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A STUDY ON CONSUMER PERCEPTION OF TATA LPT 3118 12 TYRE VEHICLE OVER 10 TYRE VEHICLES WITH REFERENCE TO THOOTHUKUDI

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ABSTRACT

The study entitled consumer perception of TATA LPT 3118 12 tyre vehicle over 10 tyre vehicles in TATA Motors Limited was under taken to know the perception level of the LPT 3118 users and other basic segment of truck users in relation to perception on various aspects. The survey was conducted to collect information from various consumers. Many have preferred to buy LPT 3118 because of Tyre mileage, diesel mileage Lift Axle mechanism aspects. But some extend many have not preferred TATA LPT 3118 truck because of non availability of spare parts and services so proper steps should be taken to improve more awareness of Lpt 3118 truck. The respondents who are using Lpt 3118 truck are more satisfied. The expectation of the consumers is quite high. Many people expect high product quality, high design, comfort and mileage in lower cost investment. The experience of the consumers and their rating of the trucks are moderate, proper awareness campaigns should be limited to Thoothukudi city only, it was possible for the researcher to understand the demographic profiles of the consumer. The perception of individual consumers depends mainly on annual income, expected actual performance of the product as well as external influencing factors like society and etc, consumer prefer to advice of other also consistency in performance level of satisfaction also has a major impact. The study of consumer perception towards LPT 3118 trucks gives on idea of individual performance towards the product based on various influencing factors like price, group influence, social influence and psychological influence and also gives an idea on rating of product done by consumer generally, etc, particularly relating to Thoothukudi city. The main objectives of the study were to analyze the position of the TATA LPT 3118 12 tyre truck and other basic segment trucks in the consumers mind, to measure the perception level with regard to price, financial availability, non-availability of spare parts, brand reputation, safety, mileage, comfort, design, and etc., to know the reason for preferring the particular brand over the other brands and finally to receive suggestions for the further improvement.

KEYWORDS

12 tyre vehicle, TATA LPT 3118, Consumer Perception.

INTRODUCTION

A customer refers to individual or households that purchase goods and services generated within the economy. The word historically derives from "custom", meaning "habit" a customer was someone who frequented a particular shop, who made it a habit to purchase goods there, and with whom the shopkeeper had to maintain a relationship to keep his or her "custom" meaning expected purchases in the future. Customer needs may be defined as the goods and services a customer requires to achieve specific goals. Different needs are of varying importance to the customer. Customer expectations are influenced by cultural values, advertising, marketing, and other communications, both with the supplier and with other sources. Perception gives rise to two types of consciousness; phenomenal and psychological. The difference everybody can demonstrate to himself/herself by simple opening and closing his/her eyes. Phenomenal consciousness is full of rich sensations that are hardly present when eyes are closed.

OBJECTIVE OF THE STUDY

- ❖ To find out the customer perception on 12 tyre vehicle of TATA Limited
- ❖ To compare 12 tyre vehicle with 10 tyre vehicle with regard to customer perception.
- ❖ To identify the maintenance handling system adopted by user.
- ❖ To identify the real opinion of TATA LPT 3118 truck towards the consumers
- ❖ To give suggestion on marketing activity to be carried out based on the customer's perception.

SCOPE OF THE STUDY

- ❖ To understand the knowledge and perception of customer on 12 tyre vehicle 10 tyre vehicle in the territory.
- ❖ The analysis of data and recommendations should result in the intensity of marketing activity to be carried for penetrating the multi axle segment using the 12 tyre vehicle.
- ❖ The study helps us to know about the customer perception towards TATA truck and other competing brands.

REVIEW OF LITERATURE

Mandeep Kaur and Sandhu (2006) attempted to find out the important features which a customer considers while going for the purchase of a new car. The study covers the owners of passenger cars living in the major cities of the State of Punjab and the Union Territory of Chandigarh. The respondents perceive that safety and comfort are the most important features of the passenger car followed by luxuriousness. So the manufacturers must design the product giving maximum weightage to these factors. **Chidambaram and Alfreed (2007)** postulates that there are certain factors which influence the brand preferences of the customers. Within this framework, the study reveals that customers give more importance to fuel efficiency than other factors. They believe that the brand name tells them something about product quality, utility, technology and they prefer to purchase the passenger cars which offer high fuel efficiency, good quality, technology, durability and reasonable price. **Satya Sundaram (2008)** analyzed how the competition makes the automobile manufacturer to launch at least one new model or a variant of the model every year. This survey also pointed out that diesel cars are becoming popular in India and the announcement of reductions in excise duties by the government has helped to some extent to boost the demand. **Clement Sudhakar and Venkatapathy (2009)** studied the influence of peer group in the purchase of car with reference to Coimbatore District. It was also found that the influence of friends is higher for the purchase of small sized and mid sized cars.

Brown et al (2010) analyzed the consumers' attitude towards European, Japanese and the US cars. The country – of – origin plays a significant role in the consumers' behaviour. The brand name, lower price and distributor's reputation completely have a significant impact on the sale of passengers' car. However, the present study differs from the above, in that, the buyer behaviour in Namakkal in Tamil Nadu is sought to be analyzed here. The scope and the area of the study are unique in nature. **Dr. S. Subadra, Dr. K. M. Murugesan, Dr. R. Ganapathi,(2010)** studied "The consumer perceptions and behaviour" with special reference to car owners in namakkal district .This study throws light on various features that the manufacturers should concentrate on to attract the prospective buyers. This study concludes that consumer behaviour plays a vital role in marketing cars and there is more scope for extensive research in this area.

RESEARCH METHODOLOGY

SOURCES OF DATA

PRIMARY DATA

Here the primary data collected from retailers with appropriate questionnaire method. Questionnaire through contact and phone calls.

SECONDARY DATA

The secondary data that have already collected and published are referred through the company sales guide and web sites.

RESEARCH TYPE

DESCRIPTIVE RESEARCH

Descriptive research was used. Research that uses a set of scientific methods and procedures to collect raw data and create data structures that describe the existing characteristics [eg: attitudes, intentions, preferences, purchase behaviors, evaluations of current marketing mix strategies] of a defined target population or market structure.

QUESTIONNAIRE

Research workers, private and public organizations and even by government in this method a questionnaire is sent to the persons concerned with the request to answer the questionnaire and return them.

- ✓ For identify the demographic profiles of the respondents.
- ✓ To study the interest and perception level towards the various attributes of TATALPT3118 compared to other trucks

SAMPLE

A randomly selected sub group of people or objects from over all membership pool of a defined target population. Here the sample size is 80

AREA OF STUDY

The data collected from the following areas in and around Thoothukudi.

SAMPLING UNITS

The sampling unit consists of the one hundred respondents was decided taking into account the area of coverage and time available for the study in the district of Thoothukudi.

SAMPLING METHOD

The type of sampling conducted is Random sampling based on the convenience.

DATA ANALYSIS AND INTERPRETATION

STATISTICAL TOOLS

- ✓ Chi square method
- ✓ Percentage method

LIMITATION OF THE STUDY

The survey was limited to particular circle only. The respondents were less interested in answering the questionnaire, as they felt that it was an interruption to their regular work. The number of respondents was limited to 80 only. Some of the respondents are not open in giving their opinions. This is normal in any field study

INDUSTRY PROFILE

Tata Motors is India's largest automobile company. Established in 1945, it is also among the world's top five manufacturers of medium and heavy trucks and the world's second largest medium and heavy bus manufacturer. It entered the passenger vehicles segment in 1991 and now ranks second in India's in this market. The company, formerly known as Tata Engineering and Locomotive Company, began manufacturing commercial vehicles in 1954 with a 15-year collaboration agreement with Daimler Benz of Germany. It has, since, developed Tata Ace, India's first indigenous light commercial vehicle, Tata Safari, India's first sports utility vehicle, Tata Indica, India's first indigenously manufactured passenger car, and the Nano, the world's cheapest car. Tata Motors has over 1,400 engineers and scientists in six R&D centres in India, South Korea, Spain and the UK. Its vehicles are exported to Europe, Africa, the Middle East, South and Southeast Asia and South America. Tata Motors' plants are located at Jamshedpur (eastern India), Pune (west), and Lucknow and Pantnagar (north). Tata Motors and Fiat have set up a common manufacturing facility at Ranjangaon, near Pune. The company is establishing a new plant at Sanand, Gujarat (western India).

VST MOTORS

The VST Motors Group is a well recognized brand name in India's automobile dealership fraternity. The various companies in the group have long standing associations with multiple automobile manufacturers, generations of loyal customers, the local community and workforce and the finance and banking industry. The group comprises of various companies that deal in the retail and servicing of passenger cars, multi-utility vehicles and commercial vehicle across Tamilnadu. The relationship between an automobile dealer and its customers is an on-going relationship. It begins during the sales process and continues through with after sales support. Efficient and cost effective after-sales service and spare-parts availability is an important differentiator between a successful dealership and others. Government Investments and Finance company was started in 1983 to provide auto finance and loan options to our customers. We provide our new and existing customers with in-house finance options for the purchase of their vehicles throughout our branch network.

TATA MOTORS

VST Motors Pvt. Ltd was incorporated on 11th July, 1949 and is an authorized dealer for TATA Motors Ltd. Until 1956 the company was the distributor for Austin and Studebaker cars. In 1956 we were appointed as TELCO commercial vehicle dealers. Over the last five decades they have opened multiple branches across the state of Tamilnadu. The timeline is as follows:

- 1949 VST Motors Pvt. Ltd commenced operations dealing in AUSTIN and STUDEBAKER Cars
- 1956 Appointed as a TELCO dealer (presently Tata Motors), one of the first to be appointed in the country
- 1957 VST Motors branch opened at Salem
- 1958 VST Motors branch opened at Vellore
- 1961 VST Motors branch opened at Thoothukudi
- 1962 VST Motors branch opened at Cuddalore
- 1978 VST Motors branch opened at Pondicherry
- 1992 Commenced Tata Motors Passenger Car sales in Chennai and Thiruchirapalli

PRODUCT PROFILE

TATA LPT 3118 12 TYRE VEHICLE

BRIEF TECHNICAL SPECIFICATION OF TATA LPT 3118

Engine	180 hp @ 2500 RPM Cummins
Torque	650Nm @ 1500-1700 RPM

GVW	31000 kg
Fuel Tank	400 ltr
Front Axle weight	12000 kg (Front + Lift Axle)
Rear Axle	19000 kg
Gear Box	G 750
Max Speed	77 kmph
Battery	2X12 V, 150 Ah
Unladen weight	7220 for Bare Chassis with Cowl

DATA ANALYSIS AND INTERPRETATION

TABLE 1: AGE LEVEL OF THE RESPONDENTS

S. No	Age	No.of Respondents	Percentage
1	20-30	10	12.5
2	30-40	24	30
3	40-50	21	26.25
4	50-60	25	31.25
5	Above 60	0	0
6	Total	80	100

(Source: Primary Data)

Inference

From the above table it's found that, 31.25 % of the respondents using TATA LPT 3118 and 30 % of the respondents using other truck belong to age group of 30-40.

TABLE 2: QUALIFICATION OF THE RESPONDENTS

S.No	Qualification	No.of Respondents	Percentage
1	10 th	17	21.25
2	12 th	32	40
3	UG	18	22.5
4	PG	13	16.25
5	Others	0	0
6	Total	80	100

(Source: Primary Data)

Inference:

From the above table it's found that, in TATA LPT 3118 most of the respondents (40%) are 12th qualification, (22.5%) are Under Graduates and in other most of the respondents (21.25%) are 10th qualification

TABLE 3: INCOME LEVEL OF THE RESPONDENTS

S. No	Income Level	No of respondents	Percentage
1	Below 2lakhs	10	12.5
2	2-3 lakhs	28	35
3	3-4 lakhs	21	26.25
4	Above 6lakhs	21	26.25
5	Others	0	0
6	Total	80	100

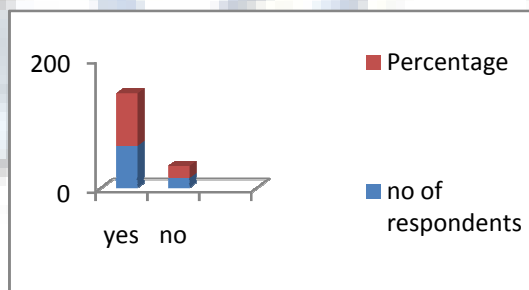
(Source: Primary Data)

Inference

From the above table it's found that, in TATA LPT 3118 most of the respondents 35% are under the income level 2-3lakhs and in other most of the respondents 26.25 % earning are in the income range above 6lakhs

TABLE 4 AWARENESS LEVEL OF THE RESPONDENTS

S.No	Awareness	No of Respondents	Percentage
1	Yes	65	81.25
2	No	15	18.75
3	Total	80	100



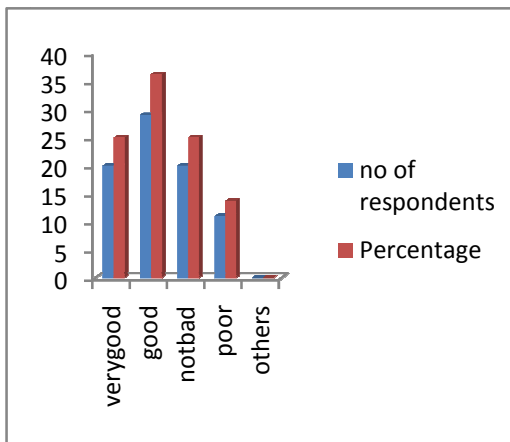
(Source: Primary Data)

Inference

From the above table it's found that, 81.25 % of the respondents comes under awareness of the product category and 18.75% of the respondents comes under awareness of the product category.

TABLE 5: TATA LPT 2515 DIESEL MILEAGE LEVEL OF THE RESPONDENTS

S.NO	AVAILABLE SPARE PARTS	NO.OF RESPONDENTS	PERCENTAGE
1	VERY GOOD	24	30
2	GOOD	36	45
3	NOT BAD	17	21.2
4	POOR	3	3.75
5	OTHERS	0	0



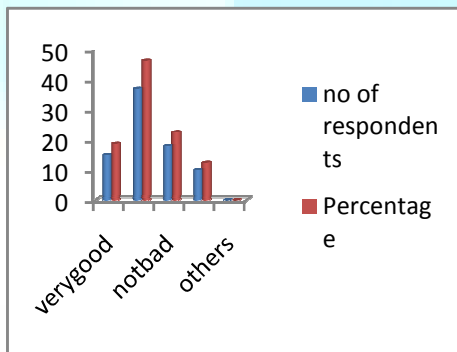
Source: Primary Data

Inference

From the above table it's found that, 36.25 % of the respondents comes under good diesel mileage and 25 % of the respondents comes under very good diesel mileage and 25 % of the respondents comes under not bad diesel mileage and 13.75 % of the respondents comes under poor diesel mileage.

TABLE 6: TATA LPT 2515 MAINTENANCE LEVEL OF THE RESPONDENTS

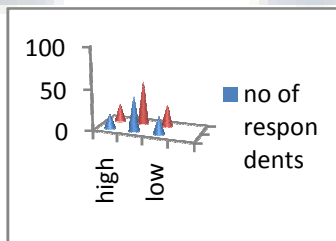
S.No	Maintenance	No.of Respondents	Percentage
1	Very good	15	18.75
2	Good	37	46.25
3	Not bad	18	22.5
4	Poor	10	12.5
5	Others	0	0



Source: Primary data

TABLE 7: TATA LPT 2515 PROFIT MARGIN LEVEL OF THE RESPONDENTS

S.No	Profit margin	No. of Respondents	percentage
1	High	17	21.25
2	Medium	42	52.5
3	Low	21	26.25



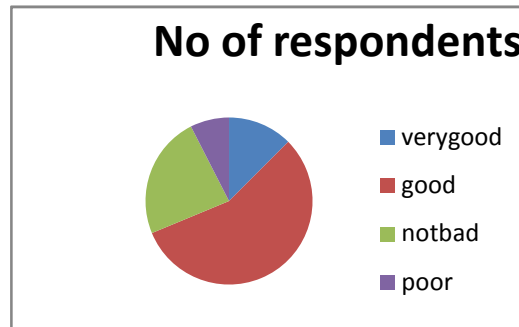
Source: Primary Data

Inference

From the above table it's found that, 52 % of the respondents comes under medium level of profit margin and 26.25 % of the respondents comes under low level of profit margin and 21.25 % of the respondents comes under high level of profit margin.

TABLE 8: TATA LPT 3118 MAINTENANCE LEVEL OF THE RESPONDENTS

S No	Maintenance	No .of Respondents	Percentage
1	Very good	19	23.75
2	Good	35	43.75
3	Not bad	20	25
4	Poor	6	7.5
5	Others	0	0



Source: Primary Data

Inference

From the above table it's found that 19 of the respondents comes under very good level of maintenance and 35 % of the respondents comes under good level of maintenance and 6 of the respondents comes poor level of maintenance. 43.75 % of the respondents comes under good maintenance level and 25 % of the respondents comes under not bad maintenance level and 23.75 % of the respondents comes under very good maintenance level and 7.5 % of the respondents comes under poor maintenance level.

TABLE 9: TATA LPT 3118 COMFORTNESS LEVEL OF THE RESPONDENTS

SNo	Comfort	No. of Respondents	percentage
1	Very good	10	12.5
2	Good	45	56.25
3	Not bad	19	23.75
4	Poor	6	7.5
5	Others	0	0

Source: Primary Data

Inference

From the above table it's found that, 56.25% of the respondents comes under good comfort level and 23.75% of the respondents comes under not bad level and 12.5 % of the respondents comes under very good comfort level 7.5% of the respondents comes under poor level

TABLE 10: TATA LPT 3118 AVAILABLABILITY OF SPARE PARTS

S .NO	AVAILABILITY OF SPARE PARTS	NO.OF RESPONDENTS	PERCENTAGE
1	VERY GOOD	8	10
2	GOOD	20	25
3	NOT BAD	38	47.5
4	POOR	14	17.5
5	OTHERS	0	0

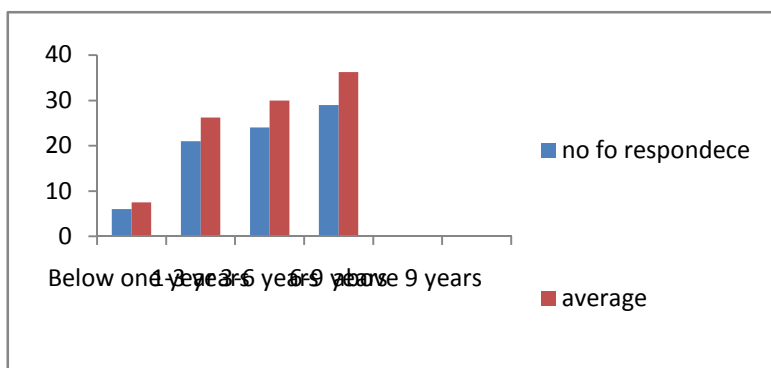


Inference

From the above table it's found that, 47.5 % of the respondents comes under not bad level and 25% of the respondents comes under good level and 17.5 % of the respondents comes under poor level and 10 % of the respondents comes under very good level

TABLE 11: YEARS OF USING THE TRUCK

S. No	Years of using	No.of Respondents	Percentage
1	Below 1 year	6	7.2
2	1-3 years	21	26.25
3	3-6 years	24	30
4	6-9 years	29	36.25
5	Above 9 years	0	0



Source: Primary Data

Inference

From the above table it's found that, 36.25 % of the respondents comes under 6-9 years of using the truck and 30 % of the respondents comes under 3-6 years of using the truck and 26.25 % of the respondents comes under 1-3 years of using the truck and 7.2 % of the respondents comes under below 1 year of using the truck

STATISTICAL TOOLS - CHI-SUQUARE METHOD

TABLE 1: Association between qualification level of the respondents and their awareness of vehicle

Research hypothesis

There is an association between qualification level of the respondents and their awareness of vehicle.

Null hypothesis

There is no association between qualification level of the respondents and their awareness of vehicle.

S.No	Qualification	Awareness of vehicle		Statistical inference
		Yes (n=65)	No (n=15)	
1	10 th	15 (88.2%)	2 (11.8%)	X ² =4.655 Df = 3 P > 0.05 Not Significant
2	12 th	24 (75%)	8 (25%)	
3	UG	17 (94.4%)	1 (5.6%)	
4	PG	9 (69.2%)	4 (30.8%)	

Source: Primary Data

Inference

The above table shows that , there is no significant association between qualification level of the respondents and their awareness of vehicle since the calculated value was greater than table value. So the research hypothesis was rejected and the null hypothesis was accepted.

TABLE 2: Association between income level of the respondents and their awareness of vehicle

Research hypothesis

There is a significant association between income level of the respondents and their awareness of vehicle.

Null hypothesis

There is no significant association between income level of the respondents and their awareness of vehicle.

S.No	Income level	Awareness of vehicle		Statistical inference
		Yes (n=65)	No (n=15)	
1	Below 2	6 (60%)	4 (40%)	X ² =9.545 Df = 3 P > 0.05 Not Significant
2	2 to 4l	26 (92.9%)	2 (7.1%)	
3	4 to 6l	19 (90.5%)	2 (9.5%)	
4	6 to 8l	14 (66.7%)	7 (33.3%)	

Source: Primary Data

Inference

The above table shows that there is no significant association between income level of the respondents and their awareness of vehicle since the calculated value was greater than table value. So the research hypothesis rejected and the null hypothesis accepted.

TABLE 3: Association between age level of the respondents and maintenance of their vehicle

Research hypothesis

There is an association between age level of the respondents and maintenance of their vehicle.

Null hypothesis

There is no significant association between age level of the respondents and maintenance of their vehicle.

S.No	age	Maintenance of their vehicle				Statistical inference
		Very good (n=15)	Good (n=37)	Not bad (n=17)	Poor (n=11)	
1	30 to 40	2 (20%)	3 (30%)	5 (50%)	0	$\chi^2=8.723$ Df = 9 P > 0.05 Not Significant
2	40 to 50	6 (25%)	12 (50%)	3 (12.5%)	3 (12.5%)	
3	50 to 60	4 (19%)	10 (47.6%)	4 (19%)	3 (14.3%)	
4	Above 60	3 (12%)	12 (48%)	5 (20%)	5 (20%)	

Source: Primary Data

Inference

The above table shows that there is no significant association between age level of the respondents and maintenance of their vehicle since, the calculated value was greater than the table value. So the research hypothesis rejected and the null hypothesis accepted

TABLE 4: Association between income level of the respondents and profit margin of their vehicle

Sl.no	Income level	Profit margin of their vehicle			Statistical inference
		Very good (n=35)	Good (n=33)	Not bad (n=12)	
1	Below 2	4 (40%)	5 (50%)	1 (10%)	$\chi^2=2.811$ Df = 6 P > 0.05 Not Significant
2	2 to 4l	14 (50%)	9 (32.1%)	5 (17.9%)	
3	4 to 6l	7 (33.3%)	10 (47.6%)	4 (19%)	
4	6 to 8l	10 (47.6%)	9 (42.9%)	2 (9.5%)	

Source: Primary Data

Inference

The above table shows that there is no significant association between income level of the respondents and profit margin of their vehicle since the calculated value was greater than the table value.

TABLE 5: Association between qualification level of the respondents and comfort of their vehicle

Research hypothesis

There is a significant association between qualification of the respondents and their satisfaction of track comfort.

Null hypothesis

There is no significant association between qualification of the respondents and their satisfaction of track comfort.

S.No	Qualification	comfort of their vehicle			Statistical inference
		Satisfied (n=20)	Dissatisfied (n=42)	High satisfied (n=18)	
1	10 th	8 (47.1%)	9 (52.9%)	0	$\chi^2=21.328$ Df = 6 P < 0.05 Significant
2	12 th	3 (9.4%)	17 (53.1%)	12 (37.5%)	
3	UG	2 (11.1%)	12 (66.7%)	4 (22.2%)	
4	PG	7 (53.8%)	4 (30.8%)	2 (15.4%)	

Source: Primary Data

Inference

The above table shows that there is a significant association between qualification level of the respondents and their satisfaction of track comfort since the calculated value was less than the table value.

TABLE 6: Association between awareness about 12 tyre of the respondents and brand reputation of their vehicle.

Research hypothesis

There is a significant association between awareness about 12 tyre of the respondents and brand reputation of their vehicle.

Null hypothesis

There is no significant association between awareness about 12 tyre of the respondents and brand reputation of their vehicle.

S.No	Awareness of 12 tyre	Brand reputation		Statistical inference
		Excellent (n=47)	Very good (n=33)	
1	Yes	37 (56.9%)	28 (43.1%)	$\chi^2=.477$ Df = 1 P > 0.05 Not Significant
2	No	10 (66.7%)	5 (33.3%)	

Source: Primary Data

Inference

The above table shows that there is no significant association between awareness about 12 tyre of the respondents and brand reputation of their vehicle since the calculated value was greater than the table value.

TABLE 7: Association between awareness about 12 tyre of the respondents and new model variety of their vehicle

Research hypothesis

There is a significant association between awareness about 12 tyre of the respondents and new model variety of their vehicle.

Null hypothesis

There is no significant association between awareness about 12 tyre of the respondents and new model variety of their vehicle.

S.No	Q7	Q27		Statistical inference
		Certainly (n=53)	Uncertain (n=27)	
1	Yes	45 (69.2%)	20 (30.8%)	$\chi^2=1.378$ Df = 1 P > 0.05 Not Significant
2	No	8 (53.3%)	7 (46.7%)	

Source: Primary Data

Inference

The above table shows that there is no significant association between awareness about 12 tyre of the respondents and new model variety of their vehicle. Since the calculated value greater than table value.

3.1 FINDINGS OF THE STUDY

31.3% of the respondents using TATA LPT 3118 truck being surveyed are among the age above 60years.22.5% of the respondent who are belongs under graduates and 22.1% of the respondent are belong below higher secondary are using TATA LPT 3118.The respondent who belongs to the income level of 4lakhs-6lakhs constitutes 26.3% are using tatalpt3118.The respondents who have already aware about tatalpt3118 12 tyre trucks are 81.3%.36.3% of the respondent are good intend about tatalpt2515.46.3% of the respondent is good maintenance in tatalpt2515.56.5% of the respondent is medium level of profit margin and 26.3% of the respondent is low level.37.3% of the respondent is not bad about comfort in tatalpt2515 and 33.3% of the respondent is good about comfort. 30% of the respondent are very good spare parts and 45% are good about spare parts. 42.5% of the respondent has accepted good diesel mileage in tatalpt3118and beyond 5% of the respondent only not accept.43.8% of the respondent has agreed tatalpt3118 is good maintenance free truck. The respondents who have high level of profit margin in tatalpt3118 are 43.8%. 56.3% of the respondent is good about comfort in tatalpt3118 and 7.5% of the respondent is only bad about comfort. 47.5% of the respondent is not bad spare parts in tatalpt3118 and 25% are good about spare parts.38.3% of the respondents are good about lpt3118's tyre mileage and 25% of the respondents are very good of tyre mileage. 25% of the respondents are satisfied and 18% of the respondents are highly satisfied about comfort in tatalpt3118. 50.5% of the respondent are having very good opinion on after sales service offered by the dealer. The respondent who have been agreed about the price is medium are 68.5%. While purchasing tatalpt3118 the major factor considered by the respondent is BRAND REPUTATION (58.9%).While driver preferring the truck most important to note is safeness but in tatalpt3118 is highly safe71%.Financial availability for tatalpt3118is high 60% of the respondent.66% of the respondents have highly recommended Tatalpt3118.

SUGGESTION

TATA LPT 3118 truck provide more benefits to customer the Lift Axle mechanism and Cummins engine- British oriented facility to satisfy the more customer expectation. The customer expect more services from TATA motors the customer desire to maintain the customer relationship between the dealers and it should improve the availability of spare parts and other service. The company needs to create more product awareness through conduct awareness programme, frequent mechanic service and how to handle the tools of TATA spare parts and also increase the after sales service to customer. The company has to provide more product advertisement and have to increase more free trails and demonstration methods. In this way they can easily achieve their revenue and improve their sales.

CONCLUSION

The most of the consumer have preferred TATA LPT 3118 12 tyre truck because of , Lift Axle mechanism, good mileage, tyre mileage, comfortness, price, heavy duty carrying capacity etc, even though they are expecting more services from the company. They are expecting adequate spare parts usage, more mechanic service and dealership relation from the TATA limited. The company has to improve spare parts supply in local market and need to create the product and tools awareness to customer and local mechanics. The company has to implement more innovational ideas to improve their sales and revenues.

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With sincere regards

Thanking you profoundly

Academically yours

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