



CONSUMER PERCEPTION TOWARDS TATA MOTORS AT VAPI

Pawan Padvi*1, Hemil Mistry*2, Jay Prakash Lamoria*3

*1,2Department of Management Studies, Parul University, Vadodara, India.

*3Assistant Professor, Department of Management studies, Parul University, Vadodara, India.

ABSTRACT

A consumer's perception of a product or service offered may differ from what the producer or marketer had intended to offer. This is neither helpful nor favorable for both the parties in today's competitive environment. Also, it is likely to have more serious result in seeking consumer attention as today's consumers have greater exposure to the minute, diverse and extensive information. The objective of the research aims to understand the perception of consumer towards the Tata motors and even aims to understand the likeability of the Tata motors in the market. This report also contains some research to find out the interests of consumers towards the Tata motors. This report also has the Data analysis with different Tests used. The research methodology also has been done through the data collection method. Primary source of data have been used by survey that was been filled up by customers.

I. INTRODUCTION

It's possible that a consumer will perceive a product or service differently than the manufacturer or marketer intended. In the highly competitive environment of today, this is neither advantageous nor helpful for either party.

Additionally, it is probably going to have a more significant impact on getting customers' attention because they are exposed to more broad, diverse, and up-to-date information now than ever before. The study's goal is to comprehend consumer attitudes concerning Tata cars and even how marketable they are.

This report also includes some research to determine consumer preferences for the Tata automobile. Additionally, this report includes an examination of the data using several tests.

The data collection technique has also been used for the study approach. Consumer surveys that were completed served as the primary source of data.

II. REVIEW OF LITERATURE

1. Amita Girdhar, Suman Ghalawat and Kavitha² (2015) conducted a study of consumer behavior considering various attributes towards purchasing a car. The present paper has empirically investigated the objective of developing a model framework for various decision areas of consumers while purchasing a car. The study is mainly data based on a sample of 300 respondents from Hisar district of Haryana state and applied statistical tools of factor analysis and Discriminant analysis to achieve the objective of the study. The result of the study explained that consumers are more influenced when preferring the brand of car for purchasing by product strategies, followed by technology know-how and up to some extent level of satisfaction and service orientation. On the other hand, consumers are least influenced by the factor workshop features.

2. Sangeeta Gupta¹⁶ (2013) studied the buying decision influencers for passenger car segment in New Delhi. The objective of this paper was to investigate the differentiating parameter and effect of the reference group that influences the consumer buying behavior of car owners within the city of New Delhi. The primary data was collected from 191 respondents, located in New Delhi using convenience sampling. The results revealed the strong influence of attributes like price, fuel efficiency in buying decision and importance of reference group.

3. Vishal Rana and Lokhande⁴ (2015) investigated the consumer preferences & attitude towards passenger cars of Maruti Suzuki and Hyundai motors in Marathwada Region of Maharashtra. The objective of this research paper was to know the preferences and opinions of Maruti and Hyundai customers regarding after sales service, resale value and fuel efficiency along with customer preferences while buying Maruti and Hyundai brands. The present study is descriptive in nature and convenient sampling technique has been adopted for selecting the consumers. The primary data has been collected with the help of the

structured questionnaire. The study revealed that the customer's preferred Maruti cars on parameters like fuel efficiency, after sales service, resale value, availability of spare parts whereas in view of Hyundai customers they preferred vehicles on parameters like comfort and convenience, exterior, technology etc. The study concludes that proper customer care strategy plays the vital role in satisfying.

4. Prof. Elizabeth Chacko, Ms. PunuyaSelvaraj (2014).In this new era we can see segment for small four wheeler car quite large. This research paper has most innovative, author are analysis only female consumer Pattern and how they driving new car and also the purchasing pattern of their brand, Services, quality, mileage ere.
5. Mr. Jitin Sharma and Mr. Sohail Verma (2012) Descriptive research, Convenience and judgmental sampling techniques, was used to gather the samples. The sample size was 100, KMO (Kaiser-Mayer-olkin), Bartlett test was used to analyze the data The above study shows that the apple made very high-quality products with good resale value
6. Yasodha Damodaran & dr. kummudha A. (2014) Tata Motors dominates over 60% of the Indian commercial vehicle market. Tata motors are the largest medium and heavy commercial vehicle manufacturers in India. This research paper has purely base on only one four wheelers that is TATA NANO.
7. Dr. H. S. Adithya (Jan 2013) They have become a part and parcel of today's life and most of the car manufacturers target the middle class segment to a great extent.
8. Prof. Madhavi Dhole, (June 2013) Indian automobile industry embarked on a new journey in 1991 with de licensing of the sector and subsequent opening up for 100 percent FDI through automatic route.
9. Tung Wei-Chia (2013).The outcome of the study revealed significant factors regarding the demographic nature of the target market as well as their perceived perceptions toward the selected Chinese buffet.
10. Vikram Shende (February 2014) All segments in Indian Car industry were studied and found that buyer has different priority of behaviors in each segment, whereas main driver for car purchase is disposable income.
11. K. Rama Mohan Rao Chandra SekharPatro (October 2016) The result reveal that the six key factors like convenience, website design, delivery, price advantage, reliability and responsiveness significantly influenced the consumers perception on e-shopping
12. Dr. M. Prasanna Mohan Raj. (January 2013) This paper has indicate how the customer are prefer the particulars brand for example there are people select specific brand in four wheelers like Maruti or TATA, so people are purchase car which they really like. Brand factors are core part for customer point of view.
13. Nikhil Monga (February 2012) This is lead to constant modifications of Car Models & its features and today we see a new model coming into the market practically every quarter. The market is a very important place to study the behavior of consumers and also provide useful insights what a consumer requires in a product.
14. Ratan Binodini Amiya Priyadarsini (May 2014) conducted a study to understand the influence of service quality and customer satisfaction on brand trust for hotel services in Dubai and the result of the study indicates that both service quality and customer satisfaction have positive influence on brand trust.
15. Choy John (2010) Thus, they need to understand what factors might influence their customers' decision in purchasing an automobile.. If we talking about the quality Honda nume has come in our mouth. It is not that much costly but people can buy for showing their status.
16. Aytan Mammadli (2016) the results revealed that consumers of local fast food outlets are overall satisfied with their fast food restaurant experience. Additionally, consumers exhibited high importance towards certain attributes such as quality and nutritional value of products, cleanliness and hygiene of the dining premise, quality and speed of the service handling, menu variety were amongst perceived important value attributes.
17. Dr. Qian Sun at el (2012) the study suggests that intrinsic factors are still far more important than extrinsic ones in the Indian consumer decision making process. Xiaoling (Martine) expressive functions of the brand in China. Guo (2011) et al found that consumer perceives both utilitarian and
18. Inamullah khan (March 2012) The crucial part of this when the company has providing better services and also the good quality the consumer can trust blindly for this company and company has to fulfill the all requirement which consumer wants.
19. Philip Kotler Due to increasing the technology four wheelers market has try to do every time innovative, creative. For that

second example in four wheelers more comfort in that TV facility, Google map, automatic lock system etc.

20.G. Schiff man and Leslie Lazar kanuk whenever four wheelers industry has making the product it aims to helping the safety of every individual customer. When the four wheelers sectors build up any product they take care and protect the consumers it's creating good image in customers mind.

21.Michael R. Solomo Consumer satisfaction is determining by overall feelings, or attitude, a person has about a product after has been purchasing consumer engage in a constant process of evaluating the things they buy as they integrate these products into their daily consumption activity.

22.Mr. parulmittal & Dr. ravinderin the long-run, advertisement help brands by making consumer less price sensitive and more loyal.Hans Megens The cost and technical input required to develop these lands may be far beyond the means of small farmers in the area, but can be undertaken by agri-business corporations. In order to reach the increased goals of food production, reduction of waste, more value added production and increased exports, enormous investments will be necessary throughout the whole food M.C. VijayakanthUrs, A N Santosh Kumar, A.N. HariRao (OCT 13) simply providing a good product at a good price is no longer enough. Satisfied customer's form the foundation of any successful business as customer satisfaction leads to repeat purchase, brand loyalty, and positive word of mouth.

23.MayankBhatia Amit Jain (2013) Consumers' level of awareness about green products found to be high but at the same time consumers are not aware about green initiatives undertaken by various government and non-government agencies signifying need for more efforts from organizations in this regard.

24.D. ARTHI & K. MALAR MATHI (Oct 2013) it is also bought for comfort, convenience, fun, and prestige/status. The research paper has indicated consumer has bay four wheelers for increasing the income and to show their status.

25.Gaurav Vashishth Dr Nishi Tripathi perfectionism consciousness, brand consciousness, novelty and fashion consciousness,impulsive and careless consumer, confused by over choice consumer, habitual and brand loyal consumer, recreational and hedonic shopping consciousness, and price and value consciousness.

26.Sudharani Ravindran and Gayathridevi25 (2010) studied the customer satisfaction of Hyundai i10 in Coimbatore city. The research is descriptive in nature. The sample design adopted for the study was the simple random sampling. The sample size was one hundred which included the only owner of Hyundai i10 cars in Coimbatore city. The customer's expectations over a Hyundai i10 were identified and it was found to be based on certain factors.

27.Shalini and Kanakaraj30 (2015) investigated the consumer's perception towards Nano car in Coimbatore city. The present study is an empirical inquirer into the influence of consumer satisfaction to buy products and services from car showroom. The study is purely based on primary data as well as necessary secondary data. The population of the study was online retail customers in the city of Coimbatore (India). A total of 100 customers were surveyed through nonrandom technique by using convenience sampling method for testing the hypotheses. The statistical tools employed for this purpose are Percentage analysis and Chi - square Analysis. The present study revealed that consumers have a good preference towards TATA Nano vehicle. They are mainly motivated by the price of the car. It can be concluded that the consumers are satisfied with the price, appearance of the vehicle and comfortability in the crowded area.

III. RESEARCH AND METHODOLOGY

Research Design: here according to research topic we have used descriptive research design. .

Data collection:

Source of data

Primary data:

- Primary research consists of a collection of original primary data collected by the researcher.
- Questionnaires are prepared.
- Secondary data:-
- Secondary data is one type of quantitative data that has already been collected by someone else for a different Purpose.
- Secondary data consist of literature review and project reports.

Sampling methods

The sample size is a term used in market research for defining the number of subjects included in a sample size. By sample size, we understand a group of subjects that are selected from the general population and is considered a representative of the real population for that specific study.

Sample size:

- The sample size for this research will be 16

Data collection method

The data collection method used in this research project is the primary and secondary data collection method.

Questionnaire has been prepared with the best questions to get the best suitable answers.

The questions are in form of multiple-choice questions as it becomes easy and quicker way for the consumers to answer. This leads to perfection in answering the questionnaire Revenue and reputation. The frequency of misrouting of consignment. The impact of misrouting of consignment on the company's revenue and r

IV. ANALYSIS

The results of the research shows the following:

Number of samples collected 154

Age groups who responded are 15 to 47

Number of respondents who are Tata motor users 67.5%

Number of respondents who are not the users of Tata motors 32.5%

What attracts the consumers towards Tata motors?

Comfort: 57.8%

Price: 22.7%

Average: 10.4%

Others: 9.1%

Does brand value attracts you?

Yes: 93.5%

No: 6.5%

Gear type prefer to buy:

Manual: 54.4%

Automatic: 45.5%

Which fuel do you prefer?

Diesel: 33.8%

Petrol: 44.8%

Electric: 19.5%

Cng: 1.3%

Hybrid: 0.6%

While buying do you go for discount:

Yes: 59.1%

No: 10.4%

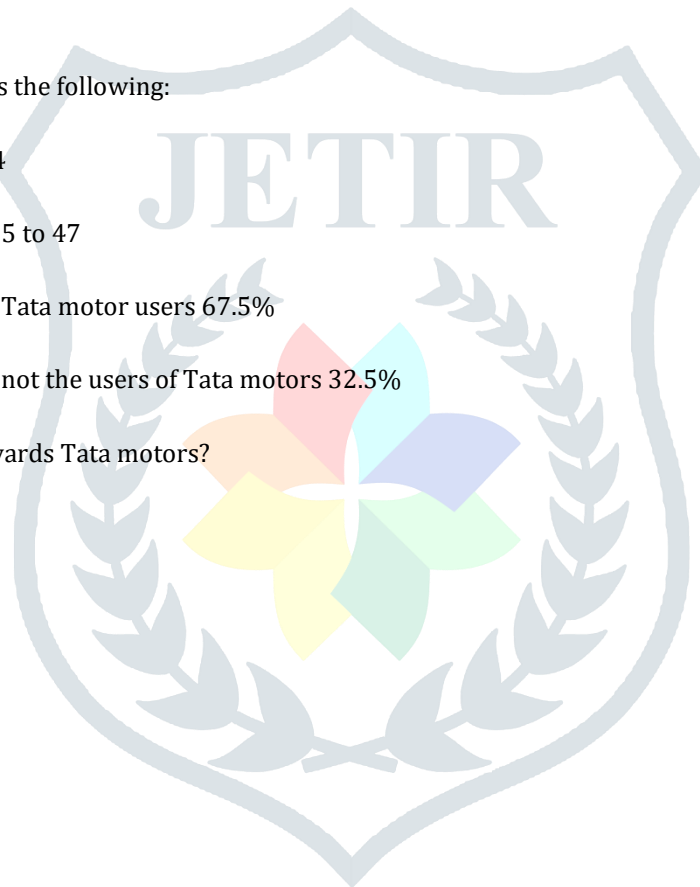
Occasional: 30.5%

Do you prefer insurance with the vehicle?

Yes: 78.6%

No: 3.2%

Sometimes: 18.2%



Does color of vehicle affects your purchase decision:

Yes: 83.1%

No: 16.3%

Sometime: 0.6%

Which segment of vehicle affects your purchase decision?

Seating space:

Fuel type;

After sales service:

All:

How do you feel best way to purchase Tata motors?

Emi: 48.1%

Loan: 24.7%

Cash: 25.3%

Other: 1.9%

V. RESULTS

The research states that the Tata motors brand value attracts the large scale of consumers. Comfortability and price are also the important factors which plays a major role in purchase decisions of the buyers. The gear type preferred by the buyers does not affect the purchase decision more as both manual and automatic gear type preferred equally. By looking at fuel type preference petrol is the most preferred type after which diesel is the second, but we can see people are shifting to EV too. People prefer discount and insurance on every buy they do. The color of vehicle is also an important part while purchase as more individual's prefer color of their choice. Safety is the most important which consumers do check before the purchase. People prefer to purchase with the EMI option and finance the vehicle more than cash and other modes.

VI. CONCLUSION

Research was conducted under the premises of Vapi, Gujarat. 154 respondents were targeted and it was concluded that respondents are loyal customer preferring Tata motors. It is found that the large number of respondents are preferring Tata motors due to its brand value, comfortability, price, safety features and quality service. The TATA motors is indeed a Good choice for customer who need a practical, comfortable motor vehicles especially for the price that it is offered at. Style being Subjective a few might feel that the vehicle has an overdone design.

VII. REFERENCE

- [1] Monga, Nikhil, Bhuvender Chaudhary, and Saurabh Tripathi. "Car Market and buying behavior-A study on Consumer
- [2] Raj, M. Prasanna Mohan, Jishnu Sasikumar, and S. Sriram. "A Study on Customers Brand Preference in Suvs and Muvs:
- [3] Binodini, Ratna, and Amiya Priyadarshini Das."Review of Social Exclusion and Inclusive Policy in India." *Economic Affairs* 58.1 (2013): 43-47.
- [4] Shende, Vikram. "Analysis of research in consumer behavior of automobile passenger car customer." *International Journal*
- [5] Joshi, Krishna, and ChetnaParmar. "A study on Fundamental Analysis-Factors affecting Selection of Security for Portfolio Construction with special reference to Automobile Industry." (2017).
- [6] Damodaran, Yasodha, and A. Kumudha."Customers Perception towards Tata Nano Car in Coimbatore." *Abhinav International Monthly Refereed Journal of Research in Management & Technology* 3.5 (2014): 70-78
- [7] Najeemudeen, K. P., and N. Panchanatham. "Information Sources for Two-wheeler Purchase: An Analytical Study with
- [8] Special Focus on Malappuram District of Kerala." *Universal Journal of Industrial and Business Management* 4.2 (2016):
- [9] EXPECTATION, CUSTOMER, et al. "www.icmrr. org."
- [10] Effect of Marketing Mix Variables." *Researchers World* 4.1 (2013): 48.
- [11] Perception." *International Journal of Research in Management, Economics and Commerce* 2.2 (2012): 44-63.