

1.1 INTORDUCTION

The automobile market has grown by a large proportion, courtesy to increasing demand for vehicle by the consumers over the years, the awareness level on the portion of the consumer has increased by hops and bounds, resulting in more project acceptance ratio.

The task marketing not ends merely with the selling of products. In reality the structure starts off evolved even earlier than the products being introduced in the marketplace and even after the product brought in one market. This includes various system research concentrated on the channel via which the product attains and satisfy clients in the predominant aim market viable is the edge strategy by advertising and marketing demand as industry by using marketing expenditures processes immensity for a agreed advertising and marketing environment.

The marketing of today includes different subject like product management, sales management and most important is consumer business in which includes the consumer retained, motivation for consumer. The buying patterns of consumers, their attitude and perception towards the product. The marketing section is abundant focused on consumer attitude and their perception as the midpoint of marketing actions.

1.2 INDUSTRY PROFILE

Tata Motors Limited is India's greatest automobiles organization with incomes of Rs. 20,483 crores (USD 4.7 Billion) in 2004-05 it is the chief with the aid of for in business cars hip separately piece and the next largest in the passenger cars market with prevailing invention in the compacted mud dimension vehicle and utility automobiles segments.

The business enterprise is the world's fifth greatest intermediate and heavyweight business vehicle manufacture. The company's 2200 employees are guided via method of the model to be "Best in the manner in which we operate exceptional in the products we deliver and exceptional in our cost device and ethics". Recognized in 1945, Tata Motors presence certainly cuts throughout the distance and extensiveness of India. Over 3 million Tata cars play on India roads due to the element that the initial moved out in 1954. The firm's business base is unfolded athwart Jamshedpur, Pune and Lucknow, relationship by a state – huge dealership. Sales offerings and spare components network reducing about 1,200 contact points.

Tata Motors the first business enterprise from India's engineering region to be registered in the New York inventory Exchange (Sept 20040 has additionally developed as a international vehicle company. In 2004 it received the Daewoo Marketable Automobiles Company, Koreas 2d biggest tune maker. The rechrist over Tata Daewoo business cars employer has before now began the launch original goods. In 2005 Tata motors received a 21 percent in Hispupo Cascara; reputation Spanish, manufactures, with an choice to accumulate the remaining stake as well. Hispupo presence is being elevated in different markets. These acquisitions will similarly prolong Tata Motors global footprint, set up through exports considering the statistic that 1961, the company's viable and traveler cars are even now presence promoted in fairly a rare countries in Europe, Africa. The center east, Australia, South, East Asia and South Asia. It has meeting operations in Malaysia, Kenaya, Bangladesh, Spain, Ukaraine, Russia and Senegal.

The basis of the corporation's boom over the final 50 ages is a cavernous appreciation of monetary incentives and client desires and the capability to traselate them into purchaser – desired offering via leading part R and D 14000 eng and scientists the enterprise engineering study center established in 1966 has enabled pioneering applied sciences and products.

1.3 COMPANY PROFILE:

The TATA Company is a Indian largest vehicle manufacturing employer Founded in 1945. Its Head office is Set in Mumbai Founder of the Tata Company is Jehangir two two Ratanji Dadabhoy" Tata CEO of Tata Firm is Guenter Karl Butschek, Founded by Jamsetji in 1868, the Tata crew is a world enterprise, headquartered in India, comprising ended 100 impartial operating companies. The group works in extra than a hundred countries across six lands, with a task 'To recover the first-rate of life of the societies we aid worldwide, done lasting investor value introduction chiefly founded on Control by Trust'.

Tata Sons is the principal investment preserving organisation and promoter of Tata companies. Sixty-six per cent of the fairness share capital of Tata Sons is held by using philanthropic trusts, which assist education, health, livelihood era and artwork and culture. In 2016-17, the income of Tata companies, taken together, was \$103.51 billion. These corporations collectively hire over 660,000 people.

Revenue – USD 103.5 Billion (2017)

Total Assets – USD 200 billion (2017)

No of staffs – 660800 (2017)

Tata Motors is India's largest automobile organization. Company bear to the user a demonstrated legacy of thought authority regarding patron centricity and innovation. Company are riding the alternate of the Indian business car scene via means of supplying customers driving part auto innovations, bundled for power exhibitions and most reduced life-cycle costs.

Companies new vacationer cars are intended for everyday solace, availability and execution. What maintains Company at the bleeding facet of the market is their emphasis on future-status and pipeline of tech-empowered items.TATA Motors outline and R&D focuses located in India, the UK, Italy and Korea endeavor to strengthen new gadgets that accomplish exhibitions that will hearth the creative power of GenNext clients.

1.4 PROMOTERS

Board of directors

- MrGuenterButschek CEO and Managing Direct0r
- MrRavindraPisharody Executive Direct0r (C0mmercial Vehicles)
- MrSatishB0rwankar Executive Director (Quality)
- Mr C Ramakrishnan President and Group Chief Financial Officer
- Dr Timothy Levert0n President and Head, Advanced and Product Engineering
- MrMayankPareek President (Passenger Vehicle Business Unit)
- MrGajendraChandel Chief Human Res0urces Officer

1.5 VISION , MISSION AND QUALITY POLICY

VISION

As a High-Performance Organization, we are, by using FY2019

- Among the Top 3 in Global CV and Domestic PV
- Achieving Sustainable Financial Performance
- Delivering Exciting Innovations

MISSION

We innovate, with passion, mobility solutions to decorate first-class of life

QUALITY POLICIES

- Tata motors and the entire auto industry is in extremely dynamic situation. Over the recent years, while the focus on quality standards has gone multiple times higher, at the same time quality as requirement has remained most basic but an important hygiene factor for the end customer.
- We, at tata motors, have embarked on our transformation journey, which means we are now more committed to transform the consumer experiences. This will happen only when we provide innovative mobility solutions with passion that excite our customers globally through a quality and customer centric culture involving all employees and business partners as one team.

1.6 PRODUCT AND SERVICE PROFILE

- TATA ARIA:
- TATA INDICA VISTA:
- TATA MANZA:
- TATA NANO:
- TATA INDKA eV2:
- TATA INDIGO eCS:
- TATA SAFARI:
- TATA SAFARI STORME:
- TATA SUMO GOLD:
- TATA SUMO GRANDE:

1.7 AREA OF OPERATION

- Gulbarga
- Bidar
- Bijapur
- Bagalkot

1.8 INFRASTRUCTURE FACILITIES:

MANUFACTURING

Our manufacturing amenities have extra than just trendy technology; we have the best and passionate engineering and first-rate Genius working to produce foremost vehicles. Striving for excellence is an critical part of the Tata Motors culture. Our plant life are licensed for world classification manufacturing and best standards. Our focal point on automation and technological know-how has saved us at the forefront of the vehicle industry. That is why we are the chief in India's industrial automobile market and amongst the pinnacle vehicle makers in the world.

DESIGN

At Tata Motors, format is essential definitely because a vehicle's colour, shape and facets are indispensable to its being bought. Our graph unit in Coventry, UK, specialises in clay modelling, digital modelling and alias modelling, our unit in Turin, Italy, specialises in styling, architecture, packaging and surfacing; and our Pune unit takes over plan execution from the technical aspect. Our recent offerings, Bolt, Zest and Ultra, reflect international sketch dimensions. While designing business vehicles, our designers centre of attention on safety, renovation and factors such as driver fatigue. Our designers undergo in thought that to the man on the street, the vehicle ought to carry a trendy, straightforward message. Tata Motors' Ultra vans offer global styling, stronger driving alleviation and gasoline efficiency.

R&D CENTRES

Tata Motors' mission is to offer the great vehicle journey to its world customers. Consequently, its R & D centres focus on a range of issues such as the look and sense of a vehicle, safety and effectivity and of course, gas economy. The fruits of its R&D centres can be seen in its quite a number product such as the Zest and Bolt and in its commercial vehicles such as the Ultra and Ace. Among our latest R&D centres is the brand new centre in Pune, one in the UK and another in South Korea. This worldwide confluence of cultures brings a unique flavour to the end product, one that is unmatched somewhere in the world.

1.9 COMPETITORS INFORMATION

- Maruti Suzuki
- Hyundai
- Honda
- Chevrolet

1.10 SWOT ANALYSIS

STRENGTHS

- Tata motors are one of the well-established companies, which are working nicely in the car sector.
- Tata motors has broad and big distribution network and it continues its carrier network effectively.
- The company enjoys true penetration with its taxi and condominium segment.

WEAKNESSES

- The corporation has reduced global presence, which lacks its business on world level.
- The company has to face the troubles of its sturdiness and the excellent concerns.

OPPORTUNITIES

- The enterprise can decorate its business in the expanding vehicle market and there is house accessible for it and its competitors.
- The enterprise can expand per capita earnings of its personnel and the buying capability can be maintained on the groundwork of plausible customers.

THREATS

- Increase in value of petrol and other fuels can be splendid danger for the car industry.
- The company has strong opposition with different huge car businesses and it faces numerous problems.

1.11 FUTURE GROWTH AND PROSPECTS

Guenter Butschek, the new CEO of Tata Motors is working on a three year “2019 plan” to put the company’s home enterprise on track. After being barring a CEO for almost two years, Tata Motors began dropping market share in the passenger and industrial cars market in India. The new CEO now plans to realign verticals such as production, supply, lookup and improvement so as to cast off operational bottlenecks. The employer is unable to deliver passenger cars within a realistic time, developing big delays in transport most of its vehicles. This has been one of the motives for the loss of market share. The agency now plans to tackle this difficulty and is targeting a double digit market share in the passenger vehicles section in India.

Addressing Operational Challenges To Increase Market Share

In 2015-16, Tata Motors’ market share in the commercial vehicles section declined to almost 44% while share in the passenger cars market declined to 5.4%. Through the restructuring diagram the enterprise now plans to gain a 50% market share in the industrial vehicles segment and has a goal of a double digit market share in the passenger motors space. The restructuring plan targets at breaking the silos, making sure that new automobiles are launched on time and adequate inventories are maintained to meet the market demand. The organization faces extreme competition from Ashok Leyland and Eicher Motors in the industrial vehicles section and taking pictures a greater market share ought to be a difficult task.

1.11 FINANCIAL STATEMENT

Balance Sheet of Tata Motors

----- in Rs. Cr. -----

	Mar '17	Mar '16	Mar '15	Mar '14	Mar '13
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	12 mths				
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Sources Of Funds

Total Share Capital	679.18	643.78	643.78	638.07	634.75
Equity Share Capital	679.18	643.78	643.78	638.07	634.75
Reserves	21,666.03	14,195.94	18,510.00	18,473.46	18,967.51
Networth	22,345.21	14,839.72	19,153.78	19,111.53	19,602.26
Secured Loans	3,717.42	4,803.26	4,450.01	5,877.72	6,915.77
Unsecured Loans	10,322.26	15,277.71	10,065.52	8,390.97	4,095.86
Total Debt	14,039.68	20,080.97	14,515.53	14,268.69	11,011.63
Total Liabilities	36,384.89	34,920.69	33,669.31	33,380.22	30,613.89

	Mar '16	Mar '15	Mar '14	Mar '13	Mar '12
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	12 mths				
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Application Of Funds

Gross Block	29,204.83	27,973.79	26,130.82	25,190.73	23,676.46
Less: Revaluation Reserves	22.87	22.87	22.87	23.31	23.75
Less: Accum. Depreciation	13,440.86	12,190.56	10,890.25	9,734.99	8,656.94
Net Block	15,741.10	15,760.36	15,217.70	15,432.43	14,995.77

Capital Work in Progress	6,480.89	6,040.79	6,355.07	4,752.80	4,036.67
Investments	18,711.46	16,987.17	18,458.42	19,934.39	20,493.55
Inventories	4,902.20	4,802.08	3,862.53	4,455.03	4,588.23
Sundry Debtors	1,568.46	1,114.48	1,216.70	1,818.04	2,708.32
Cash and Bank Balance	452.08	944.75	226.15	462.86	1,840.96
Total Current Assets	6,922.74	6,861.31	5,305.38	6,735.93	9,137.51
Loans and Advances	4,547.19	4,270.67	4,374.98	5,305.91	5,832.03
Total CA, Loans & Advances	11,469.93	11,131.98	9,680.36	12,041.84	14,969.54
Current Liabilities	13,393.95	12,282.33	13,334.13	16,580.47	20,280.82
Provisions	2,624.54	2,717.28	2,708.11	2,200.77	3,600.82
Total CL & Provisions	16,018.49	14,999.61	16,042.24	18,781.24	23,881.64
Net Current Assets	-4,548.56	-3,867.63	-6,361.88	-6,739.40	-8,912.10
Total Assets	36,384.89	34,920.69	33,669.31	33,380.22	30,613.89
Contingent Liabilities	7,341.20	9,882.65	13,036.73	15,090.21	15,413.62
Book Value (Rs)	65.80	46.10	59.51	59.91	61.77

2.CONCEPTUAL BANKGROUNG AND LITERATURE REVIEW

2.1 THEORETICAL BACKGROUND

Market Potential:

While managing a product, managers are usually interested in acquiring as estimates of the market measurement of an aggregate level (that is for all aggressive brands). Under sure assumed enterprise stipulations in particulars sales potential refers to the most feasible income chance of the product marketed by way of a company. Where utilized to geographical areas .It means the most income volume, which should be generated by using buyers in the location for the some mentioned period. Area manageable can be expressed each in absolute terms and as a proportion of the total market. Generally, the sales forecast is decrease than the market potential, due to the fact a company might also be constrained by resources or different locations or priorities. two Since most merchandise are comparable to a no of others, shoppers frequently interact in giant in the improvement of potentials. The decision on whether to consist of or cut out closely associated substitutes would often have a suggested effect on estimated sales potential. For example in considering the relative income manageable for canned two peas one would have to reflect onconsideration on the possible sales of concern frozen peas, due to the fact the two can be viewed as close substitutes for each other.

Market doable and sales forecasts are no longer the identical things, even though the two are occasionally used interchangeably, Market manageable typically refer to whole sales possibilities. Several special potentials may additionally be viewed depending on what prerequisites are assumed one conceivable should have to do with the stipulations of use for example the quantity of two two enamel paste that would be used if all folks using toothpaste, brushed after each and every meal. Another achievable could be one based brushing solely as soon as a day, and so on. Thus the phrase practicable has particular which means only in terms of the assumptions used two when making the calculations

Traditionally market used to be a physical area the place consumers and dealers accumulate to buy and promote goods. According to Phillip Kotler, Market is “An area of environment for a viable exchange”.

A marketer is someone who seeks a response (attention, a purchase, a vote, a donation) from another party, known as prospect, If two events are in search of to promote something to every other, they are called

Marketing has been described as “the art of promoting products” Marketing is the procedure of planning and executing the conception, pricing, promoting and distribution of ideas, goods, and services to create exchanges that fulfill character and organizational goals.

” It is the restriction approached by way of market demand as which includes market costs method infinity for a given advertising environment”

a first-rate family hatchback. The Vista D90 ZX+ variant is instead well outfitted too.

METHODS OF MEASURING

MARKET POTENTIAL:

Different methods were used to estimate market potential. They are known as the:

1. Direct method
2. Correlation method

- **DIRECT METHOD:**

In the direct method data on the actual product for which one wishes to estimate the potential is used. The correlation method is used. The correlation method makes use of data related to but different from the product at hand for example in direct method a company used a total including sales figures to estimates efforts are changed, the sales figure is also likely to change. Thus this method may suggest subjective production based on some assumption about business conditions and competitive activities

Correlation Method: -

This approach of measuring market achievable is primarily based on the records notion that there is some association between income and any other variable known as a “Factor” for example population measurement is a precise everyday element that helps in estimating the

sale achievable for numerous products. As such many statistical methods are now on hand to measure the degree of association between sales and the market factor. For instance and

Automobile corporation was once interested in finding out the market attainable of spare components for its cars market in exclusive regions. It is a life like to collection of clean data. So as to arrive at a proper conclusion of there by means of advise a realistic solution.

The major facts for the survey have been collected from the respective target audience.

The questionnaire method used to be used to reap main data. The questions had been made easy as the manufacturer to count on that the demand in any place is carefully related to the no of vehicles in the area. The software of this method based on hypothetical data.

Defining Sales Territories:

A income manager commonly tries to advance sales territories that are equal in income practicable and in work load so that every salesman has an equal possibility to make sales. A find out about of the literature in the discipline found that 4 territorial characteristics were typically used in defining territories. Market viable was once used in each case which attention dispersion and work land were used to much less digress. Potential used to be discovered to have a high-quality impact on income in nearly all situations and attention the extract to which plausible was once targeted in a few bills additionally tended to have a fantastic relationship to sales. Geographical dispersion and work land (defined as No of accounts) the place not located to be strongly related to sales, but this may also be partially the end result of the reality that solely proxy measures had been accessible to measure them.

Setting Sales Quotas:

Sales quotas should be set aftermarket potentials have exciting derived and sales territories established. The workable for every territory is then known, but income quotas should also consider speedy income performance modifications to be made in the amount of aiding income effort throughout the coming 12 months and predicted activities of competitors. Quotas are generally set for such income territory and for every sales representative. They are generally no longer the same as potentials are even of the same relative size. One market can also have twice the attainable of another however might also have local competitors that appear the market

viable of a purchaser Non-durable, information used to be gathered from exceptional income territories. Percentage distribution was used as a measure of the relative conceivable that existed in each of the territories. These percentage figures have been then used to estimate the viable for every territory.

The principle advantage of the usage of total enterprise sales to measure market possible is that the genuine sales records is used which make the approach effortless to operate often, it is challenging to reap correct income figures for an industry. This technique will fail to provide reliable estimates when the market undergoes widespread changes. Here past income are used to point out market potential. Which tacitly consume, positive income efforts. If these income take so giant a share that a given companies quota may additionally be smaller than in any region which less potential.

Sales quotas set in light of income potentials furnish a great deal better groundwork for measuring the efficiency of sales representatives than do quotas set by way of the ancient position of thumb.

Company Sales Potential:

Company income doable is the sales limit approached by using organization demand as organization advertising efforts increases relative to competitors. The absolute limit of agency demand is, of course, the market potential. The two would be equal if the employer completed a hundred percent of the market. In most cases, employer sales viable is less than market potentials even when employer market fees increases considerably relative to competitors. The motives that each competitors has a tough core of loyal buyers who are now not very responsive to different groups efforts to woo them.

Total Marketing Potential:

Total Market doable is the most quantity of income that might be handy to all the companies in any industry during a given period underneath a given degree of enterprise marketing effort and given environmental conditions. A common way to estimate total market conceivable is as follows. Estimate that attainable no of buyer's times the average volume bought via consumer times the prices.

Area Market Potential:

Companies face the problem of deciding on the list territories and allocating their marketing price range optimally amongst these territories. Therefore, they need to estimate the market practicable of unique cities, states and nations. Two fundamental techniques of assessing vicinity market possible are available, the market construct up method, which is used specifically by using commercial enterprise marketers and the more than one element index methods, which is used principally by using customer marketers.

Collection of Fresh Data. So as to arrive at a Genuine conclusion and thereby largest a realistic solution.

2.2 LITERATURE REVIEW:

- 1) Title of article “Strategic administration quick mission for TATA MOTORS”.**

Reference: Strategic administration quick undertaking for TATA MOTORS two two
<https://www.scribd.com/doc/32558468/Strategic-Management-short-Project-for-Tata-Motors>

- 2) Title of article “sales and advertising strategies”.**

Reference: - Focus self-discipline projects business, ESL 91, spring 2000

- 3) Title “Cost financial savings betweenTraditional advertising and Internet Marketing”.**

Electronic variations of catalogues, brochures, white papers, information sheets etc. don't have to be printed, saved or shipped to your clients ensuing in an enormous savings in printing and storage costs.

- 4) Title: - Social media as a advertising and marketing tool**

According to Shankar et al. 2011,:- This research has determined that retailers/dealers can extend consciousness of their manufacturer by using being creative when attractive customers on social media sites. “

- 5) Title: -The Potential Relationship between Automobile Advertising and Consumers**

The “2007 Car Purchase Considerations” in this learn about suggests that amongst the predominant issues for vehicle purchases, the three top elements buyers value are, in the descending order, price (45%), overall performance and horsepower two (30.3%), and Fuel effectivity (29.7%). This implies that advertising spending and income do not necessarily have a direct relationship. Consumers’ chief concerns are determined in line with their true needs.

3.RESEARCH DESIGN

3.1STATEMENT OF THE PROBLEM

To learning the sales advertising plans at VKG, Gulbarga the direct franchise of Tata Motors. With the increase in demand for Tata cars it is getting more and more difficult to satisfy the needs of the customers. Providing service on time is one of the major goals of Tata to achieve this goal and satisfy the customers Tata should have cooperation from their distributors and dealers and also maintain an effective distribution system.

Hence this report is conducted to training the fulfilment level of the clients towards Tata and company distribution system.

3.2 NEED OF THE STUDY

Everyone today needs better service at reasonable rates. Those days are gone when one wanted to spend their money on branded item and now seen only very sparingly. Now it is not at all longer sellers' market, it is buyers' market. So, there is need to study what one buy and what are precisely one requirement. In this light adopted, the excellence of service and professionalism which has gained more important as becomes the underlined factor for the survival of four-wheeler market.

3.3 OBJECTIVE OF THE STUDY

- To learning the market latent of Tata commuter segment comprising of Indica Ev2L, Indica v2Lx, Indica v2 XETA, Vista, Aria, Indigo Ecs, Manza in Gulbarga city
- To examine awareness of Tata Products in Gulbarga Municipal.
- To study the factors influencing the purchase decision of customers.
- To know the consumers tastes and preferences near Tata motors products in Gulbarga city.
- To analyze the approval level of consumers for Tata motors products in Gulbarga city.
- To offer suitable suggestions in the light of findings

3.4SCOPE OF THE STUDY

The market move towards intense price competition companies would book for the all types of customers, middle class as sound as upper or high-level class consumers to make permanent customers.

The study was passed out to examine the potential in relation to satisfaction of customers. Promotional activities take to be unique and should have relative effect to retain and add new customers thereby the study would help to identify the framework understanding the latent sideways with other qualified issues.

The education aids to tell the downsides of the business and marketing. Hence a find out about was conducted to analyze the scope of the Tata motor products, relevant questionnaire prepared to analyze in Gulbarga metropolis with manageable customer for their grasp taste, purchaser desire and attitude.

3.5 RESEARCH TO METHODOLOGY

RESEARCH DESIGN:

A lookup graph is basically and in reality, the framework or the study that courses the series and evaluation of the data.

This research learn about has employed both exploratory lookup layout and descriptive research design. The study noted with exploratory lookup which was once a preliminary phase and used to be definitely integral in order to gain a perfect definition of problems at hand, the essential emphases is on the statement of thoughts and insight.

DATA COLLECTION:

Primary Data:

The statistics required for the survey used to be important in nature. The conditions demanded total series of fresh data. So as to arrive at a genuine conclusion and there by propose a practical solution. The important data for the survey had been collected from the respective goal audience. The questionnaire technique used to be used to acquire primary data. The questions had been made easy as the brand.

Secondary Data:

Any facts which have been gathered formerly for some other reason are secondary facts in the fingers of marketing research. The records were gathered through:

- a) Magazines d) Reports
- b) Internet two e) catalogs
- c) Text books

SAMPLE SIZE:

The sample size of the survey was once 50 respondents. The questionnaire incorporates a variety of types of questions like open and shut ended questions.

3.6 LIMITATIONS OF THE STUDY

The study has positive limitations. The barriers skilled all through the direction of the find out about are enumerated below:

- The study used to be restricted to Gulbarga metropolis only
- Compared to large number of customers in Gulbarga city. The sample measurement can also be small to make an authoritative command on the finding.
- As the merchandise was no longer to certain to a character purchaser in market. The scope of the find out about was once greater preliminary in nature.
- Cost used to be also limiting issue at some stage in the study duration
- The findings are significantly based on the information given with the aid of the respondents and the data can be limited.
- Time was biggest predicament for study

4.DATA ANALYSIS AND INTERPERTATION

TABLE 4.1 GENDER WISE CLASSIFICATION OF RESPONDENTS

Gender	No of respondents	Percentage
Male	44	88
Female	6	12
Total	50	100

Source: Market survey

Analysis:

After the overhead table it was found that 89 percent respondents were male and 11 percent respondents stayed female.

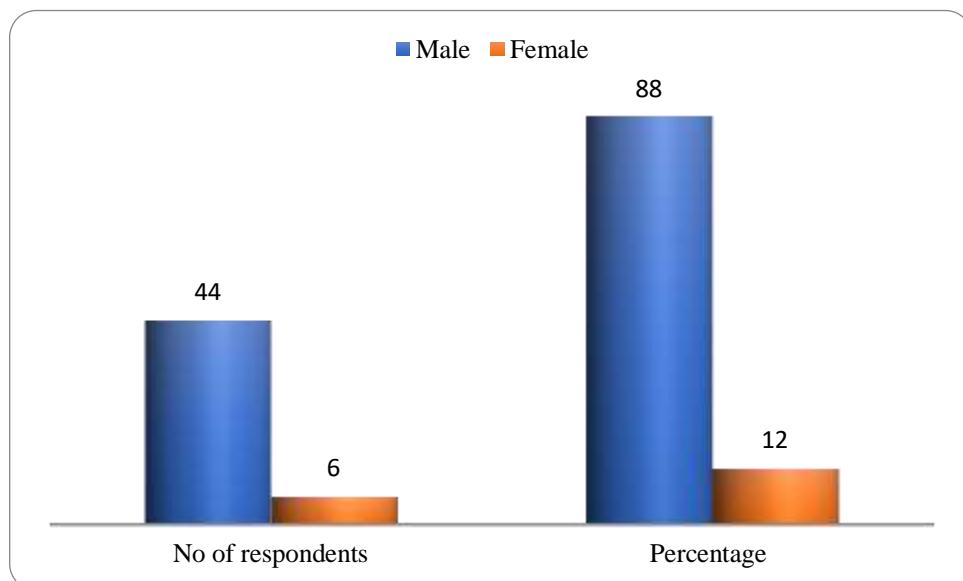


TABLE 4.2 AGE WISE SORTING OF RESPONDENTS

Age	No of respondents	Percentage
20 – 30	27	54
30 – 40	8	16
40 – 50	15	30
Above 50	00	00
Total	50	100

Source: Market survey

Analysis:

Since the above table it stayed create that 54 percent respondents fit to the age set of 20 – 30, 30 percent respondents belong to the age group of 40 – 50 years, and 16 percent respondents belong to the age group of 30 – 40.

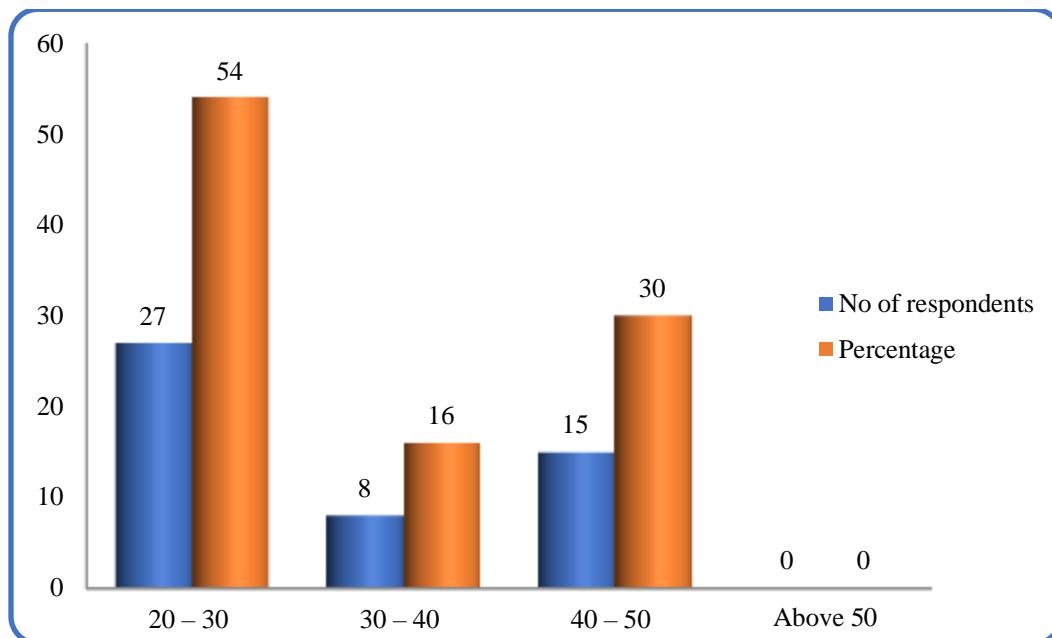


TABLE 4.3: REQUIREMENT WISE ARRANGEMENT OF RESPONDENTS

Qualification	No of respondents	Percentage
Under graduate	16	32
Graduate	18	36
Post graduate	15	30
Others	01	02
Total	50	100

Source: Market survey

Analysis:

As of the directly above it was realized that 36 percent defendants were graduate, 32 in each hundred respondents were undergraduate, 30 percent respondents were post graduate and 02 percent respondents were others.

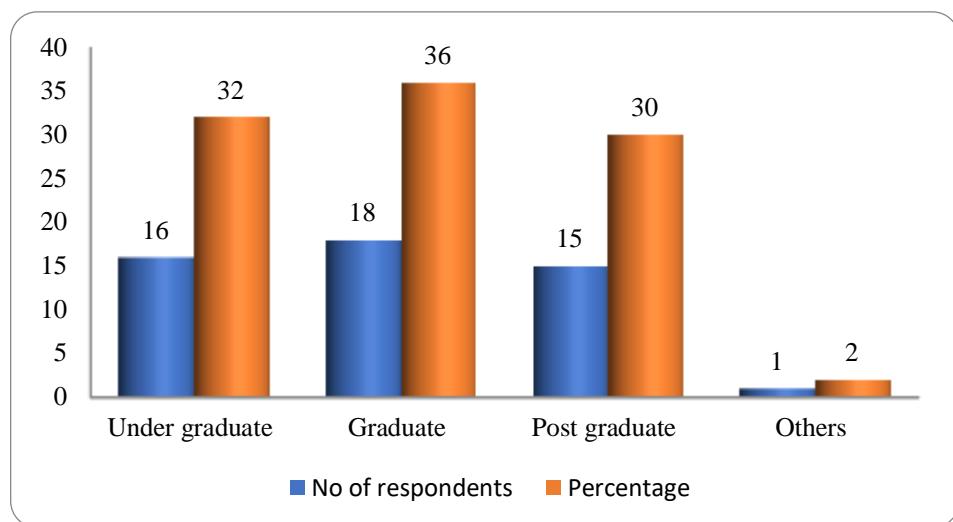


TABLE 4.4:ONCE-A-MONTH SALARY WISE CATALOGING OF RESPONDENTS

Monthly income	No of respondents	Percentage
Below – 20000	18	36
20000 – 40000	22	44
40000 – 60000	6	12
Above 60000	4	08
Total	50	100

Source: Market survey

Analysis:

From the above table it stood got that 44 percent respondents drop below the monthly income of 20000 – 40000, 36 percent respondents reduction under the monthly income of below 20000, 12 percent respondents tumble beneath the regular pay of 40000 – 60000, and 08 percent of respondents descent further down the monthly revenue of above 60000.

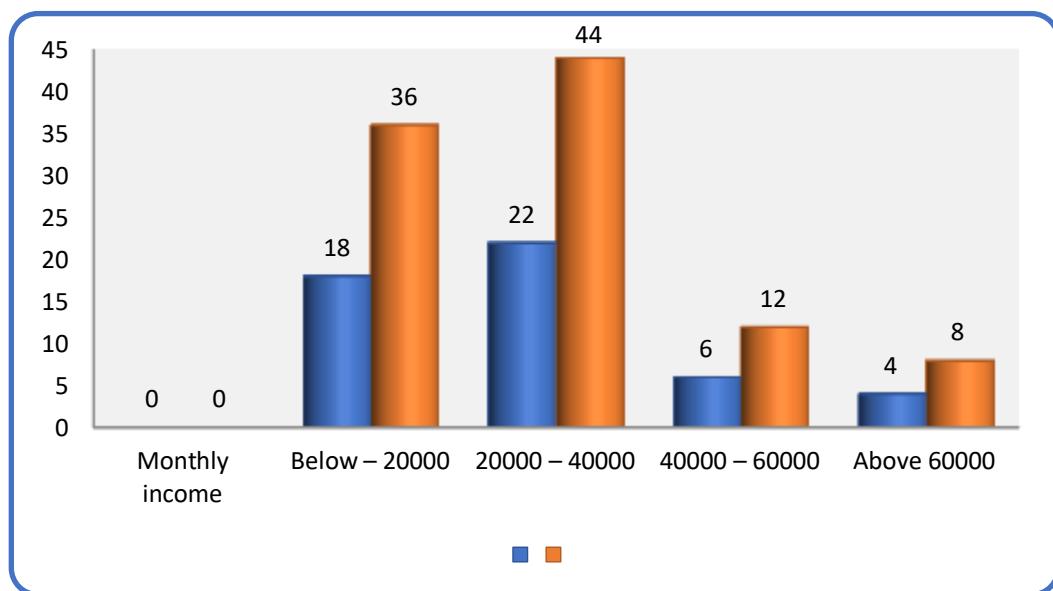


TABLE 4.5: OCCUPATION WISE CLASSIFICATION OF RESPONDENTS

Occupation	No of respondents	Percentage
Student	02	04
Businessman	19	38
Service	18	36
Agriculture	2	04
Others	9	18
Total	50	100

Source: Market survey

Analysis:

From the overhead slab it remained create that 38 percent respondents were businessman, 36 percent accused were service, 18 percent respondents were others, 04 percent respondents were agriculture and 04 percent respondents were students.

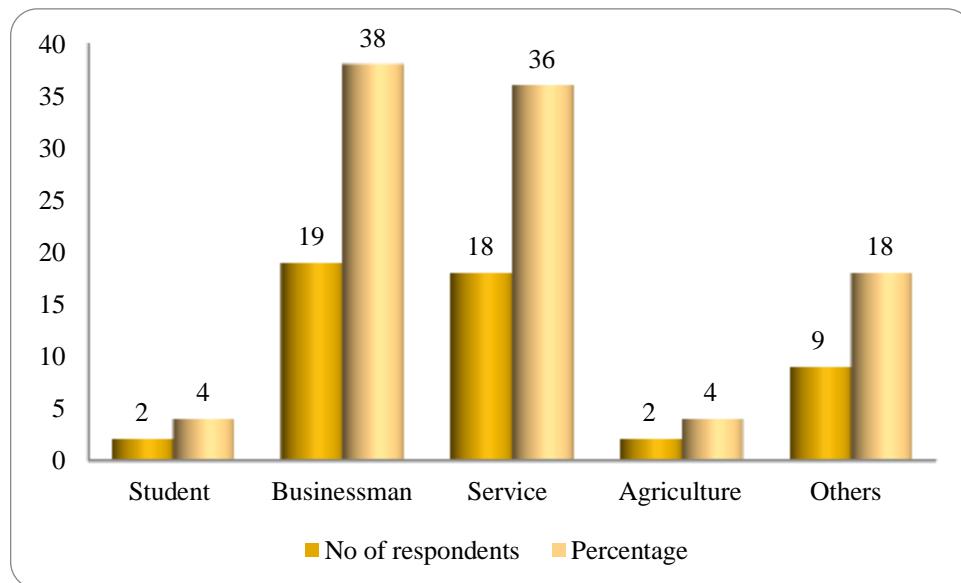


TABLE 4.6: FAMILY STRENGTH SAGE ARRANGEMENT OF RESPONDENTS

Family strength	No of respondents	Percentage
1 – 2 members	02	04
2 – 4 members	31	62
4 – 6 members	16	32
6 – 8 members	01	02
Total	50	100

Source: Market survey

Analysis:

From the above table it was perceived that 62 per hundred respondents be located 2 – 4 members, 32 percent respondents were 4 – 6 members, 04 percent respondents were 1 – 2 members and 02 percent respondents were 6 – 8 members.

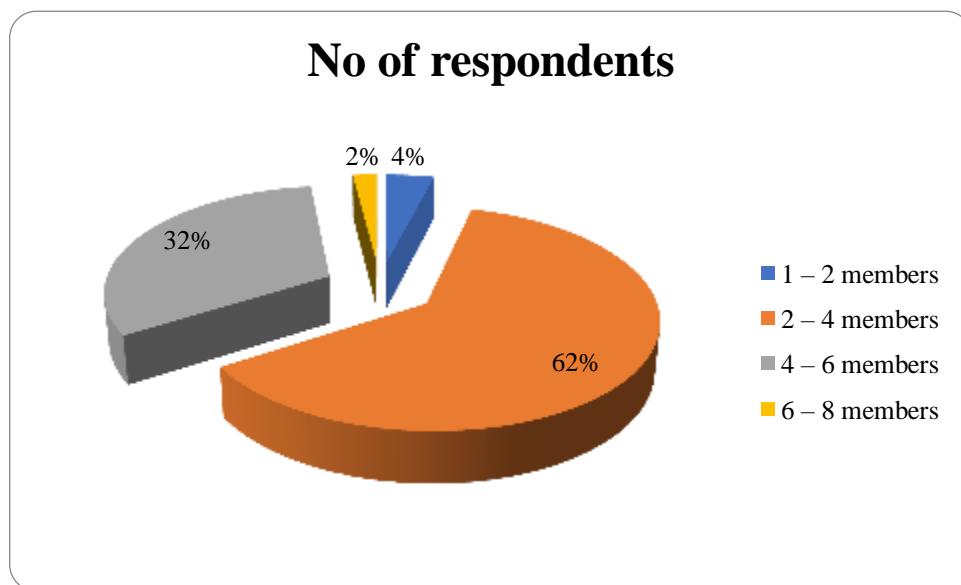


TABLE 4.7: BRAND AWARENESS OF CARS

Awareness	No of respondents	Percentage
Tata	37	74
Honda	01	02
Hyundai	04	08
Maruti	06	12
Toyata	01	02
Others	01	02
Total	50	100

Source: Market survey

Analysis:

From the above table it can be observed that 74 percent respondents were aware of Tata brand cars, 12 percent respondents were aware of Maruti brand, 08 percent respondents were aware of Hyundai, 02 percent respondents were aware of Honda, Toyata and other brands.

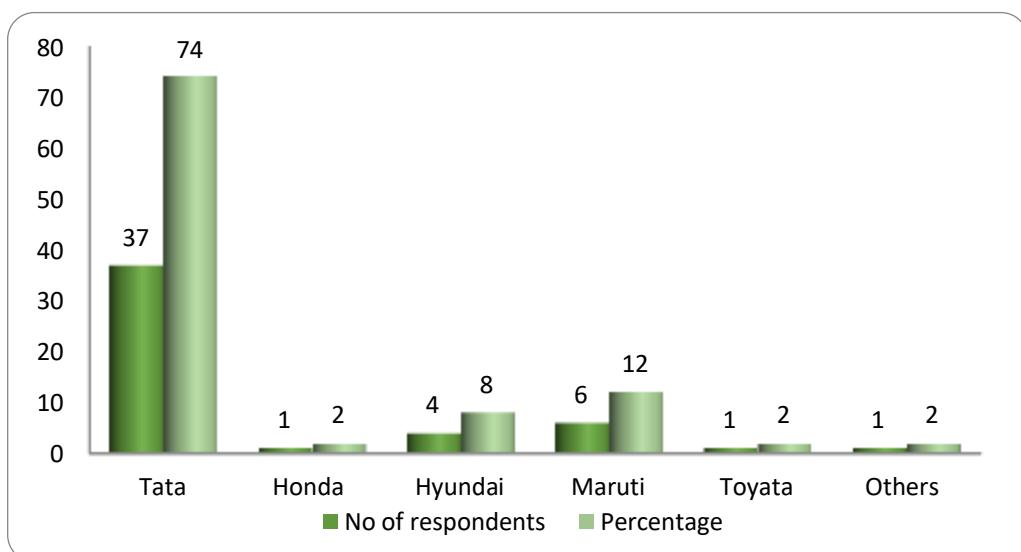


TABLE 4.8: AWARENESS OF TATA MOTORS PRODUCT

Awareness	No of respondents	Percentage
Yes	48	96
No	02	04
Total	50	100

Source: Market survey

Analysis:

From the above table it was seen that 96 percent respondents were aware of Tata products and 04 out of a hundred respondents were not conscious of Tata products.

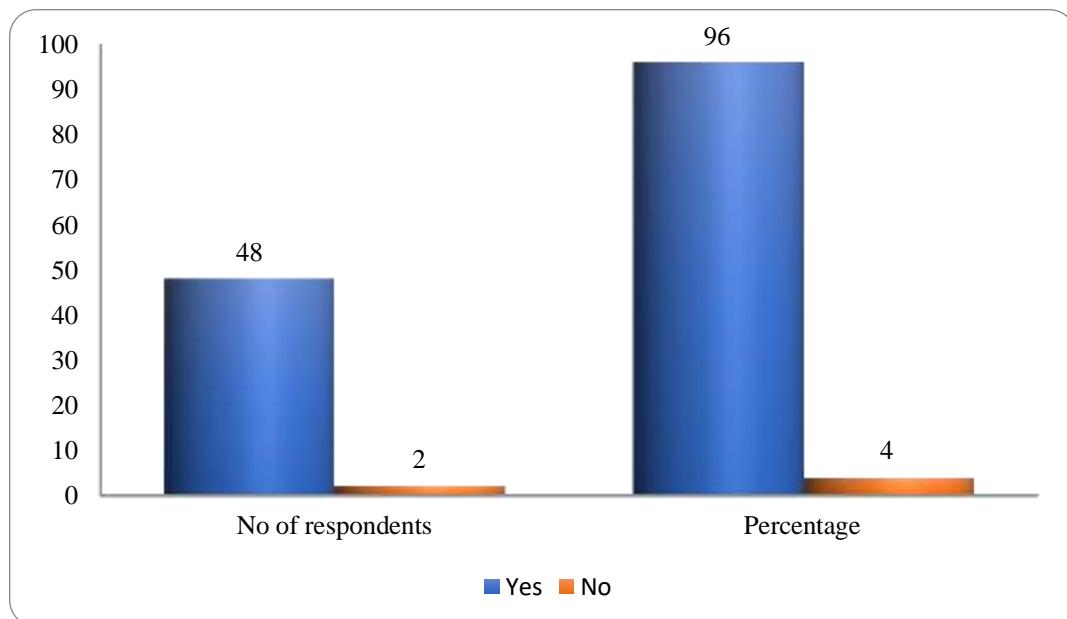


TABLE 4.9: SOURCE OF AWARENESS

Source of awareness	No of respondents	Percentage
Television	28	56
Newspaper	02	04
Publicity	8	16
Family and friends	11	22
Others	01	02
Total	50	100

Source: Market survey

Analysis:

From the above table it was start that 56 percent respondents were cognizant through television, 22 percent respondents were alert through family and friends, 16 percent respondents were aware through publicity, 04 percent respondents were aware through Newspaper and 02 percent respondents were aware through others.

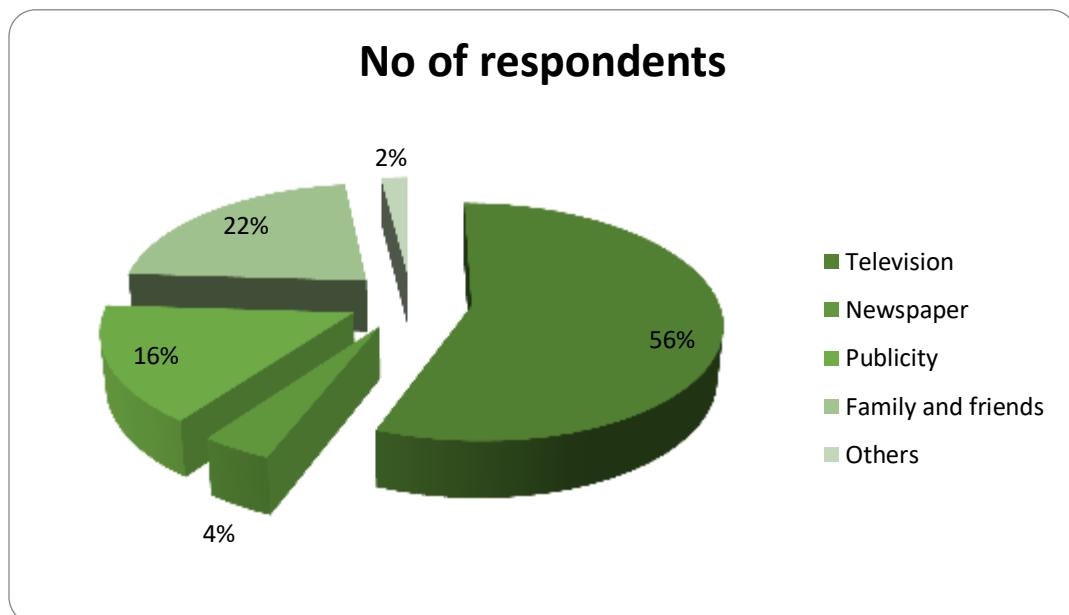


TABLE 4.10:USAGE OF TATA MOTORS PRODUCTS BEFORE

Usage	No of respondents	Percentage
Yes	40	80
No	10	20
Total	50	100

Source: Market survey

Analysis:

From the above table it was seen that 80 percent respondents used Tata motors products before and 20 percent respondents did not used Tata Motors products before.

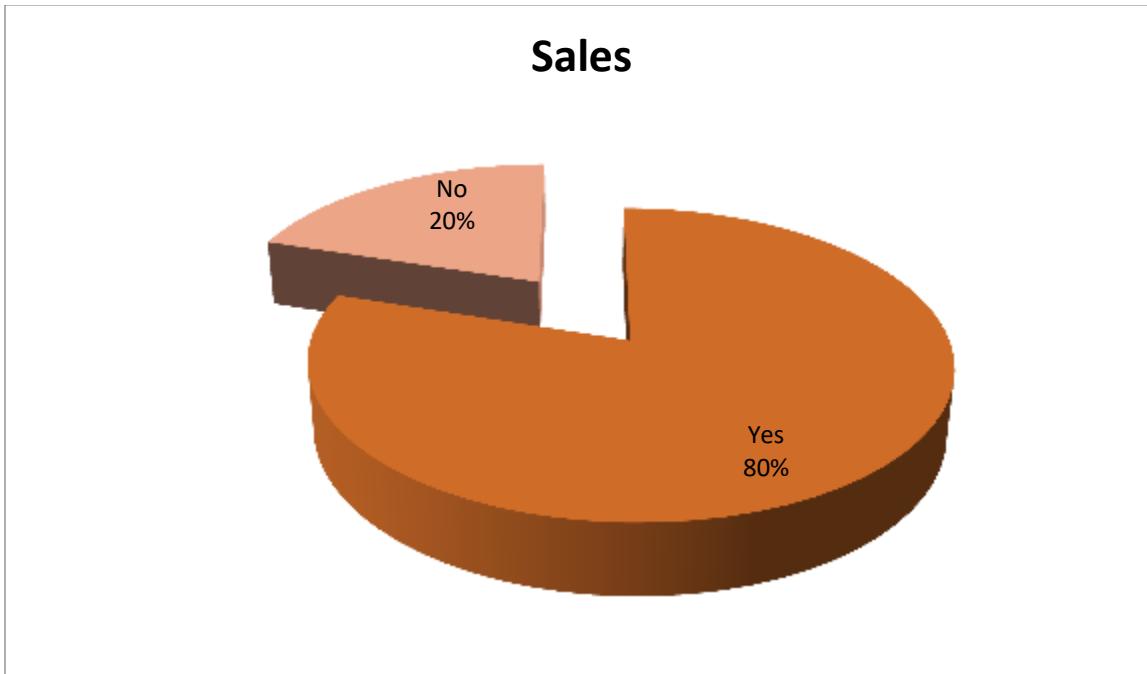


TABLE 4.11: AWARE OF TATA MOTORS PRODUCTS

Awareness	No of respondents	Percentage
TATA INDICA EV2 L	12	24
TATA INDICA V2 LX	8	16
TATA INDICA V2 XETA EGLX BS-IV	7	14
TATA INDICA VISTA GLS SAFIRE65	5	10
TATA ARIA PURE 4X2	6	12
TATA INDIGO ECS GLS	5	10
TATA MANZA NEW AURA SAFIRE BS-IV	7	14
Total	50	100

Source: Market survey

Analysis:

From the above desk it used to be considered that 24 percent respondents were conscious of Tata Indica EV2 L, 16 percent respondents were conscious of Tata Indica V2 LX, 14 percentage respondents were conscious of Tata Indica V2 Xeta EGLX BS-IV, 10 percent respondents were aware of Tata Indica Vista GLS Safire65, 12 percent respondents were conscious of Tata Indica Aria Pure 4X2, 10 percentage respondents were conscious of Tata Indica Indigo ECS GLS & 14 percentage respondents have been aware of Tata Manza New Aura Safire BS-IV.

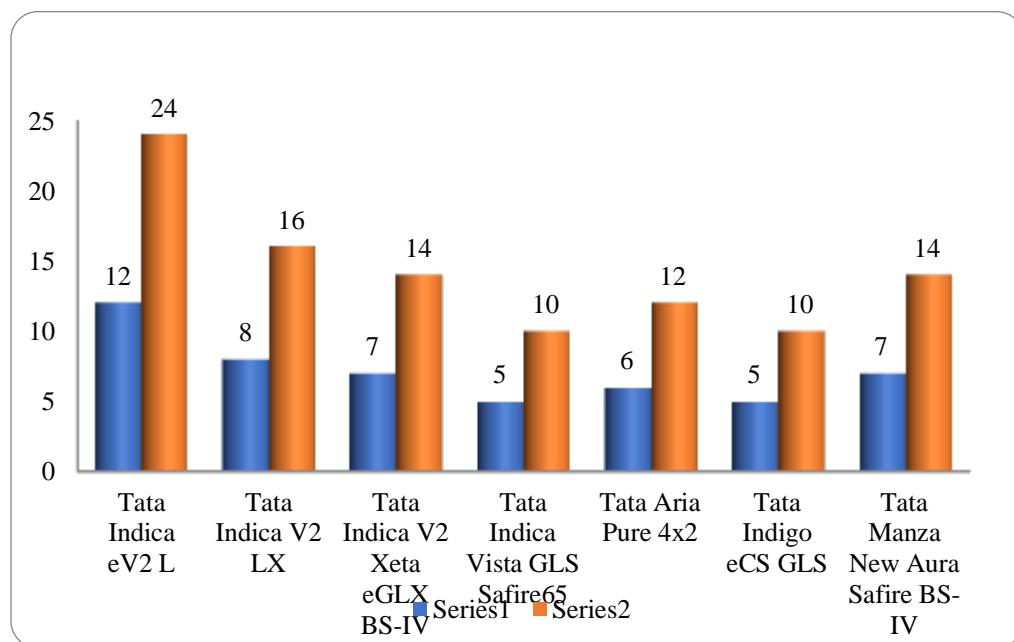


TABLE 4.12:PARAMETERS FOR PURCHASE OF PRODUCTS

Parameters	No of respondents	Percentage
Brand name	18	36
Quality	11	22
Availability	08	16
Price	06	12
Durability	05	10
Others	02	04
Total	50	100

Source: Market survey

Analysis:

After the overhead table it was gotten that 36 percent respondents parameters for purchase of products was brand name, 22 percent accused were quality, 16% respondents were availability, 12% respondents were price, 10% respondents were durability and 04 percent respondents was others.

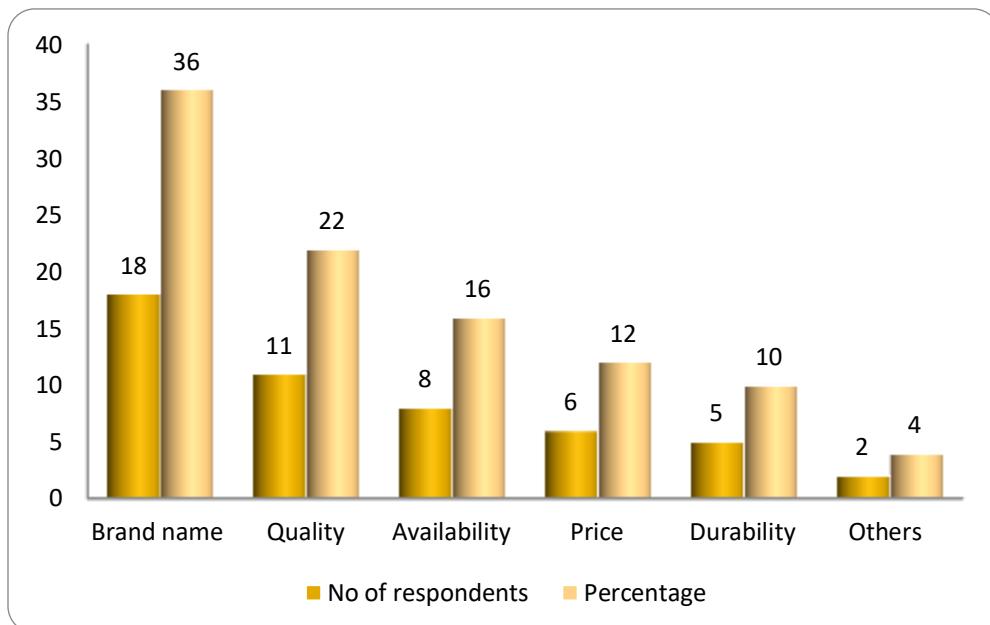


TABLE 4.13:EXPECTATIONS ON USING OR PURCHASING TATA PRODUCTS

Expectations	No of respondents	Percentage
Smoothness	12	24
Mileage	12	24
Comforts	18	36
Luxury	04	08
Product availability	03	06
Service availability	01	02
Total	50	100

Source: Market survey

Analysis:

From the above desk it used to be determined that 36 percentage respondents expectations on the use of Tata merchandise used to be comfort, 24 percentage respondents expectations on the usage of Tata products was smoothness and mileage, 8 percent respondents were luxury, 06 percentage respondents have been product availability 02 percentage respondents had been product availability, 02 percent respondents had been carrier availability.

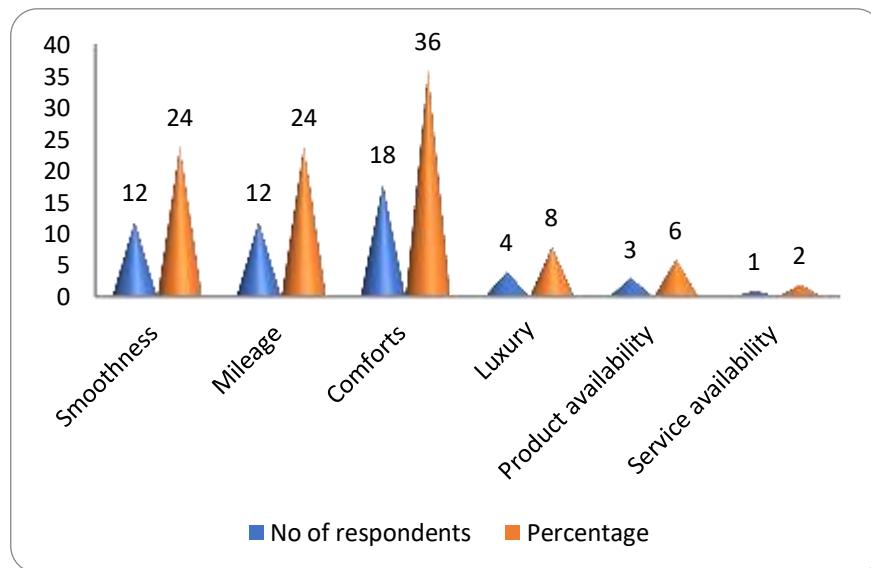


TABLE 4.14:CHOICE OF A PARTICULAR BRAND OR PRODUCTS OF TATA MOTORS

Choice of a Tata brands	No of respondents	Percentage
Goodwill of company	18	36
Brand name	8	16
Less price more quality	22	44
Huge others	02	04
Total	50	100

Source: Market survey

Analysis:

From the above desk it used to be discovered that forty four percentage respondents had been deciding on the particulars manufacturer or products of Tata motors by much less fee greater quality, 36 percent respondents had been choosing due to excellent will of company, sixteen percent respondents had been selecting due to company title and four percent respondents had been selecting due to Huge offers.

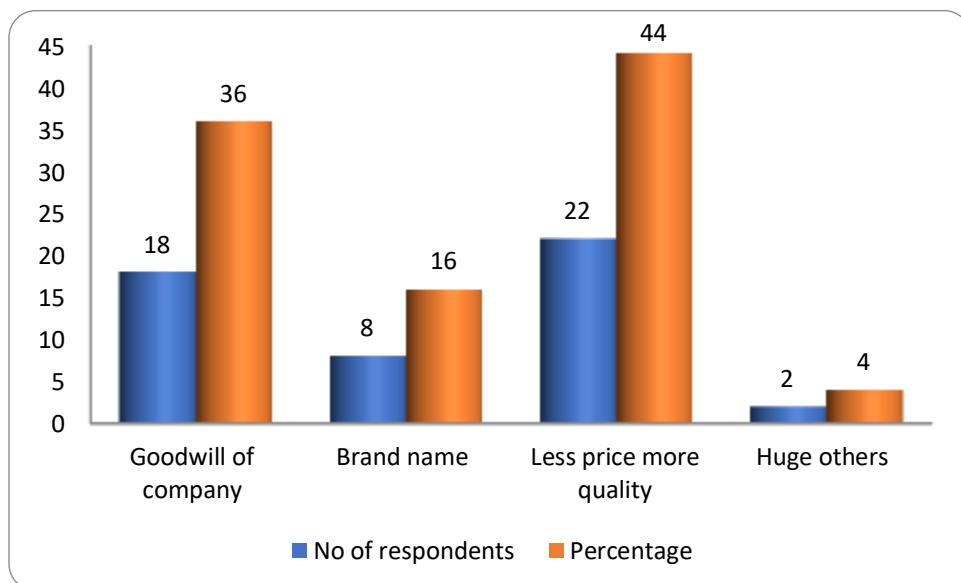


TABLE 4.15:FACTOR INFLUENCING PURCHASING OF TATA MOTORS PRODUCTS

Factors	No of respondents	Percentage
Technology	13	26
Price	9	18
Mileage	22	44
Brand name	6	12
Total	50	100

Source: Market survey

Analysis:

From the above it was found that 44 percent respondents were influenced in purchasing of Tata products by mileage, 26 percent respondents were influenced were influenced by price, and 12 percent were influenced by brand name.

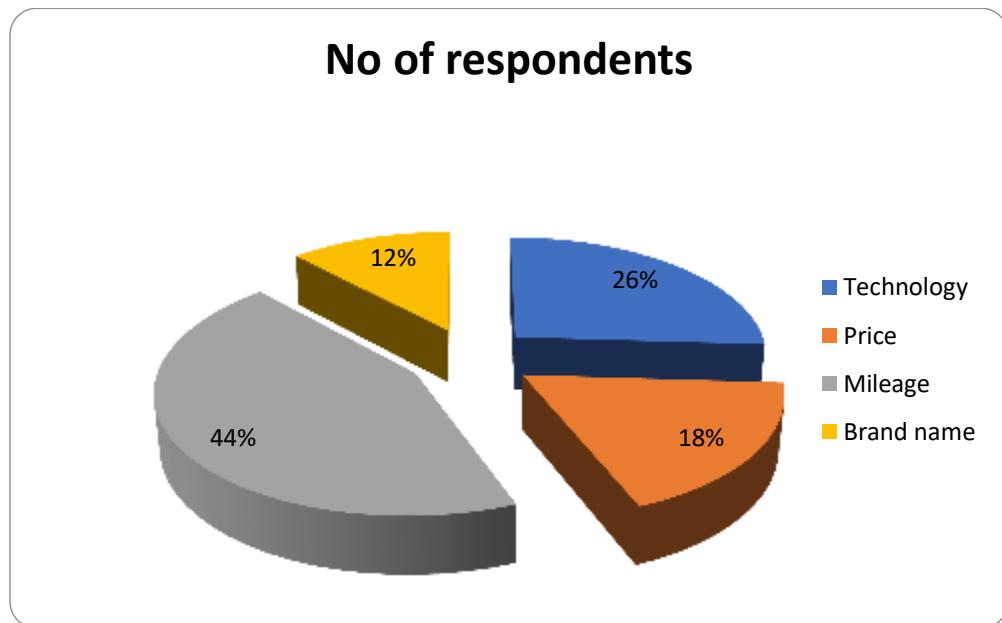


TABLE 4.16:BENEFITS THAT A CUSTOMERS GET WHEN HE BUYS TATA PRODUCT

Benefits	No of respondents	Percentage
Good service after sales	38	76
Easily availability of spares parts	12	24
Total	50	100

Source: Market survey

Analysis:

From the above table it was seen that 76 percent respondents were of the opinion that benefits through good service of the sales and 24 percent respondents were of the opinion that benefits through easily availability of spare parts.

Table 4.18:

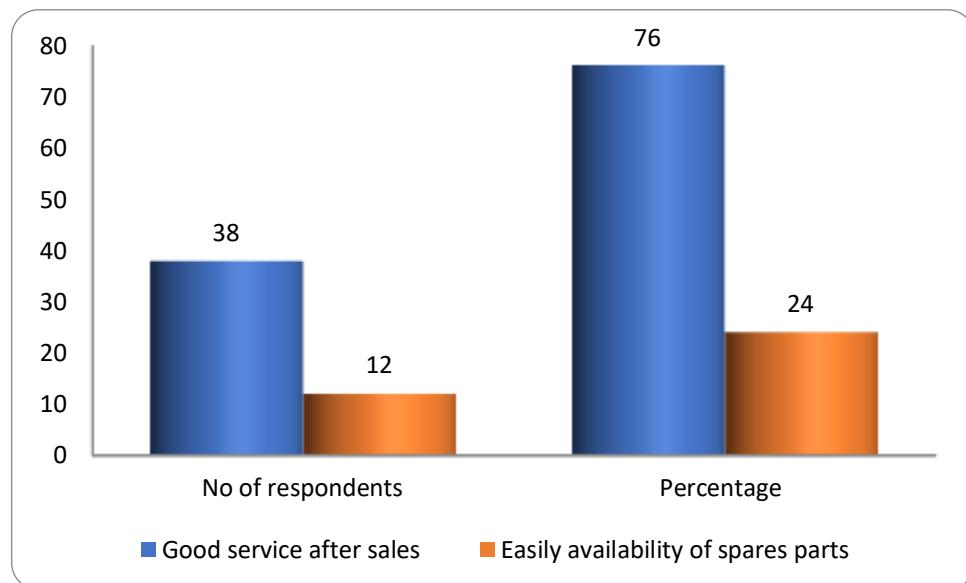


TABLE 4.17:COMPANY OTHER THAN TATA MOTORS OFFER BETTER SERVICES OF SAME QUALITY

Services and quality	No of respondents	Percentage
Yes	35	70
No	15	30
Total	50	100

Source: Market survey

Analysis:

From the above table it was found that 70 percent respondents had an opinion that company other than Tata motors are providing same service and quality and 30 percent respondents had opinion that company other than Tata motors are providing same service and quality.

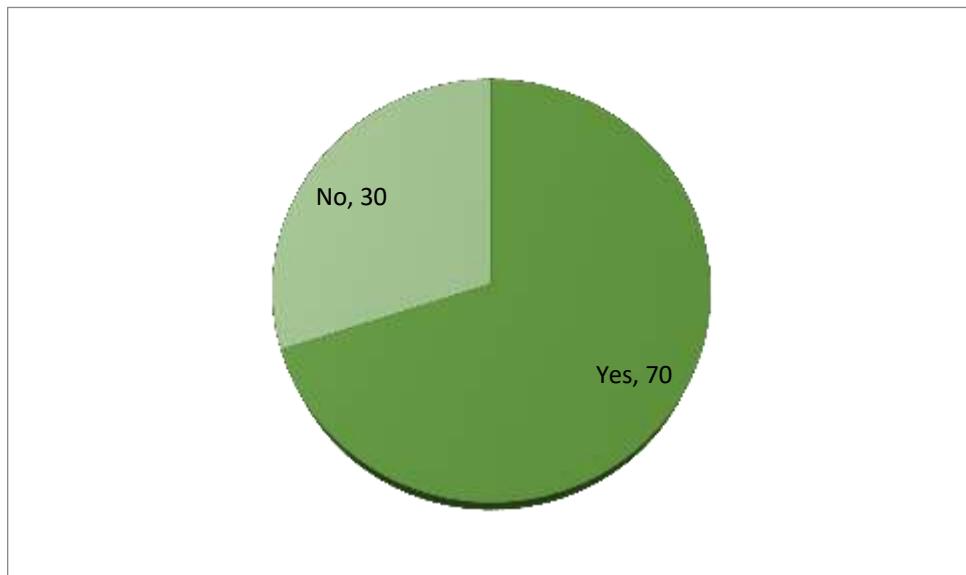


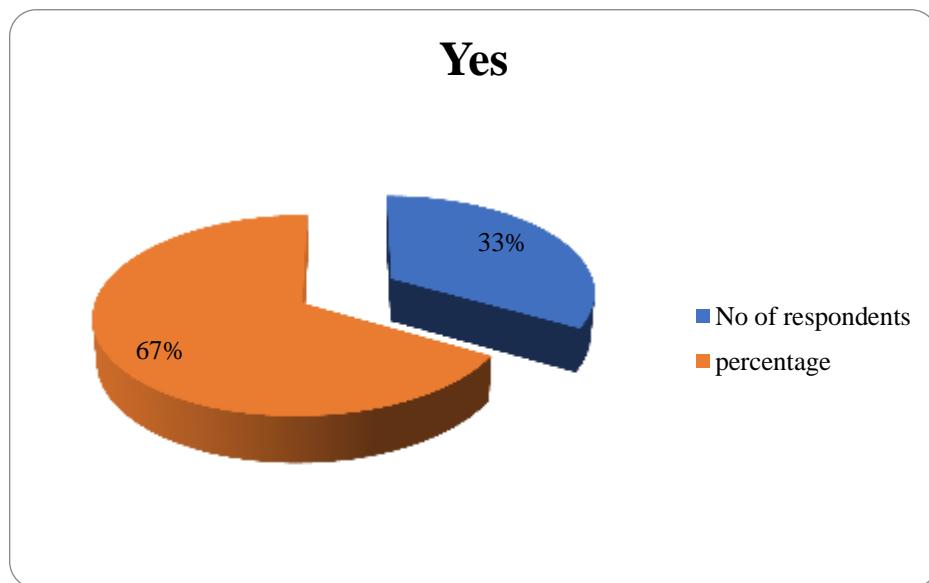
TABLE 4.18:TATA MOTORS ARE SUCCESSFUL BRANDS

Successful brands	No of respondents	percentage
Yes	50	100
No	0	0
Total	50	100

Source: Market survey

Analysis:

From the above table it was found that 100 percent respondents had an opinion that Tata motors are successful brand.



5.FINDINGS, CONCLUSION AND SUGGESTIONS

5.1 FINDINGS:

1. It used to be discovered from the learn about that 89 percent respondents had been Male. (Table No.1)
2. From the above find out about it was once observed that 54 & 29 percent respondents belong to the age team of 20-30 & 40-50 years respectively. (Table No.2)
3. From the above find out about it used to be found that 36 & 32 percentage respondents had been Graduate and Under Graduate respectively. (Table No.3)
4. It used to be determined from the study that forty five & 34 percentage respondents belong to the month-to-month profits of 20000 – 40000 & Below 20000 respectively. (Table No.4)
5. It was viewed from the learn about that 38 & 36 percentage respondents have been businessman and service respectively. (Table No.5)
6. From the above find out about it was located that 62 percent respondents belong to the family power of 2-4 members. (Table No.6)
7. It was once found from that study that seventy five percent respondents have been aware of Tata Brand Cars. (Table No.7)
8. It was viewed from the learn about that majority of the respondents i.e. 97 percent respondents had been conscious of Tata Motors products. (Table No.8)

5.2 CONCLUSION:

Since the review conducted on Tata Motor, they are leading players in market and giving special features styling, quality oriented, good dealer network and servicing. The Tata Motors products have great figure of users with the aggressive advertising sales promotion adopted by the firm and takes a large market for potential buyers too. Through the learning showed it container be known that Tata Motors products are popular almost all. To the study it displays that common of the customer are fulfilled by the performance of the Tata products.

5.3 SUGGESTIONS:

- It have to propose to the Tata motors supplier ought to offer alluring purchases scheme like 0% interest financing in co-operation with leading financial organization and sales promotion.
- It is additionally recommended that enterprise should extend their advertisement method with this the public will be conscious of the product.
- As many of the respondents are comfortable with the overall performance of Tata Motors company, they should preserve the company loyalty in future also with modernized strategy.
- It is also recommended that there must no longer be complexity in pricing strategy.

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