

IMPACT OF BRANDING ON CONSUMER BUYING BEHAVIOUR OF TATA VEHICLES

Submitted in partial fulfillment of the requirements for the award of

Master of Business Administration

by

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Register No. 40410201



DEPARTMENT OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

**Accredited with Grade “A” by NAAC I 12B Status by UGC I
Approved by AICTE JEPPIAAR NAGAR, RAJIV GANDHI SALAI,**

CHENNAI - 600 119

April – 2022



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **vivek.s40410201** who carried out the project entitled "**impact of branding on consumer buying behaviour of TATA motors**" under my supervision from January 2022 to March 2022.

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DECLARATION

I **VIVEK.S (40410201)** hereby declare that the Project Report entitled “**IMPACT OF BRANDING ON CONSUMER BUYING BEHAVIOR OF TATA MOTORS**” done by me under the guidance of **DR.T.R.kalai lakshmi** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:

VIVEK.S

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TABLE OF CONTENTS

Chapter.no	Title	Page.no
1	Abstract	5
	List of tables	6
	List of charts	7
	1.1Introduction	9
	1.2Industrial profile	13
2	Review of literature	16
3	Methodology	19
	3.1 Research methodology	19
	3.2 Objective	19
	3.3 Population, sampling, Questionnaire survey	19
	3.4 percentage analysis	20
4	Data analysis	23
	4.1 percentage analysis	23
	4.2 chi square test	38
	4.3 Anova test	39
5	5.1 Findings	40
	5.2 Suggestion	41
	5.3 Conclusion	41
6	Reference	43

ABSTRACT

The aim of the project is to study about the IMPACT OF BRANDING ON CONSUMER BUYING BEHAVIOUR OF TATA CARS. Now car industry is one of the most competitive industries of the world. So, the consumer is also differentiating while purchase. I surveyed that on what points the consumers were differentiating between various Models. The main motive is to know how brand is affecting on consumer buying behaviour. The study was conducted to determine the level of effect of Branding on consumer buying behaviour to examine interactive role of those factors that determines brand image and loyalty, to know brand image and loyalty of TATA cars and to suggest measures for developing brand . Satisfaction is crucial concern for both customers and organizations. Satisfaction is a subjective concept and therefore difficult to determine. It depends on many factors and varies from person to person and product to product. The importance of customer satisfaction in strategy development for customers and market oriented cannot be underdetermined. Now a day it has become very important factor for each and every organization to enhance the level of customer satisfaction. The overall study reveals that It was found that the customer are mostly satisfied with price , design, safety, mileage, interior space, status brand name, comfort level, spares part and after sale service.

LIST OF TABLES

S.no	Particulars	Page.no
1	Gender of respondents	23
2	Occupation of respondents	24
3	From which source do you aware of tata cars	25
4	What types of car do you have	26
5	Important attributes of car	27
6	Celebrity endorsement	28
7	Financing influence to buy a car	30
8	Brand promotion influence to buy a car	31
9	Brand has become status symbol	33
10	Focus on brand while purchasing	34
11	Logo impact you to buy a car	35
12	Experience with tata service center	36
13	Would you recommend the tata cars to others	37

LIST OF CHARTS

S.no	Particulars	Page.no
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8	Brand promotion influence to buy a car	31
9	Brand has become status symbol	33
10	Focus on brand while purchasing	34
11	Logo impact you to buy a car	35
12	Experience with tata service center	36
13	Would you recommend the tata cars to others	37

CHAPTER-01

INTRODUCTION

1.1 INTRODUCTION

The aim of the project is to study about the EFFECT OF BRANDING ON CONSUMER BUYING BEHAVIOUR OF TATA CARS. Now car industry is one of the most competitive industries of the world. So, the consumer is also differentiating while purchase. The main motive is to know how brand is effecting on consumer buying behavior. The study was conducted to determine the level of effect of Branding on consumer buying behavior to examine interactive role of those factors that determines brand image and loyalty, to know brand image and loyalty of Tata cars and to suggest measures for developing brand

“A brand is a name, term, sign, symbol or design or combination of them, intended to identify the goods and service of one seller or group of sellers and to differentiate them from those of competition”.

Brand is a combination of name, symbol and design. Brands represent the customer's perceptions and opinion about performance of the product. The powerful brand is which resides in the mind of the consumer. Brands differ in the amount of power and worth they have in the marketplace. Some brands are usually unknown to the customers in the marketplace while on the other hand some brands show very high degree of awareness. The brands with high awareness have a high level of acceptability and customers do not refuse to buy such brands as they enjoy the brand performance. Some brands commend high level of brand loyalty.

The history of branding goes back when people utilized burned mark on cattle in order to identify the quality. Branding concepts have been used for centuries around the world in different forms. The original inspiration for branding came for craftsmen and others to recognize the fruits and their labors, so that the customers could easily identify them. Furthermore, branding and trademarks, was applied in past ancient pottery and stonemasons marks, which was utilized to mark handcrafted goods to recognize their source.

Every brand differs in names or symbols like logo, trademark, design and packing. The products are recognized through these elements and thus make it possible to differentiate one product from the other. A brand is a signal to protect the customer from similar brand names and protect the producer from the competitors.

Brands also have a symbolic value which helps the people to choose the best product according to their need and satisfaction. Usually, people do not buy certain brands just for design and requirement, but also in an attempt to enhance their self-esteem in the society. Some brands have very strong position in the market as they are more consumer friendly, and customer purchases these branded products on trust and without any hesitation.

Brand names present many things about a product and give number of information about it to the customers and also tell the customer or potential buyer what the product means to them. Furthermore, it represents the customers' convenient summary like their feelings, knowledge and experiences with the brand. Moreover, customer do not spend much time to do find out about the product. When customer considers about the purchase, they evaluate the product immediately by reconstructed product from memory and cued by the brand name.

Most of the customers prefer to buy a branded product because they know this product has been developed by maintaining the protocols, like from the health and environmental prospective, quality etc. Most successful companies prefer customer preferences and obtain customers input through marketing research. Some companies introduce a latest technology in new product according to customers demand and requirements e.g. introduction of camera in cell phone, cell phone holder, charger in current edition of branded cars etc. They also use latest machinery for improving the product quality, shape, design, use of computer graphics in labelling of the products etc.

A brand has a value; this depends on the quality of its products in the market and the satisfaction or content of the customer in its products and services. This provides the trust of the customers in the brand. If customers trust a brand quality, it makes a positive connection to the brand and customers will have a reason to become a loyal to the brand. Loyalty and trust of the customers is very important for a company because it reduces the chance of attack from competitors.

Brands play vital role in the decision-making processes of the customer. It is important for companies to find out customer's decision process and pinpoint the criteria, which customers apply while making decision.

How brand names influence the customer purchase decision? Why customers purchase a particular brand also implies how customers decide what to buy. Customers follow the sequence of steps in decision process to purchase a specific product. They start realizing a requirement of product, get information, identify & evaluate alternative products and finally decide to purchase a product from a specific brand. When customers purchase particular brand frequently, he or she uses his or her past experience about that brand product regarding performance, quality and aesthetic appeal.

Companies are recognized through their brand, and it is most valuable asset for survival. Customers have many brand choices, but they have less time to make a choice. The brand specialty helps the customer in decision making to purchase a right product with less risk and according to set expectations. Brand name is a promise to customer by maintaining and enhancing the strength over time.

Successful brand should be the representative of various elements together including design, packing, quality, style etc. Customers want to see all the elements in brand product according to his need. "A product is something that is made in a factory, a brand is something that is bought by a customer. A product can be copied by a competitor, a brand is unique. A product can be quickly outdated, a successful brand is timeless".

In this increasable competitive market, companies are attempting to gain better position for them by becoming more customer oriented.

Companies are facing wider range of competitors who offer a similar product to same customers at different prices. Companies have to plan efficient and competitive marketing strategies proper distribution channels and marketing strategies. Competition is increasing rapidly between the same products offered by different companies. Competitive advantage can be achieved by designing a superior product and offering more benefits to customers.

“Today in a competitive market, the question is about the survival of the company in the market. But the answer depends on companies to survive by packing, design, price, quality, distribution channel and other means. The proper strategic planning is needed to achieve revenue, sales, quality and market share. A good strategy differentiates company brand to other competitor’s brands. The intention to offer marketing package for consumer benefits by a marketer is to win the competition by creating new and decisive consumer value.”

The company’s reputation has an important influence on the consumer buying processes. This reputation is different due to the company’s product and specific influence of the brand’s image.

The successful Company always provides the customers greater value of satisfaction than its competitor and adapt to the needs of the customers.

In this increasing competition market, company cannot sell the brand unless it understands the customers’ requirements. Companies make a strong relationship with customers through development of a customer friendly brand. Competition creates a new value for consumer. The flourishing companies have to identify their customer’s need. In this extremely aggressive and full of competition, marketplace, it is not enough for company to reach the certain level of sales and customer satisfaction at same time. The company must be able to identify and apply the most successful resources to communicate it with market and consumers. A company has to consider not only the market performance of its product but also of its competitor’s product and at the same time keep the track of the changing attitude of customer in changed situations.

1.2 INDUSTRIAL PROFILE

- Tata Motors Group is a leading global automobile manufacturer. Part of the illustrious multi-national conglomerate, the Tata group, we offer to the world a wide and diverse portfolio of cars, sports utility vehicles, trucks, buses and defence vehicles.
- Tata motors have operations in India, the UK, South Korea, South Africa, China, Brazil, Austria and Slovakia through a strong global network of subsidiaries, associate companies and Joint Ventures (JVs), including Jaguar Land Rover in the UK and Tata Daewoo in South Korea.
- Tata Motors Limited (TML) is one of India's largest Original Equipment Manufacturers (OEMs) offering an extensive range of integrated, smart and e-mobility solutions.
- TML's Commercial Vehicle (CV) offerings include sub-1 tonne to 55-tonne Gross Vehicle Weight (GVW) trucks and small, medium and large buses and coaches. TML's Passenger Vehicle (PV) offerings include the NEW FOREVER range that exemplifies the IMPACT 2.0 design language across cars and utility vehicles and is developed using pioneering technologies that are sustainable.
- TML is also playing a leading role in proactively shaping the electric mobility landscape in the country.
- TML has a JV with Fiat Group Automobiles to manufacture passenger cars, engines and transmissions for the domestic market, and a JV with Cummins Inc. USA for the design and manufacturing of diesel engines.
- Tata Motors Limited (TML), a USD 42 billion organization, is India's largest automobile company by revenues. The company is a leading global manufacturer of cars, utility vehicles, buses, trucks and defence vehicles and is working towards developing Smart Mobility Solutions for Smart Cities.
- Tata Motors is also developing a smart range of EVs, to accelerate the adoption of Electric Vehicles (EV) in the country, supporting the government's mission on electric vehicles. Incorporated in India, in the year 1945, Tata Motors is a part of the USD 100 billion Tata group and has operations across India, UK, South Korea, Thailand, South Africa, and Indonesia. A leader in the Indian commercial vehicle market, Tata Motors also ranks amongst India's top

passenger vehicle manufacturers, with over 9 million vehicles plying on Indian roads.

- The company has played an instrumental role in transforming the country into a destination for world-class automotive manufacturing and continues to work towards building the nation.
- Tata Motors has always been at forefront of innovating technologies and providing products and experiences catering to the discerning needs of our customers across both passenger and commercial vehicles business. With its corporate brand identity - Connecting Aspirations,
- Tata Motors continues to create segment-defining products that will fire up the imagination of customers - generation after generation; reiterating the company's promise of offering better journeys. With some of the worlds' most iconic brands, including Jaguar Land Rover in the UK, Tata Daewoo in South Korea, and a network of 76 subsidiaries globally, the company has consolidated its position as the Tata Motors Group.
- In India, Tata Motors' presence cuts across the length and breadth of the country with a manufacturing base spread across its biggest industrial hubs; Jamshedpur (Jharkhand), Pune (Maharashtra), Lucknow (Uttar Pradesh), Pantnagar (Uttarakhand), Sanand (Gujarat) and Dharwad (Karnataka). Recognized for its world-class quality, originality, engineering and design excellence, the company is on the path of shaping the future of mobility in India.
- With a strong team of 4,500 engineers, scientists and technicians at the company's Engineering Research Centre, Tata Motors' R&D centres span multiple geographies, including Pune (India), UK and South Korea.
- For the rapidly changing automotive environment, Tata Motors launched its sub-brand – TAMO. TAMO acts as an incubating center of innovation towards new technologies, business models and partnerships in order to define future mobility solutions.
- It operates as an agile, ring-fenced vertical, in the first step on a low volume, low investment model to provide fast tracked proves of technologies and concepts. TAMO will transform the experience of interfacing and interacting with customers and the wider community.
- It will provide a digital ecosystem, which will be leveraged by Tata Motors to support the mainstream business in the future.

- Sustainability and the spirit of 'giving back to society' serves as the guiding philosophy at Tata Motors; along with good corporate citizenship, which is strongly embedded in the company's DNA. Through the Affirmative Action Programme, it has touched the lives of more than 5 lakh people in FY 16-17.

CHAPTER-02

REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE:

Aaker (1991) He defines in his study the conceptual framework develops is useful for examining the contribution of brand association, brand awareness, perceived develops is useful for examining the contribution of brand association, brand awareness, perceived value and brand loyalty to brand equity.

Thomas Semon (1993) In his research he suggests the inclusion of brand loyalty and response style in customers satisfaction. The author suggest that may of the brand switch triggers are based on communications rather than personal experience

Kent and Allen (1994) The study focused on brand familiarity's role in increasing ad memorability and moderating competitive interference. Their findings suggest that established brands have important advantages in advertising, consumers would be more likely to recall ad information and their memory should be less affected by exposer to competitors.

Chaudhri and Holbrook (2001) The aims of the study are to review the dimensions of customer based brand equity by drawing together strands from various literature and empirical studies made within the area of customer based brand equity. A conceptual framework for measuring customer based brand equity is developed to provide a more integrative conceptualization of brand equity.

Gil Bashe (2001) The report is on the efforts of pharmaceutical executive to focus on consumers needs, value of customer relationship management, significance of integrating a brand emotion ingredient in a marketing strategy, challenge of maximizing total brand assets and elements of successful marketing and sales campaigns.

Romaniuk and Sharp (2003) in his study he tested tree hypotheses about the relationship between brand perception and loyalty. They found a. there was little

evidence that any particular attributes are more related to customer loyalty than other nor b. that there were specific brand positions that were uniquely associated with higher loyalty.

Ayanwale (2005) He described that when there is number of rivals and customers have changed brand selections producers wants to understand the features that can advantage the attraction of purchasers. Man and woman both similarly influenced by promotion for brand selections.

Kevin (2005) He focuses on the use of effective advertising to create an equity position in the marketplace. The author concludes by saying that effective advertising can be a powerful part of a company's marketing plan, and it is an important investment in the company.

Tam (2007) He said that brand use as valuable asset and attractive trick to capture consumers for specific goods. Customer behaviour can be inspected on the base of brand consciousness, relationship and loyalty.

Khasawneh and Hasouneh (2010) He stated that customers recognize the reputation of brand while in their buying decisions and customers demographic features have no significant relation and influence on brand awareness.

Nepalia (2011) Summed up that accomplish the brand means to apply marketing tackles for particular goods. If brand will be managed effectively product value and brand loyalty will also be enhanced in customers mind.

Y.L Fayrene Chieng, Lee Chai Goi (2011) In his studies the customer based brand equity is evaluating the consumer response to brand name. the consumer based brand equity is an asset of four dimensions that are brand awareness. Brand loyalty the consumers perception of the overall superiority of a product caring that brand name when compared to other brands.

Shobha et al. (2011) In their study discussed about brand extension concept and its acceptance with consumers. Result of the study indicates that attitude toward the parent brand is the strongest factor influencing extension evaluation, substantiating the efficacy of extension.

Akhlagh and abadi (2012) He said that brand is important tool that helps out to corporation to receive a competitive advantage. Brand strength is multidimensional structure with customer opinion. Brand assets with distinguish quality and rate of dairy goods have a progressive and direct link with customer purchasing behaviour.

Doostar (2012) He said that brand fairness has a positive impact on buying decision, customers feel by heights of brand equity for the first time after use and then tend to make buying decisions, they use brands that is slightly aware with its name and express value that this worth has made for them.

Akhlagh and Abadi (2012) He said that helps out to corporations to receive a competitive advantage. Brand strength is multidimensional structure with customer opinion. Brand assets with distinguish quality and rate of dairy goods have a progressive and direct link with customer purchasing behaviour.

Malik (2013) He mentioned that brand image has solid progressive control on customer purchasing behaviour as it's an implied method that can modify people's purchasing behaviours positively and youngsters in Gujranwala are becoming more attentive for brand named goods to show off their character sign.

Zhang YI (2015) He said that here brand equity which refers to the consumers general perception and feeling about the brand and has an influence on the consumer behaviour. The most studies measure brand equity from perspective of consumer or from the company itself.

Karamaliasaad, SaydamSerda (2015) He fund in his research that brand awareness is treated with independent from different dimensions because of the in scale and more over media and sorts of media affecting on consumer behaviour. The brand loyalty is actually being accomplished when the customers show repeated by behaviour towards the brand.

Udayashankar and B.Vinaya Varma (2018) He said that the brand awareness has turned in to an important variable that has an impact on customers perception of a brand. The brand awareness, brand loyalty, brand image, and consumer behaviour help in winning the perception of a consumer towards a brand.

CHAPTER-03

METHODOLOGY

3.1 RESEARCH METHODOLOGY:

This particular study follows the quantitative methods and descriptive design. An interview schedule was prepared based on the objectives of the study. Direct personal interview technique is used to collect data from the construction workers and questionnaires in the form of google form. Field of the study is Chennai. The collected data were primary and field source. Data were collected around one hundred respondents.

3.2 OBJECTIVE:

PRIMARY OBJECTIVE:

To study is about Impact of branding on consumer buying behavior of TATA Motors

SECONDARY OBJECTIVE:

- To study the factors influencing customer brand preference.
- To study the consumers satisfaction towards TATA car
- To study the importance of the consumers buying behavior in the organization.
- To understand review and the define the attributes for”brand success

3.3 POPULATION, SAMPLING AND QUESTIONNAIRE SURVEY:

Sampling is a vital strategy in a statistical analysis, which comprises a selection of a few portions of a potential population so as to assess or learn something from the population at a cheaper cost. Simple random sampling (SRS), popularly known as “random sampling”, includes the selection of sample at arbitrary from the sampling frame utilizing either random number tables or an internet arbitrary number generator. The questionnaire comprises close-ended and open-ended questions with multiple- choice options. The survey questionnaire is designed online, hosted in google drive and shared in a google form.

3.4 GOOGLE FORMS:

Forms are among the internet's most versatile tools. Whether you need a contact form or a checkout page, a survey or a student directory, a form is all you need to easily gather that information. With Google Forms, it only takes a few minutes to make one for free. Google Forms along with Docs, Sheets, and Slides is part of Google's online apps suite of tools to help you get more done in your browser for free. It's easy to use and one of the simplest ways to save data directly to a spreadsheet, and it's the best sidekick to Google Sheets' spreadsheets. When you need to gather data for your spreadsheets, a form is your best friend. In this chapter, let's take an in-depth look at Google Forms' features, hidden tools, and add-ons to help you make the forms you need in minutes.

3.5 PERCENTAGE ANALYSIS:

Percentage analysis is the method to represent raw streams of data as a percentage (a part in 100 - percent) for better understanding of collected data. A percent change analysis shows how two items changed as a percentage from one period to another period. Used on a balance sheet, a percent change analysis shows how a balance sheet account changes from year to year, or quarter to quarter. The balance sheet accounts are assets, liabilities and stockholders' equity. Percentage Statement Analysis is an analysis which highlights important relationships in the percentage statements. Percentage Statement analysis embraces the methods used in assessing and interpreting the results of past performance and current percentage position as they relate to particular factors of interest in investment decisions. It is an important means of assessing past performance and in forecasting and planning future performance. Percentages are often used to express a proportionate part of a total. If 50% of the total number of students, long before the existence of the decimal system, computations were often made in fractions. The term "percent" is derived from the Latin per centum, meaning "hundred" or "by the hundred". The Percentage increase and decrease. Due to inconsistent usage, it is not always clear from the context what a percentage.

Percentage are used to understand and interpret data. The n th percentage of a set of data is the value at which n percent of the data is below it. In everyday life, percentage are used to understand values such as test scores, health indicators, and other measurements. For example, an 18-year-old male who is six and a half feet tall is in the 99th percentage for his height. This means that of all the 18-year-old males, 99 percent have a height that is equal to or less than six and a half feet. An 18-year-old male who is only five and a half feet tall, on the other hand, is in the 16th percentage for his height, meaning only 16 percent of males his age are the same height or shorter. The original variation between the actual value and the calculated value extracted in the form of percentage is termed to be the percentage error. This tool is used to measure whether the data collection is progressing in the right direction and is mostly used by corporate companies and statistic experts. If taken the context of academic career, the percentage error formula is very crucial for the students pursuing their degrees in the discipline of economics and science. While conducting a study or calculations from the figures provided in a database, various errors could occur. Majorly the percentage error formula is used to determine how accurate the calculated value is by keeping in mind the actual value. I mentioned in a very rough language, it is the variation of the gap between the calculated value and the genuine value expressed in the form of a percentage. Commonly, the extent of the percentage error is expressed in the positive denominations, although having a negative percent error is not a wrong approach. Relying on the sign of the percentage error measure, it could be analyzed whether the calculated value is being paced below or higher to the actual value. The tool of percentage error formula is one of the most reliable and accurate tools in calculating the relative error by keeping the original measure as the basis.

3.6 STATISTICAL ANALYSIS:

Statistical analysis is the science of collecting, exploring and presenting large amounts of data to discover underlying patterns and trends. Statistics are applied every day – in research, industry and government – to become more scientific about decisions that need to be made. The descriptive statistic is used to describes the basic features of information and shows or summarizes data in a rational way. Descriptive

statistics is a study of quantitatively describing. This type of statistics draws in all of the data from a certain population.

Descriptive statistics can include numbers, charts, tables, graphs, or other data visualization types to present raw data. However, descriptive statistics do not allow making conclusions. **You cannot get conclusions** and make generalizations that extend beyond the data at hand. With descriptive statistics, you can simply describe what is and what the data present. **For example**, if you have a data population that includes 30 workers in a business department, you can find the average of that data set for those 30 workers. However, you can't discover what the eventual average is for all the workers in the whole company using just that data. Imagine, this company has 10000 workers. Despite that, this type of statistics is very important because it allows us to show data in a meaningful way. It also can give us the ability to make a simple interpretation of the data.

Inferential type:

As you see above, the main limitation of the descriptive statistics is that it only allows you to make summations about the objects or people that you have measured. It is a serious limitation. This is where inferential statistics come.

Inferential statistics is a result of more complicated mathematical estimations, and allow us to infer trends about a larger population based on samples of "subjects" taken from it.

This type of statistical analysis is used to study the relationships between variables within a sample, and you can make conclusions, generalizations or predictions about a bigger population. In other words, the sample accurately represents the population.

Importance:

Statistical analysis is a study, a science of collecting, organizing, exploring, interpreting, and presenting data and uncovering patterns and trends. Many businesses rely on statistical analysis, and it is becoming more and more important. One of the main reasons is that statistical data is used to predict future trends and to minimize risks.

CHAPTER – 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS:

TABLE 4.1.1 gender of respondents:

S.no	Particulars	No.of.respondse	Percentage
1	Male	88	85.43%
2	Female	15	15.67%
Total		103	100

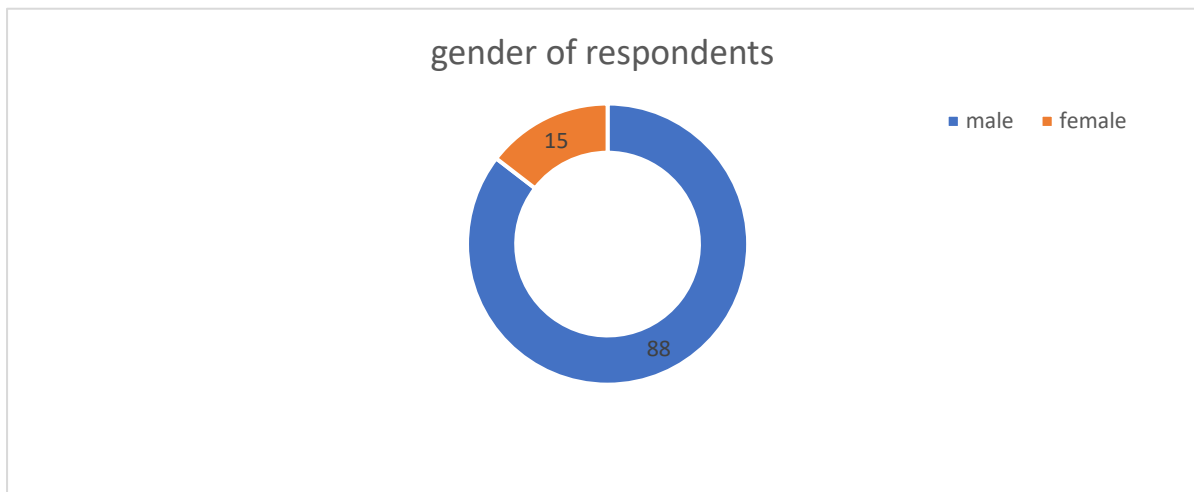


Chart 4.1.1 Gender of respondents

Interpretation:

From the above table no of male respondents are 85.43%, female respondents are 15.67%.

Inference:

Majority (85.435) of the respondents are male.

TABLE 4.1.2 occupation of respondents:

S.no	Particulars	No. of response	Percentage
1	Private employee	56	54.36%
2	Own Business	25	24.27%
3	Government employee	11	10.67%
4	Students	9	8.7%
5	Others	2	0.019%
Total		103	100

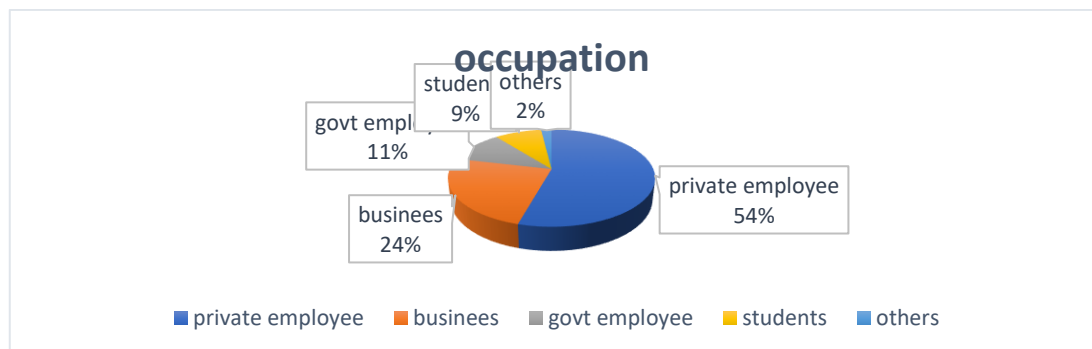


Chart 4.1.2 occupation of respondents

Interpretation:

From the above table no of private employees are 54.36%, own business are 24.27%, government employee are 10.67%, students are 8.7% and others are 0.019%.

Inference:

Majority (54.36%) of the respondents are private employees.

TABLE 4.1.3 From which source you get aware of tata cars of respondents:

S.no	Particulars	No. of. Response	Percentage
1	Tv advertisement	41	39.80%
2	From the user	19	18.44%
3	Self	16	15.53%
4	Online	14	13.59%
5	Newspaper	9	8.73%
6	Others	4	3.88%
Total		103	100

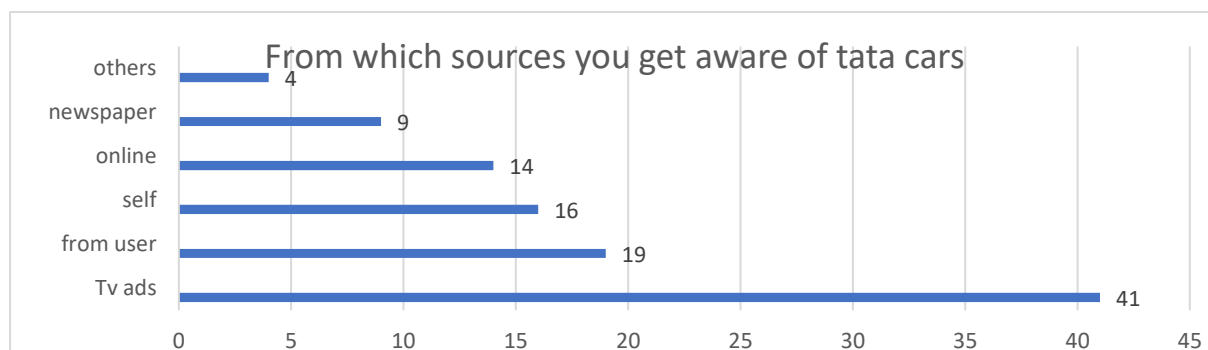


CHART 4.1.3 which source you get aware of tata cars of respondents

Interpretation:

From the above table From which source you get a aware of tata cars tv ads are 39.80%, from the users are 18.44%, self are 15.53%, online are 13.59% ,from newspaper are 8.73%and others are 3.88%.

Inference:

Majority (39.80%) of the respondents are aware the TATA cars from the TV ads.

Table 4.4 Representing from what type of tata cars do you have of respondents

S.no	Particulars	No. of. Response	Percentage
1	Safari	26	25.24%
2	Nexon	21	20.38%
3	Manza	19	18.44%
4	Indica`	15	14.56%
5	Altroz	12	11.65%
6	Others	11	10.67%
Total		103`	100

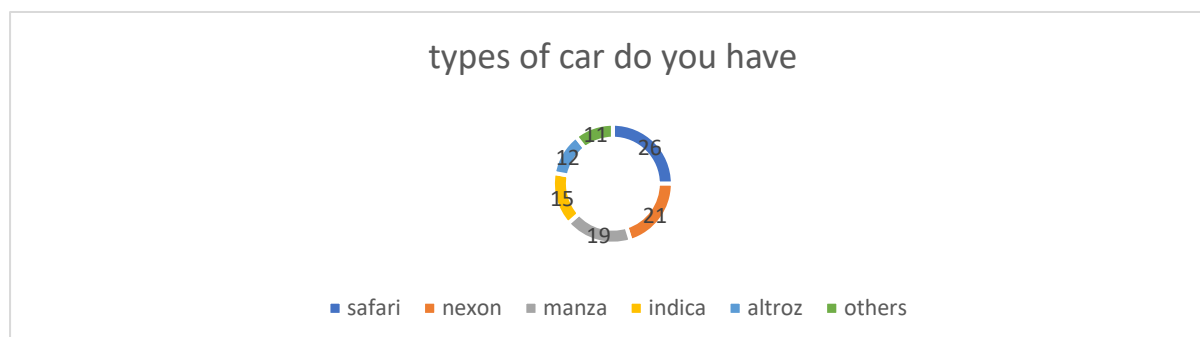


Chart 4.4 From what type of tata cars do you have of respondents

Interpretation:

From the above table what type of cars do you have safari are 25.24%, nexon are 20.38%,manza are18.44%,indica are 14.56%,altroz are 11.65% and others are 10.67%.

Inference:

Majority (25.24%) of the respondents having safari cars.

Table 4.1.5 Important attribute while buying a car of respondents

s.no	Particulars	No. of Response	Percentage
1	Quality	41	39.8%
2	Design	23	22.3%
3	Price	19	18.4%
4	A well-known name	18	17.5%
5	Others	02	1.94%
Total		103	100

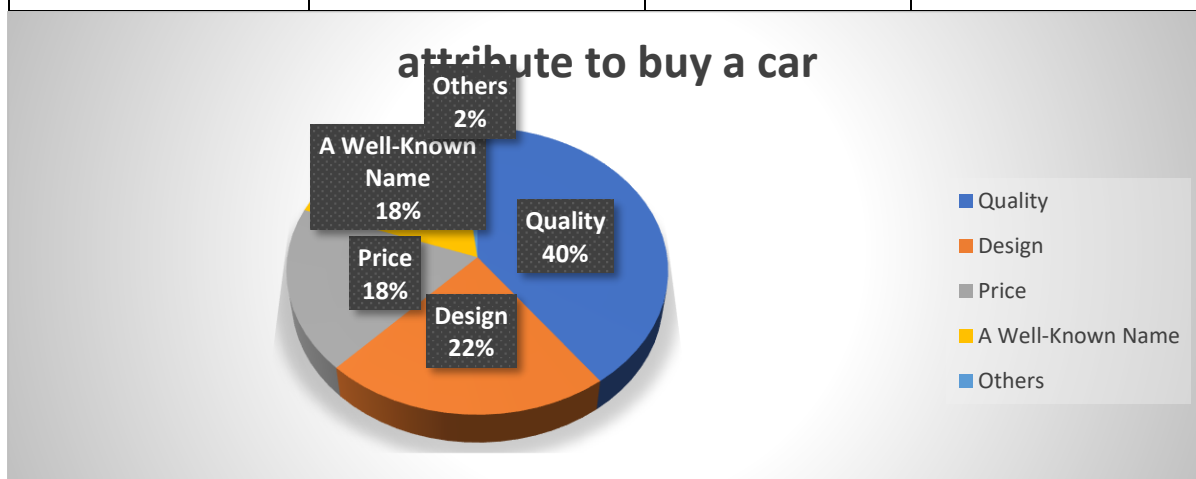


chart 4.5 Important attribute while buying a car of respondents

Interpretation:

From the above table representing important attributes to buy a car are from quality 40%, from design 22%, from price are 18%, a well known name are 18%, and others are 2%.

Inference:

Majority (40%) of the respondents say quality is an important attribute to buy a car.

Table 4.1.6 celebrity endorsement influence your buying decision:

s.no	Particulars	No.of.response	Percentage
1	Normal influence	33	32.03%
2	Less influence	32	31.06%
3	High influence	21	20.38%
4	No influence	17	16.50%
Total		103	100

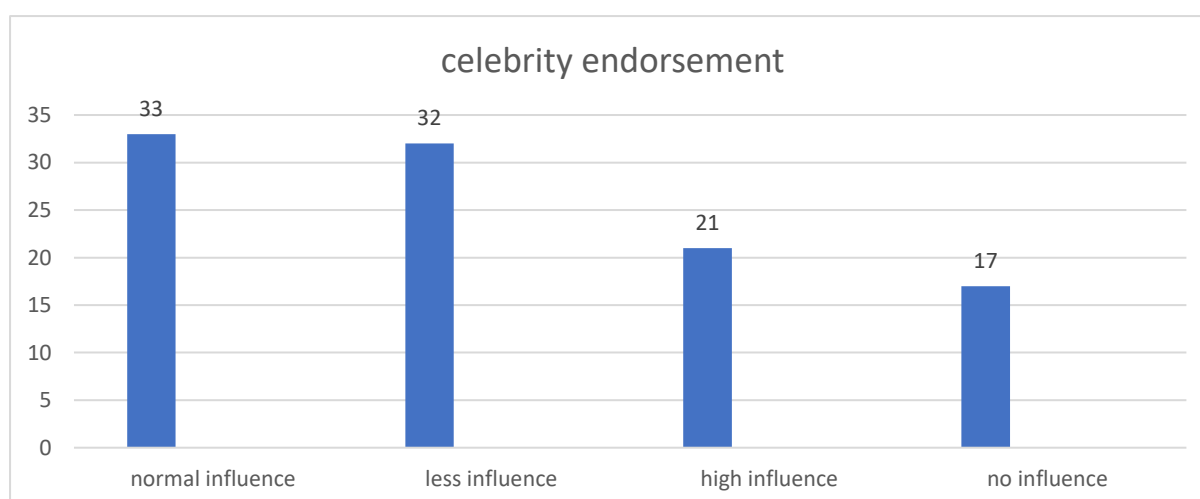


Chart 4.1.6 celebrity endorsement influence your buying decision

Interpretation:

From the above table representing celebrity endorsement to buy a car highly influence are 32.03%,less influence are 31.06%,high influence are 20.38% and no influence are 16.50%.

Inference:

Majority (32.03%) of the respondents are highly influenced by celebrity endorsement.

Table 4.1.7 A well known branded car is always better quality than a less branded car:

S.no	Particulars	No.of. response	Percentage
1	Agree	43	47.57%
2	Strongly agree	37	35.92%
3	Neutral	17	16.50%
4	Disagree	06	5.82%
5	Strongly disagree	00	0%
Total		103	100

branded car is always better than less branded car

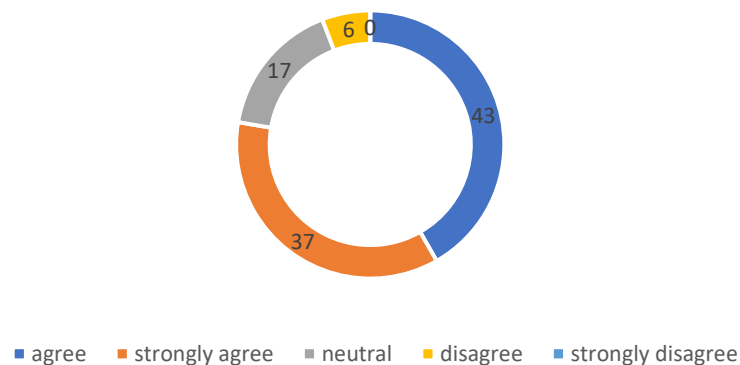


chart 4.1.7 A well known branded car is always better quality than a less branded car

Interpretation:

From the above table representing a well known branded car is always better quality than a less branded car are agree 41.74%, strongly agree are 35.92%, neutral are 16.50% and dis agree are 5.82%

Inference:

Majority (41.74%) of the respondents are agree a well known branded car is always better quality than a less branded car.

Table 4.1.8 Financing influence to buy a car

s.no	Particulars	No.of. response	Percentage
1	Yes	53	51.45%
2	No	31	30.09%
3	May be	19	18.44%
Total		103	100

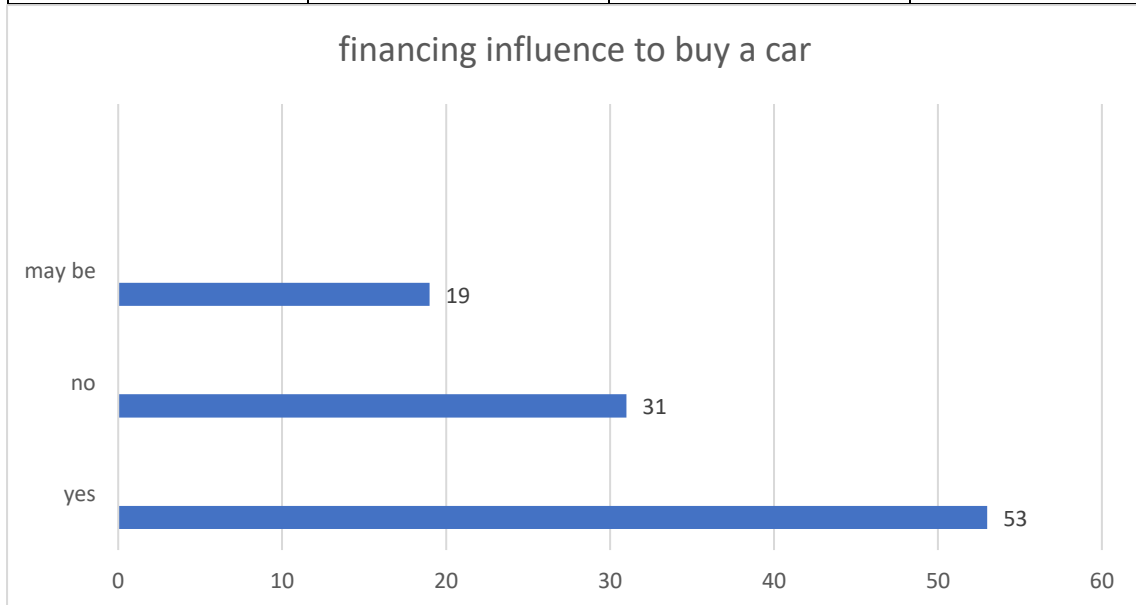


chart 4.1.8 Financing influence to buy a car

Interpretation:

From the above table representing does financing influence to buy a car yes are 51.45%,no are 30.09% and maybe are 18.44%.

Inference:

Majority (51.45%) of the respondents are says financing influence to buy a car.

Table 4.1.9 brand promotion influence to buy a car

s.no	Particulars	No.of.response	Percentage
1	No	41	39.80%
2	Yes	37	35.92%
3	Maybe	25	24.27%
Total		103	100

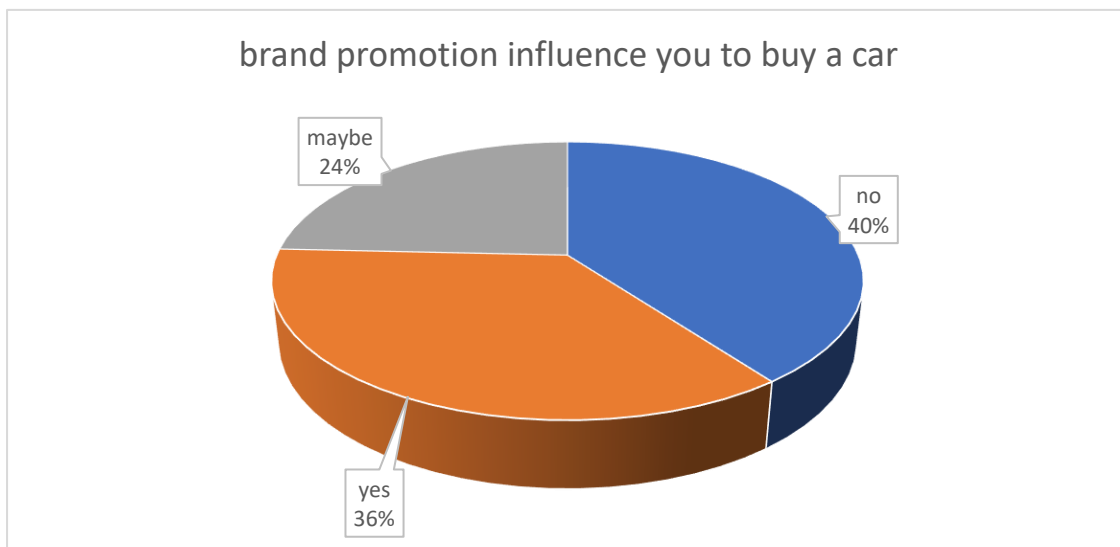


chart 4.1.9 Brand promotion influence to buy a car

Interpretation:

From the above table representing does brand promotion to buy a car no are 39.80%, yes are 35.92% and maybe are 24.27%.

Inference:

Majority (39.80%) of the respondents are said no for brand promotion is influence you to buy a car.

chart 4.1.10 Does offers influence to buy a car

s.no	Particulars	No.of.response	Percentage
1	Yes	46	44.66%
2	No	36	34.95%
3	May be	21	20.38%
Total		103	100

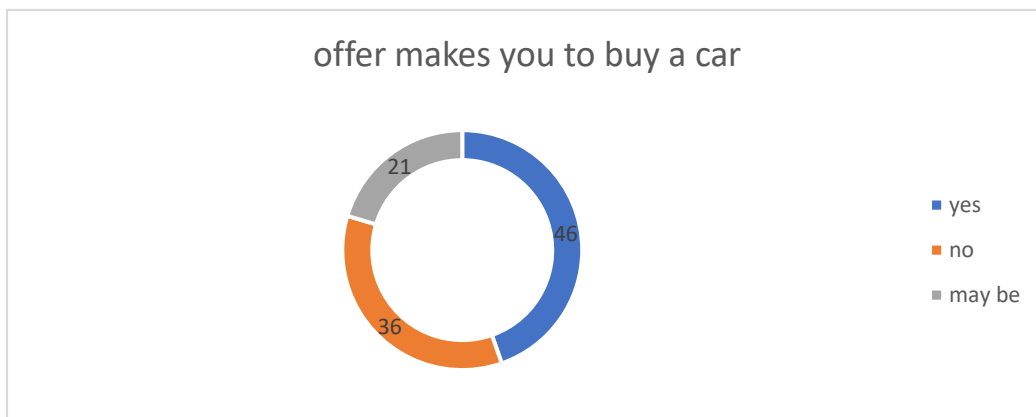


chart 4.1.10 Does offers influence to buy a car

Interpretation:

From the above table representing does offers make you to buy a car yes are 44.66%, no are 34.95% and maybe are 20.38%.

Inference:

Majority (44.66%) of the respondents says offer make you to buy a car.

Table 4.1.11 Brand has become a status symbol

s.no	Particulars	No.of.response	Percentage
1	Agree	30	29.12%
2	Disagree	26	25.24%
3	Neutral	18	17.47%
4	Strongly disagree	16	15.53%
5	Strongly agree	13	12.62%
Total		103	100

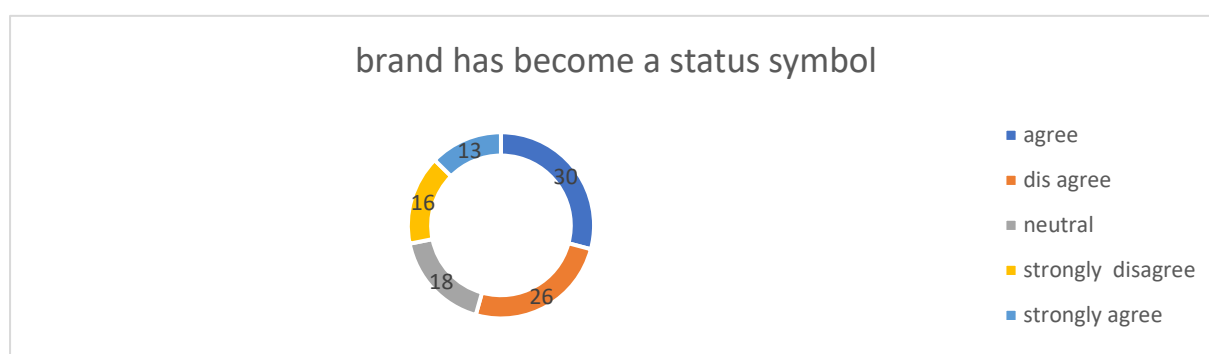


chart 4.1.11 Brand has become a status symbol

Interpretation:

From the above table representing brand has become a status symbol agree are 29.12%,disagree are25.24%,neutral are 17.47%,strongly disagree are 15.33% and strongly agree are 12.62%

Inference:

Majority (29.12%) of the respondents are agree that brand has become a status symbol.

Table 4.1.12 Focus on brand while purchasing

s.no	Particulars	No.of.response	Percentage
1	Yes	63	61.16%
2	No	25	24.27%
3	Maybe	15	14.56%
Total		103	100

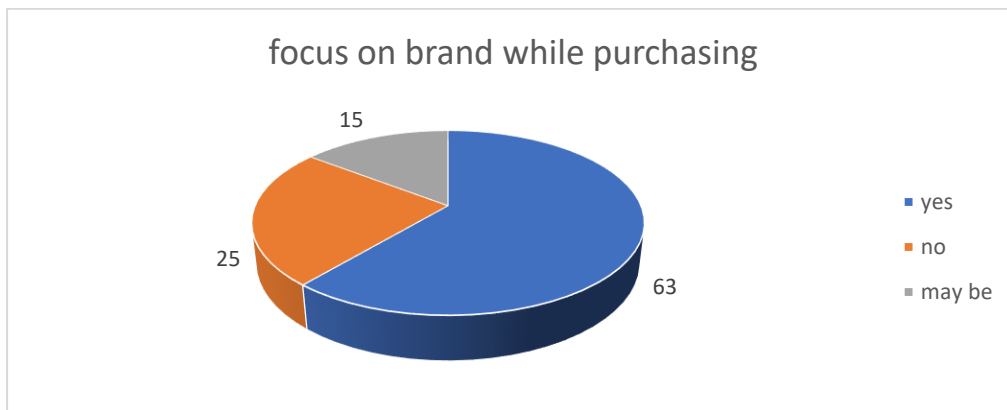


chart 4.1.12 Focus on brand while purchasing

Interpretation:

From the above table representing focus on brand while purchasing on product yes are 61.16%, no are 24.27% and maybe are 14.56%.

Inference:

Majority (61.16%) of the respondents are said yes for focus on branding while purchasing the product.

Table 4.1.13 Logo impact you to buy this brand

s.no	Particulars	No.of.response	Percentage
1	Agree	27	26.21%
2	Neutral	27	26.21%
3	Strongly agree	21	20.38%
4	Disagree	16	15.53%
5	Strongly disagree	12	11.65%
Total		103	100

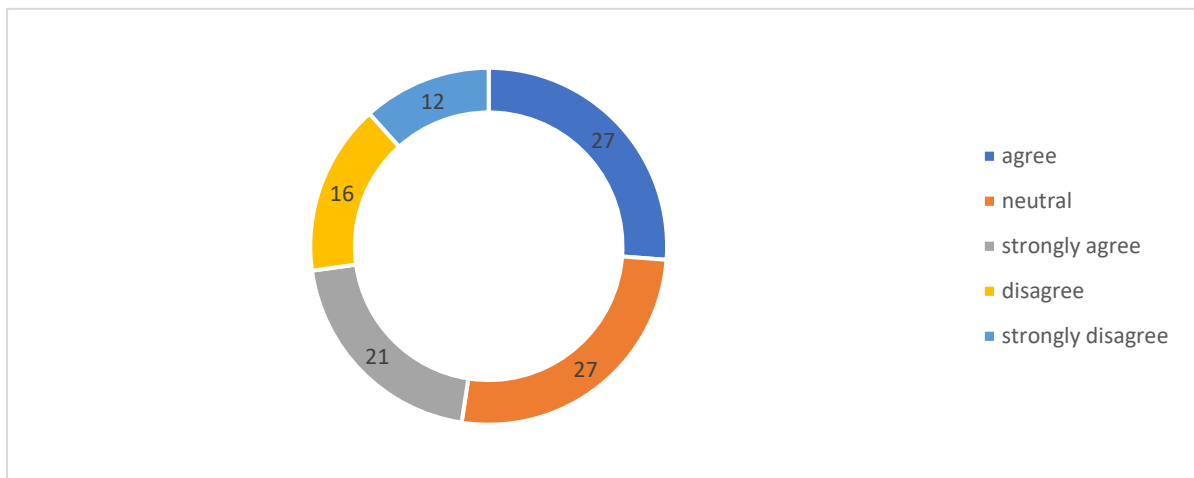


chart 4.1.13 Logo impact you to buy this brand

Interpretation:

From the above table representing does logo impact you to buy this brand agree are 26.21%, neutral are 26.21%, strongly agree are 20.38%, dis agree are 15.53% and strongly dis agree are 11.65%.

Inference:

Majority(26.21%) of the respondents are agree that logo impacts you to buy a car.

Table 4.1.14 How was experience with tata service center

s.no	Particulars	No.Of.response	Percentage
1	Good	50	48.54%
2	Excellent	25	24.27%
3	Bad	20	19.41%
4	Fair	8	7.76%
Total		103	100

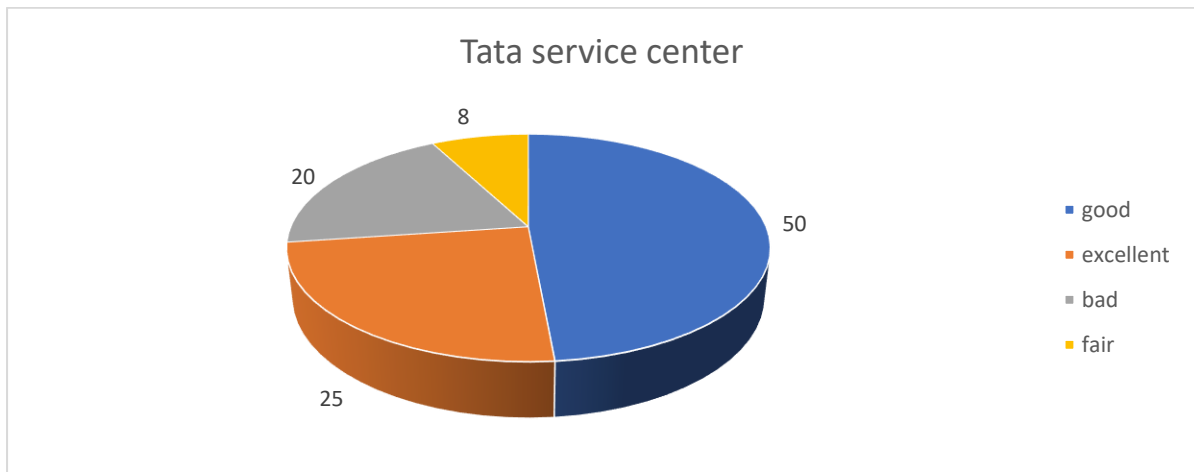


chart 4.1.14 How was experience with tata service center

Interpretation:

From the above table representing how was your experience with tata service center good are 48.54%,excellent are 24.27%,bad are 19.41% and fair are 7.76%

Inference:

Majority (48.54%) of the respondents are says good for experience with TATA service center.

Table 4.1.15 Would you recommend the tata cars to others.

s.no	Particulars	No.of. response	Percentage
1	Yes	62	60.19%
2	Maybe	30	29.12%
3	No	11	10.67%
Total		100	100

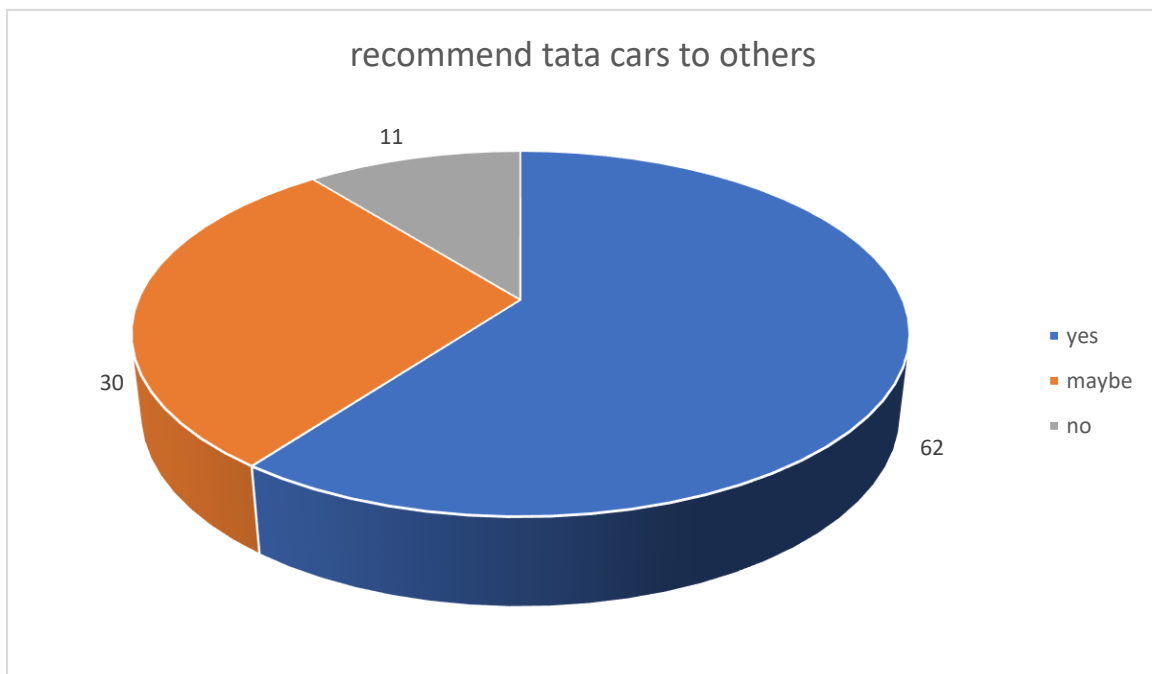


chart 4.1.15 Would you recommend the tata cars to others.

Interpretation:

From the above table representing would you recommend the tata cars to others yes are 60.19%, maybe are 29.12% and no are 10.67%.

Inference:

Majority (60.19%) of the respondents says yes for recommend the TATA cars to others.

4.2 STATISTICAL ANALYSIS:

Chi square analysis:

Hypothesis:

Ho(null hypothesis) : there is no significant difference between a gender and important attributes to buy a car

Hi (alternative hypothesis): there is significant difference between a gender and important attributes to buy a car.

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
gender of respondents * important attributes	103	100.0%	0	0.0%	103	100.0%

gender of respondents * important attributes Crosstabulation

		important attributes					Total
		price	quality	design	a well known name	all	
gender of respondents	male	13	35	21	18	1	88
	female	6	5	3	0	1	15
Total		19	40	24	18	2	103

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.727 ^a	4	.045
Likelihood Ratio	10.803	4	.029
Linear-by-Linear Association	3.343	1	.068
N of Valid Cases	103		

a. 5 cells (50.0%) have expected count less than 5. The minimum expected count is .29.

Inference :

Since p value is 0.045 less than a 0.5 null hypothesis is rejected and alternate hypothesis is accepted.

ANNOVATEST:

➔ **Oneway**

ANOVA

age of respondents

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.164	3	.721	.946	.422
Within Groups	75.525	99	.763		
Total	77.689	102			

ANOVA Effect Sizes^{a,b}

		Point Estimate	95% Confidence Interval	
			Lower	Upper
age of respondents	Eta-squared	.028	.000	.091
	Epsilon-squared	-.002	-.030	.064
	Omega-squared Fixed-effect	-.002	-.030	.063
	Omega-squared Random-effect	-.001	-.010	.022

a. Eta-squared and Epsilon-squared are estimated based on the fixed-effect model.

b. Negative but less biased estimates are retained, not rounded to zero.

Inference :

Since p value is .091 less than a 0.5 null hypothesis is rejected and alternate hypothesis is accepted.

CHAPTER-5

5.1 FINDING:

1. Majority (85.43%) of the respondents are male.
2. Majority (44.7%) of the respondents are in 35-50 age.
3. Majority (54.4%) of the respondents are private employees .
4. Majority (37.9%) of the respondents income between 35000-50000.
5. Majority (39.8%) of the respondents are aware the car from the TV ADVERTISEMENT
6. Majority (35.9%) of the respondents are did extensive information among all the brands
7. Majority (25.2%) of the respondents having safari cars
8. Majority (39.8%) of the respondents are said quality is the important attributes to buy a car
9. Majority (32%) of the respondents are said normal influence to the celebrity endorsement
10. Majority(41.7%) of the respondents are agree brand car is always better quality than the less branded car
11. Majority (51.5%) of the respondents are agree financing influence to buy a car
12. Majority (39.8%) of the respondents are dis agree brand promotion influence to buy a car
13. Majority (44.7%) of the respondents are agree that offers make to buy a car
Majority (29.1%) of the respondents are agree that brand has become a status symbol
14. Majority (61.2%) of the respondents are agree that they are focusing on brand while purchasing.
15. Majority (26.2%) of the respondents are agree that logo impacts to buy a car

16. majority (39.8%) of the respondents are disagree that available of spare impact to buy a car
17. Majority (48.5%) of the respondents are having good experience with the tata showroom
18. Majority (50.5%) of the respondents are having good experience with the tata cars
19. Majority (60.2%) of the respondents are said they will recommend the tata cars to others.

5.2 SUGGESTION:

- The charges for servicing the Four Wheelers may be slightly reduced
- Some of the people are facing problems with mileage which should be rectified
- As a promotional measure of Tata Motors Pvt. Ltd. may increase free services camps. This will increase Customer's loyalty.
- As per the study after sales service, cleaning and servicing vehicles should be given importance and improved.

5.3 CONCLUSION:

- Consumer decision making varies with the type of buying decision. Comparatively, complex and expensive purchases, like durable procurements, are likely to involve more buyer deliberations and more participants.
- Hence, a study on the consumer buying behavior, especially of durables, becomes very essential.
- Such attempts do throw more light on how the consumers select, buy, use and dispose of goods, services, ideas, or experiences to satisfy their needs and desires.

- It needs to be emphasized at the very outset that there is no unified, tested and universally established theory buying behavior. What we have today are certain ideas on buying behavior.
- Only then can a company demonstrate the relevance of its marketing offer to consumers by showing how it will help them deal with their life setting. Ultimately, convincing customers of the product offers relevance is crucial to sales growth in markets. Marketing stimuli consist of the four Ps:
 - Product
 - Price
 - Place
 - Promotion

Other stimuli include major forces and events in the buyers environment: economic, technological, political and cultural. All these inputs enter the buyers black box where they are turned into a set of observable buyer responses: product choice, brand choice, dealer choice, purchase timing and purchase amount. The marketer wants to understand how the stimuli are changed into response inside the consumer's black box, which has two parts: first, the buyer's characteristics influence how he or she perceives and reacts to the stimuli; second, the buyers decision process itself affects the buyers behavior

CHAPTER-6

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IMPACT OF BRANDING ON CONSUMER BUYING BEHAVIOR OF TATA MOTORS

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ABSTRACT

The aim of the project is to study about the IMPACT OF BRANDING ON CONSUMER BUYING BEHAVIOUR OF TATA CARS. Now car industry is one of the most competitive industries of the world. So, the consumer is also differentiating while purchase. I surveyed that on what points the consumers were differentiating between various Models. The main motive is to know how brand is affecting on consumer buying behaviour. The study was conducted to determine the level of effect of Branding on consumer buying behaviour to examine interactive role of those factors that determines brand image and loyalty, to know brand image and loyalty of TATA cars and to suggest measures for developing brand . Satisfaction is crucial concern for both customers and organizations. Satisfaction is a subjective concept and therefore difficult to determine. It depends on many factors and varies from person to person and product to product. The importance of customer satisfaction in strategy development for customers and market oriented cannot be underdetermined. Now a day it has become very important factor for each and every organization to enhance the level of customer satisfaction. The overall study reveals that It was found that the customer are mostly satisfied with price , design, safety, mileage, interior space, status brand name, comfort level, spares part and after sale service.

KEYWORDS: Customer satisfaction, Brand image, Loyalty.

I. INTRODUCTION:

The aim of the project is to study about the EFFECT OF BRANDING ON CONSUMER BUYING BEHAVIOUR OF TATA CARS. Now car industry is one of the most competitive

industries of the world. So, the consumer is also differentiating while purchase. The main motive is to know how brand is effecting on consumer buying behavior. The study was conducted to determine the level of effect of Branding on consumer buying behavior to examine interactive role of those factors that determines brand image and loyalty, to know brand image and loyalty of Tata cars and to suggest measures for developing brand

II. Review of literature:

Aaker (1991) He defines in his study the conceptual framework develops is useful for examining the contribution of brand association, brand awareness, perceived develops is useful for examining the contribution of brand association, brand awareness, perceived value and brand loyalty to brand equity.

Thomas Semon (1993) In his research he suggests the inclusion of brand loyalty and response style in customers satisfaction. The author suggest that may of the brand switch triggers are based on communications rather than personal experience

Kent and Allen (1994) The study focused on brand familiarity's role in increasing ad memorability and moderating competitive interference. Their findings suggest that established brands have important advantages in advertising, consumers would be more likely to recall ad information and their memory should be less affected by exposure to competitors.

Chaudhri and Holbrook (2001) The aims of the study are to review the dimensions of customer based brand equity by drawing together strands from various literature and empirical studies made within the area of customer based brand equity. A conceptual framework for measuring customer based brand equity is developed to provide a more integrative conceptualization of brand equity.

Gil Bashe (2001) The report is on the efforts of pharmaceutical executive to focus on consumers needs, value of customer relationship management, significance of integrating a brand emotion ingredient in a marketing strategy, challenge of maximizing total brand assets and elements of successful marketing and sales campaigns.

Romaniuk and Sharp (2003) in his study he tested three hypotheses about the relationship between brand perception and loyalty. They found a. there was little evidence that any particular attributes are more related to customer loyalty than other nor b. that there were specific brand positions that were uniquely associated with higher loyalty.

Ayanwale (2005) He described that when there is number of rivals and customers have changed brand selections producers wants to understand the features that can advantage the attraction of purchasers. Man and woman both similarly influenced by promotion for brand selections.

Kevin (2005) He focuses on the use of effective advertising to create an equity position in the marketplace. The author concludes by saying that effective advertising can be a powerful part of a company's marketing plan, and it is an important investment in the company.

III. MATERIALS AND METHODS:

RESEARCH DESIGN

Descriptive research design was employed for data collection, analysis and testing research model used in this research.

OBJECTIVES OF THE RESEARCH

PRIMARY OBJECTIVE:

Impact of branding on consumer buying behavior of TATA Motors

SECONDARY OBJECTIVE:

- To study the factors influencing customer brand preference.
- To study the consumers satisfaction towards TATA car
- To study the importance of the consumers buying behavior in the organization.

- To understand review and the define the attributes for "brand success"

SAMPLING DESIGN

The data is collected from around the Chennai city. The sample size was 103, which was collected directly with the help of google form.

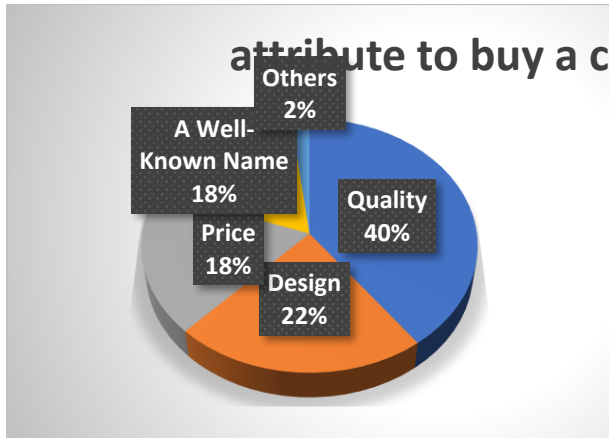
DATA COLLECTION DESIGN

- Primary Data – Questionnaire given to 103 respondents
- Secondary Data - Websites and online journals, Published reports & Review of literature from published articles E. RESEARCH FRAMEWORK Questionnaire was divided into two sections. First part was designed to know the general information about the respondents and the second part contained the respondent's opinions about problems faced by employees in construction field

IV. DATA ANALYSIS

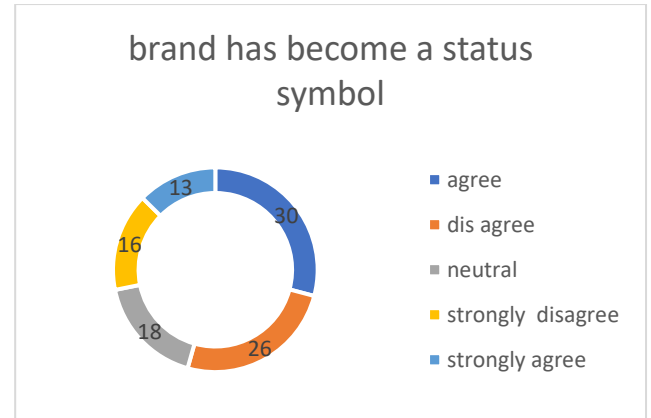
Representing Important attribute while buying a car of respondents

s.no	Particulars	No. of. Response	Percentage
1	Quality	41	39.8%
2	Design	23	22.3%
3	Price	19	18.4%
4	A well-known name	18	17.5%
5	Others	02	1.94%
Total		103	100



Interpretation:

From the above table representing important attributes to buy a car are from quality 40%, from design 22%, from price are 18%, a well known name are 18%, and others are 2%



Interpretation:

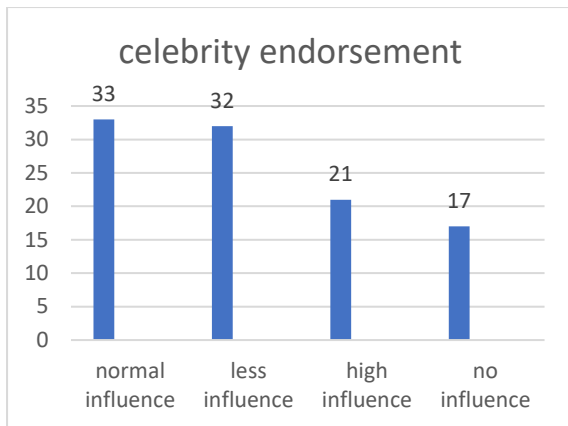
From the above table representing brand has become a status symbol agree are 29.12%, disagree are 25.24%, neutral are 17.47%, strongly disagree are 15.33% and strongly agree are 12.62%

Representing brand has become a status symbol

s.no	Particulars	No.of.response	Percentage
1	Agree	30	29.12%
2	Disagree	26	25.24%
3	Neutral	18	17.47%
4	Strongly disagree	16	15.53%
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Representing celebrity endorsement influence your buying decision:

s.no	Particulars	No.of.response	Percentage
1	Normal influence	33	32.03%
2	Less influence	32	31.06%
3	High influence	21	20.38%
4	No influence	17	16.50%
Total		103	100

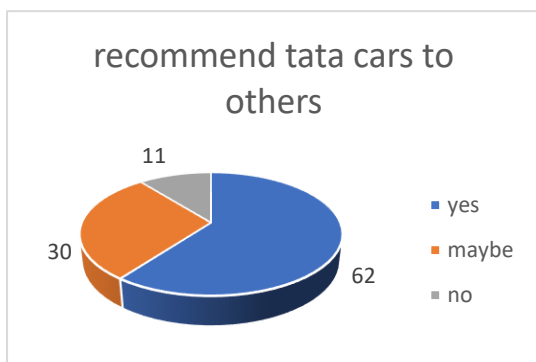


Interpretation:

From the above table representing celebrity endorsement to buy a car highly influence are 32.03%, less influence are 31.06%, high influence are 20.38% and no influence are 16.50%.

Representing would you recommend the tata cars to others.

s.no	Particulars	No.of. response	Percentage
1	Yes	62	60.19%
2	Maybe	30	29.12%
3	No	11	10.67%
Total		100	100



Interpretation:

From the above table representing would you recommend the tata cars to others yes are 60.19%, maybe are 29.12% and no are 10.67%.

Chi square analysis:

Hypothesis:

Ho (null hypothesis) : there is no significant difference between a gender and important attributes to buy a car

Hi (alternative hypothesis): there is significant difference between a gender and important attributes to buy a car.

Case Processing Summary						
	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
gender of respondents * important attributes	103	100.0%	0	0.0%	103	100.0%

gender of respondents * important attributes Crosstabulation						
Count		important attributes				
		price	quality	design	a well known name	all
gender of respondents	male	13	35	21	18	1
	female	6	5	3	0	1
Total		19	40	24	18	2
						103

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.727 ^a	4	.045
Likelihood Ratio	10.803	4	.029
Linear-by-Linear Association	3.343	1	.068
N of Valid Cases	103		

a. 5 cells (50.0%) have expected count less than 5. The minimum expected count is .29.

Inference :

Since p value is 0.045 less than a 0.5 null hypothesis is rejected and alternate hypothesis is accepted.

ANNOVATEST:

➔ Oneway

ANOVA					
age of respondents	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.164	3	.721	.946	.422
Within Groups	75.525	99	.763		
Total	77.689	102			

ANOVA Effect Sizes ^{a,b}				
age of respondents	Eta-squared	Point Estimate	95% Confidence Interval	
			Lower	Upper
	Epsilon-squared	-.002	-.030	.064
	Omega-squared Fixed-effect	-.002	-.030	.063
	Omega-squared Random-effect	-.001	-.010	.022

a. Eta-squared and Epsilon-squared are estimated based on the fixed-effect model.
b. Negative but less biased estimates are retained, not rounded to zero.

Inference :

Since p value is .091 less than a 0.5 null hypothesis is rejected and alternate hypothesis is accepted.

V.SUGGESTION:

- The charges for servicing the Four Wheelers may be slightly reduced
- Some of the people are facing problems with mileage which should be rectified
- As a promotional measure of Tata Motors Pvt. Ltd. may increase free services camps. This will increase Customer's loyalty.
- As per the study after sales service, cleaning and servicing vehicles should be given importance and improved.

VI.CONCLUSION:

- Consumer decision making varies with the type of buying decision. Comparatively, complex and expensive purchases, like durable procurements, are likely to involve more buyer deliberations and more participants.
- Such attempts do throw more light on how the consumers select, buy, use and dispose of goods, services, ideas, or experiences to satisfy their needs and desires.
- Only then can a company demonstrate the relevance of its marketing offer to consumers by showing how it will help them deal with their life setting. Ultimately, convincing customers of the product offers relevance is crucial to sales growth in markets. Marketing stimuli consist of the four Ps:
 - Product
 - Price
 - Place
 - PromotionOther stimuli include major forces and events in the buyers environment: economic, technological, political and cultural. All these inputs enter the buyers black box where they are turned into a set of observable buyer responses: product choice,

brand choice, dealer choice, purchase timing and purchase amount. The marketer wants to understand how the stimuli are changed into response inside the consumer's black box, which has two parts: first, the buyer's characteristics influence how he or she perceives and reacts to the stimuli; second, the buyers decision process itself affects the buyers behavior

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