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# **A Project Report on MARKETING STRATEGIES with reference to TATA MOTORS**

**(KADAPA)**

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## **Abstract**

This paper explores the marketing strategies employed by Tata Motors in the automotive industry, with a focus on its car segment. It examines the company's approach to product development, branding, pricing, distribution, and promotional activities. Through an analysis of Tata Motors' marketing strategies, this paper aims to provide insights into how the company competes in the highly competitive car market and maintains its position amidst changing consumer preferences and market dynamics.

### **Keywords:**

Marketing strategies, automotive industry, car segment, branding, pricing, distribution, promotional activities, competitive market, consumer preferences.

## **Introduction**

In the ever-evolving landscape of the automotive industry, companies are compelled to innovate, adapt, and strategies to stay ahead of the curve. Tata Motors, a prominent player in the global automotive arena, has been a trailblazer in crafting effective marketing strategies to carve its niche, especially in the competitive car segment. With a rich history spanning decades, Tata Motors has demonstrated resilience, creativity, and a deep understanding of consumer needs and market trends.

This publication delves into the intricate realm of Tata Motors' marketing strategies, particularly within the car segment. As we embark on this journey of exploration, it is essential to acknowledge the dynamic forces shaping the automotive landscape, from

technological advancements to shifting consumer preferences and regulatory changes. Against this backdrop, Tata Motors has not only weathered storms but has also emerged as a formidable force, driving innovation and redefining industry standards.

### **Meaning of marketing strategies:**

Showcasing techniques allude to the extensive plans and strategies created by organizations to advance their items or administrations, draw in clients, and accomplish their promoting targets. These methodologies normally include distinguishing objective business sectors, understanding client needs, situating items or administrations successfully, setting valuing systems, executing limited time exercises, and choosing suitable conveyance channels. The objective of advertising methodologies is to create request, increment brand mindfulness, drive deals, and at last accomplish authoritative objectives.

### **Concept of marketing strategy:**

Showcasing procedures envelop the complete plans and strategies contrived by organizations to accomplish their promoting goals. These procedures include understanding objective business sectors, situating items or administrations, setting clear goals, and using different promoting channels to successfully reach and connect with clients. Key parts of showcasing procedures incorporate division, focusing on, situating, marking, evaluating, advancement, and circulation. Effective procedures frequently coordinate statistical surveying, customer conduct examination, cutthroat investigation, and continuous assessment to adjust to changing business sector elements and accomplish manageable development.

### **Objectives for the study:**

- To know the Marketing Strategies of TATA motors.
- To identify the customer response towards the TATA motors ( cars).
- To provide proper suggestions based on the survey to improve the quality of the product and service.

### **Review of literature**

- 1. Prof. Zarlishshahid Published on: 2017: Brand awareness, Brand equity, Brand loyalty. Abstract of this paper presents a review about the impact of brand equity and brand awareness on the purchasing intentions of the consumers. The purpose of the paper is to elaborate the relation between the awareness of a brand and the intention of consumer of buying that brand. This has been done by going through different literature and articles by different authors. It will help the readers to come across the work done by various well known authors at one place and hence will help to know how knowing a brand well will affect the consumer in making decision about buying a product.

- 2. Mohammad Hamid Published on: 2012: Brand recognized, Brand perception, Product quality, & Product innovation. Abstract: Innovation is one of the most important concerns of each organization and its role in the development and coordination of the market is inalienable. Innovation in all human areas is applicable from product development, methods of management, ways of doing works and etc. In all of definition used for innovation, changing or improvement of the process or product are common. Innovation is a process that begins with introduction to plan of an idea and will become a new function and so it different from creation. The main point is that innovation is different from creativity. In this paper the important of innovation and its crucial role in growth, survival and success of organizations is discussed.
- 3. Keller Year: 1993 Abstract: The study is focused on brand learning. Brand awareness, Brand recall and brand recognition. The importance of branding in industrial contexts has increased, yet a comprehensive model of business-to-business (B2B) branding does not exist, nor has there been a thorough empirical study of the applicability of a full brand equity model in a B2B context. This paper aims to discuss the suitability and limitations of Keller's customer-based brand equity model and tests its applicability in a B2B market. Design/methodology/approach – The study involved the use of semi-structured interviews with senior buyers of technology for electronic tracking of waste management. Findings – Findings suggest that amongst organizational buyers there is a much greater emphasis on the selling organization, including its corporate brand, credibility and staff, than on individual brands and their associated dimensions. Research limitations/implications – The study investigates real brands with real potential buyers, so there is a risk that the results may represent industry-specific factors that are not representative of all B2B markets. Future research that validates the importance of the Keller elements in other industrial marketing contexts would be beneficial. Practical implications – The findings are relevant for marketing practitioners, researchers and managers as a starting-point for their B2B brand equity research. Originality/value – Detailed insights and key lessons from the field with regard to how B2B brand equity should be concept visualized and measured are offered. A revised brand equity model for B2B application is also presented.
- 4. Sharp Year: 1995 Abstract: All the firms' intangible assets which are distinct from internal & intangible assets. brand awareness brand recall brand image customer relationship. The ability to grow high-quality semi-insulating quantum wells that have both sharp excitonic spectra and ultrafast carrier lifetimes has been an elusive goal. For instance, low-temperature-growth (LTG) GaAs has attracted significant recent attention as a marketable ultrafast second photoconductor. However, investigators concluded that excitons in low-temperature-growth multiple quantum wells (MQW) are too severely broadened for any applicable use.

### Need for marketing strategies:

- Advertising systems are fundamental for organizations to successfully advance their items or administrations, draw in clients, and create income. They assist organizations with recognizing their main interest group, figure out their necessities and inclinations, separate themselves from contenders, and eventually increment deals and productivity. Without successful promoting methodologies, organizations might battle to contact their ideal crowd, impart their offer, and accomplish their targets in a cutthroat commercial centre.

### Scope for marketing strategies:

- The scope for marketing strategies is vast and depends on various factors such as the industry, target audience, budget, and goals. Some common areas to explore include digital marketing (SEO, SEM, social media), content marketing, influencer partnerships, email marketing, experiential marketing, and traditional advertising (TV, radio, print). It's essential to analyze your specific needs and resources to tailor an effective strategy.

### Research methodology

- The main objective of research is to get the detailed analysis of the market position and marketing strategies of TATA motors . **Descriptive Research** conduted for the study. Samplig technique used for the study is **convenience sampling** sampling unit includes consumers in kadapa and the **sample size is 50**. The data and information needed for the study has been collected from both primary and secondary sources. The primary sources used for collection of information are **questionnaire**, personal interviews with the customer of the TATA motors .Secondary data consists of information that already exists somewhere, having been collected for some other purpose. In this secondary data was collected through company website, journals and newspapers etc. Data has been analysed by using **simple percentage method**.

### Data Analysis:

Table 1 Awareness level in comparison to other Brands

particulars	TATA	Suzuki	Hyundai	Toyota	Renault	Mahindra	Total
No. of Respondents	30	03	05	02	02	08	50
Percentage	60%	06%	10%	04%	04%	16%	100%

## SOURCE

### INTERPRETATION:

The above table shows that among 50 respondents 60% of them are in the group of Tata, 06% of them are in group of Suziki, 10% are in the group of yundai, 04% of them are in the group of Toyota, 04% of them Renault and Mahindra is 16%. Therefore we come to know that most of people are aware of Tata automobiles.

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Table-2 profession of Respondents

	No of respondents	Percentage
Agriculture	26	52%
Business	8	16%
Others	16	32%
Total	50	100%

**SOURCE :**

**INTERPRETATION:**

The above table shows that out of 50 respondents, 52% are from as Agriculture, 16% are from business purpose and 32 respondents are from other purpose. As from table many respondent purchased this tractors for their related purpose.

Table-3 Respondents income

	No. of respondents	percentage
Below 40000	08	16%
41000-70000	06	12%
71000-100000	27	54%
101000 above	09	18%
Total	50	100%

**Source: INTERPRETATION:**

The study clearly states that the income is also an important parameter in purchasing the tractors. It was noticed that among 27 respondents 54% are in the income group of rupees 71000 to 100000, 12% are in below Rs. 41000-70000 and 16% are in below Rs. 40000-income group

Table-4 who influenced your buying decision

	No. of respondents	Percentage
Company show room	30	60%
Advertisement	04	08%
Colleagues	04	08%
Friends	06	12%
Self	04	08%
Relatives	02	04%
total	50	100%



**Source:**

**INTERPRETATION:**

It was found that among 50 respondents 60% of them were in group of company showroom, 8% of them each were in group of colleagues & advertisement, rest of them were friends, self and relatives. Most of the people are buying the tractors in the showroom.

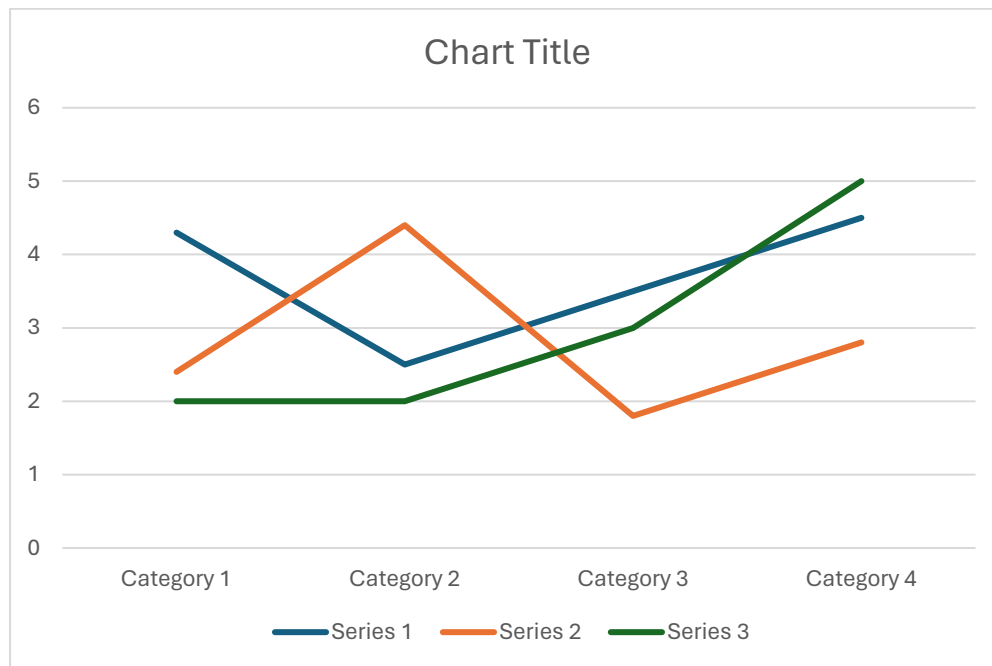


Table-5 Mode of purchase

	No. of respondents	percentage
Cash	15	30%
Credit	35	70%
total	50	100%

**Source:**

**INTERPRETATION:**

It was found that among 50 respondents 70% of them were in the group of credit. All most of all customers are buying the tractors on the basis. And 30% of them were in the group of cash.

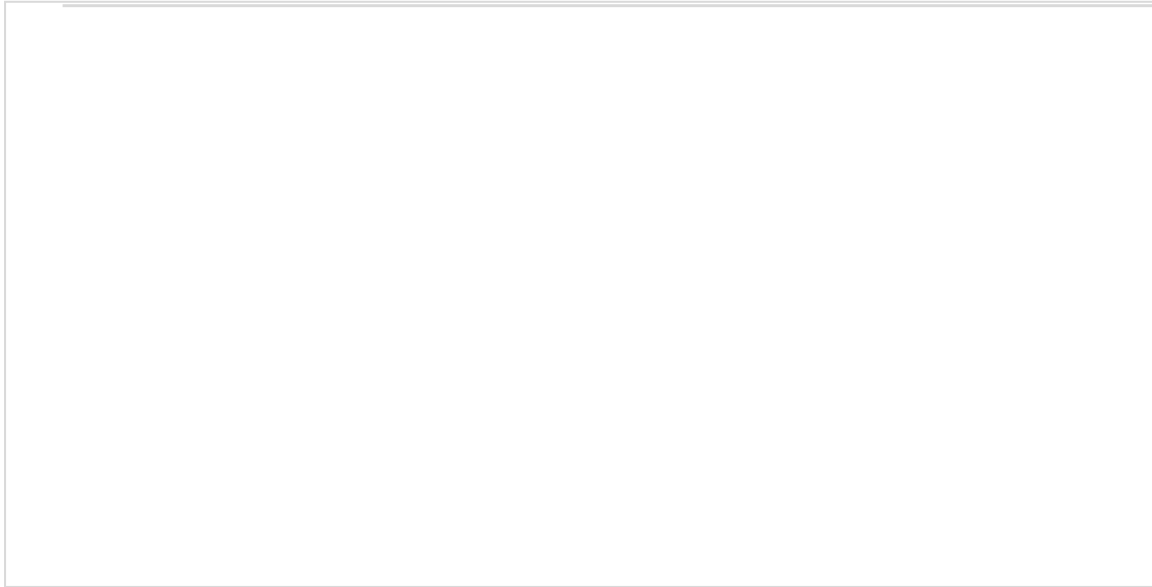
Table-6

Source of credit purchase

	No. of respondents	Percentage
	19	38%
SBH	09	18%
SBI	04	08%
TGB	05	10%
OTHERS	13	26%
Total	50	100%

**Source:****INTERPRETATION:**

It is clear that among 50 respondents 38% of them are in the group of Mahindra finance, 18% of them are in the group of SBH, 08% of them are group of SBI, 10% if them are in the group of TGB and 26% of them are others.



### **FINDINGS:**

- Among 50 students it was found that 52% which is 26 respondents were aware of tata motors and like to purchase.
- Out of 50 respondents it was found that 62% purchase for personal purpose and 14% for business and remaining are for other purposes.
- Out of 50 respondents it can be seen that 36% purchases cars by wall painting and remaining from others.
- Out of respondents we find that 54% have an income group of Rs.71000 to Rs.100000 and 12% have an income level of Rs.41000 to Rs.71000.

### **SUGGESTIONS**

- More financing options should be available like Loans, car loans, Equipment loans, Credit Cards, Debit Cards.
- Company should give advertisement in magazines and newspapers to make them aware and to attract customers.
- Tata Company needs additional sales promotional activities like organizing exhibitions, fairs issuing catalogues and brochures, display and demonstration, contests etc.

- Dealer should attract customers by giving special reduction in prices at the time of festivals ...like Dushara and, Deepavali and, Sankranti.
- Dealers and sales manager requires conducting meetings conventions, and conferences and training their sales force by providing sales target, bonus and other incentives

## CONCLUSION

This survey was done to identify various problems and level of satisfaction of consumer, Marketing strategies of Tata motors so that efforts might done to satisfy them which would result in building long-term relationships between customers and company. Due to delivery in customer's needs and expectations, it becomes a difficult task to satisfy every customer, therefore to satisfy each and every customer the important of building relationship with them existed, for this purpose a number of questions were asked to find out behavior of the towards the services and quality and supply chain Management of Tata motors.

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