

Study of Tata Motors Marketing Analysis

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Abstract : Tata motor is a leading automobile brand. It is most widely known for its commercial vehicles such as buses and trucks. However, TATA motors has also started an excellent expansion in passenger cars and it is rapidly gaining market share. The Marketing mix of Tata Motors talks about the 4P of the brand which has helped the brand rise in the automobile empire

Keywords: tata motors introduction

I. Introduction

Tata Motors is India's largest and the only original equipment manufacturer (OEM) offering extensive range of integrated, smart and e-mobility solutions. Part of the USD100 billion **Tata** group founded by Jamsetji **Tata** in 1868, **Tata Motors** is among the world's leading manufacturers of automobiles.

1)Importance

1. Importance and Significance of the Study.

- 1.1. I got to learn the importance of marketing strategies for the growth of the company.
- 1.2. Now a days the Customers are very brand conscious.
- 1.3. Retailers also need some stronger margin for the promotion of the product.
- 1.4. Customer satisfaction is the primary source of any business activity.
- 1.5. Retaining the customer is the most important in the business.
- 1.6. This project helped me to get practical experience of market ,this practical experience

2) Scope

- 2.1. Various identical sample surveys over predetermined period of time are used to analyze comparatively the result and establish effectiveness of promotional effort.
- 2.2. Study is also conducted to find out the preferences of the customers and their expectation from the products.
- 2.3. Study is also conducted to find out the reasons why not all class of the customers prefer the products of Tata

3. Objective

- 3.1. To study the marketing strategy of the company.
- 3.2. To study the customer satisfaction level for tata products.
- 3.3. To understand the market share of product.
- 3.4. To study the most successful sub-brand of tata product.

II. Indentations And Equations

1. Research Methodology

Research is the application of human intelligence in systematic manner to a problem. It may minimize the total uncertainty by intelligence use of the most reliable data available in the organization.

1.1 Data collection

Both the primary and secondary method of data collection are used for the present study. Under the primary data collection method, Questionnaire, observation ,interview methods are used for data collection. The secondary data for the present data includes the online research papers, websites, journal ,articles etc.

1.2 Sampling Framework

i. Population Definition:

The population for the research includes customers and retailers of Nagpur city.

ii. Sample Size:

Keeping into consideration the limitation of time , the researcher has taken the sample of 50 customers and 3 retailers of Nagpur city.

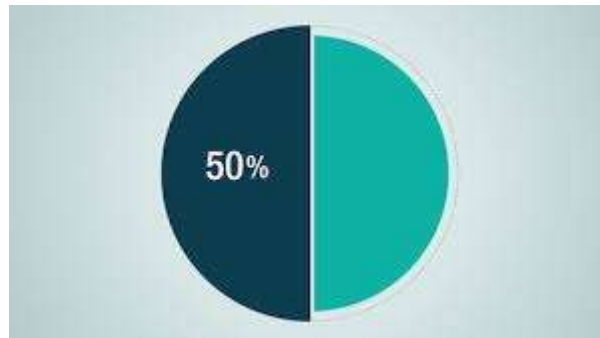
iii. Sampling technique:

By keeping in view the limitations of time, resources, population , researcher has decided to apply convenience sampling technique for the purpose of collecting experimental material. Face to face interview also conduct with consumers.

III. Figures And Tables

1) What is the gender of the respondents?

GENDER	RESPONSE	PERSENTAGE
MALE	20	40%
FEMALE	30	60%
TOTAL	50	100%



INTERPRETATION

it has been noticed that the gender response for male/female is equal and comes at 50%

IV. Conclusion

- 2.1. In a competitive industry, businesses need to use all the resources they have, including skills and knowledge.
- 2.2. Working in teams enables employees to share their ideas and expertise.
- 2.3. Proper promotion is must for significant sales of the product.
- 2.4. Hypothesis proved through the data analysis.

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