

# Consumer Perception Towards TATA Motors at Vapi

Prof. Rinki Mishra<sup>1</sup>, Charmi Upadhyay<sup>2</sup>

<sup>1</sup>Assistant Professor, Faculty of Management Studies, Parul University

<sup>2</sup>Student, Parul University

Date of Submission: 09-03-2023

Date of Acceptance: 18-03-2023

**ABSTRACT:** The automobile industry has experienced rapid expansion in recent years as new businesses enter the market offering cutting-edge goods and services. Providing its consumers with high-quality goods and services has been a priority for TATA Motors, one of the key companies in the Indian automotive sector.

The study examines how consumers perceive TATA Motors in terms of the calibre of its products, the reputation of the company, its after-sales support, and their general level of brand satisfaction. It looks into how customers in the Indian region of Vapi feel about TATA Motors. As well as outlining the brand's advantages and disadvantages, it will offer suggestions for enhancing TATA Motors' goods and services. The results of this study will be helpful to TATA Motors and other automakers in understanding consumer preferences and creating successful marketing strategies to satisfy their requirements and expectations.

**Keywords:** Automobile, TATA motors, Consumer perception, Vapi region

## I. INTRODUCTION

Tata Motors is an Indian multinational automotive manufacturing company headquartered in Mumbai, Maharashtra, and is a part of the Tata Group. TATA Motors operates in a number of markets around the world. In India, TATA Motors is the largest car and commercial vehicle manufacturer and has a wide range of passenger and commercial vehicles in its portfolio.

The company produces a wide range of vehicles including passenger cars, trucks, vans, coaches, buses, sports cars, construction equipment, and military vehicles. Consumer perception is a critical factor in the success of any brand, and it plays a vital role in shaping the company's image and reputation.

It is essential for companies to understand how their consumers perceive their brand and what

factors influence their perception. The study will focus on identifying the key factors that influence consumer perception towards TATA Motors, including product quality, customer service, pricing, and brand image. The research will use a structured set of a questionnaire for survey. The survey will be administered to a sample of consumers residing in the Vapi region, and the data collected will be analysed using statistical tools to identify significant patterns and trends in consumer behaviour towards TATA Motors. The study will look at the awareness and image of TATA Motors among consumers in the Vapi area and provide recommendations for improving its products and services as well as insights into the factors that influence consumer perception towards TATA Motors in the Vapi region and will contribute to the growth and success of the Indian automobile industry.

## II. LITERATURE REVIEW

**Prashant Salwan (2011)** Growth and internationalization go hand in hand. Internationalization has many risks like economy, technology, customer segments, competition intensity etc. In this paper the author has examined the growth of the Indian automobile giant TATA Motors, both domestically and internationally. The study relates to the period from the 1999 recession to the present and has used the strategic formulation steps. It tried to map the strategy and delineate the lessons learned in the process. The lessons were in the range of opportunity capitalization, cost reduction, and strategies of international business to product strategies and market selection. The theory of firm framework has been used in the analysis of growth.

**Amita Girdhar, Suman Ghalawat and Kavitha (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.

**Dr. Malik Garima** This paper is derived from a larger scale project investigating consumer attitudes towards Tata Nano. It presents focus group results on consumer perceptions, attitudes and behaviour in relation to preferring and purchasing the Nano. The paper studies the primary data of 150 respondents across NCR (National Capital Region). To explore the customers' perception of Nano, analysis is done on various variables like price, style, attributes, availability, and factors affecting the Indian customers. A study of the performance of the retailers is also done for fastest sales conversion. Factor analysis and cross tabulation were employed to the dataset. It was found that the three major factors that influence the decision of purchasing the car are price, fuel efficiency and performance of the car. The study also revealed that majority of the respondents like the car because of its style and the reasonable price. It was also found that 70 percent Nano customers already had a car. With the increasing competition amongst automobile companies, the findings can act as a strategic tool to achieve competitive advantage and customer satisfaction.

**C. Ganesan and X. Palin Jeromina** This study proposes a research design approach to

identify what factors that highly influences the customer satisfaction level on before, during and after sales service of Tata Motors in Pondicherry. The researcher tried for 200 customers, but able to reach 157 because of eliminating the extreme cases and some missing values and few questionnaires were not returned. The Cronbach's  $\alpha$  reliability test was performed for each factor to know reliability of measurement items. Multiple regression analysis was used to know which factor influence more towards the satisfaction level of customers. It was inferred from the study that the customers were more satisfied with after sales service and also during the service. But they feel the before sales service was not much satisfactory.

#### OBJECTIVE OF THE STUDY

- To examine the consumer purchase and perception towards tata motors in Vapi
- To measure consumer satisfaction with TATA Motors products and services
- To ascertain the demographic profile of respondent
- To analyze the consumer buying preference
- To identify the strengths and weaknesses of TATA Motors from the consumer perspective in the Vapi

#### III. RESEARCH METHODOLOGY

- **Research design:** Descriptive search
- **Method Of Data Collection:** Primary data
- **Population:** The sample size of 50 respondents has been selected
- **Sampling method:** Random sampling
- **Data representation:** The data collected is represented in form of Table, graph, pie charts

Sample Size	Sample Type	Demographic Characteristics	Data Collection Instrument	Data Analysis Method	Research Objective
50 Respondents	Random Sampling	Age Group (18-25, 25-35, above 35), Gender (Male, Female)	Surveys/Questionnaires	Descriptive Research	To assess Consumer Perception Towards TATA Motors at Vapi

**Table:** Sampling frame

#### IV. DATA ANALYSIS AND INTERPRETATION

##### 1. How familiar are you with TATA Motors?

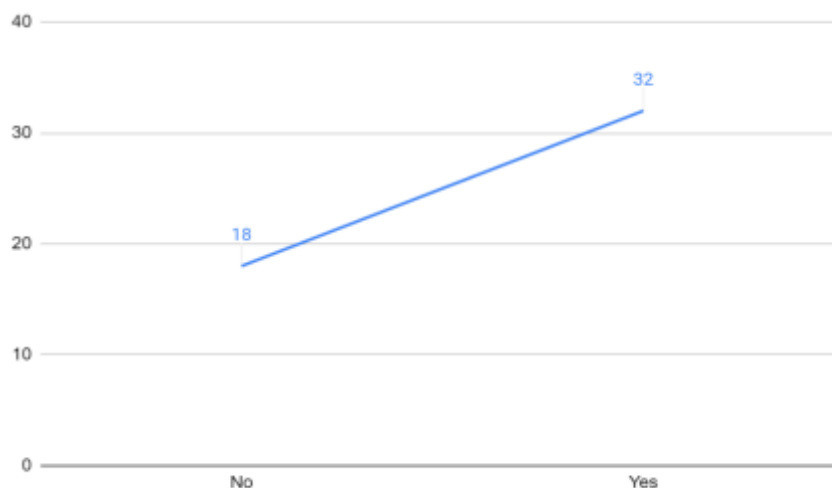
Familiarity	Frequency	Percentage
Not at all familiar	8	16%

Somewhat familiar	21	42%
Very familiar	21	42%

**Interpretation**

Out of 50 respondents 42% are somewhat familiar, 42% are very familiar and 16% are those respondents who are not familiar with TATA Motors.

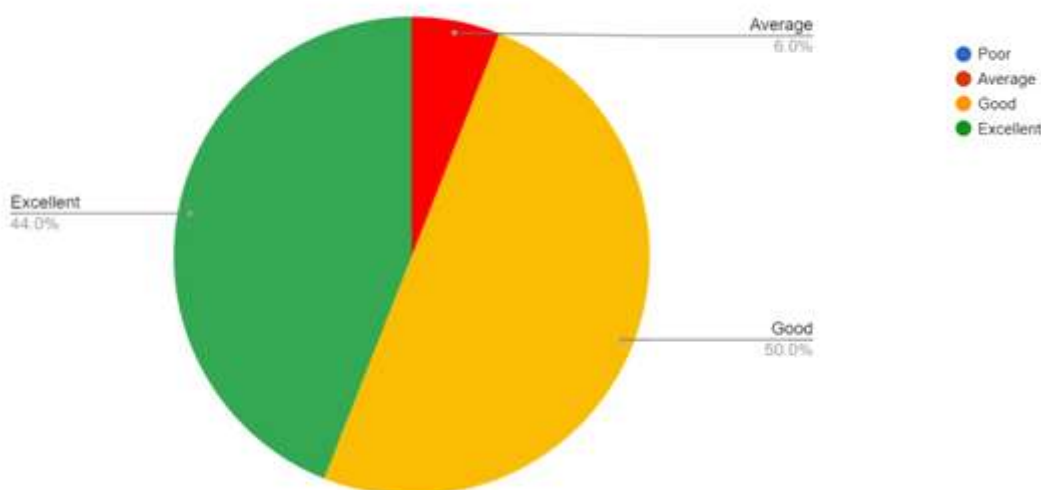
**2. Have you ever owned or driven a TATA vehicle?**



**Interpretation**

62 % have owned and or driven TATA vehicles whereas 38 % have not. The above trend line proves the popularity of TATA Motors.

**3. How would you rate the overall quality of TATA vehicles?**



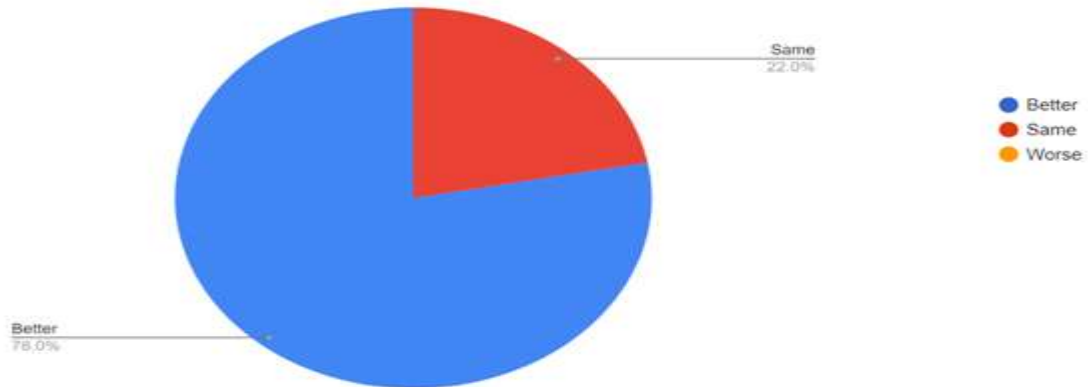
**Interpretation**

Out of 50 respondents 44% have given excellent ratings, 50% good ratings and 6% average

ratings to the overall quality of TATA motors. It describes the satisfaction level of customers towards the overall quality of TATA motors

**4. How do TATA vehicles compare in terms of price, performance, and durability to other vehicle brands in your opinion?**

Comparison	Frequency	Percentage
Same	11	22%
Better	39	78%



**Interpretation**

78% of people believe that TATA vehicles are superior as compared to others in terms of price,

performance, and durability and 22% believe that others brand vehicle are better than TATA vehicles.

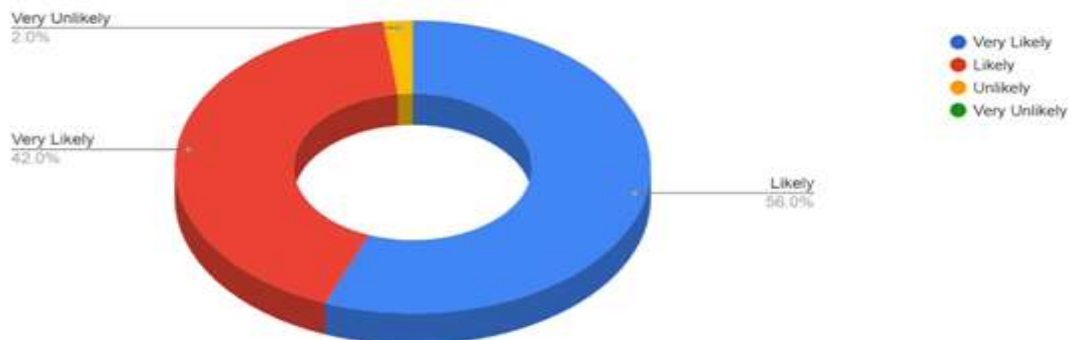
**Q.5. Are you aware of any TATA Motors dealership in Vapi?**

Awareness	Frequency	Percentage
No	33	66%
Yes	17	34%

**Interpretation**

66% respondents are aware of the TATA motors dealership in VAPI, Whereas, 34% are not.

**6. How likely are you to recommend TATA Motors to friends and family?**

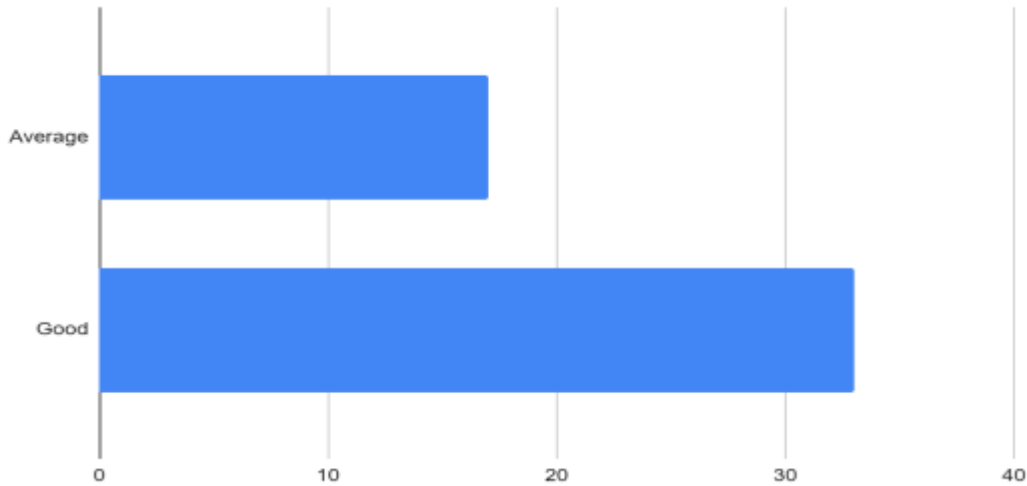


**Interpretation**

Out of 50 respondents, 56% stated that they are likely to have a TATA vehicle in the future, while 42% stated that they are very likely to have a

TATA vehicle. Only 2% stated that it is very unlikely for them to have a TATA vehicle in the future

**7. How do you perceive TATA Motors' after-sales service in Vapi?**



**Interpretation**

The above pie chart shows that the majority of respondents (66%) had a "Good" perception of TATA Motors, while a smaller proportion (34%) had an "Average" perception.

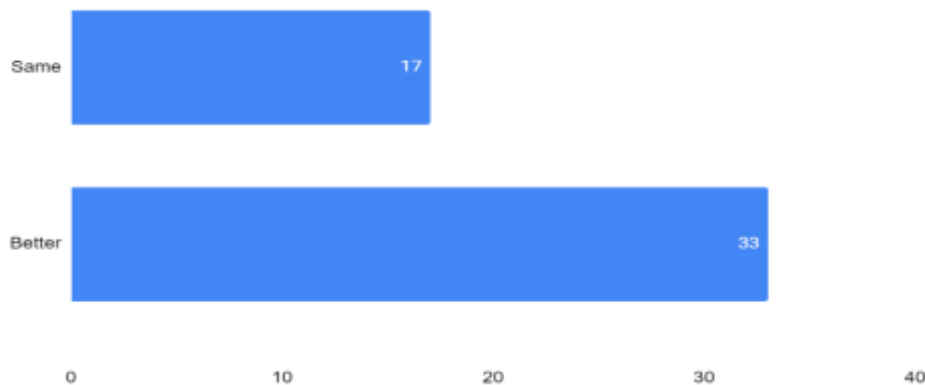
Awareness	Frequency	Percentage
No	27	54%
Yes	23	46%

**8. Are you aware of any TATA Motors' service center in Vapi?**

**Interpretation**

Out of the 50 respondents, 46% have a level of awareness about TATA Motors, while the other 54% do not have any awareness.

**9. How does TATA Motors' brand image and reputation compare to other vehicle manufacturers in Vapi?**



**Interpretation**

66% of respondents consider TATA vehicles to be better compared to other vehicles, while 34% of respondents consider TATA vehicles to be the same as other vehicles.

**10. Would you consider purchasing a TATA vehicle in the future?**

Response	Frequency	Percentage
Yes	39	78%
Maybe	9	18%
No	2	4%
Total	50	100%

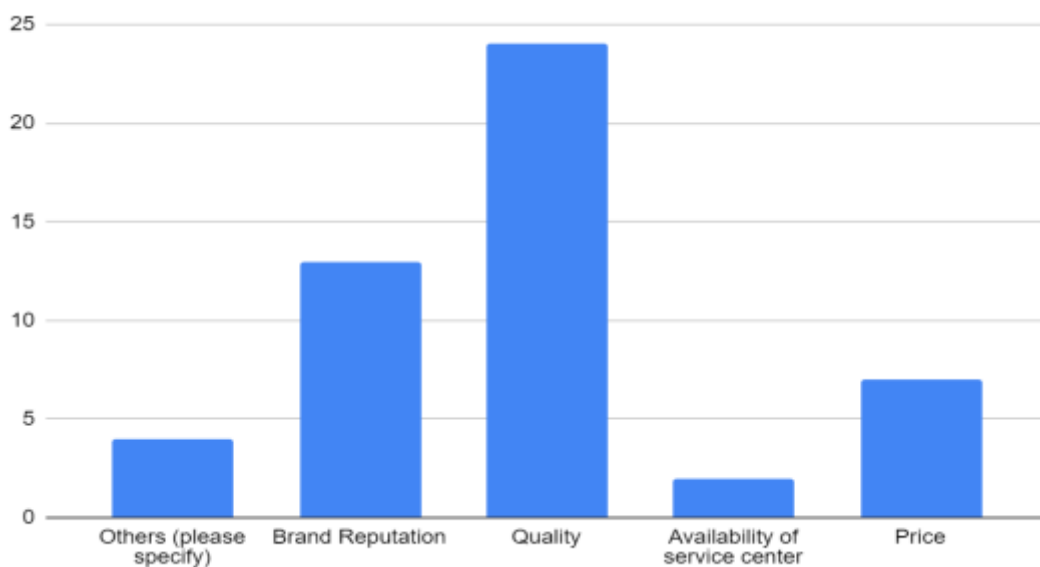
**Interpretation**

the majority (78%) of the respondents answered "Yes" when asked would they consider purchasing TATA vehicles in future. 18% of the respondents

responded with "Maybe" and only 4% answered "No". Out of 50 total respondents, the distribution of responses was well balanced with a majority giving a positive answer.

**11. Why or why not?**

Response	Frequency	Percentage
Brand Reputation	13	26%
Quality	24	48%
Price	7	14%
Availability of service centre	2	4%
Others (please specify)	4	8%



### Interpretation

48% of the respondents believe that quality is the main factor that would attract them towards purchasing TATA motors vehicles in future. Whereas, 26% are attracted towards the brand image, 14% are attracted towards reasonable pricing, 4% are attracted towards the availability of service centres and 8% have other reasons to purchase tata motors vehicles in Future.

### V. RESULTS AND FINDINGS

- The maximum number of respondents out of 50 respondents belongs to 18-24 age group (68%), 25-35 age group (12%), and above 35 age group (20%).
- If we compare gender out of 50 respondents (52%) are male while (48%) are female.
- Out of 50 respondents, 42% are only slightly familiar with TATA Motors, 42% are highly familiar with it, and 16% are not familiar at all.
- Out of 50 respondents, 62% had driven or owned a TATA vehicle, compared to 38% who had not. It demonstrates how well-liked TATA Motors is.
- The overall quality of TATA motors was scored as extraordinary by 44% of the 50 respondents, good by 50%, and average by 6%. It shows that the majority of respondents are happy with TATA motors' overall quality.
- Out of 50 respondents, 78% think TATA vehicles are better than other brands in terms of cost, performance, and durability, while 22% think other brands are superior to TATA vehicles.
- Among the 50 respondents, 66% are aware of the TATA Motors dealership in VAPI, compared to 34% who are not.
- Of the 50 respondents, 42% indicated that they are very likely to own a TATA vehicle in the future, while 56% said they are likely to own one. Only 2% of respondents said it is extremely unlikely that they will ever own a TATA vehicle.
- Out of 50 respondents, the majority (66%) thought positively of TATA Motors, while a smaller percentage (34%) thought the company was "Average."
- Out of the 50 respondents, 46% are acquainted of TATA Motors to some extent, while the remaining 54% are not.
- Out of the 50 respondents, 66% of respondents consider TATA vehicles to be better compared to other vehicles, while 34% of respondents consider TATA vehicles to be the same as other vehicles.

- When asked if they would consider buying TATA automobiles in the future, the majority (78%) of the 50 respondents said "Yes." Only 4% of respondents said "No," while 18% gave a "Maybe" response. Out of the 50 respondents, the distribution of answers was evenly distributed, with the majority responding in the affirmative.
- Out of 50 respondents, 48% of those polled think that quality will be what ultimately convinces them to buy TATA Motors automobiles in the future. While 26% of buyers want to buy Tata Motors vehicles in the future for the brand's reputation, 14% are motivated by affordable prices, 4% are drawn in by the availability of centers, and 8% have other motivations.

### VI. LIMITATION OF THE STUDY

- The study only focuses on one brand (TATA Motors) and does not compare it to other brands.
- The age group of the respondents is not evenly distributed, with the majority belonging to the 18-24 age group.
- The study is limited to a specific geographic location, VAPI, and may not be representative of other locations.
- The study only focuses on a few factors, such as familiarity with the brand, ownership, and overall quality, and does not include other factors that could impact purchasing decisions.
- The responses are self-reported and may not accurately reflect the respondents' actual behaviour.
- The study only focuses on the future intentions of the respondents and does not gather information about their past behaviour or experiences.

### VII. CONCLUSION/SUGGESTIONS

According to the results, the people who were polled have a positive opinion about TATA Motors. Most respondents (66%) are aware of TATA Motors and have a favorable opinion of the company. 78% of respondents believe TATA vehicles are superior to other brands in terms of price, performance, and longevity. 62% of respondents have driven or owned a TATA vehicle.

The majority of responders (68%), in terms of age group, fall within the 18–24 age range. The responders are evenly split by gender, with 52% men and 48% women.

The plurality of respondents (44%) thought TATA motors' overall quality was

"amazing," while 50% said it was "excellent." 78% of those questioned said they were likely to purchase a TATA vehicle in the future. The quality of the vehicles (48%) and the repute of the brand (26%), were the primary drivers of TATA vehicle purchases.

In conclusion, TATA Motors is well-known among the people polled and is seen well for its reputation and quality. Quality is the primary element that will influence the majority of respondents to purchase a TATA vehicle in the future.

- Increase brand awareness: With 46% of the respondents being only slightly familiar with TATA Motors, the company should focus on increasing brand awareness through targeted marketing and promotional campaigns. This could help the company reach a wider audience and attract potential customers who are currently unaware of the brand.
- Maintain high-quality standards: The majority of respondents (94%) rated TATA Motors' overall quality as either "extraordinary" or "good." TATA Motors should maintain these high-quality standards and continuously improve their vehicles to meet the expectations of their customers.
- Improve dealership network: With 66% of respondents being aware of the TATA Motors dealership in VAPI, the company should focus on expanding their dealership network to reach more potential customers. This could include opening new dealerships in other locations or improving the availability of service centers.
- Emphasize brand reputation: 26% of potential buyers are motivated to purchase TATA Motors vehicles in the future due to the brand's reputation. TATA Motors should continue to maintain and improve their reputation by providing high-quality products and excellent customer service.
- Consider other motivations: While 48% of potential buyers are motivated to purchase TATA Motors vehicles due to quality, there are also other factors that could influence a customer's decision, such as affordable prices, availability of service centers, and brand reputation. TATA Motors should consider these factors and tailor their marketing and promotional campaigns to appeal to potential customers with different motivations.

## 8. ANNEXURE

Name- .....  
Email- .....

Gender-.....  
Age- .....

Q.1. How familiar are you with TATA Motors?

- Not at all familiar
- Somewhat familiar
- Very familiar

Q.2. Have you ever owned or driven a TATA vehicle?

- Yes
- No

Q.3. How would you rate the overall quality of TATA vehicles?

- Poor
- Average
- Good
- Excellent

Q.4. How do TATA vehicles compare in terms of price, performance, and durability to other vehicle brands in your opinion?

- Better
- Same
- Worse

Q.5. Are you aware of any TATA Motors dealership in Vapi?

- Yes
- No

Q.6. How likely are you to recommend TATA Motors to friends and family?

- Very likely
- Likely
- Unlikely
- Very Unlikely

Q.7. How do you perceive TATA Motors' after-sales service in Vapi?

- Good
- Average
- Poor

Q.8. Are you aware of any TATA Motors' service center in Vapi?

- Yes
- No

Q.9. How does TATA Motors' brand image and reputation compare to other vehicle manufacturers in Vapi?

- Better
- Same
- Worse



Q.10. Would you consider purchasing a TATA vehicle in the future?

- Yes
- No
- Maybe

Q.11. Why or why not?

- Price
- Quality
- Brand Reputation
- Availability of service center
- Others (please specify)

#### **REFERENCES**

- [1]. "Consumer Attitudes and Perceptions towards Automobiles: A Study on Indian Market." by B.V. Raghavendra and M.N. Suresh (Journal of Marketing and Consumer Research, Vol. 1, No. 2, 2016)
- [2]. "Brand Perception: An Analysis of TATA Motors." by P.K. Saini and J.B. Khandelwal (Journal of Business and Marketing, Vol. 3, No. 4, 2018)
- [3]. A STUDY OF CUSTOMER SATISFACTION WITH REFERENCE TO TATA MOTOR PASSENGER vehicles
- [4]. "A study of customer satisfaction with response to tata motor passenger vehicle." By Kavita & Savita Dua (International Journal of Advanced Research in Management and Social Sciences, Vol. 2, No. 4, 2013)
- [5]. <https://www.forbes.com/companies/tata-motors/?sh=51e1c94aee01>
- [6]. <https://www.business-standard.com/company/tata-motors-560/information/company-history>
- [7]. <https://indiancompanies.in/top-10-companies-in-india-automobile>