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A STUDY ON CONSUMER BEHAVIOUR WITH SPECIAL REFERENCE TO TATA MOTORS

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Abstract

This paper investigates the intricate dynamics of consumer behaviour within the context of Tata Motors, a prominent player in the automotive industry. Drawing upon established theories in marketing and consumer psychology, the study explores various factors influencing consumers' decisions when interacting with Tata Motors' products and services. These factors encompass both internal elements, such as attitudes, perceptions, and motivations, as well as external factors like cultural, social, and economic influences. Additionally, the paper delves into the impact of marketing strategies, brand image, product features, and after-sales services on consumer preferences and loyalty towards Tata Motors. Through a synthesis of empirical research, case studies, and industry insights, this study aims to provide valuable insights for marketers and managers to better understand and cater to the diverse needs and preferences of consumers in the competitive automotive market, thereby fostering sustainable growth and success for Tata Motors.

Keywords :consumer behaviour,automotive industry ,consumer psychology,product features,perceptions

Introduction

Consumer behavior : It refers to the mental and emotional process and the observable behavior of consumers during searching, purchasing and post consumption of a product or service.

Consumer behavior involves study of how people buy, what they buy, when they buy and why they buy. It blends the elements from psychology, sociology, socio psychology, anthropology and economics. It also tries to assess the influence on the consumer from groups such as family, friends, reference groups and society in general.

Buyer behavior has two aspects: the final purchase activity visible to any observer and the detailed or short decision process that may involve the interplay of a number of complex variables not visible to anyone.

What influences consumers to purchase products or services? The consumer buying process is a complex matter as many internal and external factors have an impact on the buying decisions of the consumer.

When purchasing a product there several processes, which consumers go through.

OBJECTIVES OF THE STUDY

- TO FIND OUT THE FACTORS INFLUENCING CONSUMER PURCHASE
- TO DETERMINE THE QUALITY PURCHASED BY THE CONSUMERS OF TATA MOTORS.
- TO ASSES THE CONSUMER SATISFACTION LEVEL .
- TO KNOW THE POSITIONS OF THE TATA MOTORS VEHICLES IN THE MARKET.
- TO KNOW THE FEELING OF THE CUSTOMERS WITH REGARD TATA MOTORS .

REVIEW OF LITERATURE

- **CONSUMER DECISION-MAKING MODELS:** Notable contributions include the works of Richard L. Oliver (1977) on the Expectancy Disconfirmation Model, and the Howard-Sheth Model proposed by John Howard and Jagdish Sheth in 1969.
- **Psychological Factors:** Prominent researchers in this area include Philip Kotler and Gary Armstrong, authors of "Principles of Marketing," which delves into consumer motivation, perception, and attitudes. Additionally, Albert Bandura's work on social learning theory and its implications for consumer behaviour is noteworthy.
- **Social and Cultural Influences:** Key studies include Geert Hofstede's research on cultural dimensions and their impact on consumer behaviour, as well as the seminal work of Henri Tajfel and John Turner on social identity theory.
- **Marketing Strategies and Branding:** Kevin Lane Keller's "Strategic Brand Management" is a seminal work in the field, providing insights into brand equity and brand building strategies. Additionally, the works of David Aaker and Jean-Noël Kapferer have significantly contributed to understanding brand management and consumer-brand relationships.
- **Technology and Digital Influence:** Authors like Philip Kotler and Hermawan Kartajaya, co-authors of "Marketing 4.0: Moving from Traditional to Digital," offer insights into how digital technologies are reshaping consumer behaviour and marketing practices in the digital age.

RESEARCH METHODOLOGY

METHODOLOGICAL ASSUMPTIONS:

- The primary data has been collected by an interview schedule.
- The sample for the study was selected on a convenience basis
- All primary data collected is true and reflects the actual actions of the Respondents.
- The data collected has been coded, tabulated and analyzed into logical Statement using simple statistical methods, pie charts, etc.

DESCRIPTION OF THE RESEARCH

Design:

A research design is a logical and systematic plan prepared for directing a research study it specifies the methodology and technique to be adopted for achieving the objectives. It constitutes the blueprint for the collection, measurement and analysis of data.

The main aim of the study is to evaluate the brand image of Tata Motors limited. The study is descriptive in nature. Surveys are best-suited method for descriptive research. So survey method is used for the study.

The preparation of a research plan for a study aids in establishing direction to the study and knowing exactly what has to be done and how and when it has to be done at every stage.

A research plan describes the boundaries of research activities and enables the research to channel his energies in the right work. With clear research objectives, in view the research can proceed systematically towards his achievements.

Sampling procedures:

Sampling is a systematic approach for selecting a few elements from an entire collection of units (population) in order to make some INTERPRETATION about the total population it is a small specimen or a segment of the whole population representing its general qualities as far as possible. The study was undertaken by convenience sampling.

Sample size:

The study is conducted on a sample of 100 respondents.

Sampling frame:

The population for the study consists of Tata Motors limited in the cities of Hyderabad and Secunderabad.

SOURCES OF DATA

Primary method:

Primary data are those, which are collected fresh and for the first time and this happens to be original in character. In this study primary data was collected by interview schedule method.

Secondary method:

Secondary data are those, which are collected from existing data. Secondary data for this study include appropriate material from newspaper, Magazines, Broachers, Company Reports, Standard Text Books, and information from Internet has also been acquired wherever necessary.

DATA COLLECTION INSTRUMENTS

The instrument used for this study is an interview schedule. Questions related to objectives of the study from the major portion of the interview schedule. It mainly consists of multiple-choice questions so that the respondents can mark one or more of the several choice of answers. Secondary data has been gathered from many published sources such as Newspapers, Journals, Magazines, Company Reports, standard textbooks and information from Internet has also been acquired wherever necessary.

DATA ANALYSIS

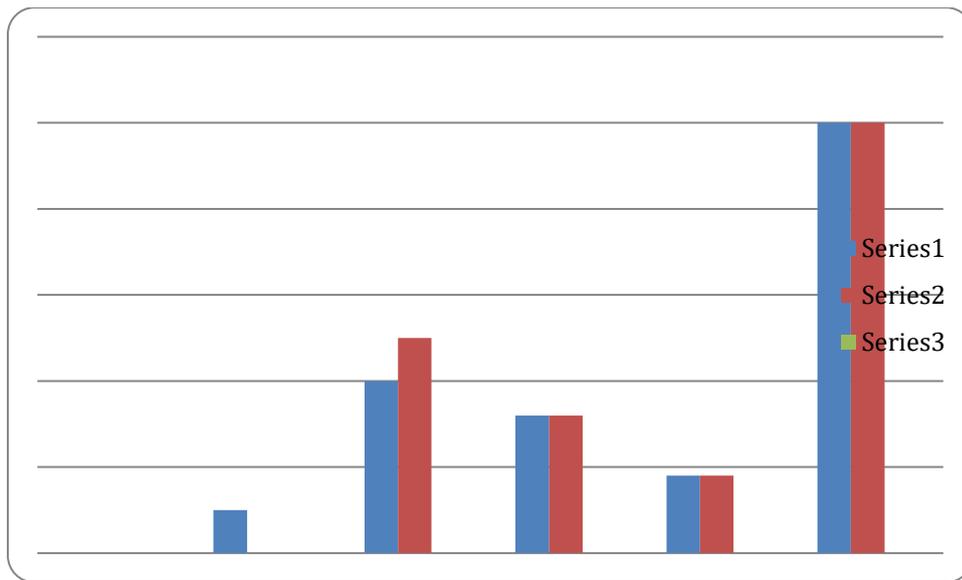
1.WHAT IS THE AGE GROUP OF THE RESPONDENTS OF TATA MOTORS?

The below table shows the age group of the respondents surveyed:

Table -1

| S.No | AGE | Number of Respondents | Percentage of the respondents |
|------|----------|-----------------------|-------------------------------|
| 1 | 18-28 | 8 | 8 |
| 2 | 28-38 | 28 | 28 |
| 3 | 38-48 | 10 | 10 |
| 4 | Above 48 | 54 | 54 |
| 5 | Total | 100 | 100 |

Graph -1



INTERPRETATION:

From the above table, 8% of the respondents belong to the age group of 18-28 years, 28% of the respondents belong to the age group of 28-38 years, 10% of the respondents belong to the age group of 38-48 years, 54% of the respondents belong to the age group of above 48 years.

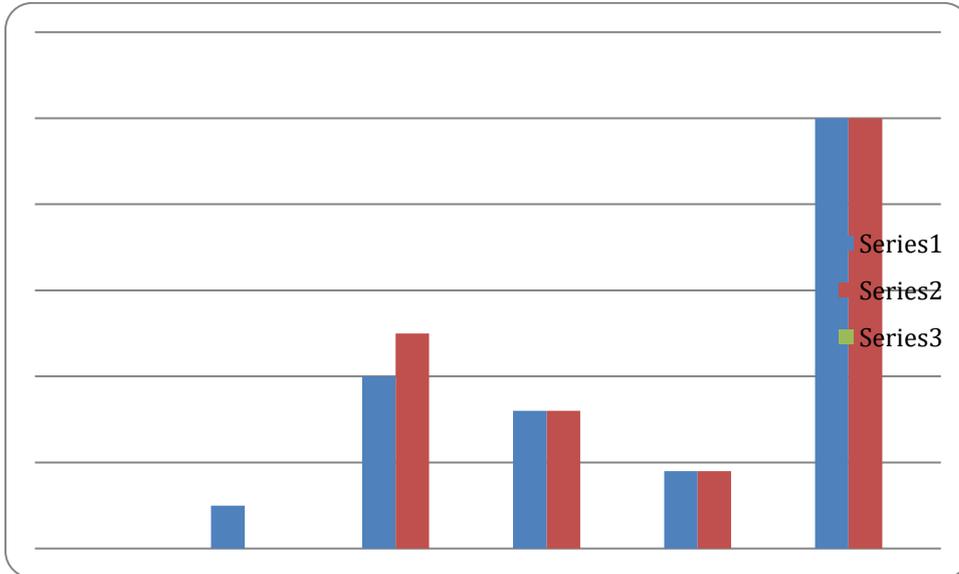
1. WHAT IS THE OCCUPATION OF THE RESPONDENTS?

The below table shows the type of respondents of the respondents surveyed.

Table - 2

| S.No | Occupation | Number Of Respondents | Percentage of the respondents |
|------|------------------|-----------------------|-------------------------------|
| 1 | Student | 10 | 10 |
| 2 | Business | 40 | 40 |
| 3 | Private Employee | 32 | 32 |
| 4 | Govt Employee | 18 | 18 |
| 5 | Total | 100 | 100 |

Graph -2



INTERPRETATION:

From the above table 0% of the respondents are students, 50% of the respondents are businessmen, 32% of the respondents are private employee, 18% of the respondents are Govt employee.

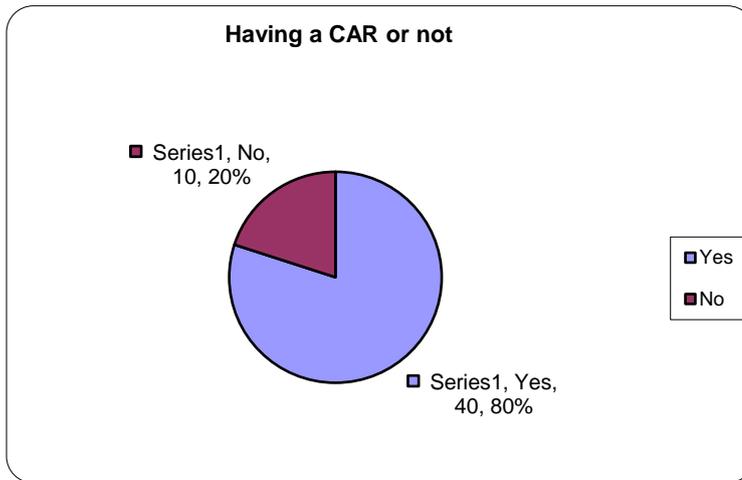
2. WHETHER THE RESPONDENT IS WILLING TO HAVE A CAR OR NOT?

The below table shows that whether the respondents is Willing to buy a Car or not

Table - 3

| S.No | Willing to buy a Car or not | Number of respondents | Percentage of the respondents |
|------|-----------------------------|-----------------------|-------------------------------|
| 1 | Yes | 80 | 80 |
| 2 | No | 20 | 20 |
| 3 | Total | 100 | 100 |

Graph - 3



INTERPRETATION:

From the above table 80% of people wanting Car and 20% do not want Car.

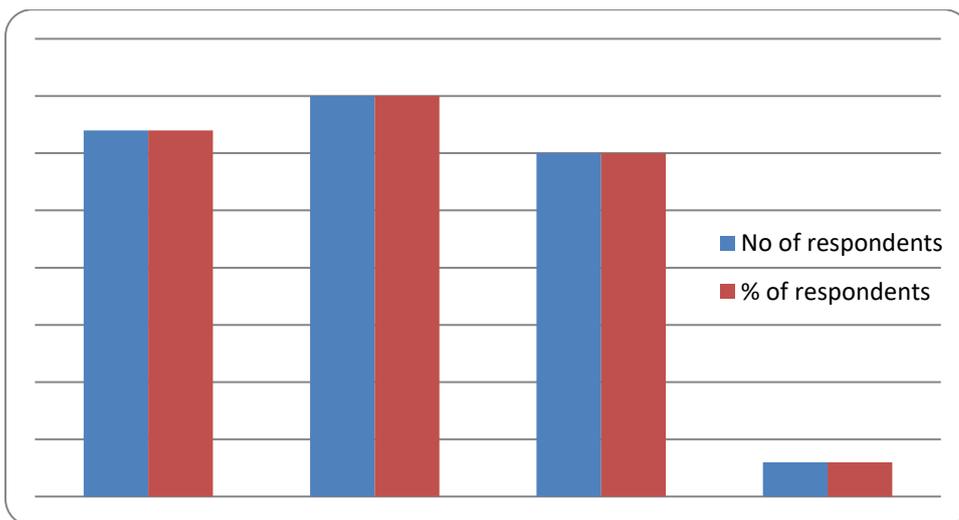
3. WHAT TYPE OF CAR THAT THE RESPONDENT IS WILLING TO HAVE?

The below table shows that the type of car that the respondent is willing to buy

Table - 4

| S.No | Type of CAR | Number of respondents | Percentage of the respondents |
|------|-------------|-----------------------|-------------------------------|
| 1 | 1000CC | 51 | 51 |
| 2 | 1800CC | 14 | 14 |
| 3 | 1500CC | 26 | 26 |
| 4 | 2000CC | 09 | 9 |

Graph -4



INTERPRETATION:

From the above table 51% of the respondents are Willing to buy a TATA 1000CC CAR. 14% of the respondents want 1800CC. 26% of the respondents are willing 1500CC. 9% of the respondents want 2000CC.

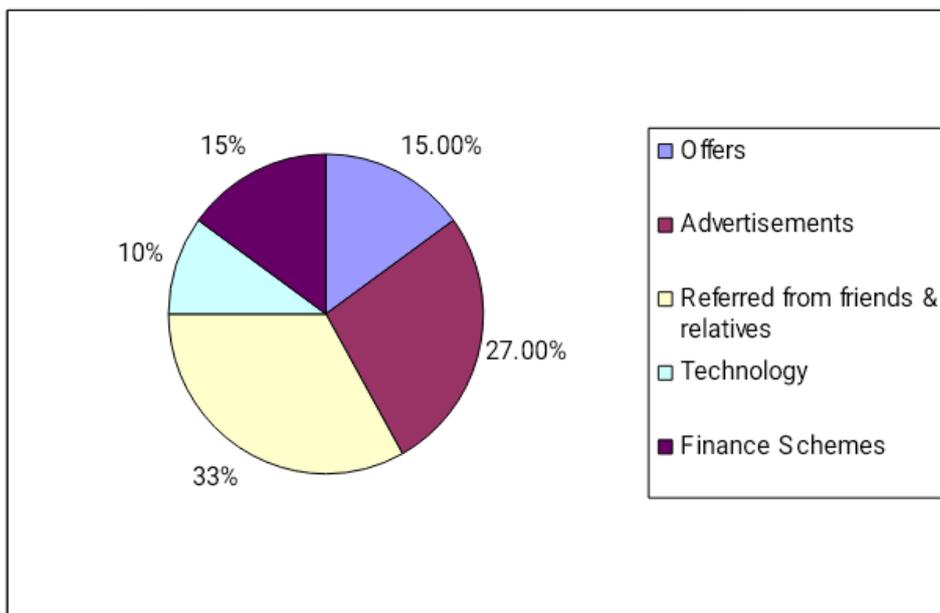
4. WHAT IS THE SOURCE OF INFORMATION TO THE RESPONDENT FOR PURCHASING CAR AT TATA MOTORS?

The below table shows, from where did the respondent get the information about the CAR.

Table - 5

| Sources of information | Number of Respondents | Percentage of the respondents |
|-----------------------------------|-----------------------|-------------------------------|
| Offers | 15 | 15 |
| Advertisements | 27 | 27 |
| Referred from friends & relatives | 33 | 33 |
| Technology | 10 | 10 |
| Finance Schemes | 15 | 15 |
| Total | 100 | 100 |

Graph -5



INTERPRETATION: From the above table 15% of people known from offers, 27% of people known from advertisements, and 33% of people known from their friends and relatives, 10% of people known from technology, 15% of people known from finance schemes.

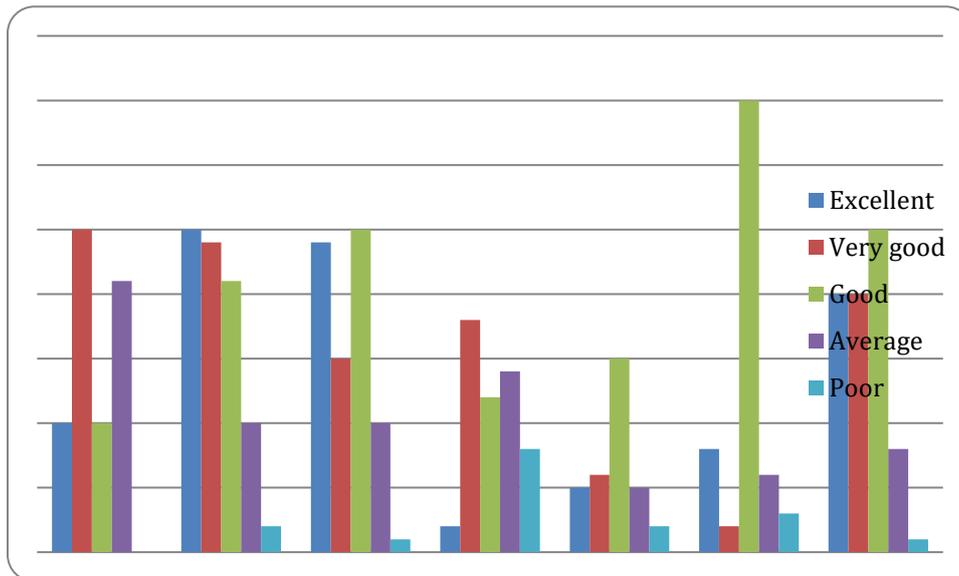
5. WHETHER THE RESPONDENT IS SATISFIED WITH TATA MOTORS CAR?

Table - 6

The below table shows information about ratings and reviews of TATA

| TATA | Performance | Mileage | Features | Price | pickup | Reliability | Brand Image |
|-----------|-------------|---------|----------|-------|--------|-------------|-------------|
| Excellent | 10 | 25 | 24 | 02 | 05 | 08 | 20 |
| Very good | 25 | 24 | 15 | 18 | 06 | 02 | 20 |
| Good | 10 | 21 | 25 | 12 | 15 | 35 | 25 |
| Average | 21 | 10 | 10 | 14 | 5 | 6 | 8 |
| Poor | 0 | 2 | 1 | 8 | 2 | 3 | 1 |

Graph-6



INTERPRETATION:

From the above table 17% of the respondents preferred PERFORMANCE as their main motive, 22% of the respondents preferred PRICE as their main motive, 4% of the respondents preferred FEATURES as their main motive, 22% of the respondents preferred TRANSPORT as their main motive, 2% of the respondents preferred RELIABILITY as their main motive, 21% of the respondents preferred BRAND IMAGE as their main motive.

Conclusion:

- 45% of the respondents are TATA Consumers and hence it is most Preferred CAR brand out of various brands.
- TATA 1500CC is the most preferred model out of all products
- 60% of the respondents are considering TATA brand before purchasing there for use.
- Most of the respondents are getting information through friends Before purchasing the CAR.
- Most of the respondents are wanting good satisfaction with dealer Service comparing to other brands.
- Most of the respondents are giving more preference to mileage.

- □ 60% of the respondents are affecting by their friends and relatives.
- □ The respondents are paying their bills at the company show rooms, and these are also acting as respondents care centers for all queries and needs of the consumers.

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