

ESSENTIALS OF MARKETING MANAGEMENT



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VIT-AP

**MARKETING STRATEGIES PRACTICED
BY**

TATA MOTORS:

A Consumer Perspective

Dr. ARUNKUMAR SIVAKUMAR

By:

20BCD7094 RAMPAM GREESHMA GEETHIKA

20BCD7095 PEDDIBHOTLA SREE RAKSHITHA

20BCI7025 SANDHYA ESHWARAN

20BCN7105 DEEPASHREE PRADEEP VAIDEESWAR

MARKETING STRATEGIES PRACTICED BY TATA MOTORS: A Consumer Perspective

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1. INTRODUCTION

1) Background

The TATA Group is an Indian multinational company that has its headquarters in Mumbai, India established in 1868. It is India's largest conglomerate, with products and services in almost 150 countries, and operations in 100 countries across 6 continents. Jamsetji Tata, referred to as the Father of Indian industry is the founder of the TATA Group. There are 29 publicly-listed Tata group companies with a combined capitalization of INR 23.4 trillion as of December 31, 2021. Significant TATA group affiliates include TATA consultancy services, TATA consumer products, TATA motors, TATA power, TATA steel, Voltas, Titan company, Tanishq, TATA chemicals, TATA communications, Trent, TATA Elxsi, Indian hotels company, Air India, TajAir, TATA Cliq, TATA capital, Croma and TATA Starbucks.

2) 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.

3) Problem Statement (Research Q's and Research Objectives)

In these times, where consumer behavior and opinions of Millennials have a great influence and act as essential factors in the marketing of a brand, 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:

1. How do millennials perceive TATA and its sub-brands and products?
2. Which products of TATA have a larger consumer base.
3. Do consumers of TATA have an inclination in using more of TATAs products
4. Do existing consumers and non-consumers believe TATA will grow up to compete with brands like Tesla.

4) 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.

II. LITERATURE REVIEW

1) 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. One of the instances where TATA faced problems was when it launched TATA Nano into the market in India. Nano was marketed to be the 'cheapest' vehicle in India. But, it did not understand the fact that no one likes to ride in a 'cheap' car. It was intended to target the low-pay individuals and their families but the car was seen with an eye of segregation on the public platform.

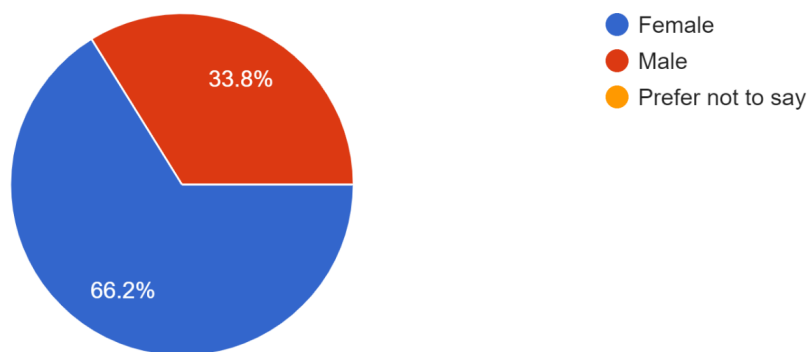
TATA was even criticized by another brand, Jaguar saying that 'TATA does not know how to make cars'. Surprisingly, TATA went on to acquire Jaguar in the year 2008.

2) Research finding review

After studying the responses to our survey, we have achieved the analysis:

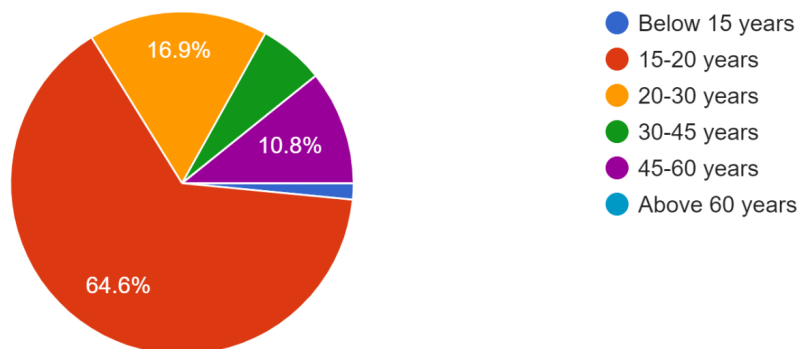
3. Gender:

65 responses



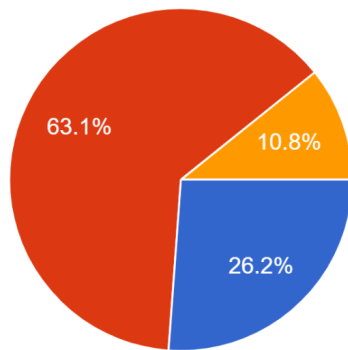
4. Age:

65 responses



5. Do you know anything about TATA Group?

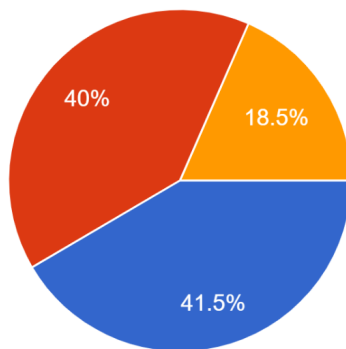
65 responses



- Yes, I know a lot about it.
- I know something about it.
- I have heard, but don't know anything about it.
- No, I haven't even heard the name.

6. Do you like TATA Group in general?

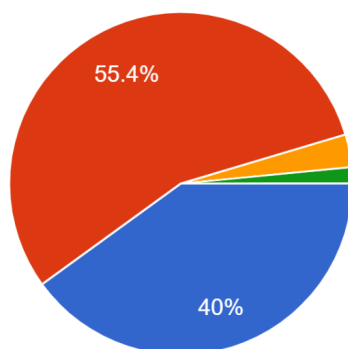
65 responses



- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

7. Have you used any TATA products, like TATA salt, coffee, motors or electronics (or any other products mentioned in the form description)?

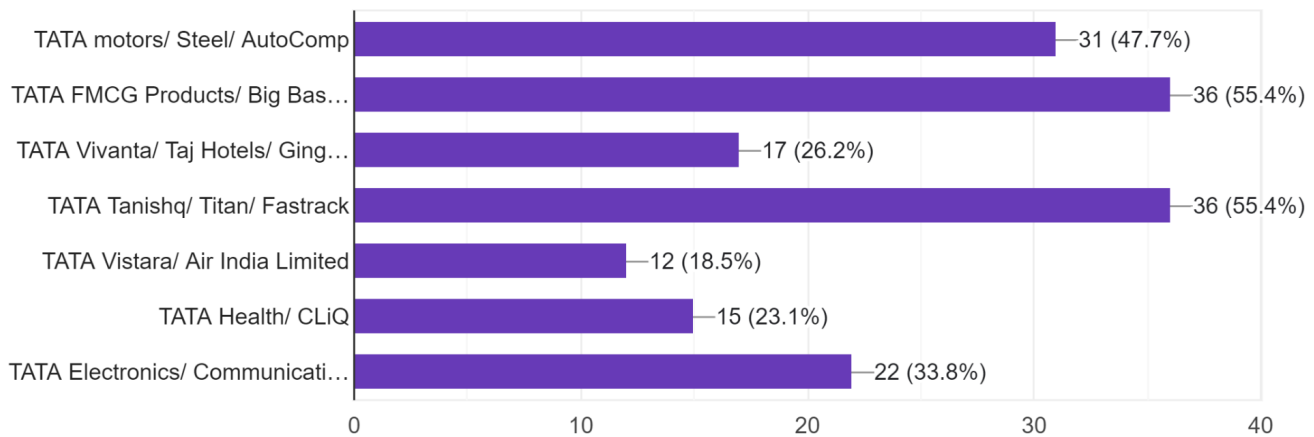
65 responses



- Yes, I have used most of the products.
- I have used some of the products.
- I have not used any of the products.
- I am not interested to use any of their products.

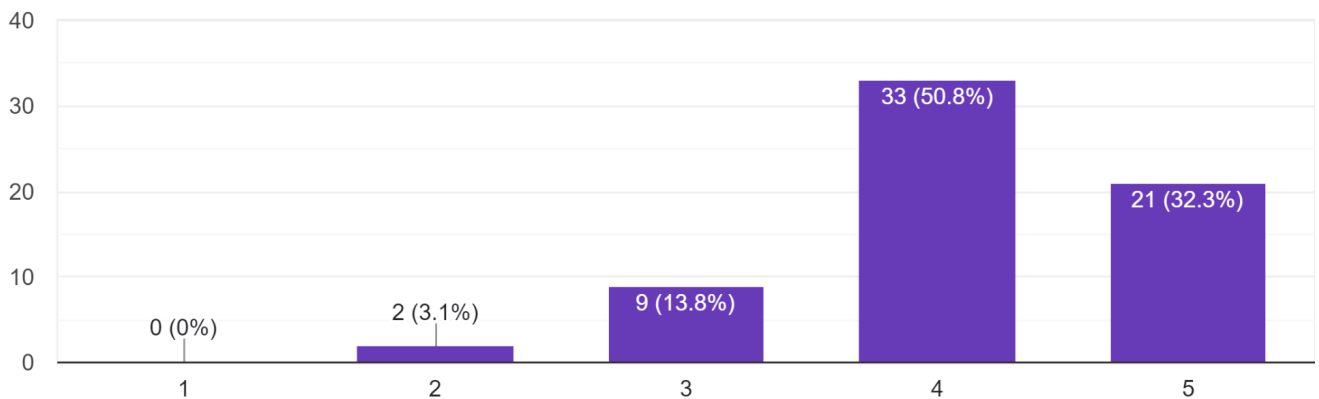
8. Which TATA products have you experienced so far?

65 responses



9. Rate the TATA products on a scale of 1 to 5.

65 responses



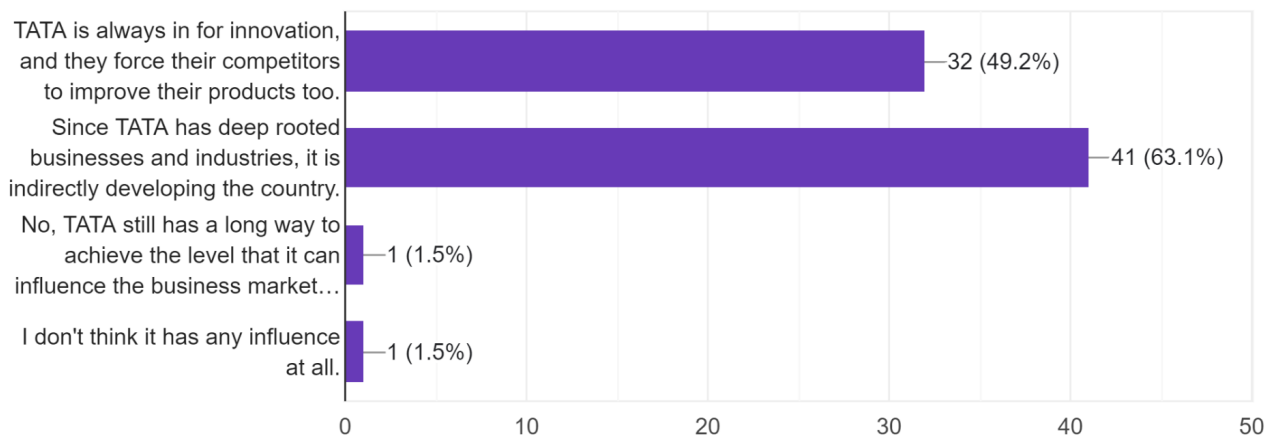
10. Do you know that 66% of TATA's profit goes to charity?

65 responses



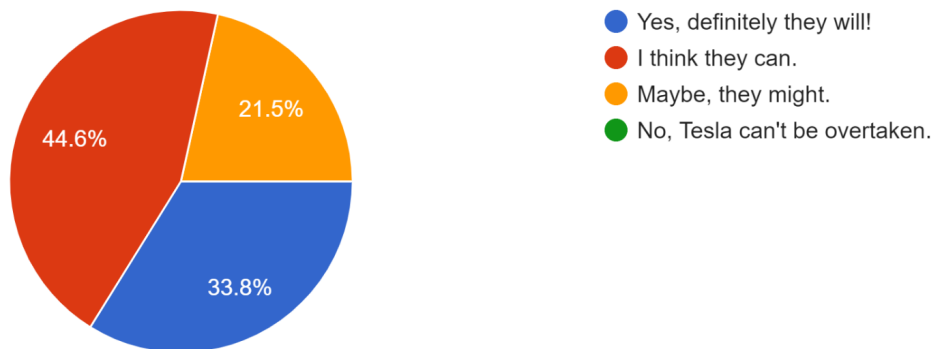
11. "TATA Group is not just manufacturing products, it is changing the business market of India." What is your opinion about this statement?

65 responses



13. Do you think that in the next 10-20 years TATA will reach to a level that it can compete with brands like Tesla or any other leading car manufacturing companies in the world?

65 responses



3) Research gap

More than 80% of the respondents felt that TATA has to improve a lot in marketing, bringing new 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 definitely make its own mark in the international market.

About 60% of the people felt that TATA motors should be innovative and yet try to remain economical.

4) Conceptual Model of research

TATA is one of the most established brands in our nation. They aim at providing quality goods at affordable prices. 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. We wanted to know about the consumer's perception on 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.

III. RESEARCH METHODOLOGY

1) Types of research design

This study tries to approach the problem of understanding consumer perception towards TATA through conducting an empirical survey.

2) The population of the study

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.

3) The sample size of the study

Sample size of the study is 65 responses.

4) Questionnaire Development

The questionnaire developed was mainly targeted to get insights on people's perception about 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 about 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 (or any other products mentioned in the form description)?
 - 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.

5) Measurement scale used

Measurement scales used include a mixture of Nominal, ordinal and categorical scales.

8) Questionnaire administration

The distribution of the survey was done by circulating it through various Whatsapp groups of university students.

9) Tools used

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

IV. FINDINGS & 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.

FREQUENCY TABLES

➡

| Statistics | | | | | | | | | | | | |
|------------|---------|----|----|----|----|----|----|-----|-----|-----|-----|-----|
| | | V4 | V5 | V6 | V7 | V8 | V9 | V10 | V11 | V12 | V13 | V14 |
| N | Valid | 68 | 68 | 68 | 68 | 68 | 68 | 68 | 68 | 68 | 68 | 68 |
| | Missing | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

- a) The V4 table for the column named 'Gender' with three options- 'Male', 'Female' & 'Prefer not to say'. Out of 65 consumers, 43 are females with 66.1% and 22 are males with 33.9% coming to a total of a hundred.

| V4 | | | | |
|------------|-----------|---------|---------------|--------------------|
| | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1 | 1.5 | 1.5 | 1.5 |
| 3. Gender: | 1 | 1.5 | 1.5 | 2.9 |
| Female | 43 | 63.2 | 63.2 | 66.2 |
| Male | 22 | 32.4 | 32.4 | 98.5 |
| opinion | 1 | 1.5 | 1.5 | 100.0 |
| Total | 68 | 100.0 | 100.0 | |

- b) The V5 table for the column named 'Age' with a range of age brackets to choose from. From the analysis, there is one consumer below the age 15, 42 consumers in the range of 15-20, 11 consumers in the range of 20-30, 4 consumers in the range of 30-45 and 7 consumers in the range of 45-60 years old.

V5

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Valid | 1 | 1.5 | 1.5 | 1.5 |
| 15-20 years | 42 | 61.8 | 61.8 | 63.2 |
| 20-30 years | 11 | 16.2 | 16.2 | 79.4 |
| 30-45 years | 4 | 5.9 | 5.9 | 85.3 |
| 4. Age: | 1 | 1.5 | 1.5 | 86.8 |
| 45-60 years | 7 | 10.3 | 10.3 | 97.1 |
| about | 1 | 1.5 | 1.5 | 98.5 |
| Below 15 years | 1 | 1.5 | 1.5 | 100.0 |
| Total | 68 | 100.0 | 100.0 | |

- c) The **V6** table is based on the usage of the TATA Group for which the majority of the consumers were either 'very well aware' (25%) or 'knew something' about the same (60.3%).

V6

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|-----------|---------|---------------|--------------------|
| Valid | 1 | 1.5 | 1.5 | 1.5 |
| 5. Do you know anything about TATA Group? | 1 | 1.5 | 1.5 | 2.9 |
| I have heard, but don't know anything about it. | 7 | 10.3 | 10.3 | 13.2 |
| I know something about it. | 41 | 60.3 | 60.3 | 73.5 |
| this | 1 | 1.5 | 1.5 | 75.0 |
| Yes, I know a lot about it. | 17 | 25.0 | 25.0 | 100.0 |
| Total | 68 | 100.0 | 100.0 | |

- d) The **V7** table is based on the likeability of the TATA Group for which the majority of the consumers 'strongly agreed' (39.7%). This concluded that the deep rooted consumer strategies of TATA are successful to an extent.

V7

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------------------------|-----------|---------|---------------|--------------------|
| Valid | 1 | 1.5 | 1.5 | 1.5 |
| 6. Do you like TATA Group in general? | 1 | 1.5 | 1.5 | 2.9 |
| Agree | 26 | 38.2 | 38.2 | 41.2 |
| Neutral | 12 | 17.6 | 17.6 | 58.8 |
| statement?" | 1 | 1.5 | 1.5 | 60.3 |
| Strongly Agree | 27 | 39.7 | 39.7 | 100.0 |
| Total | 68 | 100.0 | 100.0 | |

- e) The **V8** table is suggestions given by the consumers for the TATA Group.

V8

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|--|-----------|---------|---------------|--------------------|
| Valid | 1 | 1.5 | 1.5 | 1.5 |
| 12. How can TATA be more consumer friendly and hence improve their outreach and sales? | 1 | 1.5 | 1.5 | 2.9 |
| 7. Have you used any TATA products, like TATA salt, coffee, motors or electronics (or any other products mentioned in the form description)? | 1 | 1.5 | 1.5 | 4.4 |
| I am not interested to use any of their products. | 1 | 1.5 | 1.5 | 5.9 |
| I have not used any of the products. | 2 | 2.9 | 2.9 | 8.8 |
| I have used some of the products. | 36 | 52.9 | 52.9 | 61.8 |
| Yes, I have used most of the products. | 26 | 38.2 | 38.2 | 100.0 |
| Total | 68 | 100.0 | 100.0 | |

f) The **V10** table is the rating of TATA products given by the consumers.

V10

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|-----------|---------|---------------|--------------------|
| Valid | 1 | 1.5 | 1.5 | 1.5 |
| 14. Lastly, if you have anything to say about T | 1 | 1.5 | 1.5 | 2.9 |
| 2 | 2 | 2.9 | 2.9 | 5.9 |
| 3 | 9 | 13.2 | 13.2 | 19.1 |
| 4 | 33 | 48.5 | 48.5 | 67.6 |
| 5 | 21 | 30.9 | 30.9 | 98.5 |
| 9. Rate the TATA products on a scale of 1 to 5. | 1 | 1.5 | 1.5 | 100.0 |
| Total | 68 | 100.0 | 100.0 | |

g) The **V11** table states:- “66% of TATA’s profit goes to charity”. Based on the statement, the majority of the consumers were impressed, with 60.3% of the consumers who already knew this and 27.9% of the consumers who did not know about this but were

impressed to know it.

V11

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|--|-----------|---------|---------------|--------------------|
| Valid | 2 | 2.9 | 2.9 | 2.9 |
| 10. Do you know that 66% of TATA's profit goes to charity? | 1 | 1.5 | 1.5 | 4.4 |
| No, I didn't know at all. | 2 | 2.9 | 2.9 | 7.4 |
| No, I didn't know but it's very impressive. | 19 | 27.9 | 27.9 | 35.3 |
| Yes, I know and respect them for that. | 41 | 60.3 | 60.3 | 95.6 |
| Yes, I know that. | 3 | 4.4 | 4.4 | 100.0 |
| Total | 68 | 100.0 | 100.0 | |

h) The **V12** table talks about the influence of TATA in the business market.

V12

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|-----------|---------|---------------|--------------------|
| Valid | 2 | 2.9 | 2.9 | 2.9 |
| 11. "TATA Group is not just manufacturing products, it is changing the business market of India." | 1 | 1.5 | 1.5 | 4.4 |
| I don't think it has any influence at all. | 1 | 1.5 | 1.5 | 5.9 |
| No, TATA still has a long way to achieve the level that it can influence the business market of India. | 1 | 1.5 | 1.5 | 7.4 |
| Since TATA has deep rooted businesses and industries, it is indirectly developing the country. | 31 | 45.6 | 45.6 | 52.9 |
| TATA is always in for innovation, and they force their competitors to improve their products too. | 22 | 32.4 | 32.4 | 85.3 |
| TATA is always in for innovation, and they force their competitors to improve their products too.; Since TATA has deep rooted businesses and industries, it is indirectly developing the country. | 10 | 14.7 | 14.7 | 100.0 |
| Total | 68 | 100.0 | 100.0 | |

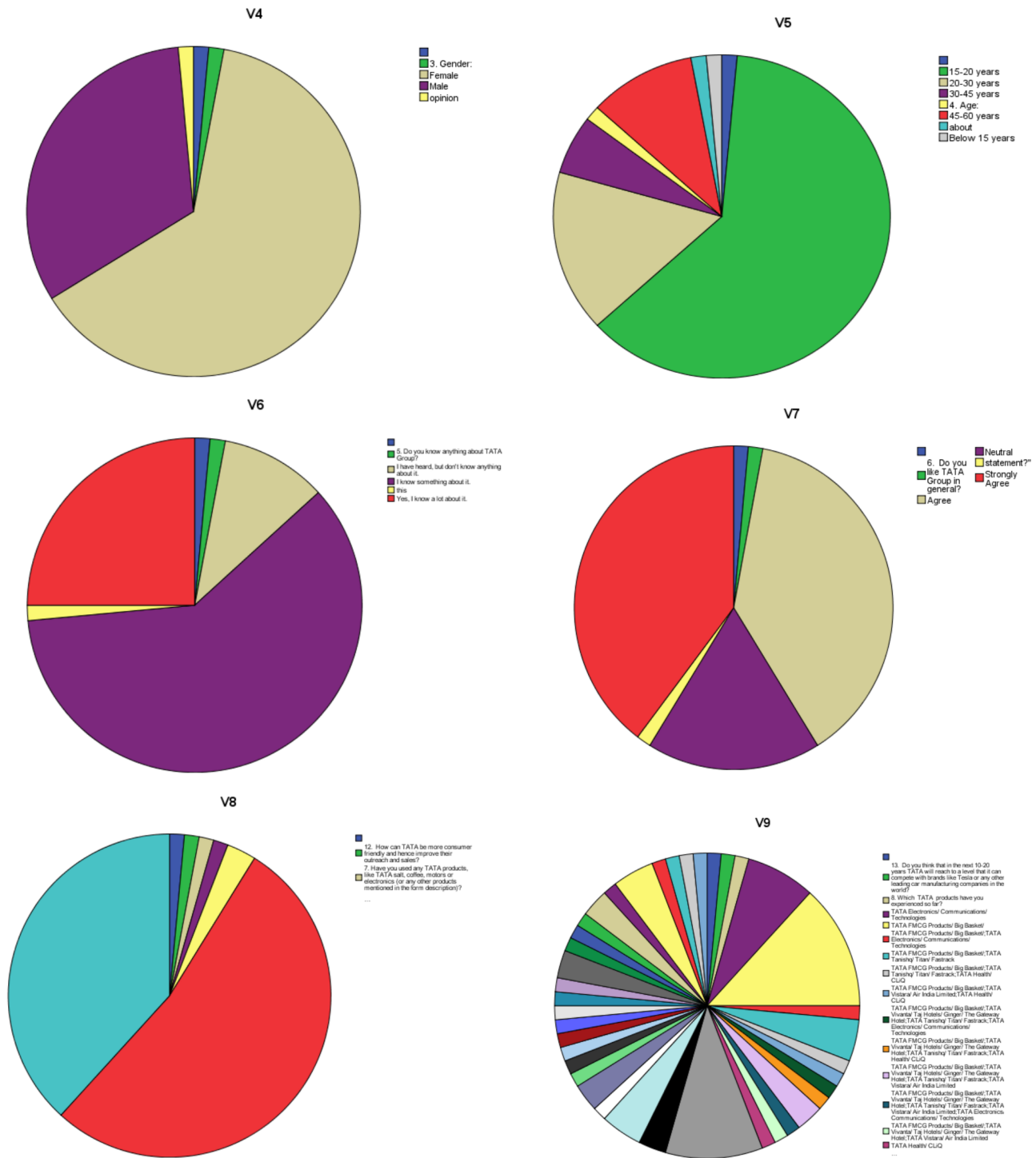
i) The **V14** table is the suggestions for TATA.

V14

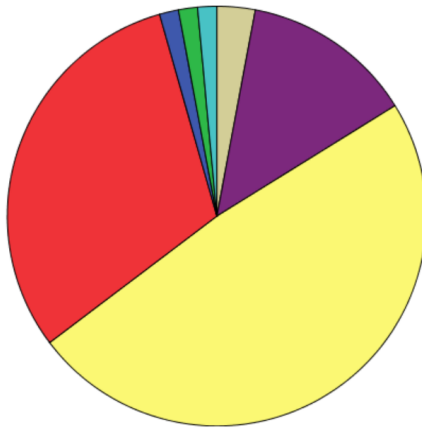
| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------------------|-----------|---------|---------------|--------------------|
| Valid | 3 | 4.4 | 4.4 | 4.4 |
| I think they can. | 29 | 42.6 | 42.6 | 47.1 |
| Maybe, they might. | 14 | 20.6 | 20.6 | 67.6 |
| Yes, definitely they will! | 22 | 32.4 | 32.4 | 100.0 |
| Total | 68 | 100.0 | 100.0 | |

PIE CHART ANALYSIS

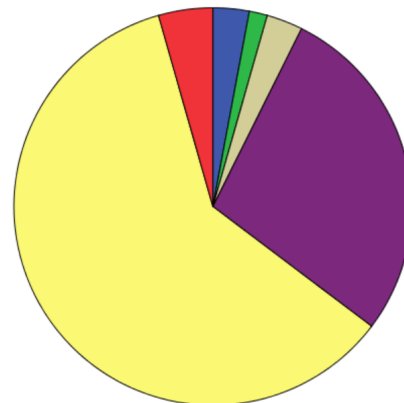
Using pie chart analysis from SPSS software, the collected data from 65 consumers belonging to different gender, age and economic groups have been analysed.



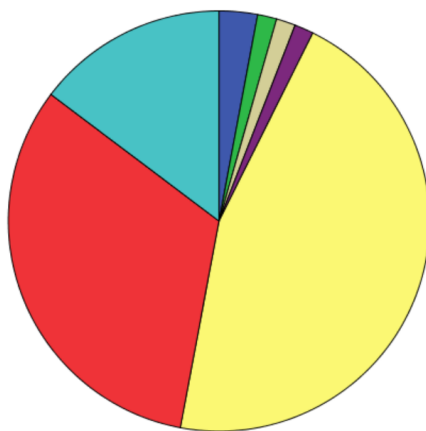
V10



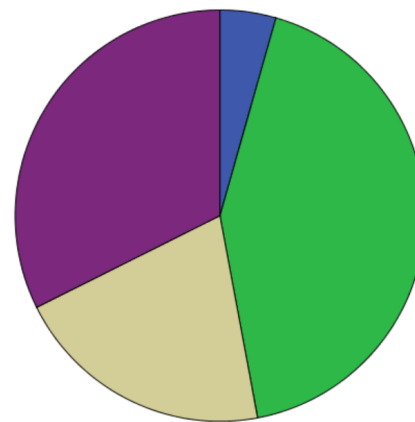
V11



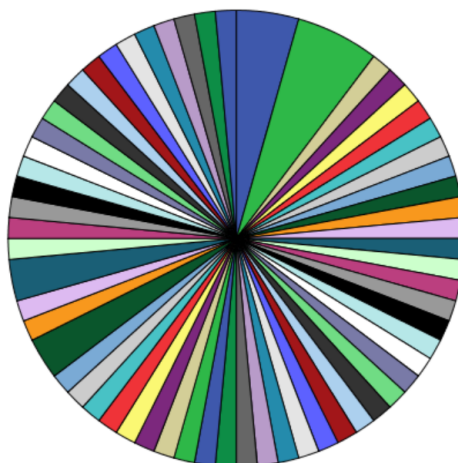
V12



V14



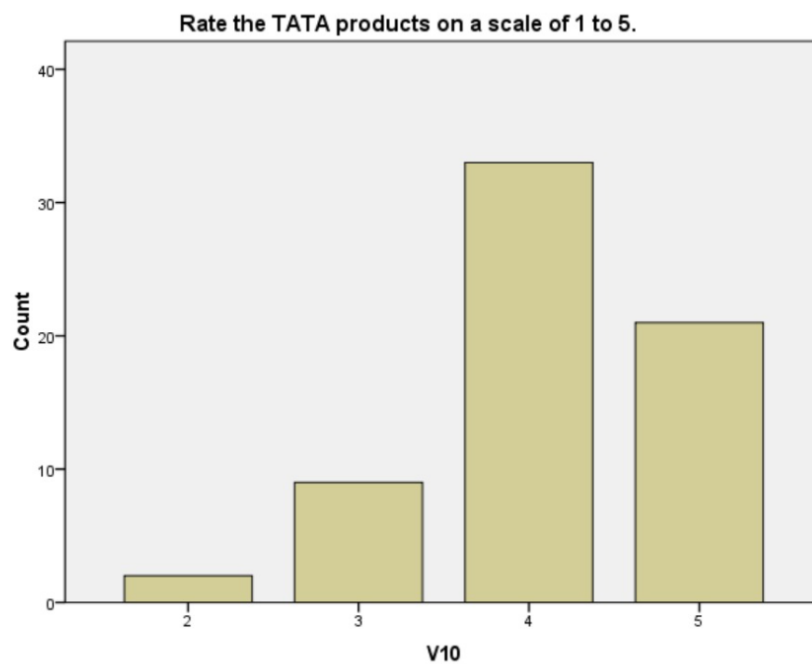
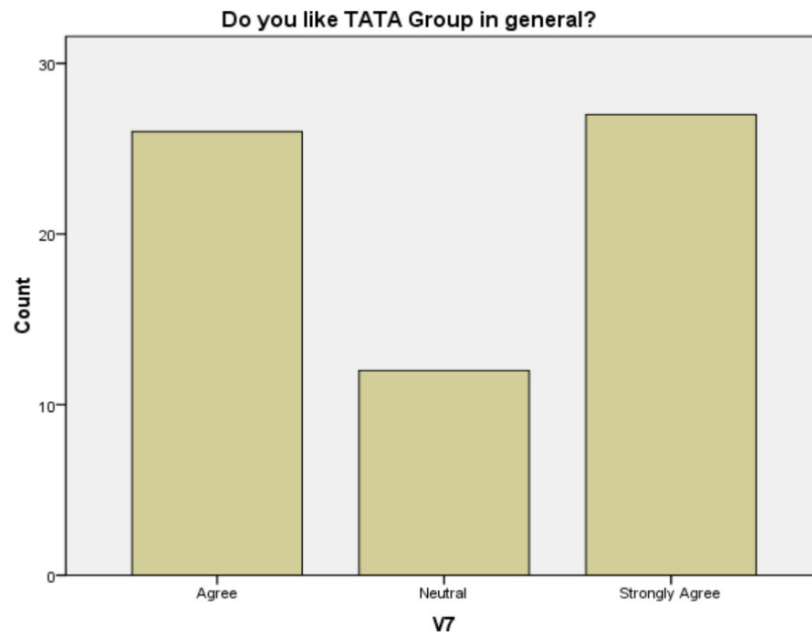
V13

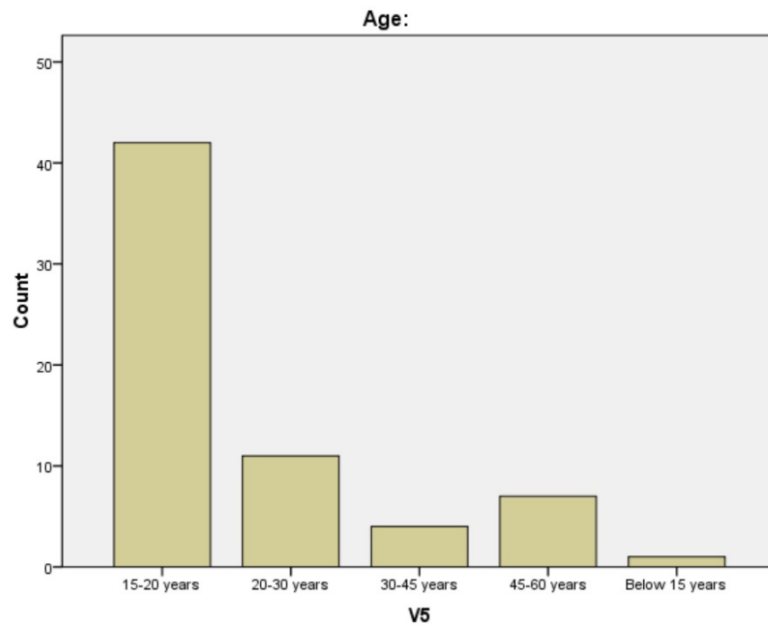


- By more marketing
- Can give more variety types of products
- Connect directly with customers
- Develop products across the categories for the consumption of all class of people
- Get to know what customers want
- Good will
- I already said that in prev form bish
- I don't know much about it
- Increase the quality of products
- Interaction
- Introduce still more customer and environmental friendly products into market.
- It needs to improve the cosmetic department. Better advertising techniques.
- marketing
- More ads
- More interaction with the consumers through various platforms
- More marketing options.
- More outreach to the people
- More range of products
- N/A

BAR GRAPHS ANALYSIS

Using bar graph analysis from SPSS software, the collected data from 65 consumers belonging to different gender, age and economic groups have been analysed.





V. 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.

VI. APPENDIX

Survey created to collect response form the target respondents:

https://docs.google.com/forms/d/e/1FAIpQLSc7dMiejbgSYwRiQCvyDWsdk8nbOKWIYIW_IzrFeO7Q_PW76MA/viewform?usp=sf_link

Link to the Google drive:

https://drive.google.com/drive/folders/1iQdr_Zx7nHIK1NKknAteHwWSMunh3x50?usp=sharing