

Guide's Certificate

DATE:

To Whosoever It May Concern

This is to certify that the project report entitled “Marketing Strategy Of TATA Motors” by Ankesh Kumar Saurabh, Roll no:46, BBA, Session:2018-21, has been done under my supervision and guidance. I found his work to be effective and he has exhibited hard work sincerity during the period of his project work. This project work is found to be satisfactory and I recommend the work for Evaluation.

Signature: (Dr. Kanhaiya Singh)

DECLARATION BY THE STUDENT

I, ANKESH KUMAR SAURABH REG NO:183050789 SECOND year student of BBA Department of JLN COLLEGE, DOS would like to declare that the project entitled “MARKETING STRATEGY OF TATA MOTORS.”, is a bonafide work done by the researcher in partial fulfilment of BBA Degree course affiliated to VEER KUNWAR SINGH UNIVERSITY, ARA. The research submitted is my original work and true to the best of my knowledge and belief.

Place:

Date:

Signature of Candidate

ACKNOWLEDGEMENT

“Success is not a description, but a journey.” While I reach towards the end of this journey, Realized I may not have come this far without the guidance, help and support of the people Who acted as guides, friends and torch bearers along the way. I take this opportunity to thank Kanhaiya Singh Sir without their cooperation I would not Have been able to complete this project. I express my deepest and most sincere thanks to my organization guide, Kanhaiya Singh Sir from who I had the opportunity to learn a lot, I would like to thank him for Giving me valuable suggestion and guidance with which, my project would have been Complete.

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INTRODUCTION

1.1 INTRODUCTION

Competition is hitting up in the sports utility vehicle segment (SUV) in India once again. Even as Mahindra & Mahindra Ltd is in the process of rolling out an integrated marketing plan to announce the prelaunch of Scorpio, Tata Motors is drawing up an aggressive marketing strategy to popularize its recently-launched petrol variant of Tata Safari.

For starters, Mahindra & Mahindra Ltd has launched a multi-media ad campaign to promote the new avatar of Scorpio. Created by Interface Communications, the mass media campaign includes a series of press advertisements and a television commercial. As for the rationale behind the prelaunch of Scorpio, says Mahindra & Mahindra Ltd executive vice-president (marketing & sales) Rajesh Jejurikar: -After conducting an extensive market research (with AC Nielson), we upgraded our existing model with new features. However, the positioning of the brand will remain the same so the adline will continue to be the same—Nothing Else

Will Do.‘||

The company plans to focus on press ads to highlight the new features and improved fuel efficiency of the upgraded version of Scorpio. -To support mass media advertising, we‘ll be hosting roadshows and ground promos. Till now we have sold over 20,000 Scorpions since we launched this brand. With this improved version, we will phase out the old brand,|| hisadds. In addition, Mahindra & Mahindra has recently launched a nationwide talent search programmed titled ‘_Scorpio Speedster with Timex‘ in 10 cities across the country. Through this initiative, the company plans to strengthen Scorpio’s brand positioning of being a youthful and sporty SUV, says MrJejurikar. Tata Motors is gearing up to launch a new multi-media ad campaign to announce the new variant of Tata Safari, the petrol version. On Tata Motors new marketing strategy, says Ogilvy & Mather India clients service director SharmilaMalekar: -To announce the launch of Tata Safari (petrol variant), we will be launching a multi-media ad campaign within a month. The new campaign will include, press ads, TVCs and radio advertising. There will be a new adline too.||

At present, the baseline for Tata Safari is ‘_Make Your Own Roads‘. In addition to mass media advertising, the agency will continue to focus on its CRM initiatives such as the Tata Safari Explorer Club to promote the new avatar of TataSafari.

In the Indian automobile industry, SUVs today account for only 15 per cent of the totalmarket unlike western countries where it is almost 80 per cent

1.2DEFINATIONS

WHAT IS MARKETING STRATEGY

Marketing strategy is a process that can allow an organization to concentrate its limited resources on the greatest opportunities to increase sales and achieve a sustainable competitive advantage. Marketing strategy includes all basic and long-term activities in the field of marketing that deal with the analysis of the strategic initial situation of a company and the formulation, evaluation and selection of market-oriented strategies and therefore contributes to the goals of the company and its marketing objectives.

1.3TYPES OF STRATEGIES

Marketing strategies may differ depending on the unique situation of the individual business. However there are a number of ways of categorizing some generic strategies. A brief description of the most common categorizing schemes is presented below:

➤ Strategies Based On Market Dominance

In this scheme, firms are classified based on their market share or dominance of an industry.

➤ Porter generic strategies

Strategy on dimensions on strategic scope and strategic strength. Strategic scope refers to the market penetration while strategic strength refers to the firm's sustainable competitive advantage. The generic strategy framework comprises two alternative scopes. These are- Differentiation and low-cost leadership each with a dimension of focus-broad or narrow

➤ Innovative Strategy

This deals with the firm's rate of the new product development and business model innovation. It asks whether the company is on cutting edge of technology and business innovation.

1.4 AN OVERVIEW OF INDIAN CAR INDUSTRY

Starting its journey from the day when the first car rolled on the streets of Mumbai in 1898, the Indian car industry has demonstrated a phenomenal growth to this day. Today, the Indian car industry presents a galaxy of varieties and models meeting all possible expectations and globally established industry standards. Some of the leading names echoing in the Indian car industry include Maruti Suzuki, Tata Motors, Mahindra and Mahindra, Hyundai Motors, Hero Honda and Toyota Motors etc.

During the early stages of its development, Indian car industry heavily depended on foreign technologies. However, over the years, the manufacturers in India have started using their own technology evolved in the native soil. The thriving market place in the country has attracted a number of car manufacturers including some of the reputed global leaders to set their foot in the soil looking forward to enhance their profile and prospects to new heights.

In 1940s the Indian automotive industry was at a very low stage. An embryonic automotive

Industry emerges in India. In the initial years after independence Indian automobile industry was plagued by unfavorable government policies. All it had to offer in the passenger car

segment was a 1940s Morris model called the Ambassador. In 1953, government of India and private sector came together to build an automotive component manufacturing industry to meet the rising needs of the automobile industry.

Ford and General Motors, sensing the potential, set up local companies that year to sell and service their motor cars and trucks. In 1928, General Motors India Ltd commenced assembling trucks and cars in its factory in Bombay, the first car assembled in India rolling off the assembly line on December 4th. Two years later, Ford Motor Co of India Ltd commenced assembly of automobiles in Madras, and the next year in Bombay and Calcutta. And

Hindustan Motors Ltd, Calcutta, and Premier Automobiles Ltd, Bombay, were established in 1942 and 1944 respectively to progressively manufacture complete automobiles. Hindustan in 1936, Addison & Co Ltd commenced assembly of cars and trucks in Madras.

Motors, a Birla group company, began manufacturing operations in 1948 by assembling

Morris Oxford cars and Bedford trucks, gradually indigenizing the components. In 1957, the Morris Oxford, substantially indigenized, was re-introduced as the Hindustan Ambassador.

The car sector of India is the seventh largest in the world. The country is the largest manufacturer of motorcycles and the fifth largest producer of commercial vehicles. Industry experts have visualized an unbelievably huge increase in these figures over the immediate future. In the year 2009, India rose to be the fourth largest exporter of cars following Japan, South Korea and Thailand.

2.SCOPE OF STUDY

The infographic is titled "Passenger Car Business Unit" at the top. It features a background image of a Tata Nano car. The content is organized into three main sections, each with a white header box and a blue text box below it.

Our Vision
"To evolve into a World Class Indian Car Brand".

Our Mission
"To provide passenger vehicles that offer customers exceptional value, and through this build a company that provides its shareholders with superior returns, and is seen by society and other stakeholders as a valuable contributor to their development".

Core Values
Our core values are built upon the traditions of the Tata group with emphasis on:
■ Trust
■ Integrity
■ Concern for the well-being of both the employees and the society

In living our core values, we strive to maintain a balance between the needs of our customers, our suppliers, our employees, our stakeholders and our community.

Commercial Vehicle Business Unit - Journey to Excellence

Our Core Values

- Integrity
- Customer focus
- Corporate citizenship
- Passion for Engineering

Purpose

To create economic assets for road transportation for bulk movement of goods and people and participate in managing these over the life of assets in order to create and capture economic value.

Our Vision

To be a world class corporate constantly furthering the interest of all its stakeholders.

Our Mission

Shareholders

To consistently create shareholder value by generating returns in excess of Weighted Average Cost of Capital (WACC) during the upturn and atleast equal to Weighted Average Cost of Capital (WACC) during the downturn of the business cycle.

Customers

To strengthen the Tata brand and create lasting relationships with the customers by working closely with business partners to provide superior value for money over the life cycle.

Employees

To create a seamless organisation that incubates and promotes innovation, excellence and the Tata core values.

Vendor and Channel Partners

To foster a long-term relationship so as to introduce a broad range of innovative products and services, that would benefit our customers and other stakeholders.

Community

To proactively participate in reshaping the country's economic growth. To take a holistic approach towards environmental protection.

Tata Business Excellence Model

2.1PRODUCT RANGE

Tata Sumo



Production	1994–present
Assembly	Pune, India
Successor	Victa, Victa DI, Sumo Grande
<u>Class</u>	MUV , SUV (Sumo Grande)
<u>Body style</u>	5-door, Body on Frame
<u>Layout</u>	Front Engine, Rear Wheel Drive
<u>Engine</u>	2.0L IDI
Transmission	5-speed manual
Wheelbase	2,400 mm (94.5 in)
Length	4,450 mm (175.2 in)
Width	1,756 mm (69.1 in)
Height	1,906 mm (75.0 in)

Tata Safari



<u>Manufacturer</u>	<u>Tata Motors</u>
Also called	Tata Dicor
Production	1998–present
<u>Class</u>	<u>SUV</u>
<u>Body style</u>	5-door SUV
<u>Engine</u>	2.0L turbodiesel I4 2.2L turbodiesel I4 3.0L turbodiesel I4
<u>Transmission</u>	5-speed manual
<u>Wheelbase</u>	2,650 mm (104.3 in)
Length	4,650 mm (183.1 in)
Width	1,918 mm (75.5 in)
Height	1,925 mm (75.8 in)
<u>Kerb weight</u>	1,920 kg (4,233 lb)
Related	<u>Tata Sumo</u>

Tata Indica



"Tata Indica V2"

<u>Manufacturer</u>	<u>Tata Motors</u>
Production	1998–present
Assembly	Pune, Maharashtra, India
<u>Class</u>	<u>Supermini car</u>
<u>Layout</u>	<u>FF layout</u>

Tata Nano



Manufacturer Tata Motors

Also called one-[lakh](#) car

Production 2008–present

Assembly [Pantnagar](#), [Uttarkhand](#), [India](#)^[1]

[Charodi](#), [Gujarat](#), [India](#) (since June 2010)^[2]

Class City car

Body style 4-door

Layout RR layout

Engine 2 [cylinder SOHC petrol Bosch multi-point fuel injection](#) (single [injector](#))
all [aluminium](#) 624 [cc](#) (38 [cu in](#))

Transmission 4 speed [synchromesh](#) with [overdrive](#) in 4th

Wheelbase 2,230 mm (87.8 in)^[3]

Length 3,099 mm (122.0 in)^[3]

Width 1,495 mm (58.9 in)^[3]

Height 1,652 mm (65.0 in)^[3]

Kerb weight 600 kg (1,300 lb)–635 kg (1,400 lb)^[3]

Designer Justin Norek of Trilix, Pierre Castine^[4]

2.2 ALL Products

Passenger cars and utility vehicles

Tata Sierra (Discontinued)

Tata Estate (Discontinued)

Tata Sumo/Spacio

Tata Sumo Grande

Tata Safari

Tata Indica

Tata Vista

Tata Indigo

Tata Manza

Tata Indigo Marina

Tata Winger

Tata Magic

Tata Nano

Tata Xenon XT

Tata Aria

Tata Venture

Tata Iris

Concept vehicles

2000 Aria Roadster

2001 Aria Coupe

2002 Tata Indiva
2004 Tata Indigo Advent
2005 Tata Xover
2006 Tata Cliffrider
2007 Tata Elegante
2009 Tata Prima
2010 Tata Versa
2010 Tata Essota
2011 Tata Pixel

Commercial vehicles

Tata Ace
Tata Super Ace
Tata TL/Telcoline/207 DI Pickup Truck
Tata 407 Ex and Ex2
Tata 709 Ex
Tata 809 Ex and Ex2
Tata 909 Ex and Ex2
Tata 1109 (Intermediate truck)
Tata 1512 (Medium bus chassis)
Tata 1612/1616 (Heavy bus chassis)
Tata 1618 (Semi Low Floor bus chassis)
Tata 1623 (Rear Engined Low Floor bus chassis)
Tata 1518C (Medium truck)
Tata 1613/1615 (Medium truck)
Tata 2515/2516 (Medium truck)
Tata Starbus (Branded Buses for city, inter city, school bus and standard passenger transportation)
Tata Divo (Fully built luxury coach)
Tata CityRide (12 – 20 seater buses for intra-city use)
Tata 3015 (Heavy truck)
Tata 3118 (Heavy truck) (8×2)
Tata 3516 (Heavy truck)

Tata 4018 (Heavy truck)

Tata 4923 (Ultra-Heavy truck) (6×4)

Tata Novus (Heavy truck designed by Tata Daewoo)

Tata Prima (The World Truck designed by Tata Motors and Tata Daewoo)

Military vehicles

Tata LSV (Light Specialist Vehicle)

Tata Mine Protected Vehicle (4×4)

Tata 2 Stretcher Ambulance

Tata 407 Troop Carrier, available in hard top, soft top, 4×4, and 4×2 versions

Tata LPTA 713 TC (4×4)

Tata LPT 709 E

Tata SD 1015 TC (4×4)

Tata LPTA 1615 TC (4×4)

Tata LPTA 1621 TC (6×6)

Tata LPTA 1615 TC (4×2)

Tata Winger Passenger Mini Bus

3. REVIEW OF LITERATURE

3.1 MARKETING STRATEGIES ADOPTED BY TATA

Marketing strategy is a process that can allow an organization to concentrate its limited resources on the greatest opportunities to increase sales and achieve a sustainable competitive advantage. Marketing strategy includes all basic and long-term activities in the field of marketing that deal with the analysis of the strategic initial situation of a company and the formulation, evaluation and selection of market-oriented strategies and therefore contributes to the goals of the company and its marketing objectives.

3.1.1 SALES STRATEGY

3.1.1.1. Sales promotion

According to American Marketing Association, sales promotion refers to –those activities other than personal selling, advertising & publicity that stimulate consumer purchasing & dealer effectiveness, such as display shows & exhibitions and various other non-recurrent selling effort not in ordinary routine.¶

3.1.1.2 Sales Promotion Objectives

- To increase the sales & encourage the present consumers to use more frequently.
- To attract new customers by means of incentive campaigns etc.
- To build buying habit.
- To motivate & attract the sales force and get their cooperation.
- To improve manufacturer-dealer relationship.
- To help the new product enter into existing and new market.

3.1.1.2 Importance of Sales Promotion

Spread Information.

Stimulate Demand.

Creates Product Identity.

3.1.1.3 Sales Promotion Method

SALES PROMOTION METHOD	MEANING	OBJECTIVES
1.Price Offers	Offering a product at a lower than the normal price.	To encourage immediate sales, attract non-users,etc.
2.Coupon	When the consumer is entitled to redeem a specific standard certificate for a product free or in part payment.	To encourage product trial, build loyalty, trade – up regular users, stimulate re-purchase rate.
3.Discounts	Other than normal trade & cash discount.	To push more sales to trade, early cash recovery.

4.Dealer Sales Contests	Where participating dealers are invited to compete in terms of the sales performance.	To increase sales, buy dealer's loyalty; motivate dealer's staff to sell more.
5.Dealer gifts	Offer of useful articles & attractive gifts to dealers for his personal, family or office use.	To improve dealer relations, make impact on consumer.

3.2 SALES PROMOTION STRATEGY

➤ Tata True Value Outlet:-

Tata has aided customers by providing them the facility to bring their vehicle to a 'Tata True Value' outlet and exchange it for a new car, by paying the difference. They are offered loyalty discounts in return. This helps them retain the customer.

➤ Tata Call Center:-

Tata has proper customer complain handling cell under the CRM department. The customer care will help the customers solving all their problems and answer all their grievances.

➤ Tata Insurance:-

It is launched in 2002 Tata provides vehicle insurance to its customers with the help of National Insurance Company, Bajaj Allianz. The service was set up by the company with the inception of two subsidiaries Tata Insurance Distributors Service Pvt. Ltd. And Tata Insurance Brokers Pvt. Ltd

3.3 Promotional

StrategiesRoad

Shows

The company plans to stage road shows, to display vehicles in the pavilions during various college festivals and exhibition. This car will appeal to youngsters more.

Television advertisements

Advertisements to promote and market our product will be shown on leading television channels. Major music and sports channels will promote and they will reach out to the youth will be promoted through Star, Zee, etc as it has more viewers.

Radio

Radio is the medium with the widest coverage. Studies have recently shown high levels of exposure to radio broadcasting both within urban and rural areas, whether or not listeners actually own a set. Many people listen to other people's radios or hear them in public places. So radio announcements will be made and advertisements will be announced on the radio about the product features and price, qualities, etc.

Print Ads

Daily advertisements in leading newspapers and magazines will be used to promote the product. Leaflets at the initial stage will be distributed at railway stations, malls, college areas and various other locations.

4.HYPOTHESIS

Hypothesis is considered as the most important instrument in research. A hypothesis is an assumption or some assumption to be proved or disapproved.

The alternative hypothesis is the logical opposite of the null hypothesis.

1. There is no significant between the age and satisfaction level of respondents on the discount policy.
2. There is no significant between the gender and satisfaction level of respondents on the discount policy.
3. There is no association difference between the income group and satisfaction level of respondents on discount policy.
4. There is no association difference between the occupation and satisfaction level of respondents on discount policy.

5.OBJECTIVES OF STUDY

5.1 RESEARCH OBJECTIVE OF STUDY

The objective is to study those factors which can accelerate the marketability of the TATA VISTA compared to its competitors.

- To understand the market potentiality for VISTA.
- To determine the acceptable price of the product.
- To determine the requirements and needs of the potential customers.
- To serve the customer through channel of distribution.
- To face the keen competition.

5.2 AREA CONSIDERED FOR THIS STUDY ARE:

Automobile history

Industry investment

Industry growth

Vehicle production

Auto export

Auto companies

6.METHODOLOGY

6.1 RESEARCH METHODOLOGY

The process used to collect information and data for the purpose of making business decisions. The methodology may include publication research, interviews, surveys and other research techniques, and could include both present and historical information. Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In it we study the various steps that are generally adopted by a researcher in studying his research problem along with the logic behind them. It is necessary for the researcher to know not only the research methods or techniques but also the methodology.

6.2 RESEARCH DESIGN

Research designs are concerned with turning the research question into a testing project. The best design depends on your research questions. Every design has its positive and negative sides. The research design has been considered as a "blueprint" for research, dealing with at least four problems: what questions to study, what data are relevant, what data to collect, and how to analyze the results.

Types of Research Design

Exploratory Research:

Exploratory research is a type of research conducted for a problem that has not been clearly defined. Exploratory research helps determine the best research design, data collection method and selection of subjects. It should draw definitive conclusions only with extreme caution. Given its fundamental nature, exploratory research often concludes that a perceived problem does not actually exist. Exploratory research often relies on secondary research such as reviewing available literature and/or data, or qualitative approaches such as informal discussions with consumers, employees, management or competitors, and more formal approaches through in-depth interviews, focus groups, projective methods, case studies or pilot studies. The Internet allows for research methods that are more interactive in nature.

Descriptive research:

Descriptive research, also known as statistical research, describes data and characteristics about the population or phenomenon being studied. However, it does not answer questions about eg: how/when/why the characteristics occurred, which is done under analytic research. Although the data description is factual, accurate and systematic, the research cannot describe what caused a situation. Thus, Descriptive research cannot be used to create a causal

relationship, where one variable affects another. In other words, descriptive research can be said to have a low requirement for internal validity. The description is used for frequencies, averages and other statistical calculations. Often the best approach, prior to writing descriptive research, is to conduct a survey investigation. Qualitative research often has the aim of description and researchers may follow-up with examinations of why the observations exist and what the implications of the findings are.

Causal Research:

It is the testing of a hypothesis on the cause and effect within a given market. Casual Research explores the effect of one thing on another and more specifically, the effect of one variable on another. The research is used to measure what impact a specific change will have on existing norms and allows market researchers to predict hypothetical scenarios upon which a company can base its business plan. For example, if a clothing company currently sells blue denim jeans, casual research can measure the impact of the company changing the product design to the color white. Following the research, company bosses will be able to decide whether changing the color of the jeans to white would be profitable. To summaries, casual research is a way of seeing how actions now will affect a business in the future.

7. DATA COLLECTION METHOD

Market research requires two types of data i.e. secondary data and primary data. Primary data has been used abundantly for the study. Well-structured questionnaires were prepared & the survey was undertaken. Feedback for the display has been taken by asking questions & observation has also been done to gather primary information.

There is also a use of secondary data, collected from the various journals, books, and websites & from company managers.

The selection of respondents was accordingly to be in a right place at a right time and so the sampling was quite easy to measure, Evaluate and co-operate. It was a random sampling method that attempts to obtain the sample of convenient.

PRIMARY:

For my survey primary data have been used as a questionnaire to collect the data.

SECONDARY:

The secondary data has been collected from the following modes:

- Magazines
- Newspaper
- Data through internet sources
- Data collected from organization

Area of research: Delhi

Research approach: Survey method

Sample size: 20-30 respondents

Sampling Method: Random Convenience sampling

Sample Unit: Customer of Vodafone

Measuring Tool: Questionnaire

SAMPLING PROCEDURE:

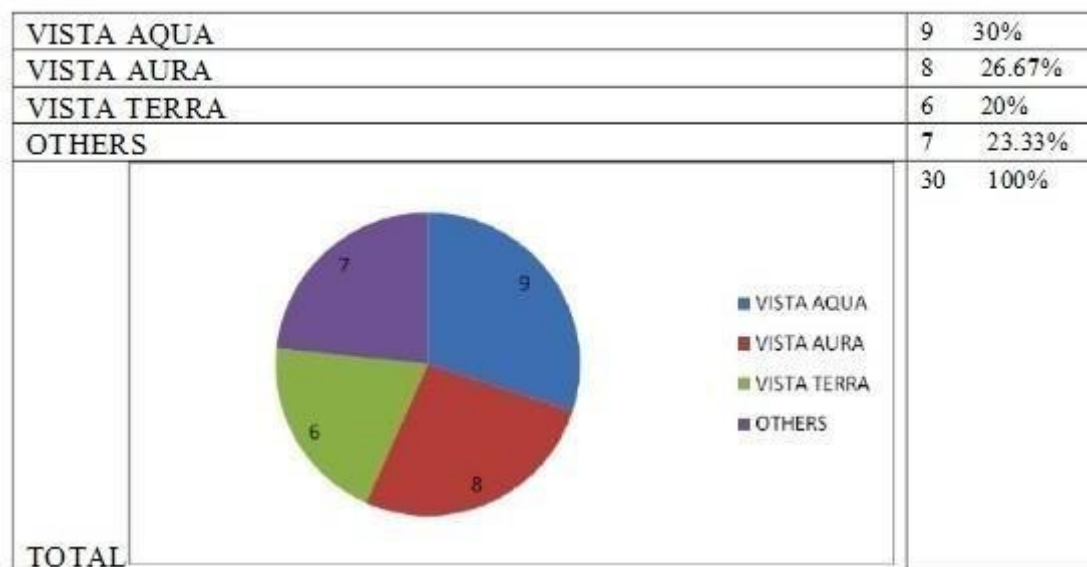
.

Random Convenience sampling

It is a sampling method in which units are selected based on easy access/availability. The disadvantage of convenience sampling is that the units that are easiest to obtain may not be representative of the population. For example products on top of a box of parts may be a different quality from those at the bottom, people who are at home when the market researcher calls may not be representative of the entire population. It is also called as Accidental Sampling.

7.1 DATA PROCESSING, ANALYSIS AND INTERPRETATION

a) Sale according to survey



INTERPRETATION

By analyzing the datas available about the sales figure it can be noted-

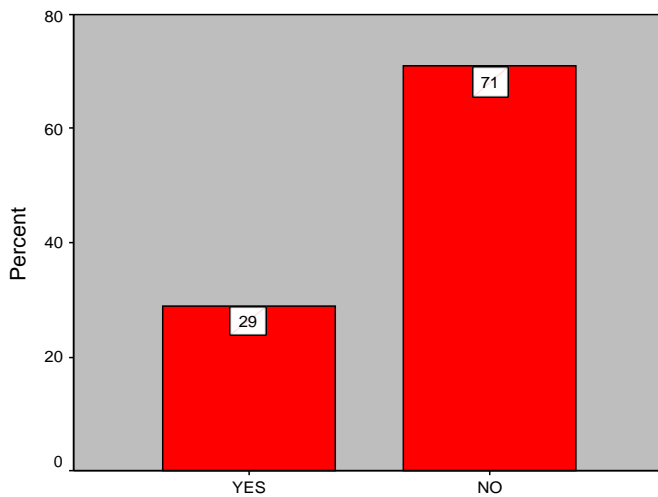
Vista Aqua is the most selling car amongst the other cars. Next comes the Vista Aura and Vista Terra. These three cars constitute most of the sales. All other cars of tata have around 23.33%

b) Awareness of all versions of Tata Passenger Car

Are you aware of all versions of Tata Indica Passenger car?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	29	29.0	29.0	29.0
	NO	71	71.0	71.0	100.0
	Total	100	100.0	100.0	

Awareness of all versions of Tata Passenger Car



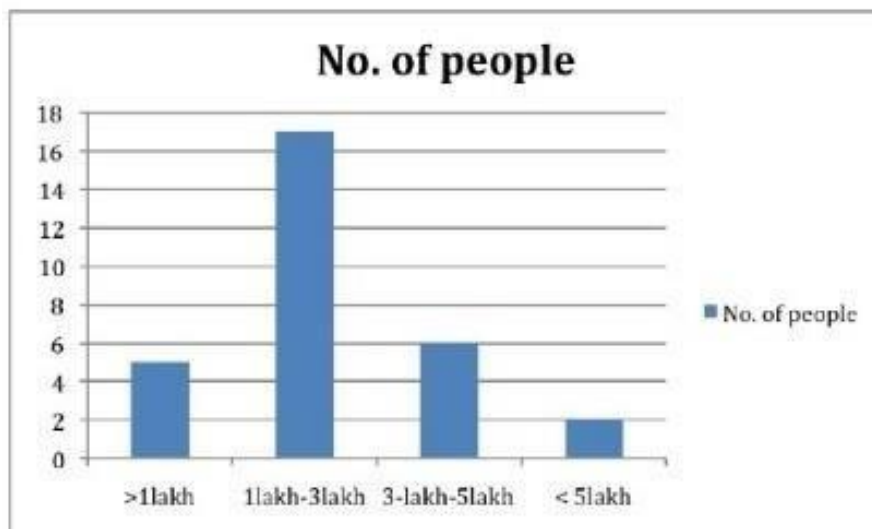
Are you aware of all versions of Tata Indica Passenger car?

INTERPRETATION

From the above data we find out that most of the people surveyed are not aware of all the versions of Tata Indica passenger car. Therefore more measures must be taken to promote and create awareness about the cars available.

Sample of 30 customers, according to their income.

Salary	No. of people
>1lakh	5
1lakh-3lakh	17
3-lakh-5lakh	6
< 5lakh	2

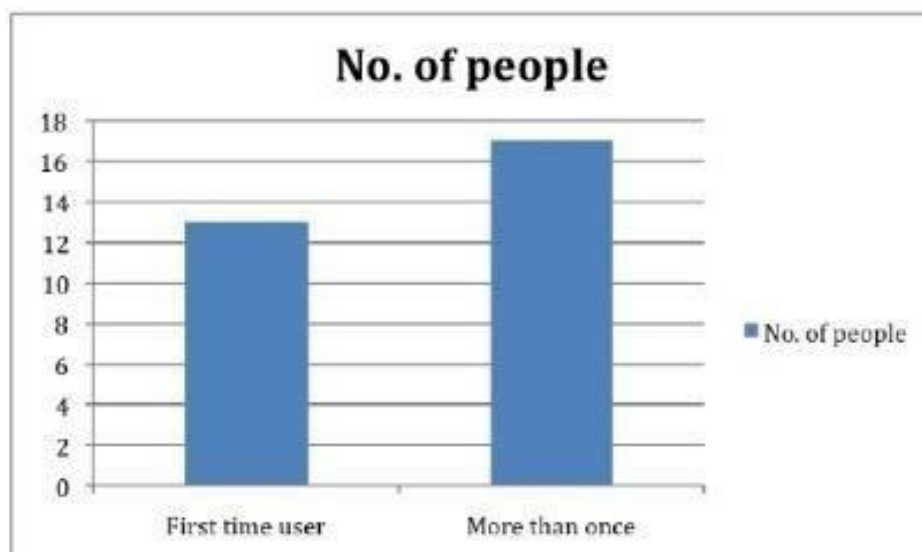


INTERPRETATION

The above chart shows the annual income level of the 30 chosen samples. 17 samples have income ranging between 1 lakh and 3 lakhs. 6 people have income between 3-5 lakh. 5 samples have income below 1 lakh. And the rest have income above 5 lakh

c) Car customers

	No. of people
First time user	13
More than once	17

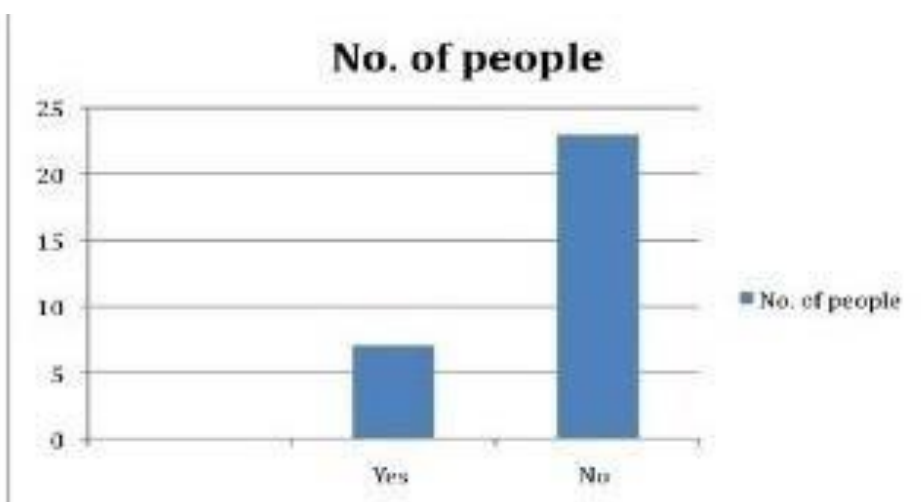


INTERPRETATION

The above chart shows that out of 30 samples chosen for the survey, 13 are first time users and the rest have used Tata cars more than once and they are satisfied an happy with the car and they do not want to change to some other car.

d) Tele media creates a brand appeal.

T.V. ads appeal	No.of people
Yes	7
No	23

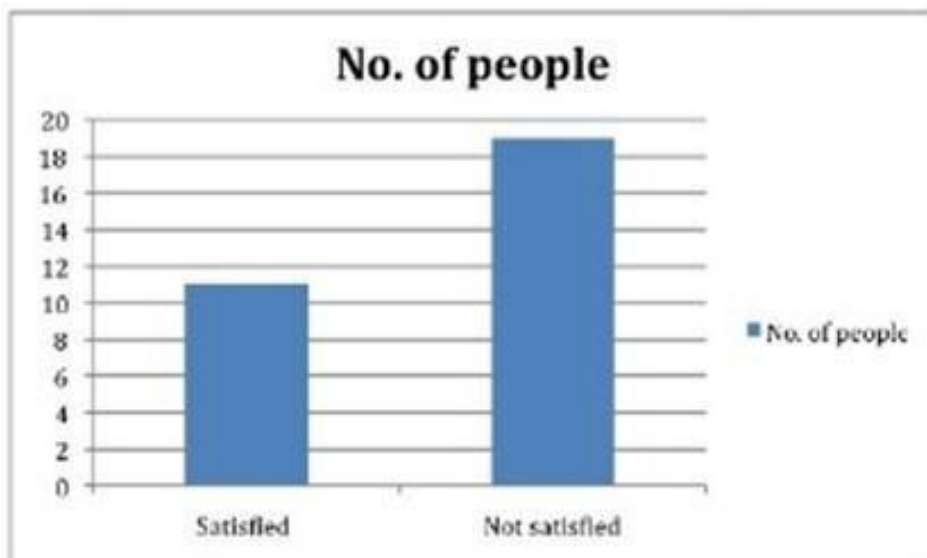


INTERPRETATION

The above chart indicates that tele media does not actually create a brand appeal. Amongst the 30 samples, 23 feel that tele media is not so important in creating a brand appeal. The performance, average and features create a brand appeal.

e) Customer Satisfaction from Tata cars.

Customer satisfaction	No.of people
Satisfied	11
Not satisfied	19

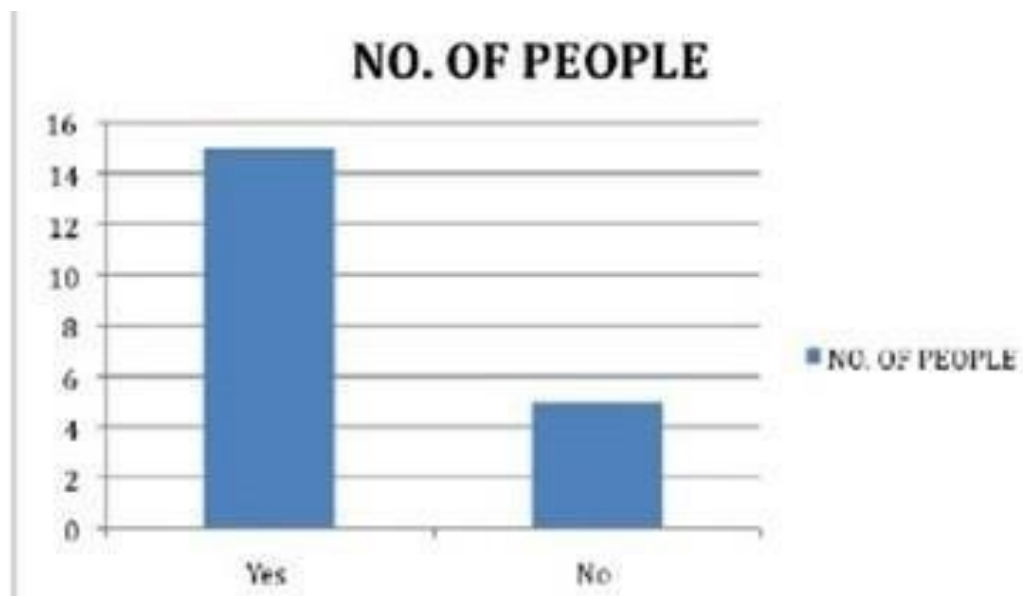


INTERPRETATION

Tata passenger car users are not so satisfied from the tata cars though it gives the best average amongst all same segment cars available and it is very economical. 19 out of 30 samples are not satisfied with car and expect something better than the available cars.

Tata Passenger Cars, Creating brand value

Brand value	No.of people
Yes	15
No	5

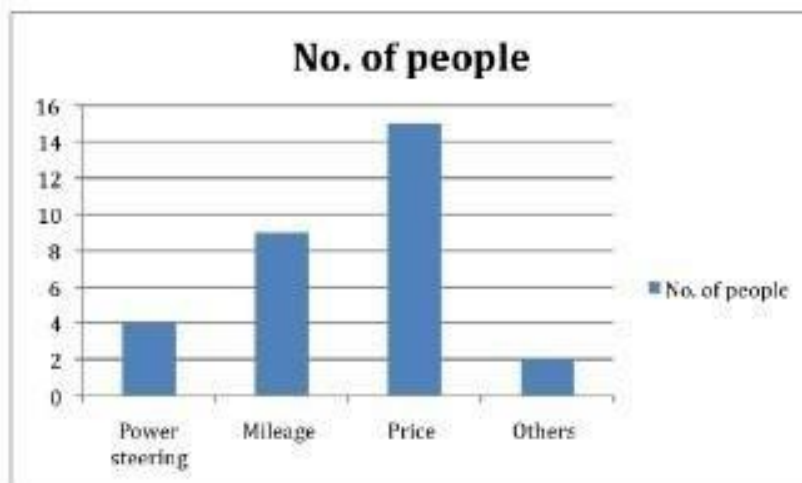


INTERPRETATION

The above chart shows that Tata Passenger cars do create a brand value. It is a big competition to the other related brands available in the market. Only 5 out of 20 people feel that Tata cars do not create a brand value.

f) Factors affecting buying of customers

Features	No. of people
Power steering	4
Mileage	9
Price	15
Others	2



INTERPRETATION

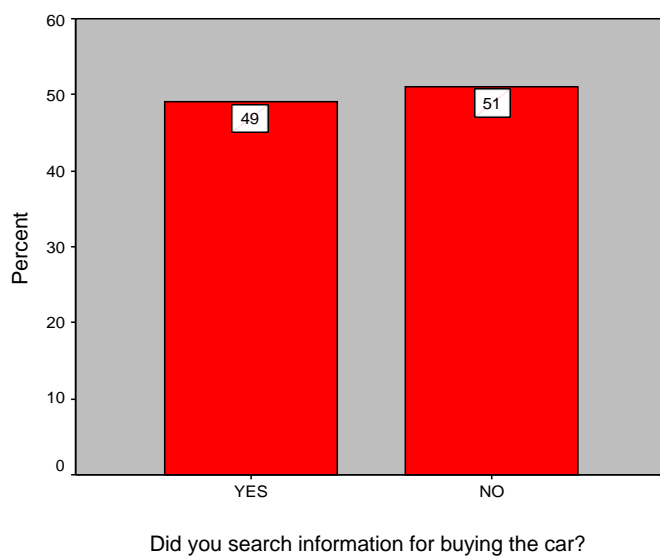
The above chart shows that 4 samples prefer Tata cars because it provides power steering at a very low cost as compared to other cars. People say that Tata cars give the best mileage and it is very economical, 14 people prefer Tata Motors because of the mileage it gives. Most of the people prefer Tata Motors as it sells the cheapest cars and at the same time provides features which cannot be found in other cars in the same segment. It offers best features at least price.

I) Searching Information before buying car

Did you search information for buying the car?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid YES	49	49.0	49.0	49.0
NO	51	51.0	51.0	100.0
Total	100	100.0	100.0	

Searching Information before buying car



INTERPRETATION

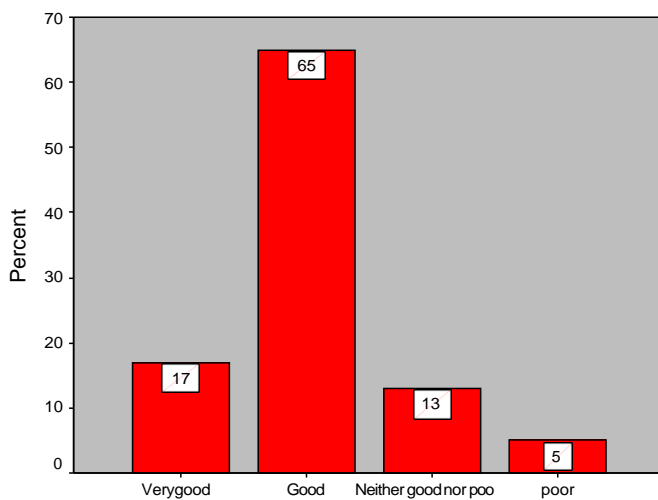
The above chart shows that 51% people do not actually search for information before buying a car. They just simply buy a car according to their budget and the brand value. They do not usually search for various cars in the same segment. The rest of people prefer to do a detailed research on various cars and its features before buying a new car.

j) Rating of Mileage given by vehicle

How will you rate the mileage given by your vehicle?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very good	17	17.0	17.0	17.0
	Good	65	65.0	65.0	82.0
	Neither good nor poor	13	13.0	13.0	95.0
	poor	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

Rating of Mileage given by vehicle



How will you rate the mileage given by your vehicle?

INTERPRETATION

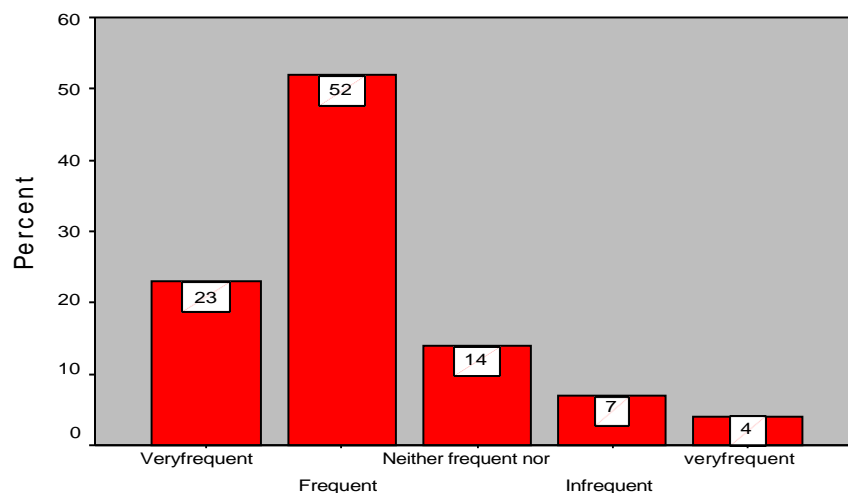
Tata cars are best in terms of mileage as they have been made for the common man. From the data collected it was found that 17% of the samples feel that the mileage of Tata cars is very good. 65% people have rated it as good. Some people say that the mileage of the cars is not so good and not so bad also at the same time. Only 5% of the chosen samples think that the mileage of the Tata cars is poor.

k) Rating the Frequency of Maintenance and Repair

How will you rate the frequency of maintenance service and repair needs of your vehicle?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Veryfrequent	23	23.0	23.0	23.0
Frequent	52	52.0	52.0	75.0
Neither frequent nor frequent	14	14.0	14.0	89.0
Infrequent	7	7.0	7.0	96.0
very frequent	4	4.0	4.0	100.0
Total	100	100.0	100.0	

Rating the Frequency of Maintenance and Repair



How will you rate the frequency of maintenance service and repair ne

INTERPRETATION

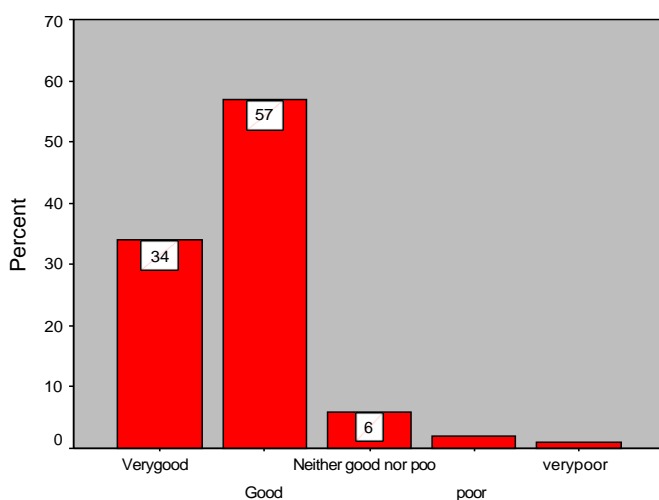
From the data collected we found that tata passenger cars need to be properly maintained. It requires maintenance and repair frequently for smooth running. These cars need servicing more frequently. The maintenance cost Tata cars is much more as compared to various other cars in the same segment. If they are not maintained and serviced regularly then it may give a problem in future. For long run of the car it requires frequent serving and maintenance. If there is any break down in the car then it has to be immediately repaired. The cost of repairing is a little more if we compare it to maruti cars as its parts are a bit costly and are not available at all places.

1) Rating the level of Comfort

How will you rate the level of comfortness of your vehicle?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very good	34	34.0	34.0	34.0
Good	57	57.0	57.0	91.0
Neither good nor poor	6	6.0	6.0	97.0
poor	2	2.0	2.0	99.0
very poor	1	1.0	1.0	100.0
Total	100	100.0	100.0	

Rating the level of Comfort



How w ill you rate the level of comfortness of your vehicle?

INTERPRETATION

When it comes to comfort Tata motors are one of the most comfortable cars. Whether it comes to driving or the seating space, these cars are ranked amongst the top rated cars available at competitive prices. 37% of the samples have rated Tata cars as very good in terms of comfort. 57% have rated it as good. Some people feel that it is not so good and not so bad but it is satisfactory. But only 1% people say that Tata cars are very poor when it comes to comfort

FINDINGS

- TATA MOTORS is number three in passenger car market after maruti-suzuki & hyundai.
- Majority of the customers see TATA MOTORS with savings.
- Most of the customers spend large sum of money
- Out of the samples, people are highly convinced that TATA MOTORS will yield them better results
- As the sales of Maruti grows as well as Hyundai's santro is still doing well in mid size and small size segment so the INDICA VISTA may be a good options for the company in this term for sustaining sales in long run as well as in the current situations.
- Product will have a gradual progress. Because most industries would wait for the response about the product from other Company

LIMITATIONS

- Study is restricted to Delhi and nine industrial areas only.
- Continuous and reliable information was not available.
- Some of the information was confidential so much information was not revealed.
- The time span of the survey was short and hence only major aspects were considered.
- Information provided by the respondent in terms of their fuel usage and their expense could not be very accurate
- Availability of the respondents amidst their busy schedule did not permit detailed study.

SUGGESTIONS AND RECOMMENDATIONS

- Demo of the product should be made available to Customers, since most of the purchase decisions are based on it
- Technical details should be made available to the customers in the most accurate numerical form
- The **Indica** has remained a bestseller throughout in the industry figuring in the top 3 selling list of cars for most of the years.
- The distribution channel should be more efficient to cater the demand during peak seasons like during dushera, diwali, etc .The city like Allahabad is mostly dominated by the working class like people employed in high court, AG office (accountant general office) and government school employees who this year are getting more pay due to the recommendations made by the sixth pay commission so , the sales for mid size car can be enhanced in this scenario.

CONCLUSION

The study was conducted to measure,|| THE CUSTOMER BEHAVIOR in purchasing INDICA VISTA. The study was conducted on 30 Customers. A questionnaire was designed to understand the market and create awareness about TATA MOTORS. Based on the questionnaire, data was collected and analyzed and it was found that the customers are willing to buy the Cars. However they are also skeptic about it. Suggestions are provided based on customer requirements and market situation. A nearest attempt has been made to make the study realistic and suggestive, but it is not claimed that the findings and suggestions in the report are perfect.

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- GARY MARKETING MANAGEMENT
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MAGAZINES:

- MONEY TODAY
- BUSSINESS WORLD
- OUTLOOK PROFIT
- INDIA TODAY

WEBSITES”

- Tatamotors.com,
- Yahoofinance.com,
- Valueresearchonline.com

ANNEXURE

QUESTIONNAIRE

a) WHICH VEHICLE DO YOU OWN?

b) ARE YOU AWARE OF ALL VERSIONS OF TATA INDICA PASSENGER CARS?

YES ☐

NO ☐

c) WHAT IS YOUR SALARY?

<1 LAC ☐ 1LAKH – 3LAKH ☐ 3LAKH – 5LAKH ☐ >5LAKH ☐

d) DID YOU RIDE SOME OTHER VEHICLE BEFORE THIS?

YES ☐ NO ☐

e) WHAT IS YOUR EXPERIENCE FROM PREVIOUS VEHICLES?

SATISFIED ☐ NOT SATISFIED ☐

f) DOES TV ad APPEAL YOU?

YES ☐ NO ☐

g) DOES BRAND VALUE AFFECT YOUR DECISION ON BUYING VEHICLE?

YES ☐ NO ☐

h) WHICH IS THE MOST ESSENTIAL THING YOU PREFER WHILE BUYING A VEHICLE?

MILEAGE ☐ PRICE ☐ POWER STEERING ☐ OTHER ☐

i) DID YOU SEARCH INFORMATION FOR BUYING THE CAR ?

YES ☐ NO ☐

j) HOW WILL YOU RATE MILEAGE GIVEN BY YOUR VEHICLE?

VERY GOOD ☐
GOOD ☐
NEITHER GOOD NOR POOR ☐
POOR ☐

k) HOW WILL YOU RATE THE FREQUENCY OF MAINTENANCE SERVICE AND REPAIR NEEDS OF YOUR VEHICLE ??

VERY FREQUENT ☐
FREQUENT ☐
NEITHER FREQUENT NOR INFREQUENT ☐
INFREQUENT ☐

1)

HOW WILL YOU RATE THE LEVEL OF COMFORTNESS OF YOUR VEHICLE?

VERY GOOD ☐

GOOD ☐

NEITHER GOOD NOR POOR ☐

POOR ☐

VERY POOR ☐

