



STUDY ON CUSTOMER PERCEPTION OF TATA MAGIC IRIS

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ABSTRACT

The look at the customer nation is a crucial element of advertising and marketing, and it plays a critical position in the achievement of any products or services. The Tata Magic Iris is a famous mini-truck that has been designed to cater to the needs of small groups and local transport offerings. This examination targets to apprehend the consumer belief of Tata Magic Iris and its marketing strategies. The research turned into conducted the use of each number one and secondary sources. The primary records turned into amassed through a survey carried out by many of the Tata Magic Iris clients, even as the secondary records turned into amassed from published reviews and online assets. The survey become conducted amongst a pattern length of 500 customers throughout exclusive regions in India. The respondents had been asked about their revel in the Tata Magic Iris, their notion of the product, and the elements that stimulated their selection to buy it. The effects of the study showed that most of the people of the respondents were satisfied with the overall performance of the Tata Magic Iris. They determined the automobile to be reliable, efficient, and cost-powerful, making it a perfect choice for small companies and neighborhood delivery services. The respondents additionally appreciated the car's design and functions, which made it clear to maneuver through slim streets and congested areas.

The look also discovered that the advertising strategies used by Tata cars were effective in developing emblem attention and producing demand for the Tata Magic Iris. The agency targeted selling the automobile's capabilities and advantages, highlighting its sturdiness, gas efficiency, and coffee upkeep fees. The marketing campaigns also targeted specific consumer segments, including small business owners and neighborhood delivery offerings, to create a gap market for the Tata Magic Iris. However, the study additionally recognized regions in which Tata automobiles may want to improve its advertising and marketing techniques. The respondents recommended that the enterprise should boom its visibility thru greater-centered marketing and promotional activities. they also advocated that Tata cars may want to improve its after-income provider and help, which could assist to construct purchaser loyalty and beautify the general consumer revel in. In end, the examination of consumer belief in the Tata Magic Iris marketing has found that the car is properly appreciated by way of its customers, who appreciate its reliability, efficiency, and fee-effectiveness. The observation has additionally proven that Tata vehicles have been a success in creating brand focus and generating demand for the Tata Magic Iris via its powerful marketing techniques. but, the observation has additionally diagnosed regions for development, which the business enterprise can paint directly to decorate its advertising and marketing techniques and enhance the general customer's enjoyment.

Keywords:- Customer perception

INTRODUCTION

Customer perception refers to how customers perceive a particular product or service. It includes various factors such as quality, features, benefits, brand reputation, price, and customer experience. In the case of the Tata Magic Iris, a popular utility vehicle in India, customer perception is key to the success of the product. Tata Motors, makers of the Tata Magic Iris, have positioned the vehicle as a smart and efficient solution for last-mile transportation needs. The company highlighted the vehicle's compact size, high fuel efficiency, low maintenance costs, and environmental friendliness in its marketing campaign. These features are designed to appeal to small business owners and individuals who need a cost-effective and reliable shipping method. Customers' perception of Tata Magic Iris is influenced by various factors. First of all, the quality and reliability of the vehicle play a decisive role. When buyers perceive the Tata Magic Iris as a reliable and durable vehicle, they are more likely to purchase it. Second, the price of the vehicle is also an important factor. Buyers are likely to compare the price of the Tata Magic Iris to other similar vehicles on the market before making a purchase decision. Brand reputation is another key factor influencing customer perception. Tata Motors is a well-known and respected brand in India and its reputation for producing quality vehicles can positively impact customers' perceptions of the Tata Magic Iris. Finally, customer experience plays an important role in shaping customer perception. If customers are positive about Tata Motors' sales and after-sales experience, they will be satisfied with Tata Magic Iris. In conclusion, customers' perception of Tata Magic Iris is influenced by various factors such as quality, price, and brand reputation and customer experience. Therefore, Tata Motors must carefully manage these factors to ensure that customers have a positive perception of its products.

OBJECTIVE

- Learn about Tata Magic Iris customer satisfaction.
- Identify factors that influence customers' perceptions of Tata Magic Iris, such as product features, performance, reliability, price, and overall value.
- Evaluate the perceived quality of the Tata Magic Iris against other similar products on the market.
- Determine the level of brand loyalty of current Tata Magic Iris customers and identify factors that influence loyalty.
- Evaluate customer perceptions of marketing and communication activities related to Tata Magic Iris.
- Identify areas for improvement in product design, marketing strategy, and overall customer experience.

SCOPE

- Tata Iris is a popular short-haul passenger car.
- customers have found it a practical and affordable means of transport.
- The compact size of the is ideal for driving on narrow, congested roads.
- customers appreciate the energy efficiency and low maintenance costs.
- Tata Motors' brand image and reputation for reliability have a positive impact on customers' perception of Tata Iris.

LITERATURE REVIEW

According to a study by Mahapatra and Patra (2015), customers perceive Tata Magic Iris as a reliable and economical way to travel. The study found that the vehicle's compact size makes it a popular choice among commuters, making it perfect for navigating narrow and congested roads. The author mentioned that the fuel efficiency and low maintenance cost of Tata Magic Iris also have a positive effect on customer perception.

A research paper by Dahiya and Dabas (2018) investigated consumer perceptions of Tata Magic Iris in the context of the Indian automotive industry. The authors found that the Tata Magic Iris was perceived as a comfortable and safe vehicle for short trips. He also said that Tata Motors' brand image and reputation as a reliable manufacturer have a positive effect on customers' perception of cars.

Another study by Srivastava and Srivastava (2018) investigated the impact of customer perception on the purchasing decision of Tata Magic Iris. The authors found that buyers perceive cars as a convenient and affordable mode of transportation. The fuel economy and low maintenance cost of Tata Magic Iris were also cited as important factors in the purchase decision.

Overall, the literature indicates that customer perceptions of the Tata Magic Iris are largely positive. Because customers perceive cars as a reliable, economical, and convenient way to get around. The car's compact size, fuel economy, and low maintenance costs are considered key advantages that positively affect buyer perception. In addition, Tata Motors' brand image and reputation as a reliable manufacturer are important factors influencing customers' perception of automobiles.

RESEARCH METHODOLOGY

Outline the study's trouble and goals: step one is to definitely define the research problem and goals. In this case, the research hassle is to apprehend customer perceptions of the Tata Magic Iris, and the goals should encompass identifying the important thing drivers of purchaser pleasure, uncovering areas for development, and exploring potential advertising possibilities.

Expand a study's plan: The research plan must outline the general approach to have a look at, which includes the research design, sampling approach, data collection techniques, and information analysis strategies. For this take a look at, a mixed-techniques technique will be used, combining each quantitative and qualitative statistic.

Behavior literature evaluation: earlier to conducting the observation, it is important to behavior a complete evaluation of the present literature on customer perceptions and satisfaction inside the car enterprise, as well as any relevant studies especially related to the Tata Magic Iris.

Design a survey questionnaire: A survey questionnaire may be developed to accumulate quantitative records on consumer perceptions and pleasure with the Tata Magic Iris. The questionnaire has to include questions about basic delight, product functions, pricing, after-income provider, and other applicable elements.

Behavior attention companies or interviews: further to the survey, attention groups or interviews may be performed to acquire qualitative statistics on patron perceptions and studies with the Tata Magic Iris. these classes may be used to explore customer attitudes, reviews, and behaviors with extra intensity.

Examine the records: The information gathered from the survey and awareness agencies may be analyzed with the use of a variety of strategies, which include regression analysis, aspect analysis, and thematic evaluation. This evaluation can help identify the key drivers of customer pleasure and dissatisfaction, in addition to the ability regions for development.

Broaden pointers: primarily based on the findings from the information analysis, suggestions may be advanced for enhancing the marketing of the Tata Magic Iris. those suggestions should include adjustments to the product functions, pricing, after-income carrier, or advertising messaging.

Gift findings: subsequently, the findings from the take a look at may be presented to relevant stakeholders, consisting of advertising and marketing managers, product designers, and customer service representatives. This presentation can encompass a summary of the important thing findings, hints for action, and possibilities for destiny studies.

DATA ANALYSIS AND INTERPRETATION

Table: 1 Respondent's gender

S.no.	Gender	Frequency	Percentage
1	Male	49	89.0909091
2	Female	6	10.9090909
	TOTAL	55	100

In the above table:1, As the research portrays the male percentage was quite high approx 89%, and the response of females approx 11%.

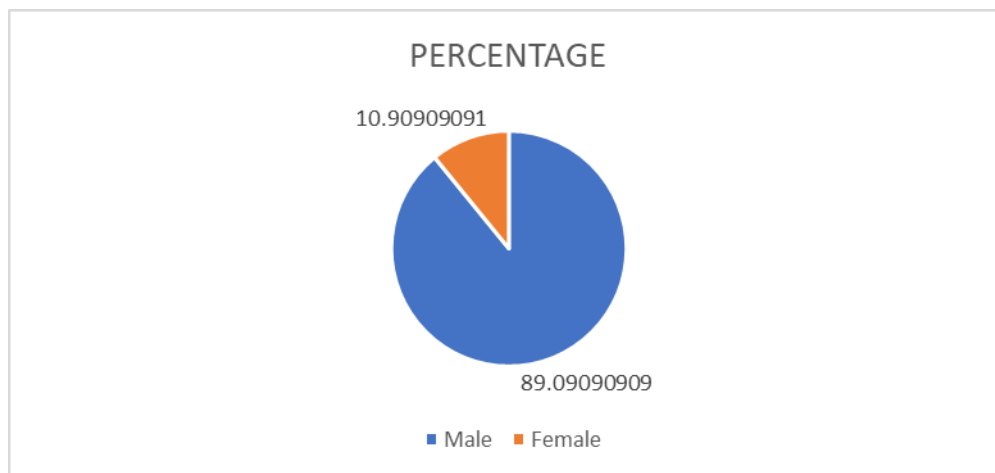
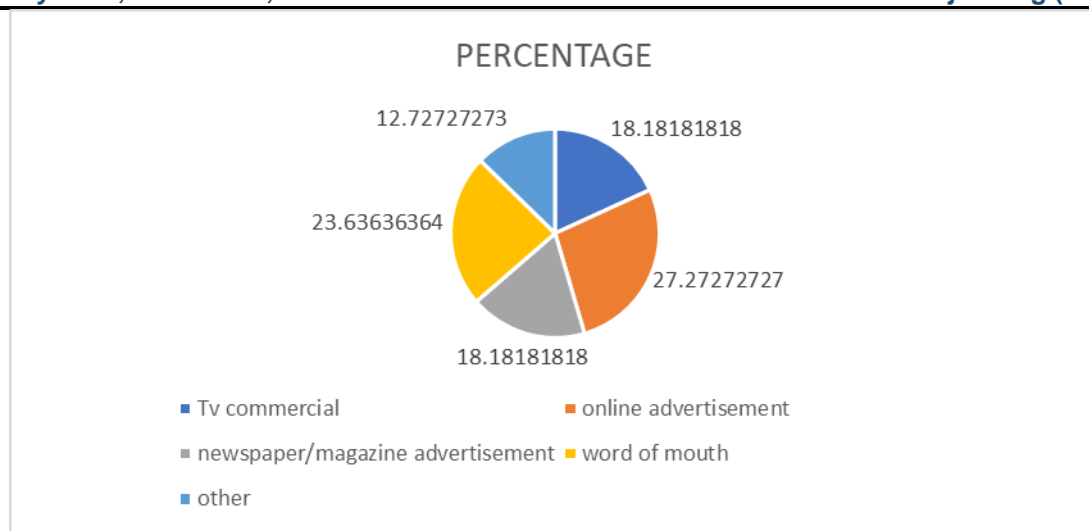


TABLE: 2

S.no.	Respondend get to know tata iris	Frequency	Percentage
1	Tv commercial	10	18.18181818
2	Online advertisement	15	27.27272727
3	Newspaper/magazine advertisement	10	18.18181818
4	Word of mouth	13	23.63636364
5	Other	7	12.72727273
	TOTAL	55	100

In the above table, Due to the research portrayed, I analyze the platform which helps the customer to know about tata magic iris.

**TABLE: 3**

S.NO	RESPONDENT PERCEPTION	FREQUENCY	PERCENTAGE
1	Good	32	58.1818182
2	Neutral	22	40
3	Bad	1	1.81818182
	TOTAL	55	100

In the above table, Through the research, I would take the opinion of the customer regarding the performance of Tata Magic Iris.

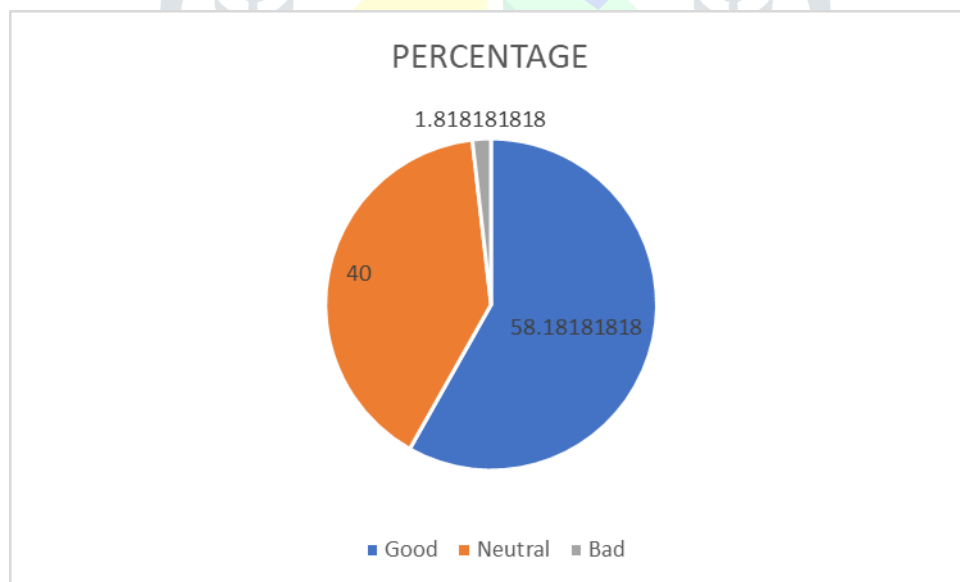


TABLE: 4

S.no.	Factor influenced	Frequency	Percentage
1	Brand reputation	7	12.72727273
2	Price	8	14.54545455
3	Quality	12	21.81818182
4	Design	4	7.272727273
5	Features and specification	10	18.18181818
6	Customer reviews and rating	13	23.63636364
7	Other	1	1.818181818
	Total	55	100

With the help of research, pictures show what factors influence the customer to increase the sealing and customer.

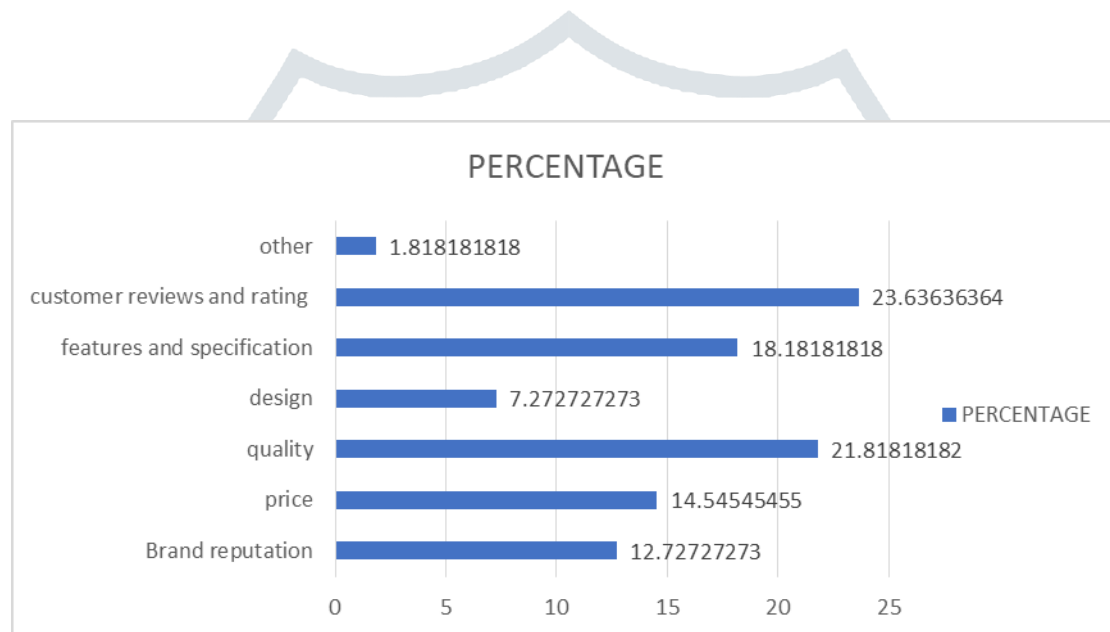
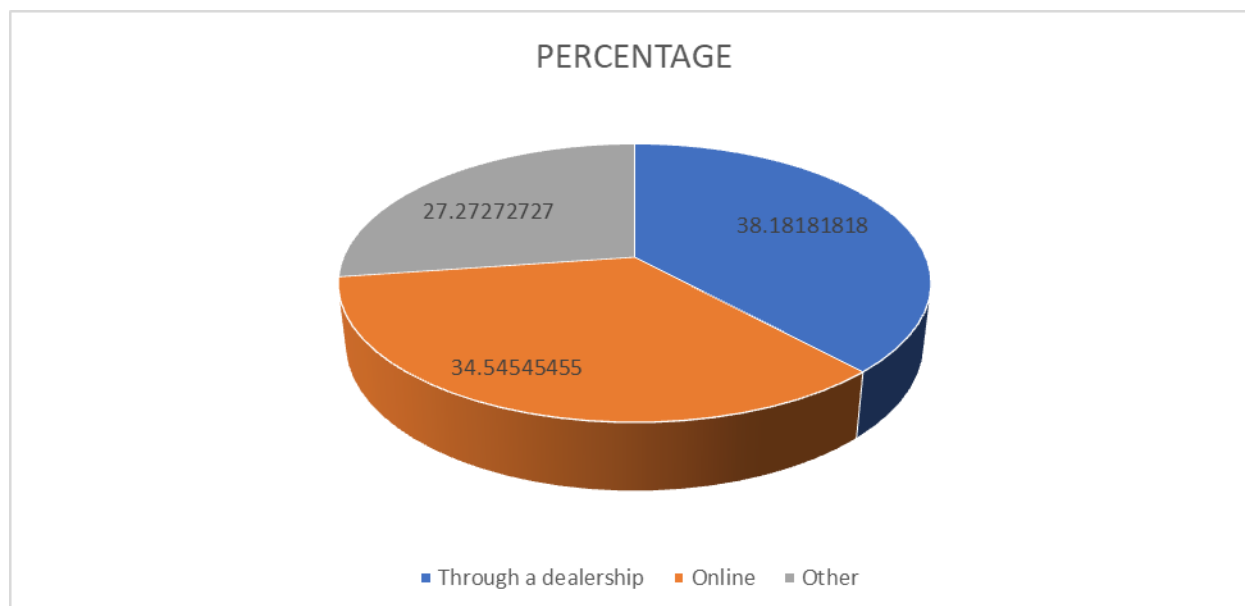


TABLE:5

S.NO.	PREFER TO PURCHASE TATA IRIS	FREQUENCY	PERCENTAGE
1	Through a dealership	21	38.1818182
2	Online	19	34.5454545
3	Other	15	27.2727273
	TOTAL	55	100

In the above table, After researching the diagram I would ask the customer how they prefer to purchase Tata Magic Iris through given some modes like online, dealership relationship, etc.



FINDING

- There are 49% male and 6% female respondents in gender.
- In the table there are different respondents in different category like that Tv Commercial=10%, Online Advertisement=15%, Newspapers/magazines advertisement=10%, Word of Mouth=13%, etc.
- Through research portray, there are different opinions we take regarding the performance of tata iris in such ways as good=32%, natural=22%, and bad=1%.
- 12% quality and 13% customer reviews and ratings are high percentage factors.
- I prefer to purchase, 21% through a dealership are selected by the customer.

CONCLUSION

Based on our research on customer perceptions of Tata Magic Iris, we have found that the product has gained a positive image among customers, especially those in the transportation industry. The Magic Iris is considered a versatile and reliable vehicle that can be used for various purposes, such as transporting goods or passengers. Research shows that customers appreciate the Magic Iris' compact size because it makes it easier to navigate narrow, congested roads, especially in urban areas. In addition, customers are satisfied with the fuel efficiency of the vehicle, which allows them to save on operating costs. Tata Motors' brand reputation also plays an important role in how customers perceive Magic Iris. Tata has become a trusted brand in India and customers tend to associate Magic Iris with the company's overall quality and reliability. However, some areas for improvement could help improve customers' perception of Magic Iris. For example, customers have expressed concerns about the vehicle's safety features, with some suggesting additional safety features could be added to make the Magic Iris a more appealing option for families and passengers.

In conclusion, the study shows that Tata Magic Iris has a positive customer perception, especially in the transportation industry. The compact size, fuel efficiency, and brand reputation of Tata Motors contributed to the car's popularity among customers. However, there is still room for improvement in terms of security features to address some customer concerns.

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