

A Study and Analysis of Customer Satisfaction of Tata Motors in Mumbai, Maharashtra

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Abstract: *Business around the world recognizes that the consumer is the king. Knowing why and how people consume products helps marketers to understand how to improve existing products, what types of products are needed in the marketplace or how to attract consumers to buy their products. Consumer behaviour focuses on how individuals make decisions to spend their available resources on consumption-related items. That includes what, why, when, where, how often they buy it, how they evaluate it after the purchase and the impact of such evaluation on future purchases.*

Keywords: Consumer behaviour, Tata Motors.

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