

MARKETING STRATEGIES PRACTICED BY TATA MOTORS

- A CONSUMER PERSPECTIVE

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INTRODUCTION

- The TATA is a well-established brand in India which is managed by the TATA group comprising 30 companies which including Titan, Tanishq, Tata Consultancy Services, Tata Motors Tata Steel, to name a few.
- It will not be an overstatement if we say that there will be no household which has not heard of or used any products of TATA.
- TATA continues to improve and evolve from time to time in terms of innovations, providing quality services to the customers and also expanding itself to the international market.

Problem Area

In the past few decades, TATA started getting recognition against other foreign products in the Indian market. But before that Indian consumers usually went for imported and expensive goods thinking that quality only comes at a higher price. The main motive of this research is to find out the extremity, from where the value for TATA products increased exponentially, in not only automobiles but luxury products with affordable prices as well.

Research hypothesis

Through our research, we hypothesize that TATA company is a renowned Indian company that is accessible and popular among millennials and other age groups. It is a brand that creates a sense of togetherness and patriotism among the consumers, leading it to have loyal customers.

Problem Statement

(Research Q's and Research Objectives)

In these times, where consumer behaviour and opinions of Millennials have a great influence and act as essential factors in brand marketing, it becomes important to understand what they think about indigenous brands like TATA. Through our survey and analysis, we try to gain insights into the following questions:

- How do millennials perceive TATA and its sub-brands and products.
- Which products of TATA have a larger consumer base.
- Do consumers of TATA incline using more of TATAs products
- Do existing consumers and non-consumers believe TATA will grow up to compete with brands like Tesla.

LITERATURE REVIEW

Conceptual review

The Tata brand's promise of trust and dependability and looking after people is very strong. It keeps its customers' interests first. They are aimed at providing customer satisfaction and also at providing services to the customers at affordable prices, in a way that even a commoner can also buy their product.

Research Gap

- More than 80% of the respondents felt that TATA has to improve a lot in marketing, bringing innovations, publicity and spreading awareness about it across the nation.
- About 33.8% of the people felt that in the next 15-20 years, TATA will make its mark in the international market.
- About 60% of the people felt that TATA motors should be innovative and yet try to remain economical.

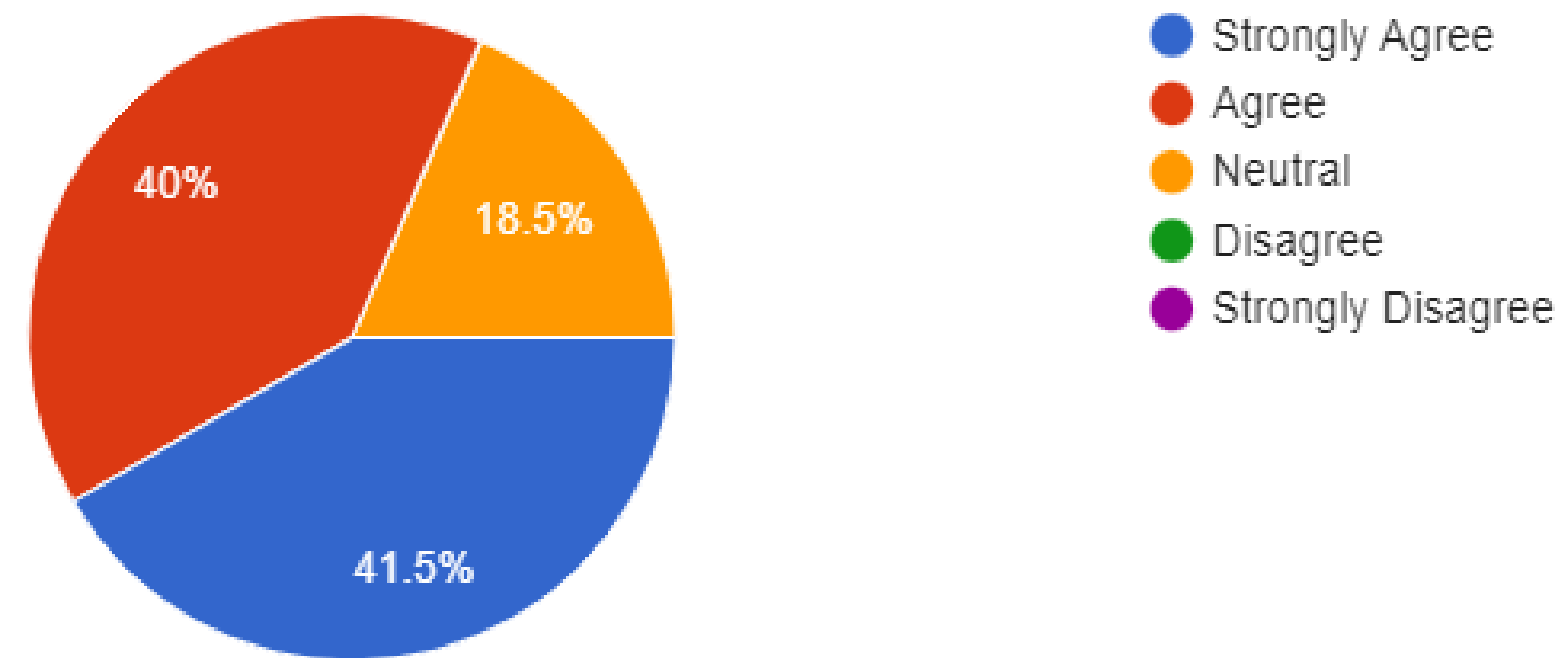
Conceptual Model of research

TATA is one of the most established brands in our nation. They aim at providing quality goods at affordable prices. We wanted to know about the consumer's perception of the services provided by the TATA group and, we have also asked them to provide us with any suggestions as to how TATA can improve in satisfying their customers.

Research finding review

6. Do you like TATA Group in general?

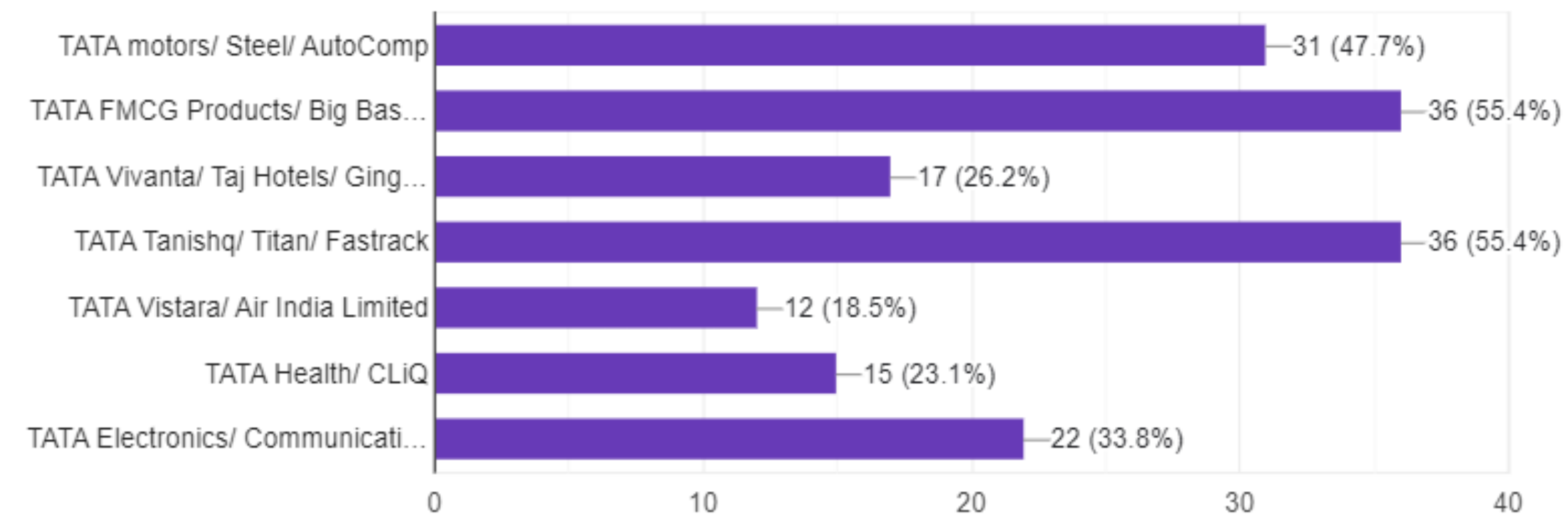
65 responses



Research finding review

8. Which TATA products have you experienced so far?

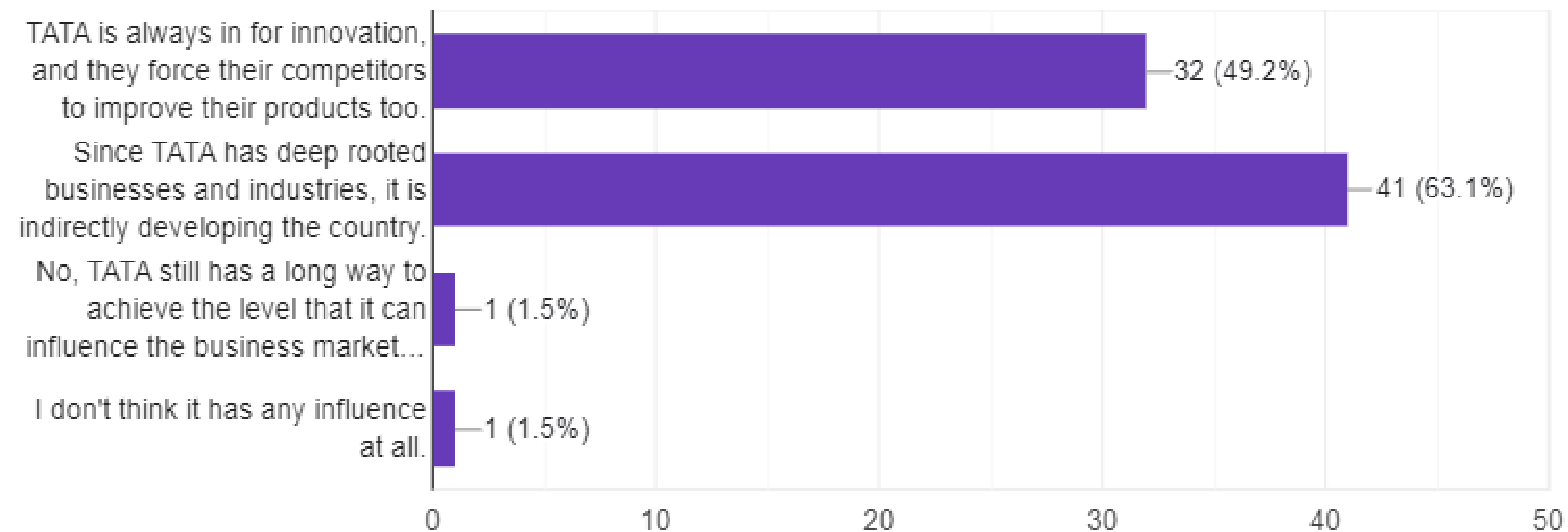
65 responses



11. "TATA Group is not just manufacturing products, it is changing the business market of India."

What is your opinion about this statement?

65 responses



RESEARCH METHODOLOGY

- The target population of this study are millennials and university students, however, some responses included have come from people belonging to other age groups as well.
- Sample size of the study is 65 responses.

The questionnaire developed was mainly targeted to get insights into people's perceptions of the brand TATA. The questionnaire consists of questions as given below:

1. Demographic questions:
 - a. Name
 - b. Age group
 - c. Gender
2. Questions to extract details about the individual's perception of TATA:
 - a. Do you know anything about TATA Group?
 - b. Do you like TATA Group in general?
 - c. Have you used any TATA products, like TATA salt, coffee, motors or electronics?
 - d. Which TATA products have you experienced so far?
 - e. Rate the TATA products on a scale of 1 to 5.
 - f. Do you know that 66% of TATA's profit goes to charity?
 - g. "TATA Group is not just manufacturing products, it is changing the business market of India". What is your opinion about this statement?

3. Subjective questions to gain deeper insights:

- a. How can TATA be more consumer friendly and hence improve their outreach and sales?
- b. Lastly, if you have anything to say about TATA Group, please feel free to share your thoughts/ opinions here.

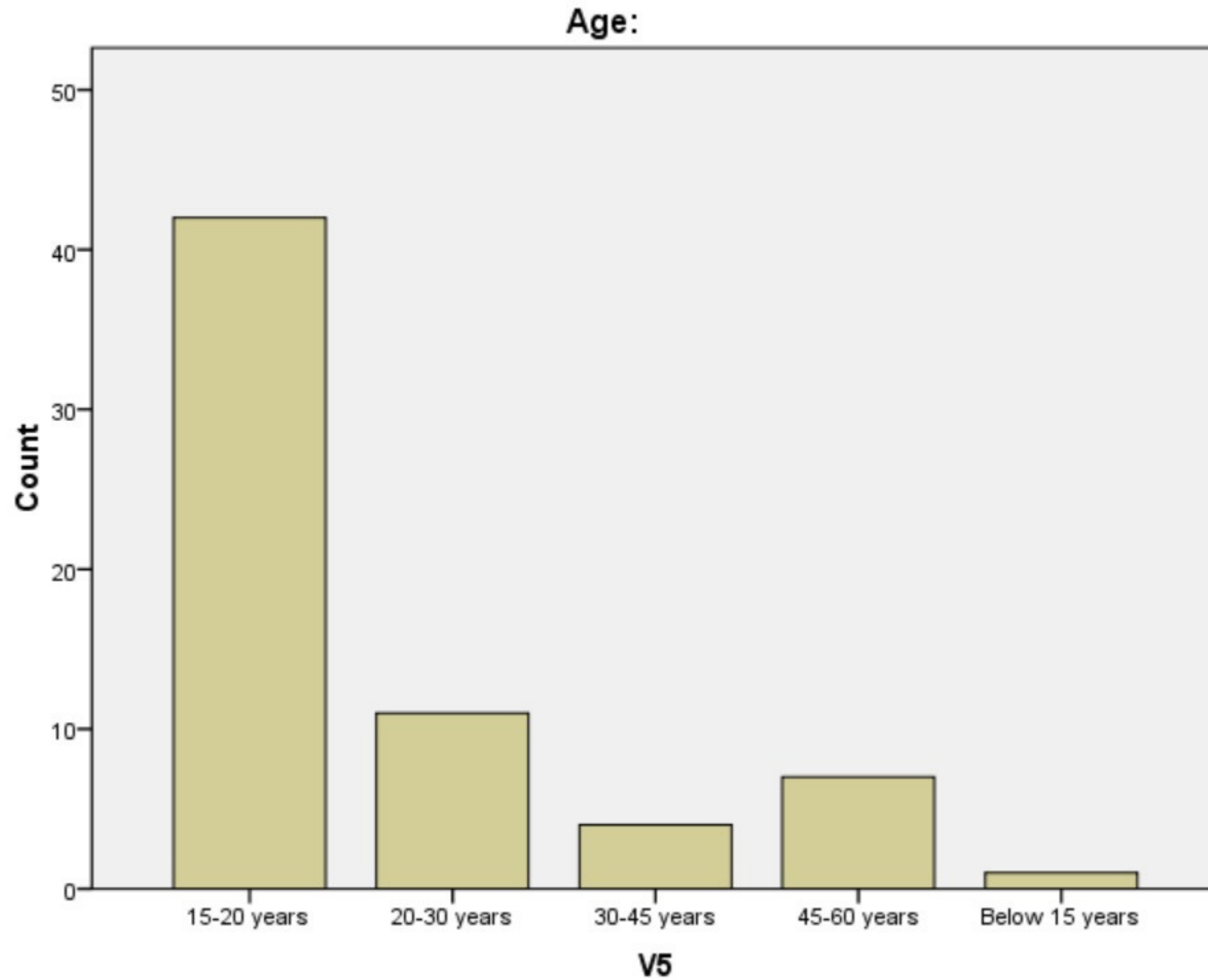
- Measurement scales used include a mixture of Nominal, ordinal and categorical scales.
- The distribution of the survey was done by circulating it through various Whatsapp groups of university students.
- Tools used for the study include:
 1. Google forms: For the purpose of survey and collection of data
 2. Statistical Package for Social Sciences (SPSS): For analysis and interpretation
 3. Google docs: For documentation

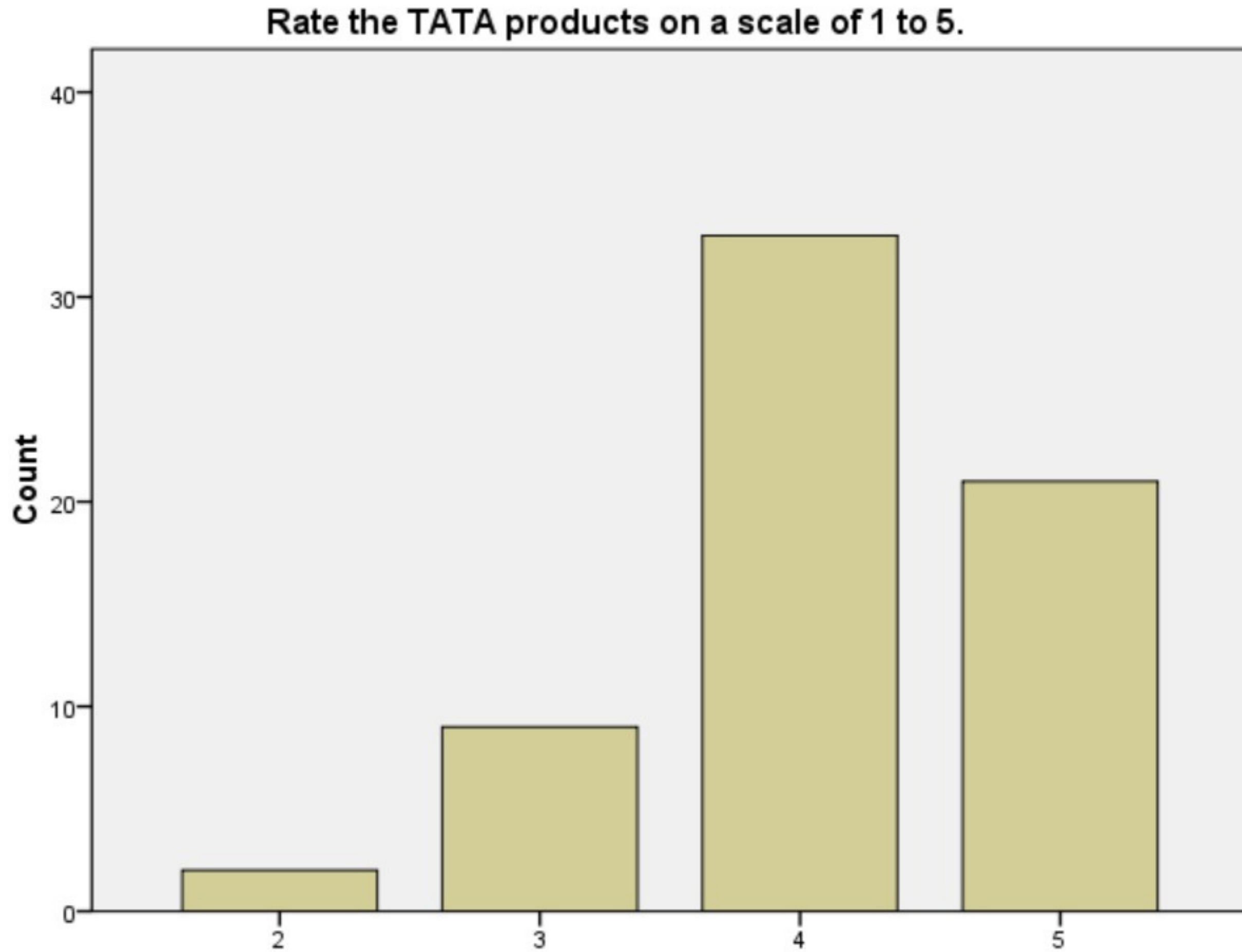
QUESTIONNAIRE

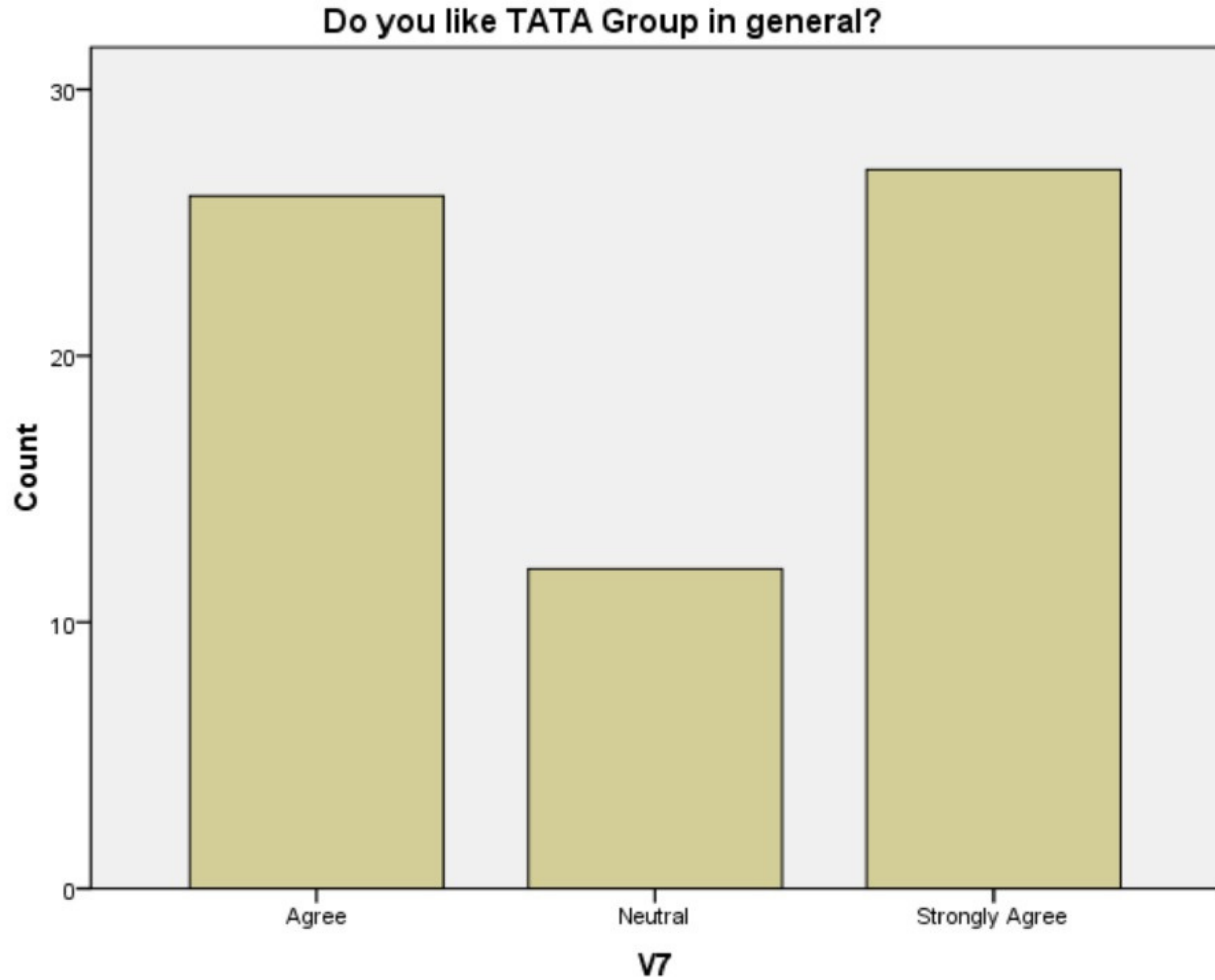
1. Do you know anything about the TATA group?
2. Do you like TATA Group in general?
3. Have you used any TATA products, like TATA salt, coffee, motors or electronics?
4. Which TATA products have you experienced so far?
5. Rate the TATA products on a scale of 1 to 5.
6. Do you know that 66% of TATA's profit goes to charity?
7. Tata Group is not just manufacturing products, it is changing the .business market of India."What is your opinion about this statement?
8. How can TATA be more consumer-friendly and hence improve its outreach and sales?
9. Do you think that in the next 10-20 years TATA will reach a level where it can compete with brands like Tesla or any other leading car manufacturing companies in the world?
10. Lastly, if you have anything to say about TATA Group, please feel free to share your thoughts/ opinions here.

Findings And Analysis

- According to the survey, the consumers belong to various age categories with 13 years being the least and 72 years being the last age bracket. Based on the gender, more females are recorded compared than the males. Below is the statistics of the 65 consumers who filled out the google form for the survey related to the TATA group.







Respondents

To the questions mentioned previously, we got 65 responses and our respondents are between the ages of 13-72 years.

Software tools used: SPSS Software

We conducted our survey through **Google forms** and we circulated it between our friends and relatives who have experience in TATA products.

CONCLUSION

- Through the survey, one of the predominant conclusions that can be drawn is, the majority (63.1%, V6) of the sample respondents are aware of the TATA company.
- The most used products or sub-brands of TATA are its FMCG products (Eg.: Big Basket) and accessories brands and products (Eg.: Tanishq. Titan, Fastrack), with a response percentage for 55.4% (V8) for both.
- Surprisingly, 63.1% (V10) of the sample respondents knew that 66% of TATA's profit goes to charity. The respondents also have a belief that since TATA has deep rooted business and industries, it is directly or indirectly assisting in the development of the country.
- It can hence be concluded that consumers, as well as non-consumers have had a positive perception overall towards TATA, however some respondents have expressed a need for TATA to work more on their ad campaigns and marketing.

APPENDIX

- Survey created to collect responses from the target respondents:

[https://docs.google.com/forms/d/e/1FAIpQLSc7dMiejbgSYwRiQCvyDWsdk8nbOKWIYIWIzrFeO7Q_PW76MA/viewform?usp=sf link](https://docs.google.com/forms/d/e/1FAIpQLSc7dMiejbgSYwRiQCvyDWsdk8nbOKWIYIWIzrFeO7Q_PW76MA/viewform?usp=sf_link)

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