



A STUDY ON CUSTOMER PERCEPTION TOWARDS TATA MOTORS

J.SANTHOSH

II M.COM (C.A), PG DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS, MANNARTHIRUMALAINAICKER COLLEGE (AUTONOMOUS), MADURAI-625004, TAMILNADU, INDIA.

DR.N.ILLAMBIRAI

ASSITANT PROFESSOR, PG DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS, MANNARTHIRUMALAINAICKER COLLEGE (AUTONOMOUS), MADURAI-625004, TAMILNADU, INDIA.

ABSTRACT:

This study aims to explore customer perception towards Tata Motors, one of India's leading automotive manufacturers. The research investigates various factors that influence consumer attitudes, including product quality, brand reputation, customer service, and pricing. A structured survey was conducted among Tata Motors' customers, collecting data on their satisfaction levels, purchasing behaviour, and overall experiences with the brand. The findings indicate that Tata Motors is perceived positively in terms of reliability, innovative technology, and value for money. However, some challenges persist, including concerns about after-sales services and vehicle aesthetics. The study highlights the importance of customer feedback in shaping brand strategies and emphasizes the role of continuous product improvement in maintaining a competitive edge in the dynamic automotive market. By understanding customer perception, Tata Motors can enhance its offerings and strengthen its market position both locally and globally. This research underscores the importance of understanding customer perception for companies like Tata Motors to remain competitive in a rapidly evolving automotive market, emphasizing the need for continuous product innovation, customer engagement, and improvement in service quality. The study also offers recommendations for Tata Motors to refine its marketing strategies and strengthen its brand presence both in the domestic and international markets.

KEYWORDS:

TATA, MOTORS, COMPETITIVE, MARKET, QUALITY.

1.1 INTRODUCTION

In today's competitive automotive market, customer perception plays a pivotal role in determining the success of automobile manufacturers. As consumer preferences continue to evolve, understanding how customers perceive a brand is crucial for maintaining a competitive edge. Tata Motors, a leading player in the Indian automotive industry, has built a strong reputation for producing reliable, affordable, and innovative vehicles. Established in 1945, Tata Motors is part of the larger Tata Group and has expanded its presence globally, manufacturing a wide range of cars, trucks, buses, and construction vehicles. Over the years, the company has made notable advancements in technology, design, and sustainability, seeking to position itself as a forward-thinking brand in both the domestic and international markets. Despite its significant market share and growth, the company faces ongoing challenges in terms of customer perception. Customers' views on product quality, brand image, pricing, after-sales services, and overall satisfaction can significantly impact the company's market position. Customer perception is influenced by numerous factors, including marketing strategies, experiences with products, and feedback from peers, making it essential for Tata

Motors to continuously evaluate and adapt to the evolving needs and expectations of its customer base. This study seeks to understand customer perception towards Tata Motors by examining the factors that shape customer opinions, identify strengths and weaknesses in the brand's offerings, and assess the overall satisfaction levels of its consumers. By analysing customer feedback, this research aims to provide actionable insights into how Tata Motors can improve its products, services, and marketing strategies to enhance customer loyalty and strengthen its competitive positioning. Ultimately, this study underscores the importance of customer satisfaction as a key driver for the long-term success of any automotive brand, especially in the context of an industry that is becoming increasingly dynamic and consumer-centric.

1.2 STATEMENT PF PROBLEM

Despite its strong market presence and the continuous introduction of innovative vehicles, Tata Motors faces challenges in aligning customer expectations with its offerings in an increasingly competitive automotive landscape. The perception of Tata Motors among consumers plays a critical role in determining its market

share and growth potential, especially in a market that is becoming more discerning and driven by consumer preferences. The problem lies in understanding the key factors that shape customer perceptions towards Tata Motors, such as product quality, brand image, pricing, customer service, and post-purchase experiences. While Tata Motors has made strides in improving its vehicle designs, safety features, and sustainability initiatives, there are concerns regarding after-sales services, vehicle aesthetics, and brand positioning that may impact customer satisfaction and loyalty. This research aims to address these concerns by analysing customer perception towards Tata Motors, identifying the factors influencing their attitudes, and exploring the areas where improvements can be made. The study seeks to answer critical questions about how Tata Motors is perceived by its customers, how this perception affects their purchasing decisions, and what steps can be taken to enhance customer satisfaction and brand image in a rapidly evolving automotive market. Understanding these challenges will provide Tata Motors with valuable insights to refine its strategies, strengthen customer relationships, and maintain a competitive edge in the industry.

1.3 OBJECTIVES OF THE STUDY

- To evaluate the current market position of Tata Motors in the automotive industry.
- To analyse the financial health and profitability of Tata Motors over the past few years.
- To assess the effectiveness of Tata Motors' new product launches, such as electric vehicles and hybrid models.
- To evaluate the efficiency of Tata Motors' supply chain management.
- To assess the company's strategies for localization and adapting products to different regional needs.

1.4 METHODOLOGY

1.4.1 RESEARCH DESIGN

In this approach, the target sample consists of publicly available data sources that contain relevant information about Tata Motors and its operations. These secondary data sources may include annual reports, industry research publications, market share reports, government publications, news articles, and customer feedback databases. The data will represent various aspects of Tata Motors' business, such as financial performance, market penetration, product development, and customer satisfaction. The sampling method in secondary data research typically involves purposive sampling, where specific data sources are selected based on their relevance to the research objectives. In the case of Tata Motors, relevant sources will be carefully chosen based on the study's focus areas, such as the company's financial performance, customer demographics, or market trends in the automotive industry.

1.4.2 SAMPLING METHOD

A study on Tata Motors would be carefully designed to align with the research objectives, ensuring that the sample is representative and provides reliable insights. Depending on the nature of the study—whether it is customer satisfaction, market analysis, or financial performance evaluation—the sampling method can vary. For instance, if the goal is to understand customer satisfaction with Tata Motors' vehicles, a probability sampling method such as stratified random sampling would be ideal. In this approach, the population of Tata Motors' customers would be divided into distinct strata based on key factors such as vehicle type, geographical location, and customer loyalty (e.g., first-time buyers, repeat customers). Then, random samples would be selected from each stratum to ensure that the sample accurately represents the diversity of Tata Motors' customer base.

1.4.3 SECONDARY DATA

Secondary data refers to information that has already been collected and is available from other sources. For Tata Motors, secondary data is valuable for understanding broader market trends, financial performance, and competitive positioning. This data is often easier and quicker to obtain compared to primary data. Tata Motors' annual reports, financial statements, and quarterly earnings reports provide a wealth of secondary data about the company's performance, market share, revenue growth, and future strategies. These reports offer insight into Tata Motors' goals, product development initiatives, and responses to market conditions. Industry research firms like Nielsen, Frost & Sullivan, or IBIS World publish detailed reports on market trends in the automotive sector, customer preferences, and the competitive landscape. These reports help contextualize Tata Motors' position within the larger automotive industry and provide benchmark data against its competitors.

1.5 DATA ANALYSIS

TABLE -1

RESPONDENT OF SATISFACTION LEVEL OF THE RESPONDENTS

Preferences	No.of respondents	Percentage
Good	34	34
Excellent	15	15
Moderate	18	18
Not Satisfied	23	23
Average	10	10
Total	100	100

Source: Primary Data

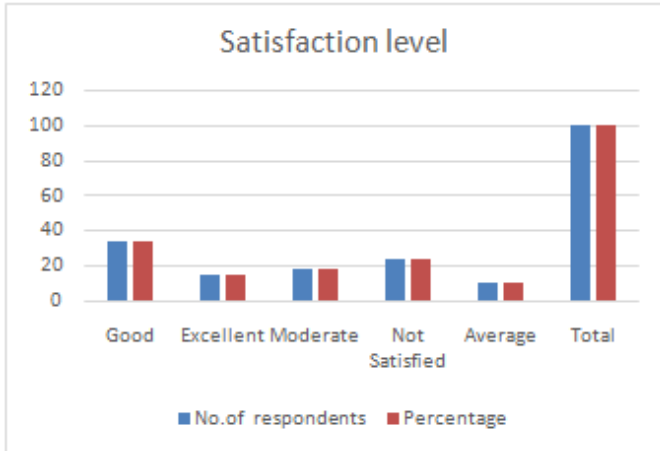
INFERENCE:

The majority of respondents are satisfied with their

experience, as 34% rated it as good. A smaller portion, 15%, rated it as excellent. 23% of respondents were not satisfied, while 18% rated it as moderate and 10% gave it an average score. Overall, satisfaction is mixed, with some areas needing improvement.

CHART -1

RESPONDENT OF SATISFACTION LEVEL OF THE RESPONDENTS



CONCLUSION:

The study on customer perception towards Tata Motors reveals that while the brand enjoys a positive reputation for reliability, innovative technology, and value for money, there are areas requiring attention. The majority of respondents are satisfied with their experiences, with a notable portion rating their satisfaction as "good."

However, concerns about after-sales service, vehicle aesthetics, and brand positioning still persist, highlighting the importance of addressing these challenges to maintain customer loyalty. Tata Motors has made significant strides in product innovation, particularly with electric and hybrid vehicles, and has focused on improving its sustainability efforts. However, to strengthen its competitive position, it must prioritize continuous product improvement, customer engagement, and refinement of its marketing strategies. Enhancing after-sales services and addressing aesthetic concerns can help improve overall customer satisfaction and brand perception.

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