

## **Final Project Report**

# **" A Study of Consumer Buying Behaviour on Tata Motor in Nagpur Region."**

Submitted To: -

**D. M. S. R., G. S. College of Commerce & Economics, Nagpur**

Affiliated To: -

**Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur**

In partial fulfilment for the award of the degree of

**Master of Business Administration**

Submitted by:

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**NAAC Re-Accredited "A" Grade Autonomous Institution**



**Academic Year 2021-22**

**G. S. College of Commerce & Economics, Nagpur**

**CERTIFICATE**

This is to certify that **Chetan Suresh Devhate** has submitted the project titled "" **A Study of Consumer Buying Behaviour on Tata Motor in Nagpur Region**", towards partial fulfilment of **MASTER OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he has ingeniously completed his project as prescribed by **D. M. S. R., G. S. COLLEGE OF COMMERCE & ECONOMICS, NAGPUR** (NAAC Reaccredited "A" Grade Autonomous Institution) affiliated to **Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.**

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Place: **Nagpur**

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**DECLARATION**

I hereby declare that the project with title "**A Study of Consumer Buying Behaviour on Tata In Nagpur Region**" has been completed by me in partial fulfilment of **MASTER OF BUSINESS ADMINISTRATION** degree examination as prescribed by **D. M. S. R., G. S. COLLEGE OF COMMERCE & ECONOMICS, NAGPUR** (NAAC Reaccredited "A" Grade Autonomous Institution) affiliated to **Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur** and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

Signature  
**(Chetan S Devhate)**

Place: **Nagpur**

Date:

**G. S. College of Commerce & Economics, Nagpur**

**ACKNOWLEDGEMENT**

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to **Dr. N.Y. Khandait**, Principal, **G. S. College of Commerce & Economics, Nagpur**. I am also thankful to the Dean of the D. M. S. R., **Prof. Anand Kale**.

I am extremely thankful to my Project Guide for her guideline throughout the project. I tender my sincere regards to Coordinator, **Dr. Sonali Gadekar** for giving me guidance, suggestions and invaluable encouragement which helped me in the completion of the project.

I will fail in my duty if I do not thank the non-Teaching staff of the college for their Co-operation.

I would like to thank all those who helped me in making this project complete and successful.

Signature  
**(Chetan S. Devhate)**

Place: **Nagpur**

Date:

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## INTRODUCTION

It is true fact if you are satisfied you recommended to others. Word of mouth and customer satisfaction play a vital role in deterring perception about an automobile. It is market perceptions that determine the success of a company and so it is very important for the car manufacturer to measures the “willingness of existing users of product to recommend it to others”. The same is a lot interest of customers as well for it helps them make the purchases decision. A car is one of the most significant purchases that an Indian household makes, and this project addresses the most important question that perplexes car manufactures.

“What makes the perfect car that influence will wilfully purchase?”

The project highlights factors that influence the buying decision of a consumer.

### **The factor under consideration would be:**

- Price
- Features in the car
- Finance facility
- Warranty scheme Price
- Income of the customer

Is an Indian consumer ready for more? Which is the driving motive behind the effective demand of the car? How the coming of new models like models like swift does is going to affect the buying decision of consumer and especially the Tata Nano 1 lakh car. In others words, from the spread of choice offered by various manufacturers under various segments, of which one the customer will finally turn the ignition on and drive. The concept of buying behaviour

is prime importance in marketing and has evolved over the years. It is important to understand consumer buying behaviour as it plays a vital role in creating an impact on purchase of product.

The human wants are unlimited and always expect more & more.

The market is a very important place to study the behaviour of consumers and also provide useful insights what a consumer requires in a product. It is only through research that a company will be able to study the buying behaviour of consumers. —As one of the measurements of the performance of the quality management system, the organizations shall monitor information relating to customer perception as to whether the organization has met customer requirements.

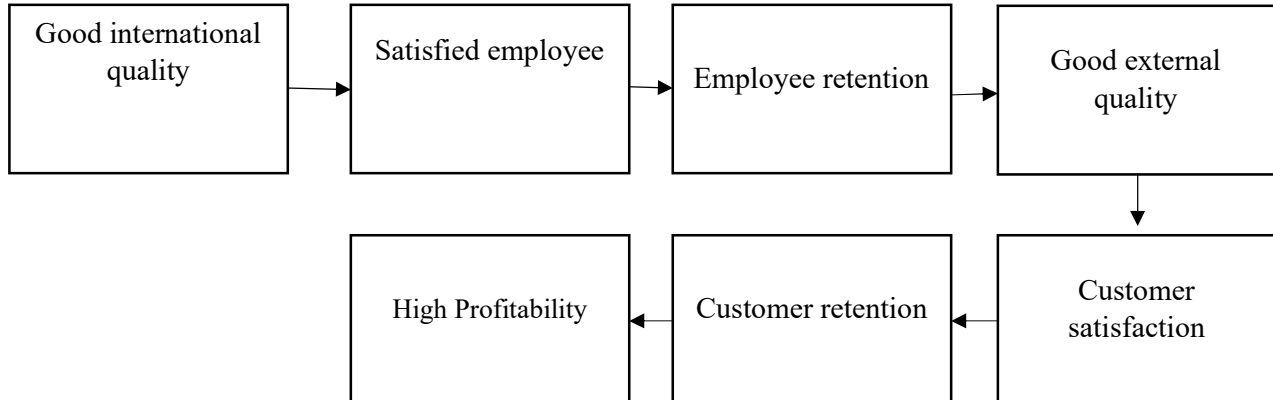
A promise is promise and I kept my promise- this is the historical statement which Mr. RATAN TATA said when he launched his ambitious TATA NANO; the people's car in India on 23rd march 2009. Tata has always given value products in the Indian Car Market whether it is path breaking recently launched TATA NANO or TATA INDICA (which created great brand into the car industry in the diesel segment).

TATA has created its brand value not only in India but even outside India it has created its brand by acquiring Jaguar-Land Rover, Corus Steel during 2007-08.

TATA has been named among top 10 brand companies by Fortune Magazine in the year 2008. It has got into top 100 companies in the survey of Standard & Poor Moody 's research in the year 2008.

Being into most valued brand in world the consumer satisfaction to its customers is very important for TATAS and thus they are continuously working into this area where their objective is to provide best products with full value of the money of their customers.

## CUSTOMER SATISFACTION INDEX



customer satisfaction arises as specific customer needs and wants are understood better and served better. Good quality and customer satisfaction leads to customer retention and consequent improved profitability. Good Internal Satisfied Employee Good External Customer Quality Employees Retention Quality Satisfaction High Customer Profitability Retention.

Some of the most advance thinking in the business world recognize that customer relationship are best treated as asset, and that methodical analysis of these relationship can provide a road map for improving them there is obviously a strong link between customer satisfaction and customer retention. Customer 's perception of service and quality of product will determine the success of the product or service in the market.

With better understanding of customer perceptions, companies can determine the action required to meet the customer's needs. They can identify their own strengths and weaknesses, where they stand in comparison to their competitors, chart out the path future progress and improvement. Customer satisfaction measurement helps to promote an increased focus on customer outcomes and stimulate improvement in the work practice and processes used within the company.



Customer expectations are the customer-defined attributes of your products or services. We cannot create satisfaction just by meeting customer 's requirement fully because these have to be met in any case.

**Major Attributes of Customer Satisfaction Can Be Summarized As:**

- Product quality
- Product packaging
- Delivery Keeping commitments

## COMPANY PROFILE



The Company was incorporated on 1st September 1945 at Mumbai to manufacture diesel vehicles for commercial use, excavators, industrial Shunter, dumpers, heavy forgings and machine tools. The commercial diesel vehicles which were known 'Tata Mercedes Benz' (TMB) is now called 'Tata' vehicles after the expiry of the collaboration agreement with Daimler-Benz AG, West Germany. The company also used to manufacture pulp and paper making machinery. In 1960 the company's name, which was Tata Locomotive & Engineering Company Ltd. was changed to Tata Engineering & Locomotive Company Ltd. In the year 1987 the company undertook to set up a new forge shop, a high output foundry line, a new paint shop as well as augmentation of engine and gearbox manufacturing facilities, all at Jamshedpur. In 1991 during the year the company entered into a collaborative agreement with an internationally renowned engine research and development organization 's to jointly develop higher horsepower, fuel efficient diesel and petrol engines to meet the future requirements of the company. The last quarter saw the company launching two new passenger vehicles, the SIERRA and the ESTATE totally designed and manufactured in India. The company acquired a BIFR company, M/s Noduron Founders.

Maharashtra Ltd. The total cost for Telco worked out to Rs.18 crores as against setting up of similar critical castings foundry. During the year company launched new earth moving equipment TWK-3036 Tata Front End Wheel Loader. Two new models in the EX-series of

hydraulic excavators were launched. A 10 Ton pick and carry articulated crane, designed and developed in-house was also introduced. During the year company entered into an agreement with Nachi-Fujikoshi Corporation, Japan to manufacture arc and spot-welding robots suitable for automobile manufacturing applications. During the year, company undertook to set up a joint venture with Asian Glass Co. Ltd., Japan to manufacture float glass to be used as wind shields for automobiles. ACC along with Tata Exports Ltd.,

participated in the joint venture. The joint venture named as Float lass India Ltd.; the Company would have a stake of 16.33%. Tata Cummins Ltd., Mercedes-Benz (India) Ltd., Tata Holst Ltd., Tata Precision Industries, Singapore and Nita Company Ltd., are the joint Ventures of the Company.

Taking advantage of the broad banding policy announced by the Government of India, the Company entered into a collaboration agreement with Honda Motor Co. Ltd., Japan, for the manufacture of their ACCORD' model of cars in India.

On 22nd April, an agreement was entered into between Daimler-Benz AG and Mercedes Benz AG, Germany to setup a joint venture company Mercedes-Benz India to manufacture 'E' class pannier cans and engines in India.

During the year 1995 a new double pick-up and Army Version of various Telco Vehicles were developed. A new petro engine and turbo diesel engine, an up-graded 709 LCV, new sports utility vehicle Safari expected to be launched shortly. A 25 tonne 6 X 2 truck and a bus with cummins engine were launched.

Tata Engineering and Locomotive Company (TELCO), has acquired a second-hand paint shop, machine line and cylinders from the Australian unit of the Japanese auto giant, Nissan. TELCO is believed to have picked up the unit for Rs.70 crore.

The total cost of import duty would be Rs 100 crore. During the year a machine tool division was expanded so as to double its machine building capacity and significantly reduce production times.

The Company has launched "TATA SAFARI" in its Multi utility vehicle segment. Tata Holset's turbo charger plant inaugurated on November 25, 1996.

In 1997, the Tata Engineering and Locomotive Company Ltd. (TELCO) have emerged as numero Uno in the Review 200 survey conducted by the Far Eastern Economic Review in association with Citi Bank. The Company introduced a 9-tonne vehicle which was well received in the market. A 40-tonne tractor trailer powered by a Tata Cummins Engineering was introduced. The Company developed a low floor bus chassis to meet the specific needs of urban transport. The Company signed a new agreement with Hitachi for manufacture of upgraded versions of existing range of excavators.

The year 1998- Tata Engineering and Locomotive Company Ltd (Telco) announced a tie-up with Tata Finance Ltd and ANZ Grindlays Banks as the official financiers for its small car "Indica" to be launched in December. Tata Engineering Locomotive Company Ltd (Telco) sold.

its construction equipment business into a new subsidiary company, Telco Construction Equipment Company Ltd. The Company in its small car segment has launched "Tata **Indica**" which evoked an overwhelming response in the Indian market. A new range of Cummins engine powered vehicle which include a 35 ton and a 40-ton articulated truck and two variants of buses.

To make substantial improvement in the quality of bus bodies available with TATA vehicles, the Company encouraged collaboration between Fuji Heavy Industries of Japan and the Automobile Corporation of Goa. The new project undertakes production of bodies on TATA chassis, conforming to the most exacting international standards.

Concorde Motors Ltd., a Joint Venture between Tata Engineering and Jardine International Motors (Mauritius) Ltd. was appointed as dealer for the Company's passenger cars in several cities across the country, in Feb 1998.

The year 1999-Telco became the first Indian manufacturer to offer commercial vehicles meeting euro-I emission norms, a year before they are due to be introduced in the country. It is proposed to make TCECL a one-stop shop for construction equipment and earthmoving machinery. In Oct 1999, the Company won the National award for R&D Efforts in Development of Indigenous Technology in the Mechanical Engineering Industries Sector instituted by Department of Scientific and Industrial Research, Ministry of Science and Technology for the year 1999. SKF Bearings India Ltd has signed an agreement with Telco to supply hub bearings for its latest mode

### **NEED FOR THE STUDY:**

- Surveying the relevant consumer base through exhaustive questionnaire.
- Understand the elements underplaying in each segment.
- Deducting an analytical overview through different statistical methods.

## REVIEW LITERATURE

Consumer behavior is the study of how people buy, what they buy, when they buy. It blends elements from psychology, sociology, socio-psychology, anthropology and economics. It attempts to understand the buyer decision making process, both individually and in groups. It studies characteristics of individual consumers such as demographic psychographics, and behavioural variables in an attempt to understand people's wants.

### **ABRAHAM MASLOW: -**

In his hierarchy of needs, he suggested the intuitively appealing notion that humans must satisfy their most basic objectives before they can move on to higher level ones. Thus, an individual must satisfy physiological needs (such as food and liquid) before he or she will be able to expend on less fundamental objectives such as safety. Only when basic objectives have been met will a person move on to seek such objectives as love and belonging, and only a small minority of people make it as far as seeking self-actualization. This is useful in understanding different needs of consumers across the world.

It also tries to assess influence on the form group such as family, friend reference groups, and society in general.

A literature review is a body of text that aims to review the critical points of current knowledge including subtractive findings as well as theoretical and methodological contributions to a particular topic. Literature reviews are secondary sources, and as such, do not report any new or original experimental work. Simai Haji Mati was saying that, — literature review should be referred to as reviewing and analyzing the work of literature in relation to the specified topic research. ||

Literature forms an integral as well as an essential part of modern research studies. No research study is considered complete unless an extensive literature review is made by the researcher. The basic purpose of undertaking this exercise is to find the research gap between, studies conducted so far or literature available, and also to finalize precisely the topic of research and to get insight into the research topic selected for study. In this sense this exercise becomes a sort of exploratory research.

Keeping these facts in view researcher has undertaken an extensive exercise of literature review and came to the conclusion though some books are available on the topics related to the research topic chosen by the researcher, but all of these have been written in some other perspectives and none of these are having direct relation to the topic of this research. In fact, researcher intended to examine the sustainability of small cars in Indian automobile sector, in the light of new developments taking place in the Indian auto sector like introduction of big cars by number of auto manufacturers in Indian market in the recent past, increase in personal and disposable income, better and improved road conditions, shift in consumer 's behavior from to save to consume, easy financing and loan facility, instalment payment facility, status symbol, etc. These facts also lead to a query that whether small car will be able to withstand in the market and will it be the preferred choice of Indian car buyers. None of the book's researcher gone through has been written from this perspective. Similarly, a number of research studies have been conducted on the subject related to research topic, some of these have studied the consumer/buyer behaviour of these cars, some of the have studied some other aspects, like environmental sustainability or economic sustainability, but none of them have studied from the angle, researcher intended to study. 85 A brief account of the review of literature made by the researcher is being presented here; the idea to build small cars for the Indian market is almost as old as India 's independence.



Already by the late 1950s, the Indian Government established a Commission with the task to look at costs and prices of motor vehicles produced in the country and invited proposals for the production of an 'Economy Car'. In response, different manufactures submitted proposals.

Tata, for example, submitted a proposal for the license production of a DKW light car. In 1959, it was Premier Automotive Limited (PAL) that was allowed to enter into collaboration with the Fiat Motor Company for the production of the Fiat 500 which was later replaced by the Fiat 1100 (Mohanty et al. 1994). While there were ever few commissions looking into the question of mass-producing the small cars, there was no real effort to realize the Endeavour before the 1980s. (Venkataramani-1990) argues in this context. From time-to-time committees appointed by the Government purported to study the issue of initiating the manufacture of a small, economical, —people 's car. || But the persistence of the notion in high Government circles and in the Planning Commission that the passenger car was a luxury item that catered to the needs of a small section of the population inevitably promoted inaction. (Venkataramani-1990: p. 12)

India 's entire production of passenger cars and MUVs rose in the 1960s to 1980s only slowly to around 40.000 vehicles annually. Low production volumes and high prices put passenger car ownership quite deliberately out of reach of average middle-class consumers. The stagnation was above all related to India 's Independence state investment regime that favoured capital goods production (favouring commercial vehicle production and busses), restricting market competition through a licensing system and shielding of the national economy by a protectionist trade and FDI regime. Thus, while the demand for passenger cars – even for a small car like the Fiat 500/ Padmini – is restricted by stringent price controls and high taxes, the supply side is equally restricted by a licensing system and protectionism that curb production, domestic competition and locking out international players (Becker-Ritter-Space & Becker-Ritterspach, 2008).

In the early 1970s the idea of mass producing a small car was taken up again. It was Sanjay Gandhi, then Prime Minister Indira Gandhi 's son, who revived the idea of producing a car for the people.

On the 16th of November 1970, Sanjay Gandhi founded a private limited company named Maruti technical services private limited '. The stated mission of the enterprise was the development of a people's car '– an affordable, cost-effective, low maintenance and fuel-efficient car – for India's middle class that was indigenously designed and produced. Following Sanjay Gandhi 's initiative, Prime Minister Indira Gandhi's cabinet proposed the production of a people's car 'and passed a unanimous resolution for its development and production. Although Sanjay Gandhi neither had any prior experience in automobile production nor a clear design proposal or tie-ups with another corporation, he was awarded the contract and the exclusive production license (Venkataraman, 1990).

To produce the car a second company called Maruti limited 'was incorporated in 1971 under the Indian Companies Act. Under patronage of Indira Gandhi 's Government the company received land, tax breaks and funds (Shirai, 1984; Shenoy, 2003). However, despite all government backing and support, Maruti – named after the Hindu God of the winds – didn't 't takes off. The young company proved incapable of producing a single marketable car. A part of the problem lay in the inexperience in automobile production of the Nehru-Gandhi family members who comprised the company's top management. Maruti limited 's problems culminated in the company's liquidation in 1977 (Becker-Ritterspach, 2007).

Trying to rehabilitate her family name, Indira Gandhi tackled the unresolved Maruti problem. Eventually the Maruti Scandal 'came to a close when in October 1980 the Government of India took over Maruti limited and incorporated it in February 1981 by an Act of parliament (Maruti Limited Acquisition and Transfer of Undertaking Act) as a Public Limited Company. Rechristened Maruti Udyog Ltd., the company was incorporated under the provisions of the

Indian Companies Act, 1956. Realizing that the company – as well as the industry as a whole – could only succeed with foreign cooperation; bids for foreign collaboration were invited.

What is more, the Indian Government not only sought to turn Maruti into a success story, but pursued a wider political agenda with the project that drove the search and selection for a foreign Joint Venture partner. According to Venkataraman, the —Project report for Manufacture of passenger cars and light utility vehicles, dated 27. May 1982 revealed that among the major goals associated with Maruti were:

1. Modernization of the Indian automobile industry;
2. Production of fuel-efficient vehicles;
3. a large output of motor vehicles;

### **Information search**

When a consumer discovers a problem, he/she is likely to search for more information. Information may be collected from magazines, catalogues, retailers, friends, family members, business association, commercial, chamber of commerce, telephone directory, trade etc. Through gathering information, the consumer learns about competing brands and their features. Marketers should find out the source of information and their relative degree of importance to the consumers.

- Personal Sources: Family, friends, neighbour, acquaintances.
- Commercial Source: Advertising, sales person, dealer, packaging, displays.
- Public sources: mass media, consumer, rating organizations.
- Experimental sources: Handling, Examine, using the product.

## **Evaluations and selection of alternatives**

How does the consumer process competitive brand information and evaluate the value of the brands? Unfortunately, there is no single, simple evaluation process applied by all consumer or by one consumer in all buying situations. One dominant view, a however is to see the evaluation process as being cognitively driven and rational.

Under this view, a consumer is trying to solve the problem and ultimately satisfying his/her need. In other words, he/ she will look for problem-solving benefits. Thus, the consumer, then looks for products as a bundle of attributes with different levels of ability of delivering the problem-solving benefits to satisfy his/her need. The distinctions among the need, benefits and attributes are very important. One useful way to organize the relationships among the three is hierarchical one.

## **Decision Implantations**

To actually implement the purchase decision, however, a consumer needs to select both specific items (brands) and specific outlets (where to buy) to resolve the problems. There are, in fact, three ways these decisions can be made: 1) simultaneously; 2) item first, outlet second; or 3) outlet first, item second. In many situations, consumers engage in a simultaneous selection process of stores and brands. Once the brand and outlet have been decided, the consumer moves o the transaction (—buyingl)

## **Article1: What gave Nano a Head Start?**

The Nano could potentially challenge the conventional wisdom within the auto industry that wholly new concepts do not live long enough. New launches basically add a whistle here and a bell there to the plethora of existing models. Indeed, in more than 70 car launches worldwide, there have been not more than a handful of seminal shifts within this industry. But the Tata offering has come to topple all those casts by reordering the status-quo. The whole story seems to strike two notes at once. The first one is true to the old adage among businesses that the wise profit from giving that which profits their customers; the second dares to contrarily create and nurture a space that others

overlooked or even rejected. Some known facts Not too long ago, many pundits within the industry had held that small cars such as the Maruti 800 have outlived their use and must, therefore, pack up. Yet, just into 2008, a glowing Mr. Ratan Tata drove on to the stage in his Nano, that sports a far lower powered engine and which may soon storm the Indian roads. Surprisingly, many of the same pundits who had bemoaned the twilight of Maruti 800 have now begun to celebrate the business sense that the Nano exudes.

It looks like in any case; the Tata Nano project has defied textbook constructs of successful venturing. In fact, we knew for good reasons that there is much less money to be made in small cars. We also knew that products conceived for specific markets have less possibility of success than those visualized on a global basis.

And, admittedly, auto majors with a wider, deeper portfolio of cars are rightly believed to be able to gain more profitably from a radical but relevant offering. Such manufacturers, it is often acknowledged, are able to reap from the economies of scale that can be got from sharing the costs of design, manufacture and retail, among their entire product line-up.

Small-car concept The Tata project bore none of the above usual stamps of success. Yet it is pretty hard to term Nano anything but a success going by the reception it received. This perhaps indicates that the real game is one of strategy. Indeed, it is not so much about cars or of experience as about getting clear the underlying concepts and attitudes. Ironically, Tata's capture of the "small car concept" is in itself hardly path-breaking.

### **Small-car concept**

- The Tata project bore none of the above usual stamps of success. Yet it is pretty hard to term Nano anything but a success going by the reception it received. This perhaps indicates that the real game is one of strategy.
- Indeed, it is not so much about cars or of experience as about getting clear the underlying concepts and attitudes. Ironically, Tata 's capture of the —small car conceptl is in itself hardly path-breaking.

One recalls that when the Maruti 800 was introduced around the mid-1980s, it was, even after adjusting for the then stronger rupee, an immensely affordable car (well below a lakh of rupees). It was, in fact, India's first small, sweet car. But, over time, the sweetness of Maruti 800 - rather than the real demand for small cars - had diminished.

That was primarily because of its price, which kept on surging. What is certainly path-breaking is the price tag of the Nano. Even if we went all the way back before all those price rises and income growth spread over the past two consecutive decades, Nano's price would have still generated a landslide sales record in the mid-1980s.

The price element And, what is important is, where a pre-liberalized mid-1980s represented stunted buying power, "today's India" that is to receive the Nano, represents greatly enlarged buying power. This, in effect, gives the Nano an exceptional welcome thrust. Besides the element of price-point - where Tata Motors led the pack on a wide margin - almost every other major car company in the world seems to have otherwise just as seriously investigated small cars. If anything, notwithstanding the environment dimension, the persistently high oil prices of the present decade have, in fact, made all makers gravitate toward more fuel-efficient, smaller cars.

The key question, then, is: With so many auto firms zeroing in on small cars, how did Tata Motors achieve such astounding price levels? Indeed, when global industry majors were talking about a small car with trendy, tiny engines, they were all, in effect, attempting to scale down on what they were traditionally good at: medium and big cars. Two perspectives Unlike Tata Motors, almost none of the global majors had paid due attention to the thought of an all-new small car.

There is, for sure, a big difference between scaling down a big-sized car to a viable small size. The gamut of idea generation, concept, design, making, retailing, and so on, differs a great deal between the two perspectives. The first perspective tweaks to fit what is already on hand, whereas the second creates afresh to fulfil what is widely sought. Consequently, the processes that colour the making of an inexpensive and cheerful car are not at all 'cheap'. Understandably, those processes have to be richer in innovation, bolder in imagination, nimbler in evaluating and, of course, shrewder in putting together the pieces (ideas, hardware, and costs) appealingly.

The stalwarts of the car industry never quite saw 'small cars' as 'small cars'. Here is where Tata Motors strode ahead, giving Mr. Tata and his team a head-start.

The Nano, then, brings home the truth that lacking certain advantages can actually prove more rewarding. The car industry, unlike the insurance industry, which enjoys safety cover from reinsurance, has never been able to obtain a guaranteed cover for assured success. One could say that the future Nanos would certainly get their shots of incremental improvement. So, too, would be the approaches of many other aspiring small-car makers, after taking note of this primordial shift.

**# Source: The Hindu Business Line — February 5th, 2008.**

## CONSUMER BUYING BEHAVIOUR

### **Meaning:**

#### **Consumer Behaviour**

is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. It blends elements from psychology, sociology, social anthropology and economics. It attempts to understand the decision-making processes of buyers, both individually and in groups. It studies characteristics of individual consumers such as demographics and behavioural variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general.

Customer behaviour study is based on consumer buying behaviour, with the customer playing the three distinct roles of user, payer and buyer. Research has shown that consumer behaviour is difficult to predict, even for experts in the field. Relationship marketing is an influential asset for customer behaviour analysis as it has a keen interest in the re-discovery of the true meaning of marketing through the re-affirmation of the importance of the customer or buyer. A greater importance is also placed on consumer retention, customer relationship management, personalization, customization and one-to-one marketing. Social functions can be categorized into social choice and welfare functions

Each method for vote counting is assumed as social function but if Arrow's possibility theorem is used for a social function, social welfare function is achieved. Some specifications of the social functions are decisiveness, neutrality, anonymity, monotonicity, unanimity, homogeneity and weak and strong Pareto optimality. No social choice function meets these requirements in an ordinal scale simultaneously.



The most important characteristic of a social function is identification of the interactive effect of alternatives and creating a logical relation with the ranks. Marketing provides services in order to satisfy customers. With that in mind, the productive system is considered from its beginning at the production level, to the end of the cycle, the consumer

### **Consumer behaviour:**

How People Make Buying Decisions?

Why do you buy the things you do? How did you decide to go to the college you 're attending?

Where do like to shop and when? Do your friends shop at the same places or different places?

Marketing professionals want to know the answer to these questions. They know that once they do have those answer, they will have a much better chance of creating and communicating about products that you and people like you will want to buy. That's what the study of consumer behaviour is all about. Consumer behaviour considers the many reasons why-personal, situational, psychological, and social- people shop for products, buy and use them, and then dispose of them.

Companies spend billions of dollars annually studying what makes consumer

Although you might not like it, Google, AOL, and Yahoo! Monitor your web patterns- the sites you search, that is. The companies that pay for search advertising, or ads.

That appear on the web pages you pull up after doing online search, want to find out what kind of things you 're interested in.

Doing so allows these companies to send you popup ads and coupons you might actually be interested in instead of ads and coupons for products such as depends or Viagra.

Massachusetts Institutes of Technologies (MIT), in conjunction with a large retail centre, has tracked consumers in retails establishments to see when and where they tended to dwell, or

stop to look at merchandise. How was it done? By tracking the position of the consumer 's mobile phones as the phones automatically transmitted signals to cellular towers. MIT found that when peoples —dwell times|| increased, sales increased, too.

Researchers have even looked at people 's brains by having them lie in scanner and asking them questions about different products. What people say about the products is then compared to what their brains scan show- that is, what they are really thinking. Scanning people 's brain for marketing purposes might sound nutty. But maybe not when you consider the fact is that eight out of ten new consumer products fail, even when they are test marketed. Could it be that what people say about potentially new products and what they think about them are different? Marketing professionals want to find out.

Studying people 's buying habits ins 't just for big companies, though. Even small businesses and entrepreneurs can study the behaviour of their customer with great success. For Example, by figuring out what zip codes their customer is in, a business might determine where to locate an additional store. Customer surveys and other studies can also help explain why buyers purchased what they did and what their experiences were with a business. Even small businesses such as restaurants use coupon codes. For examples, coupons sent out in newspapers are given one code. Those sent out via the internet are given another. Then when the coupons are redeemed, the restaurants can tell which marketing avenues are having the biggest effect on their sales.

Some business including a growing number of start-ups, are using blogs and social networking web sites to gather information about their customer at a lower cost. For Example, Proper cloth, a company based in New York, has a site on the social networking site Facebook. Whenever the company posts a new bulletin or photos of its clothes, all its Facebook "fans" automatically receive the information on their own Facebook pages. "We want to hear what our customers

have to say,” says Joseph Skerritt, the young MBA graduates who founded Proper cloth. “It’s useful to us and lets our customers feel connected to proper cloth”.

Skerritt also writes a blog for the company.

Twitter and podcasts that can be downloaded from iTunes are two other ways companies are amplifying the “word of mouth” about their products.

## **THE CONSUMER’S DECISION-MAKING PROCESS**

You’ve been a consumer with purchasing power for much longer than you probably realize—since the first time you were asked which cereal or toy you wanted. Over the years, you’ve developed a systematic way you choose among alternatives, even if you aren’t aware of it. Other consumers follow a similar process. The first part of this chapter looks at this process. The second part looks at the situational, psychological, and other factors that factors that affect what, when, and how people buy what they do.

## **STAGES IN THE BUYING PROCESS**

“Stages in the Consumer’s Purchasing Process” outlines the buying stages consumers go through. At any given time, you’re probably in some sort of buying stage. You’re thinking about the different type of things you want or need to eventually buy, how you are going to find the best one at the best price, and where and how will you buy them. Meanwhile, there are other products you have already purchased that you’re evaluating. Some might be better than others. Will you discard them, and if so, how? Then what will you buy? Where does that process start?

### **Stage1. Need Recognition**

The buying Process starts when the buyer recognizes a problem or need. The need can be triggered by internal or external stimuli. Marketers need to identify the circumstances that trigger a particular need. By gathering information from a number of consumers, Marketers can identify the most frequent stimuli that spark an interest in a product category. They can then develop marketing strategies that trigger consumer interest

### **Stage2. Search for Information**

Once the consumer has recognized a problem, they search for information on products and services that can solve that problem. Belch and Belch (2007) explain that consumers undertake both an internal (memory) and an external search.

Sources of information include:

- Personal sources
- Commercial sources
- Public sources
- Personal experience

The relevant internal psychological process that is associated with information search is perception. Perception is defined as "the process by which an individual receives, selects, organizes, and interprets information to create a meaningful picture of the world". Consumers' tendency to search for information on goods and services makes it possible for researchers to forecast the purchasing plans of consumers using brief descriptions of the products of interest.

## **The selective perception processes**

### **Stage Description**

- Selective exposure consumers select which promotional messages they will expose themselves to.
- Selective attention consumers select which promotional messages they will pay attention to.
- Selective comprehension consumer interprets messages in line with their beliefs, attitudes, motives and experiences.
- Selective retention consumers remember messages that are more meaningful or important to them.
- The implications of this process help develop an effective promotional strategy, and select which sources of information are more effective for the brand.

### **Stage 3. Evaluation of alternatives**

At this time the consumer compares the brands and products that are in their evoked set. The evoked set refers to the number of alternatives that are considered by consumers during the problem-solving process. Sometimes also known as consideration, this set tends to be small relative to the total number of options available. How can the marketing organization increase the likelihood that their brand is part of the consumer's evoked set? Consumers evaluate alternatives in terms of the functional and psychological benefits that they offer. The marketing organization needs to understand what benefits consumers are seeking and therefore which attributes are most important in terms of making a decision. It also needs to check other brands of the customer 's consideration set to prepare the right plan for its own brand.

#### **Stage 4. Purchase decision**

Once the alternatives have been evaluated, the consumer is ready to make a purchase decision. Sometimes purchase intention does not result in an actual purchase. The marketing organization must facilitate the consumer to act on their purchase intention. The organization can use a variety of techniques to achieve this. The provision of credit or payment terms may encourage purchase, or a sales promotion such as the opportunity to receive a premium or enter a competition may provide an incentive to buy now. The relevant internal psychological process that is associated with purchase decision is integration. Once the integration is achieved, the organization can influence the purchase decisions much more easily.

There are 5 stages of a consumer buying process they are: The problem recognition stage, meaning the identification of something a consumer needs. The search for information, which means you search your knowledge bases or external knowledge sources for information on the product. The possibility of alternative options, meaning whether there is another better or cheaper product available. The choice to purchase the product and then finally the actual purchase of the product. This shows the complete process that a consumer will most likely, whether recognizably or not, go through when they go to buy a product.

#### **Stage 5. Post purchase evaluation**

After purchase the product, the consumer will experience the same level of product. The Marketers job not end when the product is buying must monitor post-purchase satisfaction, post- purchase action, post- purchased use and disposal

The EKB (Engel, Kollat and Blackwell) model was further developed by since (1993) which suggested there should be a feedback loop, Foxall (2005) further suggests the importance of

the post purchase evaluation and that it is key because of its influences on future purchase patterns.

### **Other influences**

Consumer behaviour is influenced by internal conditions such as demographics, psychographics (lifestyle) sadam, personality, motivation, knowledge, attitudes, beliefs, and feelings. Psychological factors include an individual 's motivation, perception, attitude and belief, while personal factors include income level, personality, age, occupation and lifestyle. Congruence between personality and the way a persuasive message is framed (i.e., aligning the message framing with the recipient 's personality profile) may play an important role in ensuring the success of that message. In a recent experiment, five advertisements (each designed to target one of the five major trait domains of human personality) were constructed for a single product

The results demonstrated that advertisements were evaluated more positively the more they cohered with participants 'dispositional motives. Tailoring persuasive messages to the personality traits of the targeted audience can be an effective way of enhancing the messages 'impact.

Behaviour can also be affected by external influences, such as culture, sub-culture, locality, royalty, ethnicity, family, social class, past experience reference groups, lifestyle, market mix factors.

Tata Motors, also listed in the New York Stock Exchange (September 2004), has emerged as an international automobile company. Through subsidiaries and associate companies, Tata Motors has operations in the UK, South Korea, Thailand, Spain, South Africa and Indonesia. Among them is Jaguar Land Rover, acquired in 2008. In 2004, it acquired the Daewoo Commercial Vehicles Company, South Korea's second largest truck maker.

The rechristened Tata Daewoo Commercial Vehicles Company has launched several new products in the Korean market, while also exporting these products to several international markets.

Today two-thirds of heavy commercial vehicle exports out of South Korea are from Tata Daewoo. In 2005, Tata Motors acquired a 21% stake in Hispano Carretera, a reputed Spanish bus and coach manufacturer, and subsequently the remaining stake in 2009.

Hispano's presence is being expanded in other markets. In 2006, Tata Motors formed a 51:49 joint venture with the Brazil-based, Marco polo, a global leader in body-building for buses and coaches to manufacture fully-built buses and coaches for India - the plant is located in Dhār wad. In 2006, Tata Motors entered into joint venture with Thonburi Automotive Assembly Plant Company of Thailand to manufacture and market the company's pickup vehicles in Thailand, and entered the market in 2008

Tata Motors (SA) (Proprietary) Ltd., Tata Motors' joint venture with Tata Africa Holding (Pty) Ltd. set up in 2011, has an assembly plant in Rosslyn, north of Pretoria. The plant can assemble, semi knocked down (SKD) kits, light, medium and heavy commercial vehicles ranging from 4 tons to 50 tons ‘.

Tata Motors is also expanding its international footprint, established through exports since 1961. The company's commercial and passenger vehicles are already being marketed in several countries in Europe, Africa, the Middle East, South East Asia, South Asia, South America, CIS and Russia. It has franchisee/joint venture assembly operations in Bangladesh, Ukraine, and Senegal.

The foundation of the company's growth over the last 66 years is a deep understanding of economic stimuli and customer needs, and the ability to translate them into customer-desired offerings through leading edge R&D. With over 4,500 engineers, scientists and technicians the company's Engineering Research Centre, established in 1966, has enabled pioneering



technologies and products. The company today has R&D centres in Pune, Jamshedpur, Lucknow, Dharwad in India, and in South Korea, Spain, and the UK.

It was Tata Motors, which launched the first indigenously developed Light Commercial Vehicle in 1986. In 2005, Tata Motors created a new segment by launching the Tata Ace, India's first indigenously developed mini-truck. In 2009, the company launched its globally benchmarked Prima range of trucks and in 2012 the Ultra range of international standard light commercial vehicles. In their power, speed, carrying capacity, operating economy and trims, they will introduce new benchmarks in India and match the best in the world in performance at a lower life-cycle cost.

Tata Motors also introduced India's first Sports Utility Vehicle in 1991 and, in 1998, the Tata Indica, and India 's first fully indigenous passenger car.

In January 2008, Tata Motors unveiled its People's Car, the Tata Nano. The Tata Nano has been subsequently launched, as planned, in India in March 2009, and subsequently in 2011 in Nepal and Sri Lanka. A development, which signifies a first for the global automobile industry, the Nano brings the joy of a car within the reach of thousands of families.

Tata Motors is equally focused on environment-friendly technologies in emissions and alternative fuels. It has developed electric and hybrid vehicles both for personal and public transportation. It has also been implementing several environment-friendly technologies in manufacturing processes, significantly enhancing resource conservation.

Through its subsidiaries, the company is engaged in engineering and automotive solutions, automotive vehicle components manufacturing and supply chain activities, vehicle financing, and machine tools and factory automation solutions.

Tata Motors is committed to improving the quality of life of communities by working on four thrust areas - employability, education, health and environment.

The activities touch the lives of more than a million citizens. The company's support on education and employability is focused on youth and women. They range from schools to technical education institutes to actual facilitation of income generation.

In health, the company's intervention is in both preventive and curative health care. The goal of environment protection is achieved through tree plantation, conserving water and creating new water bodies and, last but not the least, by introducing appropriate technologies in vehicles and operations for constantly enhancing environment care.

With the foundation of its rich heritage, Tata Motors today is etching a refulgent future.

### **Characteristics of Buyer Behaviours:**

The chief characteristics of the buyers' behaviours are as follows: -

1. It consists of mental and physical activities which consumers undertake to get goods and services and obtain satisfaction from them.
2. It includes both observable activities such as walking through the market to examine merchandise and making a purchase and mental activities- such as forming attitudes, perceiving advertising material, and learning to prefer particular brands.
3. Consumer behaviours are very complex and dynamic to constantly changing.
4. And therefore, management need to adjust with the change otherwise market may be lot.
5. 4.The individual's specific behaviours in the market place is affected by internal factor, such as need, motives, perception, and attitudes, as well as by external of environmental influence such as the family social groups, culture, economics and business influence

**Factor Influence Consumer Purchase Behaviour:**

- Subculture
- Social class
- Social factor: -Groups, Family, Roles and status.
- Personal Factor: -Age, occupation, Economic situation, lifestyle, Personality and self-concept
- Psychological Factor: -Motivation, Perception, Learning, Beliefs and Attitudes.

## RESEARCH METHODOLOGY

### **Definition:**

Research simply means a search for facts answer to questions and solution to problem. It is a systematic and logical study of an issue of a problems or phenomenon through scientific method. The procedure using which researchers go about their work of descriptive explaining and predicting phenomenon, is called methodology. Method comprises the procedure used for generating, collecting and evaluating data. Methods are the way of obtaining information useful for assessing explanation.

### **4.1 Definition and Meaning of Research**

Research is a process in which the researcher wishes to find out the end result for a given problem and thus the solution helps in future course of action. The research has been defined as a careful investigation or enquiry especially through search of new facts it any branch of knowledge. Research in common parlance refers to a search for knowledge one can also define research as a scientific and systematic search for pertinent information on a specific topic. In fact, research is at art of scientific investigation. Dictionary definition of research is a careful investigation or inquiry especially through search for new facts in any branch of knowledge.

Some people consider research as a movement from the known to the unknown. It is actually a voyage of discovery. We all possess the vital instinct of inquisitiveness. When the unknown confronts us, more and more our inquisitiveness makes us probe and attain understanding of the unknown. This inquisitiveness is the mother of all knowledge and the method, which one employs for obtaining the knowledge of whatever the unknown, can be termed as research.

Research is an academic activity and as such the term should be used in a technical sense. According to Clifford Woody, research comprises defining and redefining problems, formulating hypothesis or suggested solutions; collecting, organizing and evaluating data; making deductions and reaching conclusions; and at last, carefully testing the conclusions to

determine whether they fit the formulating hypothesis. D. Slesinger and M. Stephenson Zin the Encyclopaedia of Social Sciences define research as the manipulation of things, concepts or symbols for the purpose of generalizing to extend, correct or verify knowledge, whether that knowledge aids in construction theory or in the practice of an art.

Research is, thus, an original contribution to the existing stock of knowledge making for its advancement. It is the pursuit of truth with the help of study, observation, comparison: and experiment. in short, the search for knowledge through objective and systematic method of finding solution to a problem is research.

The systematic approach concerning generalization and the formulation of a theory is also research; as such the term research refers to the systematic method consisting of emaciating the problem, formulating a hypothesis collecting the facts or data. Analysing the facts and reaching certain conclusions either in the form of solution(s) towards the concerned problem or in certain generalizations for some theoretical formulation

#### **4.2 Research Methodology**

Research Methodology is a systematic way to solve a problem. It is a science of studying how research is to be carried out. Essentially, the procedures by which researchers go about their work of describing, explaining and predicting phenomena are called research methodology. It is also defined as the study of methods by which knowledge is gained. Its aim is to give the work plan of research.

Methodology is the systematic, theoretical analysis of the methods applied to a field of study. It comprises the theoretical analysis of the body of method and principles associated with the branch of knowledge. Typically, it encompasses concept such as paradigm, theoretical model, phases and quantitative or qualitative techniques. It does not set out to provide solutions- it is therefore, not the same as a method.

Instead, a methodology other the theoretical underpinning for understanding which method, or so-called best practices can be applied to specific case. It's a science of studying how research is to be carried out. The procedure using which researchers go about their work of describing, explaining and predicting phenomena is called Methodology. Methods comprise the procedure used for generating, collecting and evaluating data. Methods are the way of obtaining information useful for assessing explanation.

### **Important of Researcher Methodology**

- 1) It is necessary for a researcher to design a methodology for the problem chosen.
- 2) One should note that even if the methods considered in two problems are same the methodology may be different.
- 3) It is important for the researcher to know not only the research methods necessary for the research under taken but also the methodology.

For example, a researcher not only needs to know how to calculate mean, variance and distribution function for a set of data, how to find a solution of a physical system described by mathematical model, how to determine the roots of algebraic equations and how to apply a particular method but also need to know

- I) Which is a suitable method for the chosen problem?
- ii) What is the order of accuracy of the result of a method?
- iii) What is the efficiency of the method? And so on. Consideration of these aspects continues a research methodology. A Study of Consumer Buying Behaviour on Tata Motor in Nagpur Region.

## **RESEARCH PROCESS**

In the word of Albert Einstein —formulation of problem is far more essential than its solution, which may be merely a matter of mathematical or experimental skill. To raise new possibilities, to regard old problems form a new angle requires creative imaginative & market real advance in science.

Research process consist of steps of action to carry out which are closely related. All research problems require their own special emphasis & approaches since every research problem is unique is some ways.

## **OBJECTIVE OF THE STUDY**

The Research objectives for the project undertaken can be defined as follows:

- To Judge the satisfaction level of Car owner of TATA Cars.
- To Examine the customer perception about the Cars.
- To Study the consumer buying behaviour towards TATA Cars.
- To Analysis the psychographic variable of the customers of different cars.
- To Study after sales service



## **HYPOTHESIS**

- **H1** It is aimed to Study the car market and buying behaviours of the customer.
- **H2** The project is analysed the demographic, psychographic and buying characteristics of the customers in buying the car.
- **H3** It includes the details study of customers focusing on the various parameters the lead to identifying and understanding the perception of the customer in buying the car.

### **Basic research**

Basic research is also called as pure research. In primary objectives is the advancement of knowledge and the theoretical understanding of the aspects. It is exploratory and often driven by researcher 's curiosity or interest. It is conducted without any practical end in mind.

### **Defining population and select the samples**

## **TYPES OF DATA COLLECTED**

### **RESEARCH USED**

The study of dissertation is based on descriptive research. The major purpose of descriptive research is to give description of the state of affairs as its existing at present. The main characteristic of this method is that the research has no control over variables; this can only report what has happened and what is happening.

### **PRIMARY SOURCES**

1. Primary data should be collected with help of questionnaire from various Tata cars users. The data collected through questionnaire form that is filled by the general people according to the researcher 's convenience. Research methodology adopting both types of data collection.

## 2. Primary Data Collection method.

- Questionnaire and Interview.

## 3. Secondary Data Collection method.

- Tata motors web side
- Internet

## **Secondary Data**

Secondary data for a project is the collection of information that has a bearing of the outcome of the project from secondary sources like books, news-paper, magazines, internet, etc. The data collected for this project was from a secondary source. The data was compiled with the help of sources like articles, internet, etc.

### **4.10 Data collection method**

The data has been collected through a personal survey. The disadvantage of this method is that information may not be even reliable.

### **4.11 Research Tool**

In the word of Albert project, I have used questionnaire as the research tool. Questionnaires usually offer respondents confidentially and anonymity to display any reluctance about self-closer. Hence, after dividing the down into zones, the target audience was probed using interviews and questionnaires. These questionnaires were later analysed to draw the conclusion.

## **Sampling Technique**

Stratified random sampling is used in this study because the respondents i.e., the all-school teachers are classified on the basis of Government and private Sector schools

## **LIMITATIONS OF STUDY**

- It is limited to the Nagpur region only. It provides the idea of that particular car buying behaviour.
- Time constrains.
- People feel reluctant to share the information regarding car buying decisions.
- The method of conducting the researches has been conducting through questioners and as we know that it involves short close-ended questions with limited response option as the findings may not reflect absolute true behaviour of the responded

**Data Sources:            Primary and Secondary**

**Data Approaches:      Questionnaire**

**Sample Size:            100**

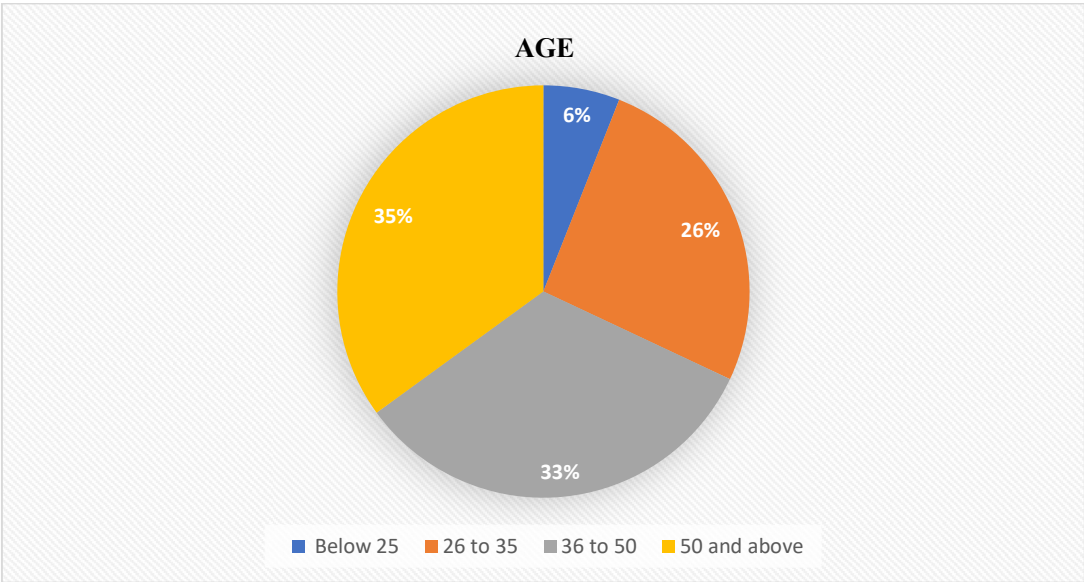
**Sampling Technique:   Quota Sampling**

**Technique Research Design: Descriptive and Analytical Research**

### DATA ANALYSIS

#### 1. Age

Options	No. of Respondents	Result
Below 25	6	6 %
26 to 35	26	26 %
36to 50	33	33 %
50 and above	35	35 %
Total	100	100

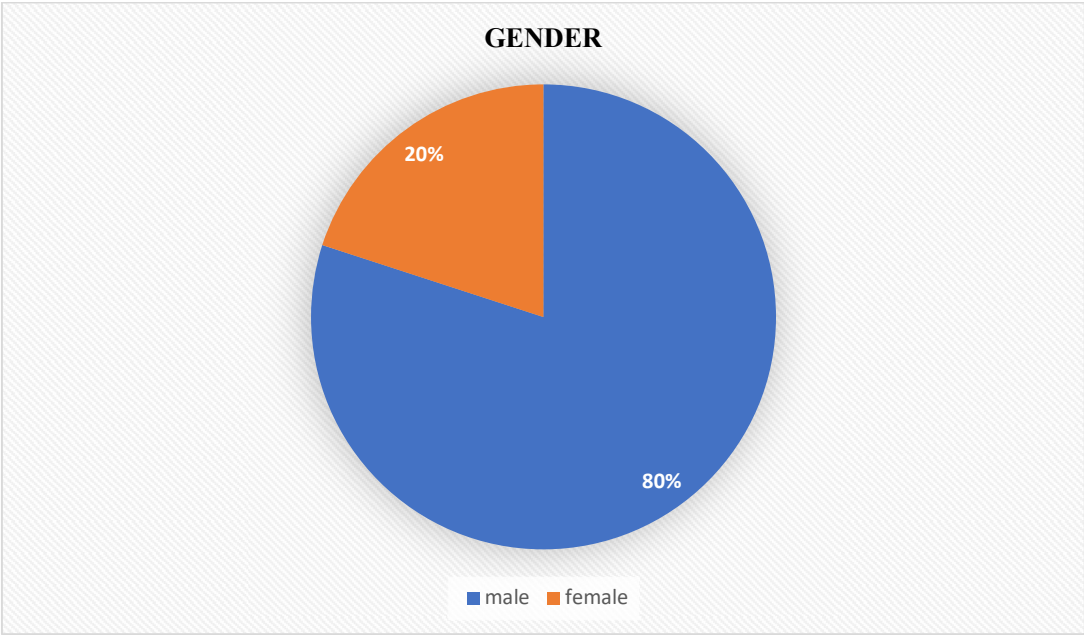


**Interpretation:**

6% of the respondents are below 25yrs, 26% of the respondents are within 26 to 35yrs.of age, 33% of the respondents are within 36 to 50yrs.of age, and 35% respondents are above 50 yrs.

## 2. Gender

Option	No. of Respondents	Percentage
Male	80	80%
Female	20	20%
Total	100	100%

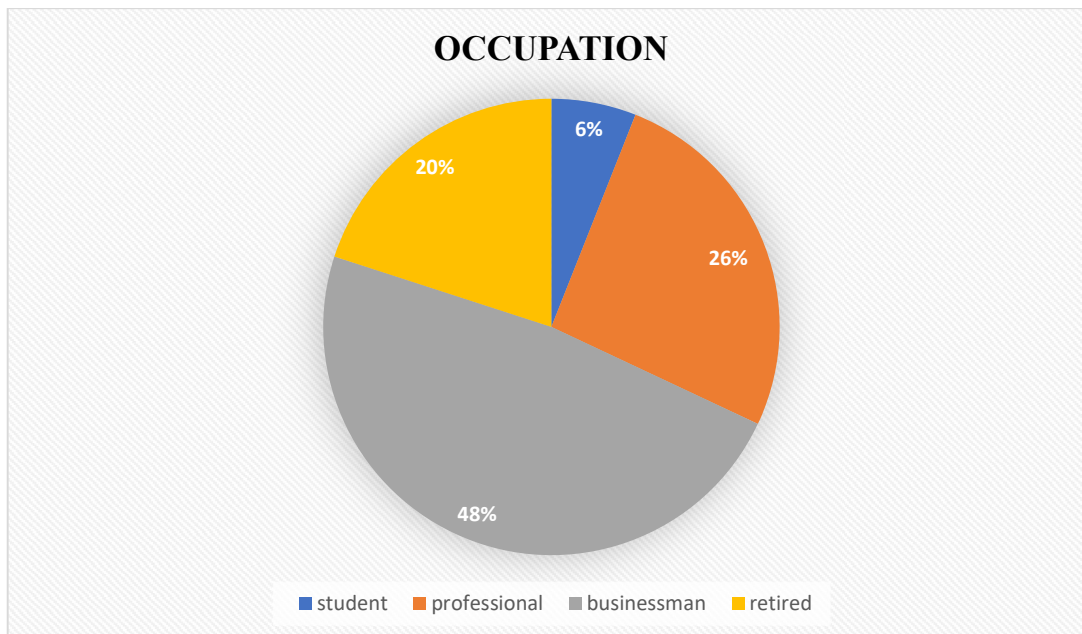


### Interpretation:

80% of the respondents are male and 20% respondents are female.

### 3. Occupation:

Option	No. of Respondents	Percentage
Student	6	6%
Professionals	26	26%
Businessman	48	48%
Retired	20	20%
Total	100	100%



#### Interpretation

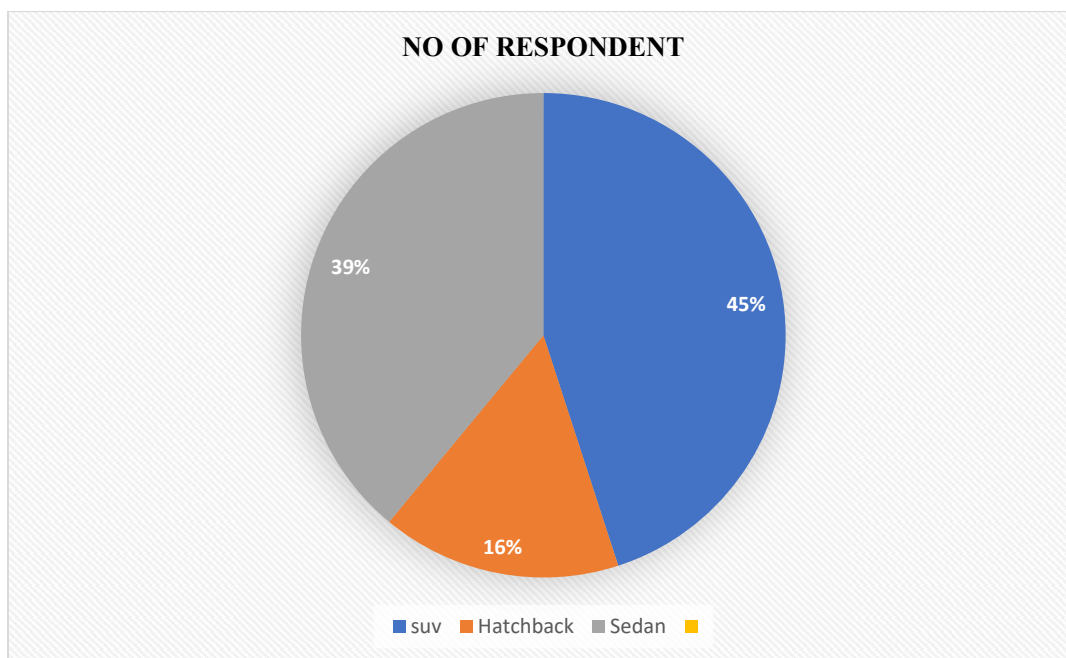
From this graph we can see that the occupation of a businessman is more than others i.e., 48%

Businessman need to purchase a car and less is of Students i.e., 6%.

The use of car transportation is mostly Prefer by the businessman in compare with others.

**1. What type of car are looking forward or you own?**

Options	No of respondent	Percentage
SUV	45	45
Hatchback	16	16
Sedan	39	39
Total	100	100%

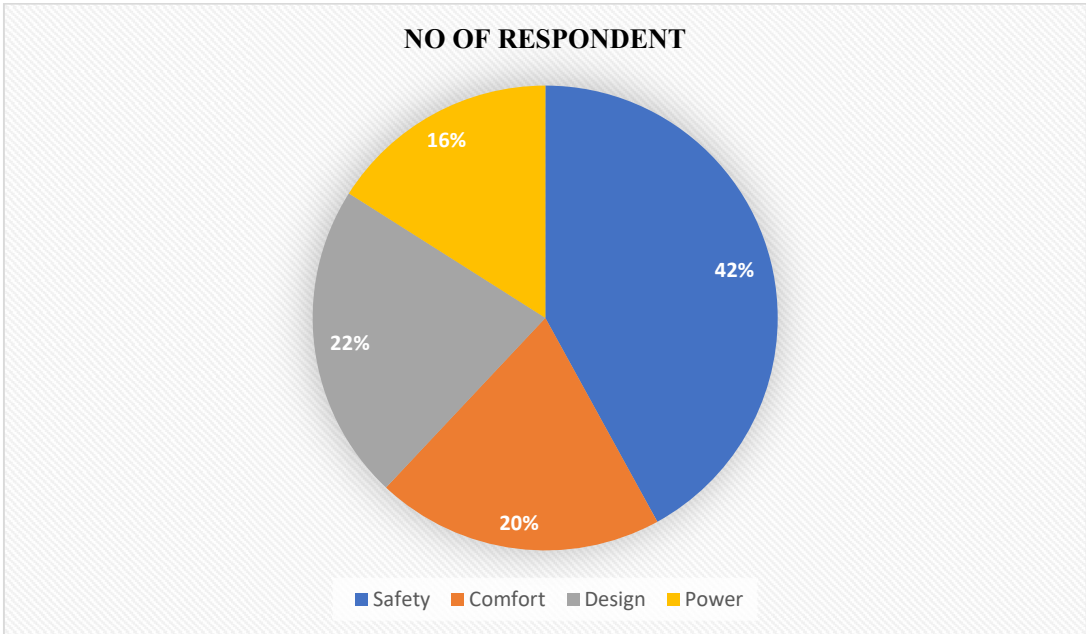
**Interpretation**

From the above chart analysed that approximately 45% respondent choose SUV and 39% of them choose sedan and 16 % of them go for the hatchback cars



**2.What are the features you look forward when you go to buy a car?**

Options	No of respondent	percentage
Safety	42	42%
Comfort	20	20%
Design	22	22%
Power	16	16%

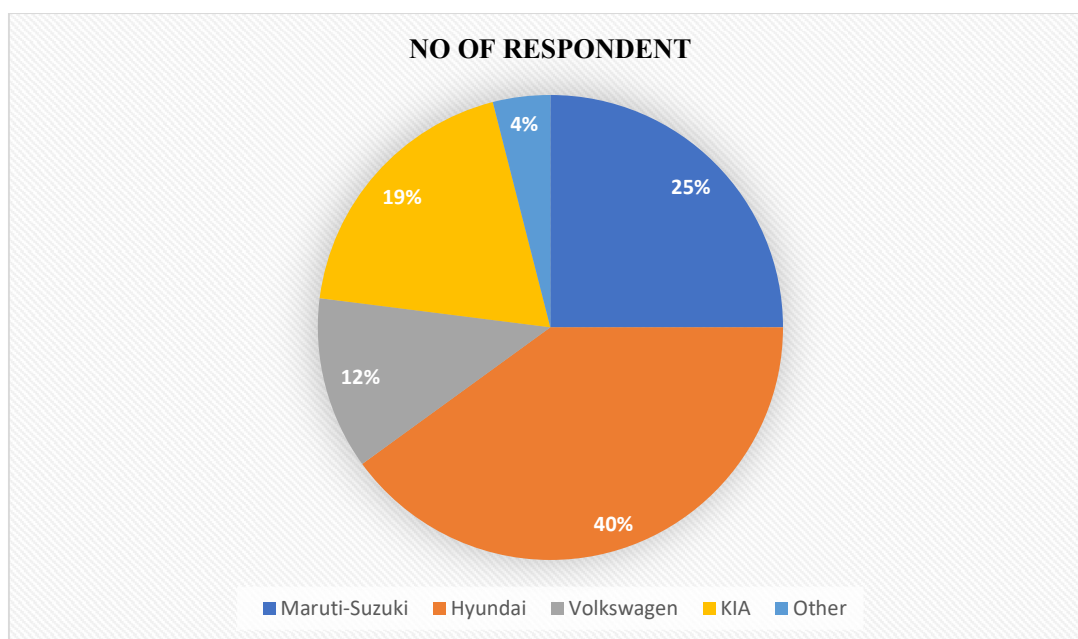


**Interpretation**

From the above chart analysed that approximately 45% of respondent choose safety ,20% of them choose comfort and 22% of them design and rest of the 16% of respondent go with power.

### 3. With what other brand have you compared TATA Harrier & Punch?

Options	No of respondent	Percentage
Maruti-Suzuki	25	25%
Hyundai	40	40%
Volkswagen	12	12%
KIA	19	19%
Other	4	4%

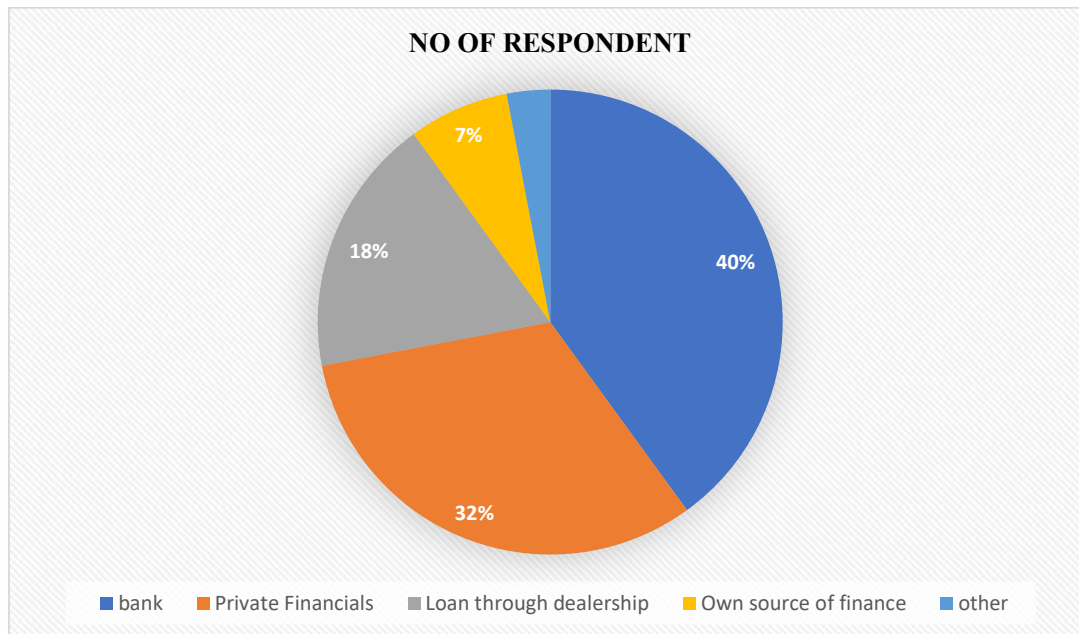


#### Interpretation

From the above graph it is analysed that 40% of Hyundai give the competition to Tata cars, 19% KIA, 12% Volkswagen, and 4% other, and 25% Maruti Suzuki.

#### 4. What Type of Financial Source you prefer to purchase a car?

Options	No. of Respondent	Percentage
Bank	40	40%
Private financials	32	32%
Loan through dealership	18	18%
Own source of income	7	7%
Others	3	3%
Total	100	100%

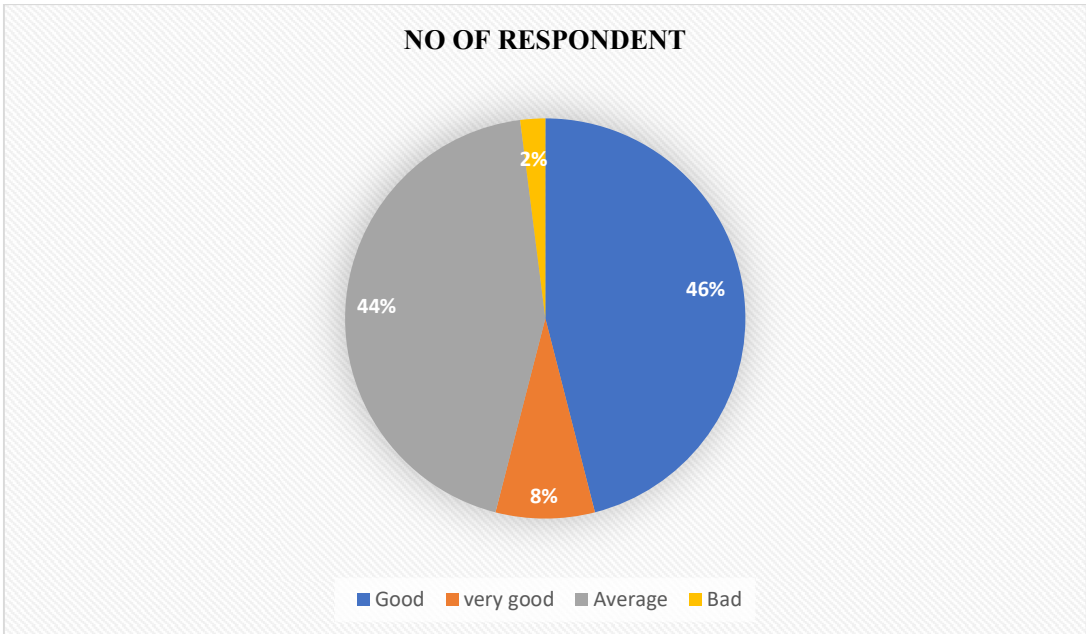


#### Interpretation:

40% of the respondents prefer bank as their financial source to buy a car. 32% prefer private financial, were 18% of the respondents prefer loan through dealership, and 7% of the respondents prefer own source of income and only 3% of the respondents prefer other ways as their financial source to buy a car.

**5. What your perception about Tata cars?**

Options	No. of Respondent	Percentage
Very good	8	8%
Good	46	46%
Average	44	44%
Bad	2	2%
Total	100	100%

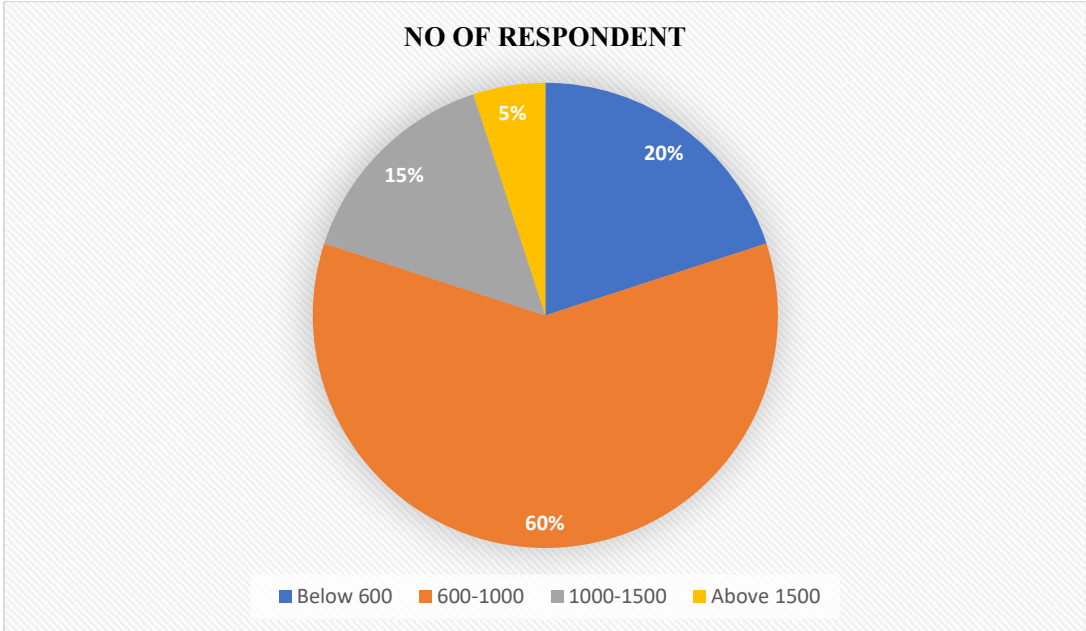


**Interpretation**

From above Graph table it is analysed that 8% perception of very good, 46% Good perception about Tata cars, 44% people of average of perception of Tata cars, and only 2% of people bad perception of Tata cars.

**6. How many kilometres do you cover in a month?**

Option	No. of Respondents	Percentage
Below 600	20	20%
600-1000	60	60%
1000-1500	15	15%
Above 1500	5	5%
Total	100	100%

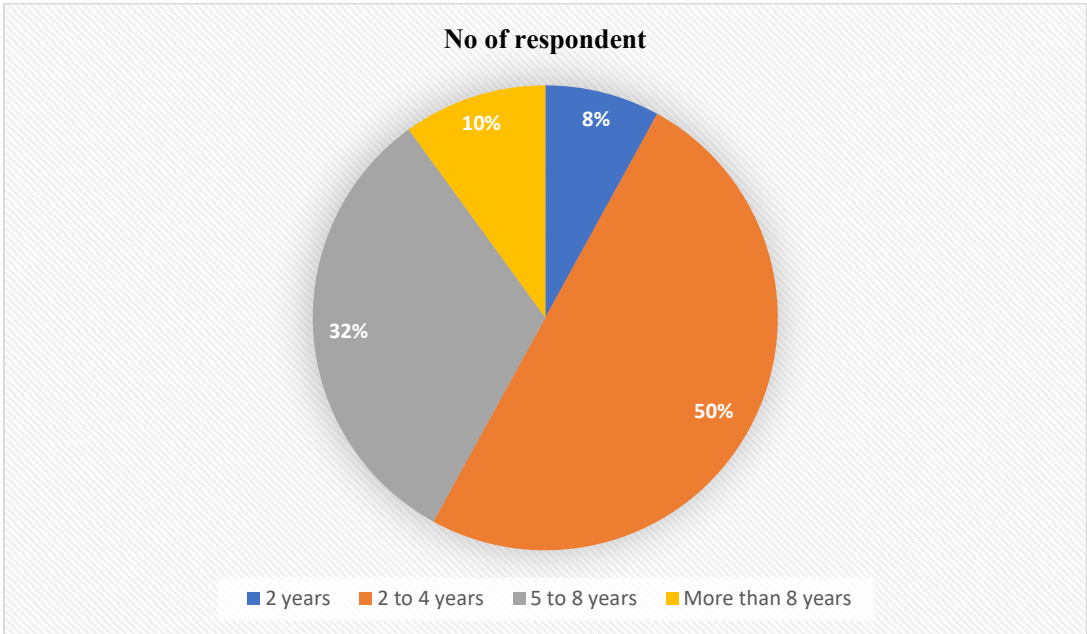


**Interpretation:**

60% of the respondents cover between 600 to 1000 kms in a month 5 % of the respondents cover above 1500kms in a month.

**7 How long you have been using Tata cars?**

Options	No. of Respondent	Percentage
2 years	8	8%
2 to 4 years	50	50%
5 to 8 years	32	32%
More than 8 years	10	10%
Total	100	100%

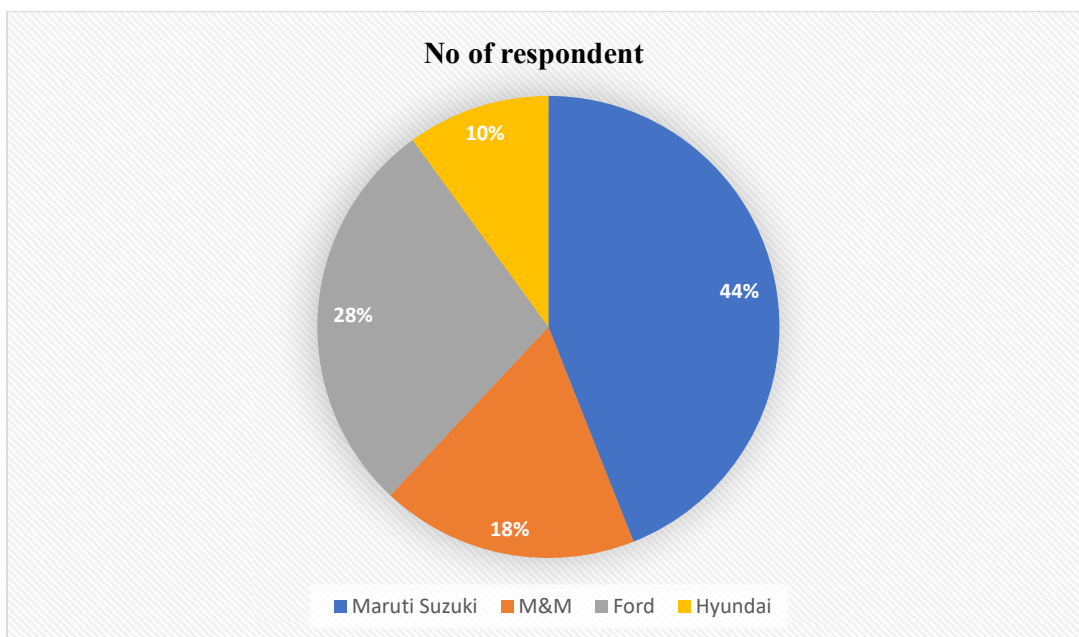


**Interpretation**

From the above chart analyse that 8% of buyers using 2 years Tata cars, 50% of buyers using 2 to 4 years Tata cars, 32% buyers using 5 to 8 years, 10% buyers using more than 8.

**8 Which brands according to you is giving the most competition to Tata cars?**

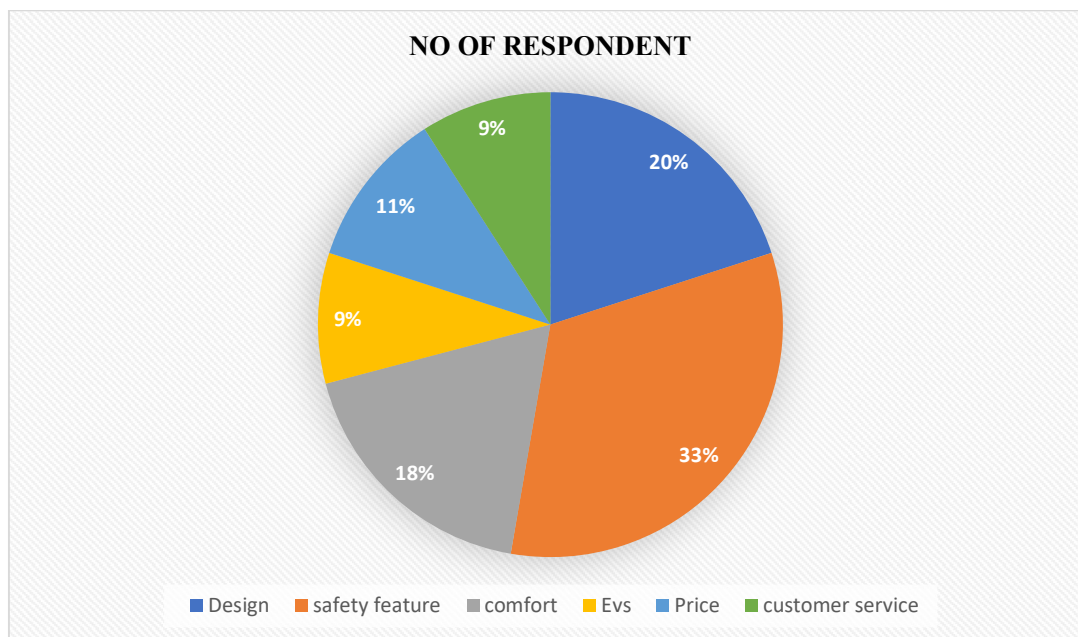
Option	No of respondent	Percentage
Maruti Suzuki	44	44%
Mahindra & Mahindra	18	18%
Ford	28	28%
Hyundai	10	10%
Total	100	100

**Interpretation**

From the above graph it is analysed that 44% of Maruti Suzuki give the competition to Tata cars, 18% of Mahindra & Mahindra, 28% Ford, and 10% Hyundai.

### 9.What are the areas of TATA Motors do you think where they can improve?

Option	No of respondent	Percentage
Design	22	22%
Safety feature	36	36%
Comfort	20	20%
Evs	10	10%
Price	12	12%
Customer service	10	10%



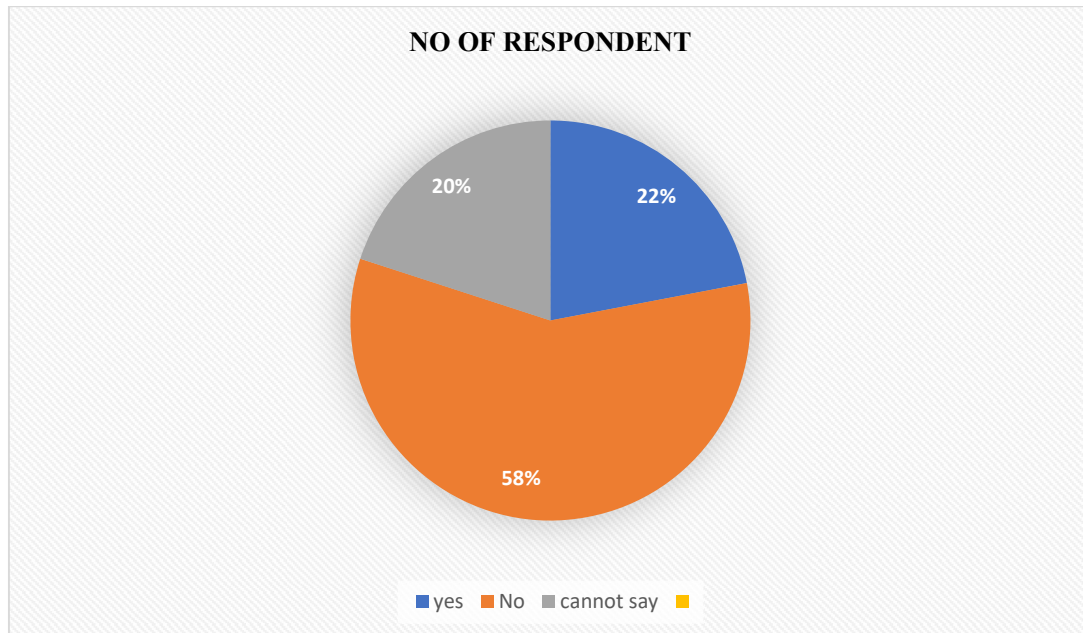
#### Interpretation

From the above chart analysed that 22% buyer choose designed,36%, safety feature, 20% comfort ,10% EVs and 12% of them choose Price and over there 10% go with the customer service



**10. Do you think that cars of Tata cars are capable to attract to today's generation?**

Option	No of respondent	Percentage
Yes	22	22%
No	58	58%
Cannot say	20	20%

**Interpretation**

Form the above chart analysed that 22% of respondent choose yes option and 58% of choose no option over there 20% of respondent go with the can-not say

## CONCLUSION

- The satisfaction level of the customer for Tata cars is too high. It can be utilized witnessed from the fact the most of them will recommended to others to buy the TATA 's Product.
- Dealers, as per the study finding, play a very important role in building up the brand perception of the cars. Since dealers are the connecting link between the customers and the manufacturers thus becoming the most important link in joining the company to its customers as he is the person who will sell the product, will deliver it and will keep on providing the after sales service to the customers as and when required.
- In place like Nagpur Tata car has become a symbol of social also. Customers are purchasing the cars not only as a means of transport but as status symbol also.
- From study there are various major classes of consumer behaviour determinants and expectations, namely socioeconomic, psychological, geographical, and demographic and product & technology.
- Also, this segment requires value for money, best features and customer friendly vehicles

## SUGGESTION

- Proper information must be collected by the buyers to make their decision about the car they would buy.
  
- The time and effort spent in the process of buying car must be sufficient.
  
- The information sources use by consumers must be proper.
  
- It is important to visit the dealer by buyer's time to time for promotional offer, service, and guidance about car safety.
  
- The customers should not fully depend upon recommended their or other products to their circle of friends and relatives.

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### BOOKS:

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4. Nair, Suja, Consumer Behaviour – text and cases, 3<sup>rd</sup> ed., 2003 Himalaya Publishing House.

### WEBSITES:

<https://www.tatamotors.com/>

<https://docs.google.com/forms/u/0/>

<https://rti.gov.in/>

## ANNEXURE

Name-----

Age-----

Gender-----

Occupation-----

Place-----

1.what type of car are you looking forward to won?

- A. SUV
- B. Hatchback
- C. Sedan

2.What are the features you look forward when you go to buy a car?

- A. safety
- B. comfort
- C. Design
- D. Power

3.With what other brand have you compared TATA Harrier & Punch?

- A. Maruti Suzuki
- B. Hyundai
- C. Volks wagon
- D. KIA
- E. Other

4. What Type of Financial Source you prefer to purchase a car?

- A. Bank
- B. Private financials
- C. Loan through dealership
- D. Own source of income
- E. Other

5. What Type of Financial Source you prefer to purchase a car?

- A. Very good
- B. Good
- C. Average
- D. Bad

6. How many kilometres do you cover in a month?

- A. Below 600
- B. 600-1000
- C. 1000-1500
- D. 1500 and above

7. How long you have been using Tata cars?

- A. 2 years
- B. 2-4 year
- C. 4-8 year
- D. More than 8 years

8 Which brands according to you is giving the most competition to Tata cars?

- A. Maruti Suzuki
- B. Mahindra and Mahindra
- C. Ford
- D. Hyundai
- E. Other

9 What are the areas of TATA Motors do you think where they can improve?

- A. Design
- B. Comfort
- C. Safety feature
- D. EVs
- E. Customer service
- F. Price

10. Do you think that cars of Tata cars are capable to attract to today's generation?

- A. Yes
- B. No
- C. Can-not say

**THANK YOU FOR YOUR VALUABLE TIME.**

**HAVE A GOOD DAY!**

**THANK YOU!**