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To Study the Tata Motors- Marketing Strategy

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ABSTRACT: An icon in the car sector, Tata Motors has shown resiliency and creativity in navigating the shifting market conditions. This study explores the marketing strategy of Tata Motors, looking at its development, efficacy, and potential future applications. This study clarifies the critical role that marketing had in Tata Motors' growth trajectory through a thorough examination of market positioning, branding activities, digital engagement, and customer-centric approaches. Utilising both primary and secondary research methods, such as case studies and industry data, the report offers valuable insights into the competitive advantage, obstacles, and possibilities faced by the organisation within a dynamic automotive ecosystem. This study adds to a more sophisticated understanding of Tata Motors' marketing strategy and its consequences for long-term company performance by combining theoretical frameworks with empirical data.

I. INTRODUCTION

With its reputation for automotive innovation and quality, Tata Motors has made a lasting impression on the world's car industry. With a rich history spanning more than 70 years, Tata Motors has come a long way from its modest origins in India to become a major force in the global automotive industry. Its success story is largely attributed to its unrelenting dedication to innovative marketing techniques that connect with consumers, foster brand affinity, and accelerate corporate expansion.

The unwavering pursuit of excellence and a thorough comprehension of market dynamics are at the core of Tata Motors' marketing strategy. Tata Motors has continuously shown flexibility and agility in its marketing strategy in an environment that is becoming more and more competitive and marked by quick changes in customer tastes and technology.

This introduction provides an overview of the company's innovative activities, strategic imperatives, and critical success elements, so acting as a starting point for deciphering the complexities of Tata Motors' marketing strategy. Tata Motors' marketing strategy is an example of creativity, tenacity, and customer-centricity; it ranges from strong brand positioning and customer-focused product creation to deft use of digital platforms and strategic collaborations.

Come along on this insightful journey as we analyze the marketing strategy of Tata Motors, uncover its guiding principles, and gain insight into the innovative thinking that keeps the company successful in a constantly changing industry.

II. HISTORY

Tata Motors' marketing strategy's history demonstrates the company's capacity for innovation, adaptation, and staying ahead of the curve in the fast-paced automotive sector. Tata Motors has become a worldwide automotive giant by combining strategic foresight, customer-centricity, and unrelenting innovation since its founding.

Early Years and Domestic Dominance (1945-2000): Tata Engineering and Locomotive Co. Ltd. (TELCO), which subsequently changed its name to Tata Motors, was founded in 1945, marking the start of the company's history.

Expansion and Diversification (2000–2010): Tata Motors saw substantial expansion and diversification during this time at the turn of the millennium. The corporation started expanding internationally and dabbled with new markets, such as passenger cars. The introduction of the Tata Indica, India's first domestically produced passenger car, and the purchase of Jaguar Land Rover (JLR) in 2008 are two significant turning points that occurred during this time.



III. LITERATURE REVIEW

The victory of Tata Motors has been ascribed to different variables, counting promoting adaptability and the capacity to use brand encounter in an event marketing setting. Be that as it may, there are still a few information holes that got to be tended to within the existing literature. Singh and Kumar (2014) emphasized the significance of showcasing adaptability within the victory of Tata Nano.

In a comparable vein, Brodsky (2011) investigated the application of music in branding and its potential affect on shopper behavior. In spite of the fact that this consider did not specifically address Tata Motors, it raised interesting questions approximately the part of tangible promoting within the car industry.

Moreover, Jensen and Cobbs (2014) delved into the expectation of return on venture in wear sponsorship. Whereas this study was not particular to Tata Engines, it given bits of knowledge into the adequacy of sponsorship as a showcasing methodology. Exploring Tata Motors' sponsorship activities and assessing their affect on brand perceivability and customer engagement might be a valuable direction for future research.

. The victory of Tata Engines within the worldwide car advertise presents an interesting case for encourage investigation, especially within the setting of creating organize capabilities and leveraging competitive focal points in turbulent situations (Hong and Stop, 2014). Additionally, the ponder by Donnelly, Begley, and Collis (2017) highlighted the challenges confronted by the West Midlands car industry, showing potential ranges for advancement and adjustment.

Investigating the company's marketing adaptability, brand involvement, and sponsorship exercises, as well as its reaction to industry challenges, seem contribute to a more comprehensive understanding of Tata Motors' promoting technique and its suggestions for the worldwide car industry.

IV. RESEARCH METHODOLOGY

Research Design:

The essence of the project work has been exploratory in nature. Exploratory research is a method that examines research topics that haven't been thoroughly explored before, often utilizing qualitative approaches. The sample approach used in such research determines the extent to which results can be reliably generalized to the entire population.

Data Collection Type:

For this study, the data collection techniques included in-person observations during market visits and semi-structured interviews with retailers. I personally visited several retail markets to gather information about various products and their prices.

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Sample Size:

The sample size for this research comprised 10 retail markets and 30 retailers. These were selected based on criteria such as diversity in product offerings and market presence. This approach ensured a comprehensive understanding of the industry landscape and facilitated robust analysis of the collected data. The topic of research was Tata Motors' Marketing Strategy.

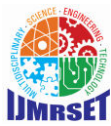
OBJECTIVE OF THE STUDY :-

The following summarizes the study's primary goal:

- To find out how many people are interested in purchasing the TATA MOTORS CAR?
- To understand the various factors that the buyer considers while buying an automobile.
- We can determine TATA Motors' current market position by looking at consumer happiness.
- Additionally, the research will offer specifics regarding the automotive industry, and the company's standing will be established.

SCOPE/PURPOSE OF THE STUDY :-

- The purpose of the study is to ascertain how satisfied customers are with TATA MOTORS in various contexts. For example, several sections of my city Agra.



People review about tata motors and studying their marketing strategy.

V. ANALYSIS AND INTREPATION OF DATA

1.SHOWING RESPONDENTS OF GENDERS:- ANALYSIS

- 86% among the responds were from male
- 14% respondents were female

INTERPRETATION

- The data indicates a significant gender disparity among respondents: 85% male and 15% female.

2.SHOWING DISTRIBUTION ON THE BASIS OF OCCUPATION:- ANALYSIS:-

- Among the majority it's business man and professional with 35% respectively.
- Followed by government employee 15%, private employee 10%, and others 5%.

INTERPRETATION:-

- The data shows a diverse distribution of respondents: 35% professionals, 35% businessmen, 15% government employees, and 10% private employees. There's also a 5% representation from "Other" occupations.

3.SHOWING DIFFERENT SOURCES OF FINANCE ANALYSIS

- High difference between the loan and cash buyers.

INTERPRETATION

The interpretation of this data highlights a stark contrast between the sources of finance used by buyers. With 84% of buyers opting for loans and only 16% purchasing with cash, it suggests a strong reliance on borrowing for financing purchases. This could indicate various factors such as affordability constraints, preferences for installment payments, or access to credit facilities.

4.PRICE OF TATA CARS ON THE BASIS OF FACILITY:- ANALYSIS

- we see 83% respondents give normal, then high and followed by low. overall tata cars are best.

INTERPRETATION

The interpretation of this data suggests that the majority of respondents, at 83%, perceive Tata cars as offering a normal pricing level. This indicates that the pricing of Tata cars is generally perceived as reasonable and in line with market expectations. Additionally, 10% of respondents consider Tata cars to be priced on the higher end, suggesting a perception of value or quality associated with these vehicles. On the other hand, only 7% of respondents view Tata cars as having low prices, indicating a relatively small proportion of respondents who perceive Tata cars as inexpensive.

5.SHOWING DATA ON THE BASIS OF SATISFACTION:- ANALYSIS

- majority of individual are satisfied as 59% respondents said yes.

INTERPRETATION

- The interpretation of this data indicates that a majority of individuals, accounting for 59% of respondents, reported being satisfied. This suggests a positive overall sentiment among the surveyed population. However, it's noteworthy that 41% of respondents indicated dissatisfaction, indicating that there is still a significant proportion of individuals with unmet needs or concerns.

6.ON THE BASIS OF FEATURES:- ANALYSIS

- features preferences goes from mileage 40% followed by models and design 30% then pickup 20% of tata cars then others 10%



INTERPRETATION

- The interpretation of this data suggests that among the listed attributes, mileage is the most preferred feature among respondents, with 40% indicating it as their primary consideration. This emphasis on mileage highlights the significance of fuel efficiency and cost-effectiveness in the decision-making process for purchasing Tata cars. Following closely behind, 30% of respondents prioritize new models and designs, indicating a desire for aesthetic appeal and innovation in vehicle design. Pickup, at 20%, is also a notable consideration for a segment of respondents, reflecting the importance of performance and power in their purchasing criteria. Finally, 10% of respondents mentioned "other" attributes, indicating that there are additional factors beyond the listed ones that influence their decision-making process. Overall, this interpretation suggests that while mileage is a key consideration for many, factors such as design, performance, and other unspecified attributes also play significant roles in shaping preferences for Tata cars.

7. MAINTENANCE COST OF TATA CARS:-

ANALYSIS

- 95% of the users are satisfied as but 5% of the users are unsatisfied.

INTERPRETATION

The interpretation of this data indicates that the majority of users, accounting for 95%, are satisfied with the maintenance cost of Tata cars. This suggests that a significant proportion of users find the maintenance costs to be reasonable or manageable. However, it's important to note that 5% of users expressed dissatisfaction, indicating that there is a small segment of users who perceive the maintenance costs to be high or burdensome.

8.ON THE BASIS OF PERFORMANCE:-

ANALYSIS

- out of 100 respondents 30% find the performance excellent,57% find the performance good.
- 13% respondents find the performance low.

INTERPRETATION

- The interpretation of this data suggests that the majority of respondents, accounting for 87%, perceive the performance of Tata cars positively. Specifically, 30% of respondents rated the performance as excellent, indicating a high level of satisfaction with the vehicles' capabilities. Additionally, a significant portion, 57%, rated the performance as good, further reinforcing the positive sentiment towards Tata cars' performance. However, it's worth noting that 13% of respondents rated the performance as poor, indicating that there is a minority who are dissatisfied with the performance of Tata cars. Overall, while the majority of respondents view the performance favorably, there are still areas for improvement to address the concerns of those who perceive the performance as lacking. This underscores the importance of continuous efforts to enhance the performance of Tata cars to meet the expectations of all customers.

9. TO SHOW REASONS TO GO FOR TATA MOTORS:-

ANALYSIS

- majority of people find tata cars travel friendly 54%
- followed by fuel efficiency 20%, then brand name 21%, then others 04%
- 1% of individual find tata motors prices high.

INTERPRETATION

The interpretation of this data suggests that the primary reason people choose Tata Motors is for travel comfort, with 54% of respondents indicating this as their main consideration. This emphasizes the importance of providing a comfortable and enjoyable driving experience for customers. Following closely behind, 20% of respondents prioritize fuel efficiency, indicating a desire for cost-effective and environmentally friendly vehicles. Additionally, 21% of respondents value the brand name of Tata Motors, highlighting the trust and reputation associated with the brand. However, it's important to note that only a small percentage, 1%, mentioned price as a deciding factor, suggesting that price may not be a significant deterrent for most customers. Finally, 4% of respondents mentioned other reasons not specified, indicating that there may be additional factors influencing their decision to choose Tata Motors.



**10. TO SHOW TATA NEEDS TO INCREASE IT'S SERVICES IN BOTH RURAL AND URBAN AREAS:-
ANALYSIS**

- Maximum individual said yes to increase services in both urban and rural areas.

INTERPRETATION

The interpretation of this data strongly suggests that there is a widespread consensus among respondents regarding the need for Tata Motors to increase its services in both rural and urban areas. With 89% of respondents indicating agreement with this proposition, it is evident that the majority of individuals believe Tata Motors should expand its services to reach a broader customer base. This overwhelming support for increased services underscores the importance of Tata Motors' presence and accessibility in both rural and urban communities.

FINDINGS:-

The information obtained from administering schedules to customers is used to make the following observations.

- The majority of respondents selected Tata automobiles because they are excellent for travel in both urban and rural locations.
- The greatest number of consumers are really happy with Tata automobiles' overall performance.
- The majority of customers believe that their enjoyment with Tata cars stems from their appearance.
- Consumers are not happy with how much fuel is being used.
- A portion of the consumers express great satisfaction with safety and comfort, while others have a neutral view.
- The majority of users are using the car for personal use.
- Consumers don't care all that much about maintenance costs.
- Consumers have an unbiased opinion about the design. The greatest number of customers prefer not to suggest Tata cars to others.
- The information and demo provided by the sales representative have left customers feeling quite satisfied.
- The majority of clients believe Tata ought to expand its service facilities into both urban and rural areas.

SUGGESTIONS:-

Suggestion The Tata Company must put into practice a sound customer relationship management plan to raise customer satisfaction levels. The business can conduct research and development to enhance current features that raise client happiness.

- The business ought to advertise all of the features it provides.
- Given that the majority of customers express satisfaction with the company's factors, services, and product design, it is imperative that the company not only maintains but also improves upon its current standards.
- To improve the efficiency of mileage.
- To offer mobile services that should enable one to get to the location in the event of a breakdown.
- To reduce spares costs and make improvements.
- Providing excellent customer service is crucial for establishing enduring relationships, as car buyers have emotional and psychological requirements as well.

LIMITATIONS:-

- Individuals differ in their mental processes, mindsets, and behaviors. As a result, the way individuals responded to the study's questions varied; occasionally, they gave positive answers, and other times, negative ones.
- Since a census survey is not feasible at this moment, I have chosen a sample survey instead.
- Due to the short survey period of two months, a thorough and detailed investigation could not be carried out.
- The survey bounded to specific area mainly AGRA.

VI. CONCLUSION

- By leveraging their core skills, Tata Motors is able to both preserve and grow its market share. Since Tata Motors is a dynamic, competitive, and active player in the automotive sector, several activities must be taking place across the board for the corporation. Because the automotive business is always changing, Tata Motors needs to adapt as well. One method to stay at the forefront of the sector is to continuously advance technology



through research and development. Tata Motors has achieved this, among other things, by manufacturing one of the least expensive and most efficient cars available.

- Because they adapt their goods to what customers desire, the majority of customers are happy with the business. Because the company wants all people to be able to buy their products, they offer a range of prices for their products, from low to expensive, with a variety of styles and patterns without sacrificing quality excellence. Customers are receiving good services from the company as well. The company can easily make purchases for its items because it has its own showrooms and service centers located in several locations.
- "How well a company can differentiate itself in terms of the intangibles that come with a car will largely determine its level of success." Success may depend on an automaker offering the finest possible combination of services.

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ANNEXURE

STUDY ON CUSTOMER SATISFACTION TOWARD TATA MOTORS (CARS)

1. What is your Gender?

- a.) Male
- b.) Female
- c.) Others

2. Occupation of the individual

- a) Professional
- b) Govt. employee
- c) Private employee
- d) student
- e) Business
- f) Others

3. Family income of the individual

- a) Below Rs-75000
- b) Rs 75000 to Rs 125000
- c) Rs 125000 to 150000
- d) above Rs 150000

4. preferred Model of purchase

- a) Loan
- b) cash

5. What is your opinion regarding the price of TATA CAR on the basis of its facilities?

- a) High
- b) Normal
- c) Low



6. Are your needs fulfilled by your TATA CAR ?

- a) Yes
- b) No

7. What attribute/feature convinced you the most to purchase?

- a) New model & design
- b) Mileage
- c) Pick-up
- d) Others

8. According to you maintaining a TATA CAR requires?

- a) Medium cost
- b) Low cost
- c) High cost

9. what are your feedbacks about the overall performance of your TATA CAR?

- a) Excellent
- b) Good
- c)poor

10. Do you think TATA MOTORS has to increase its services center both urban and rural?

- a.) YES
- b.) NO



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