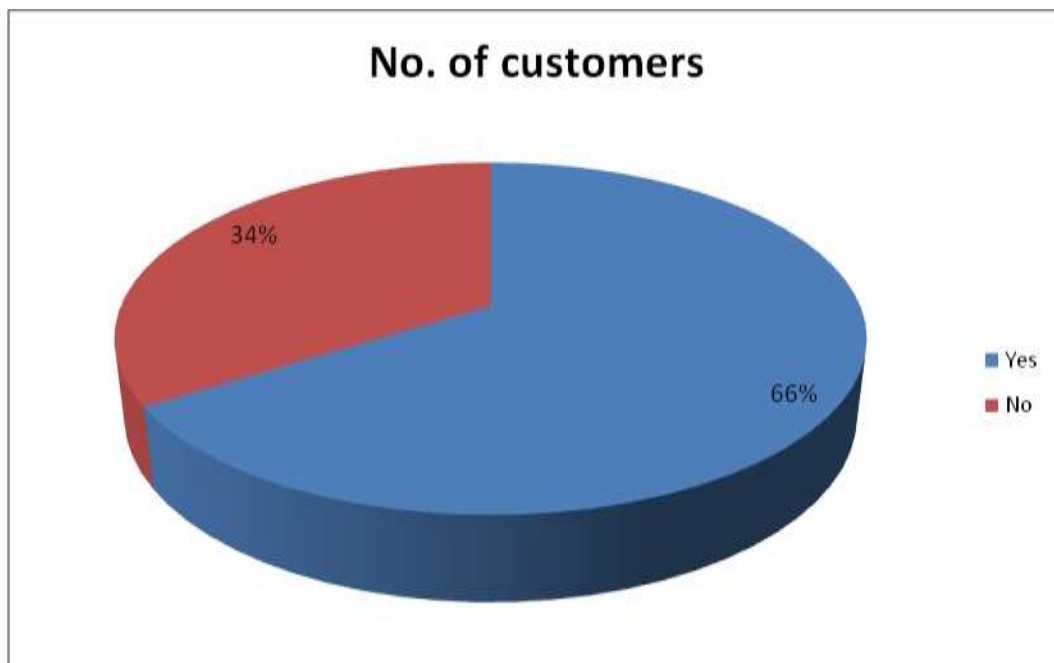
5. From where you come to know about the commercial vehicle before purchasing ?

(A) Friends & Relatives (B) Advertisements (C) Automobiles Experts (D) Showroom Visit (E) Auto Magazines



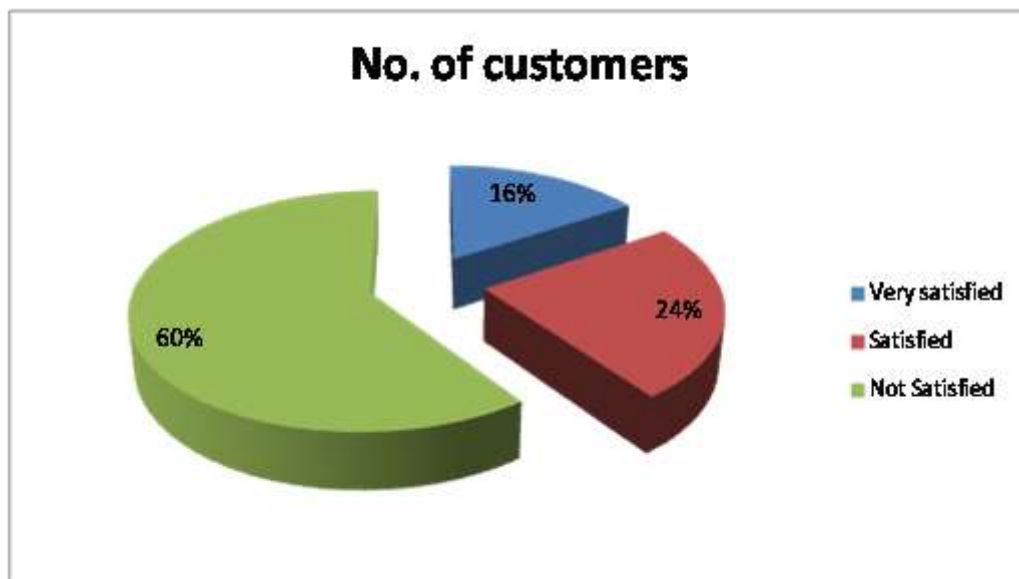
6. Do you also own some other brand vehicles?

(A) YES (B) No



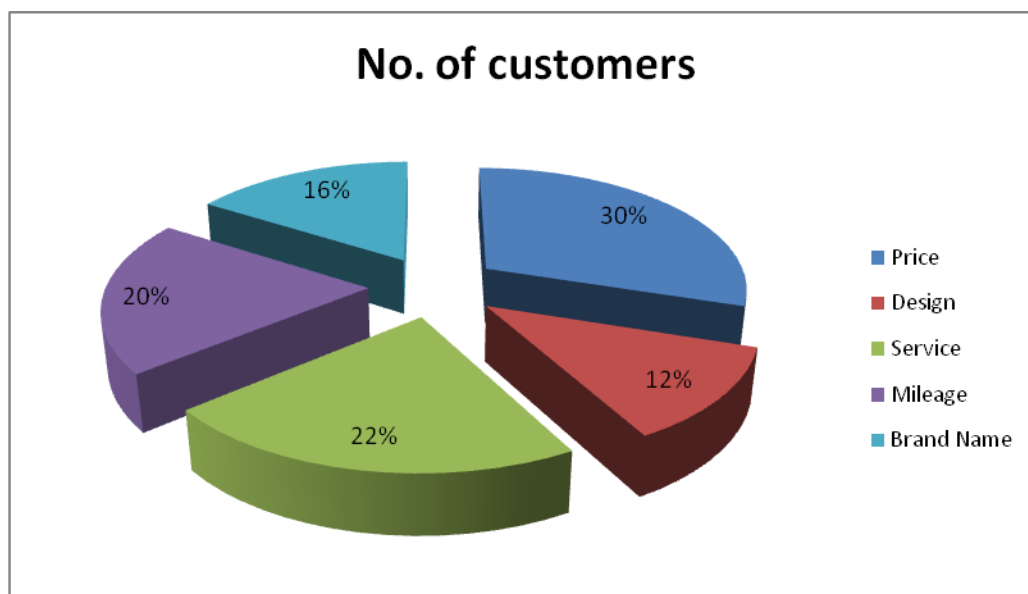
7. If Yes, What is your experience from that brand commercial Vehicles?

(A) Very satisfied (B) Satisfied (C) Not satisfied



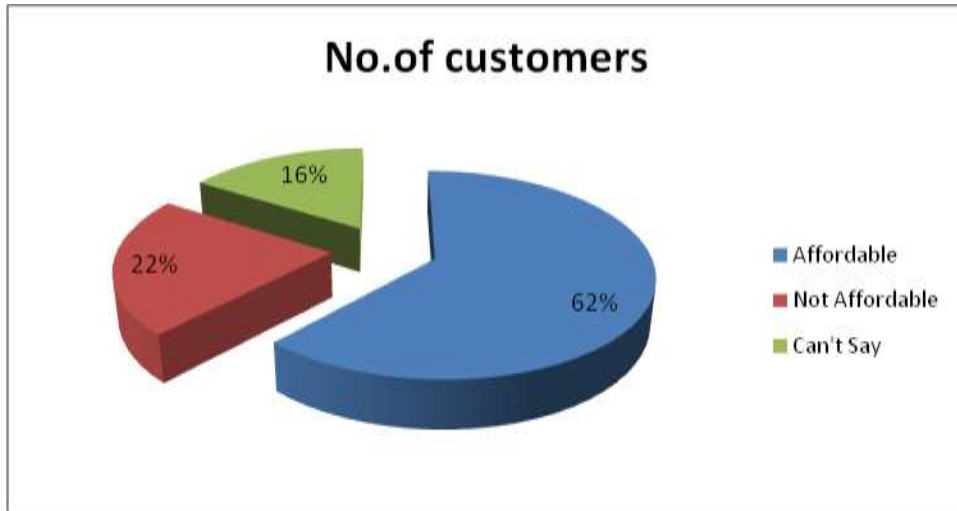
8. What do you mainly look before Purchasing a commercial vehicles?

(A) Price (B) Design (C) Service (d) Mileage (E) Brand Name



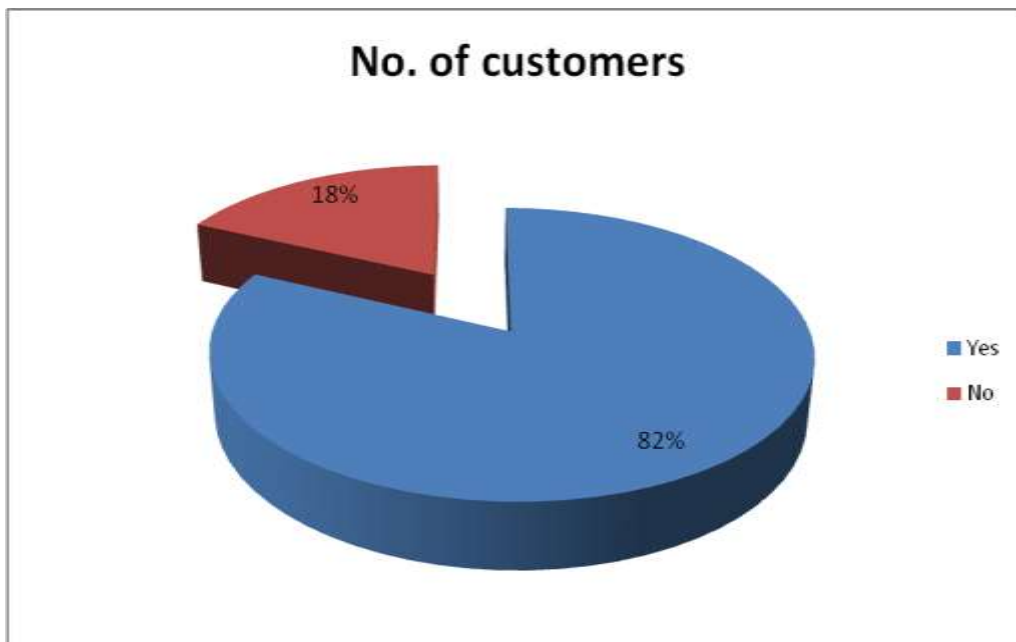
9. What's your view on the price list of Tata Motors Commercial vehicles ?

(A) Affordable (B) Not Affordable (C) Can't Say



10. Is there any effect of Brand Value while Purchasing the commercial Vehicles?

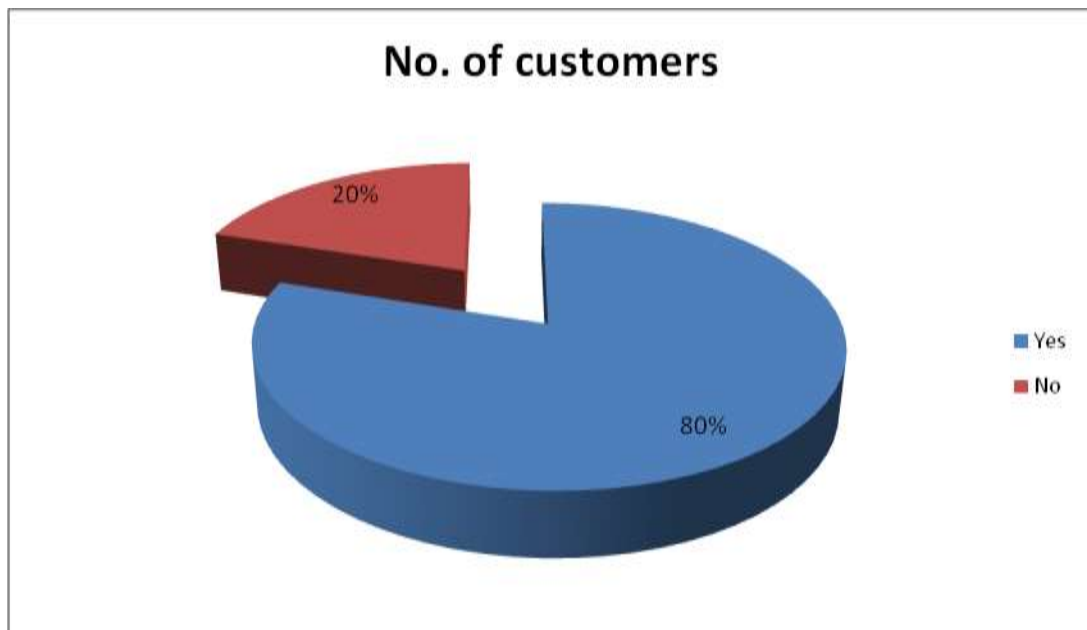
(A) Yes (B) No



11. Will you suggest Tata motors vehicles to your friends and Relatives?

(A) Yes

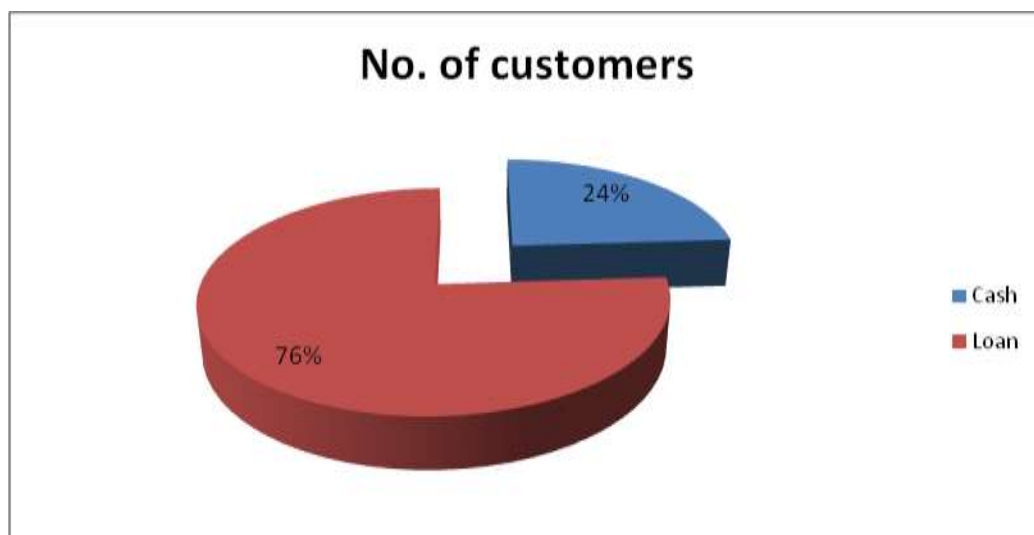
(B) No



12. While purchasing which mode of Payment do You Choose?

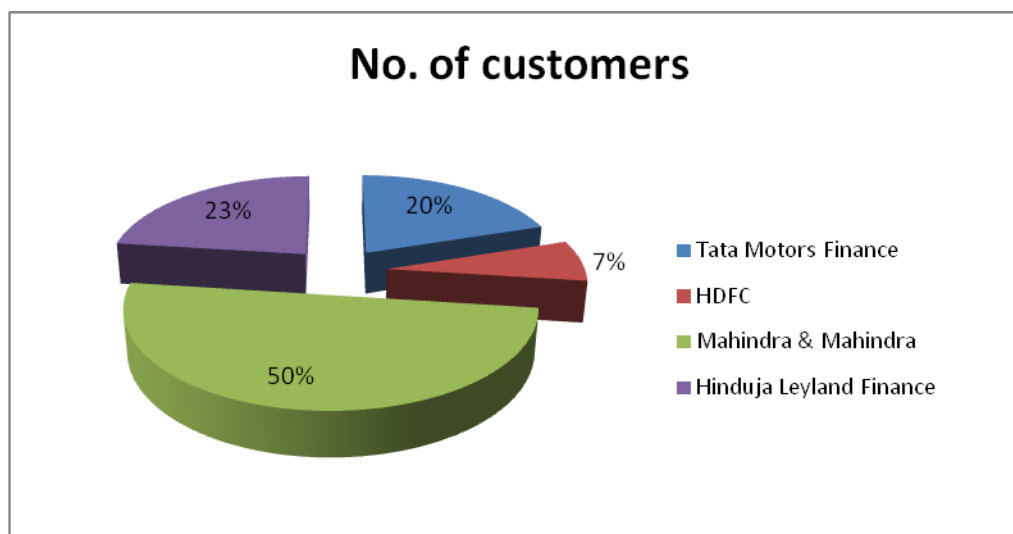
(A) Cash

(B) Loan



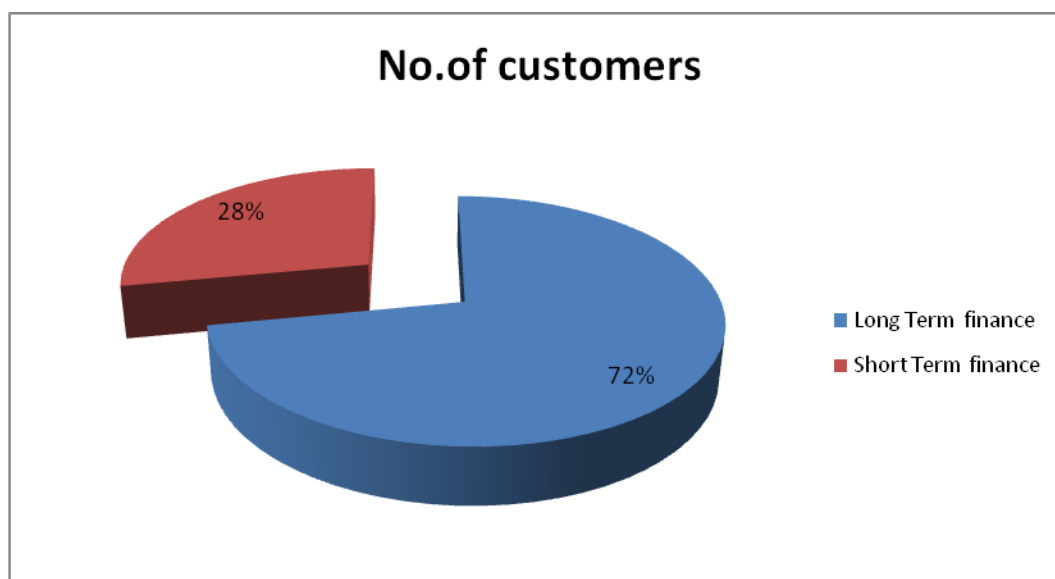
13. If Loan, Which institution do you prefer in getting Financial assistance while purchasing a Commercial vehicles?

(A) Tata Motors Finance (B) HDFC (C) Mahindra & Mahindra (D) Hinduja Leyland Finance



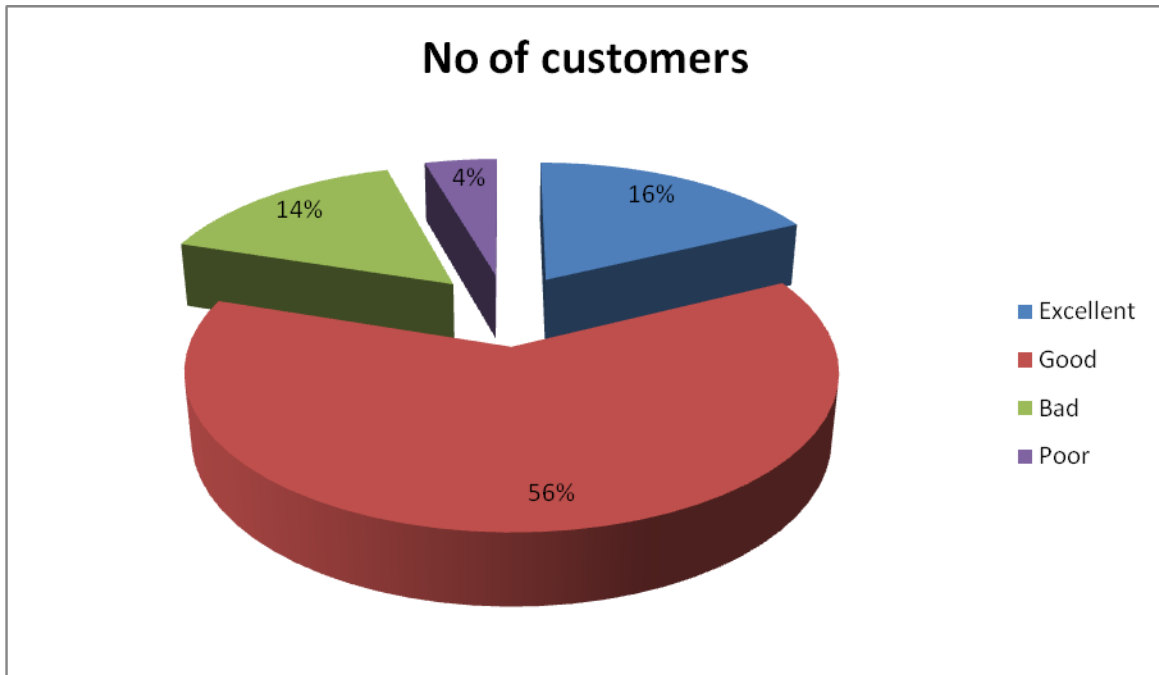
14. Which type of Finance do you prefer?

(A) Long term finance (B) Short term finance

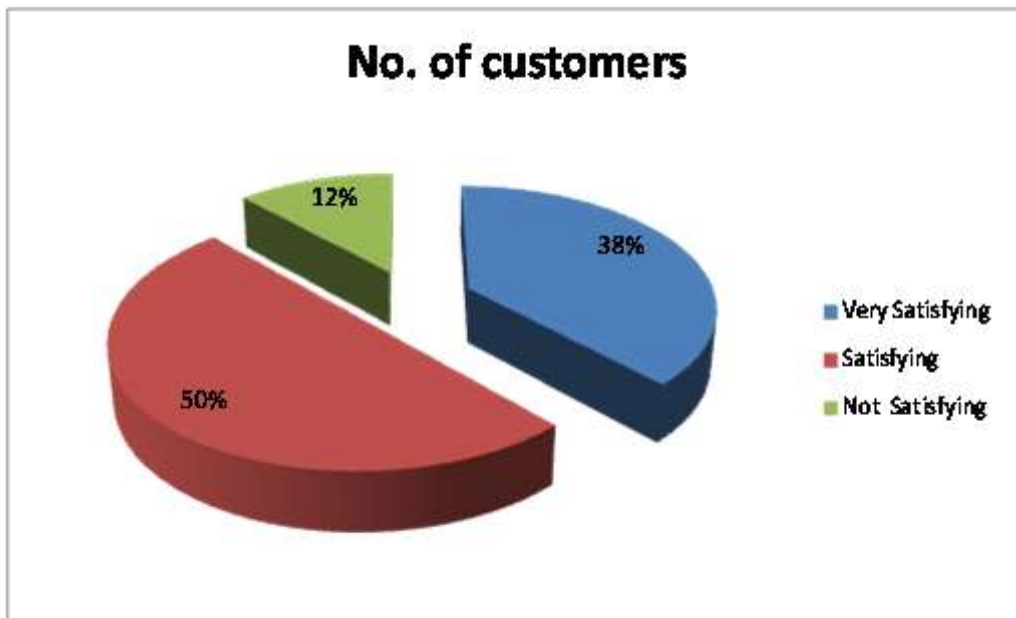


15. What is your experience with Tata motors commercial Loan?

(A) Excellent (B) Good (C) Bad (D) Poor



16. Are you Satisfied with the payment process of Tata motors ?



(A) Very Satisfying
(B) Satisfying
(C) Not Satisfying

FINDINGS

- Main competitor of Tata Motors in commercial vehicles is Ashok Leyland,

- Its shows that Xenon & ACE is the Most Preferred models of Tata Motors .
- Findings shows customers preferred Long term loans for the commercial vehicles for about 3 yr. to 5 yr.

CONCLUSIONS

This research paper is mainly concern with customers awareness towards commercial loan provided by Tata motors.

This research has analyze the commercial loan strategy used by Tata Motors Ltd

SUGGESTIONS & RECOMMENDATIONS

- Should increase the time period for payment of instalment for more than 5yrs .
- Tata Motors should Stab to offer financial competence to all consumers at minimum interest rate.
- Tata motor should promote more of their Lower commercial vehicles (LCV) & Intermediate commercial vehicles (ICV) product.

LIMITATIONS

- It is difficult to find out what customers expects.
- Lack of confidence in the employees while dealing with the customers.

REFRENCES

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- www.motorindiaonline.in
- www.scribd.com
- www.google.co.in

