

# A Study of Marketing Strategies of Tata Motors (Jaika) Company with Special Reference to Wardha City

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**Abstract:** *Tata Motors Marketing ways in automotive diligence. One of the most effective marketing juggernauts in the auto sector is the marketing crusade for TATA machines. Given the character of Tata Motors Corporation, it isn't delicate to understand why they're suitable to manufacture further than 4 million different styles of vehicles similar as motorcars, vans, artificial vehicles. Tata Motors Limited, meanwhile, has also been the largest auto maker in the Indian request moment. As we already know that day by day government laws are going to be stricter and it get directly effect on the future of business. We prevision a huge quantum of enhancement performing from COVID- 19. From demanding further flawless stoner services to prioritizing quality and safety functionality by purchase choices, client gesture can shift in various forms. Changing to 'slow' trip and private (compared to public and/ or participated) transport will impact implicit passenger vehicle demand.*

**Keywords:** *Tata Motors, Marketing Strategies, Automobile, Industries, India.*

## 1. INTRODUCTION

India is one of the world's largest producers of motor car Industries. It was formerly one of the world's fastest rising, but is presently witnessing stagnant or negative rates of growth. According to recent estimates, India overtook Brazil and came the world's sixth largest producers of passenger cars ( beating old and new car manufactures similar as Belgium, the United Kingdom, Italy, Canada, Mexico, Russia, Spain, France, Brazil) and rose by 16 to 18 percent to vend some three million units in 2011- 2020. India surfaced as Asia's fourth-largest passenger car exporter in 2019, behind Japan, South Korea, and Thailand. India defeated Thailand to come the third largest passenger car exporter in Asia in 2010. The machine sector is largely competitive and contest is anticipated to consolidate in the future, which can be obviously prognosticated. Tata Motors faces violent contest, like Maruti Udyog, Mitsubishi Motors, Fiat, Ford Motors and General Motors, from its domestic and foreign rivals. Competition is in terms of attributes, protection of quality, cost, effectiveness, consumer support, backing and creativity. Lately, in India, the government has approved automatic blessings for 100 foreign equity. This has crowned in a growth in the quantum of processing shops, and it'll surely continue so. With further than 8.5 million Tata branded motorcars traveling worldwide, Tata Motors is one of the world's chosen enterprises to give its customer a comprehensive portfolio. The business has a good presence in the hatchback and the sedan order in marketable cars, moving up to SUVs and MUVs. Tata Motors provides a broad range of vehicles for marketable vehicles that are acclimatized for original conditions and follow the highest specification, protection, environmental norms and

consumer comfort norms. The Tata Motors group is active in further than 125 countries moment, with a worldwide network of further than, 400 touch points. In the UK, Italy, India and South Korea, Tata Motors has exploration and product centers. The business brings a strong knowledge of client demands from different requests and broad global expertise, and is well placed to address ever- changing automotive conditions and consumer preferences across the world. Tata Motors Limited, the largest automotive establishment in India, is by far the industry leader in marketable vehicles and the second largest in the request for passenger vehicles with winning goods in the orders of small, mid-size cars and mileage vehicles. The end of this report is to probe and estimate the automotive Industry internal and external surroundings in India. The study can help us to analyze the company's current as well as past strategies and redesign new strategies for further optimization. Deals of Tata Motors grew by 19 percent in February 2012 across the region. A 42 percent request increase was seen in passenger vehicles similar as Tata Aria, Tata Sumo and Tata Safari. Tata Nano has performed exceptionally well in its earnings. In the veritably important game in the technology sector, Tata Motors and its parent establishment, the Tata Group, are leading. ' A deep understanding of profitable stimulants and client requirements and the capability to restate them into client- asked offers through commanding edge R&D are the base of the company's growth '( Tata). With 3000 staff, scientists and masterminds, the exploration and development team of Tata Motors is ahead of the pack in the Indian sector and globally with the rest of the industry. Among Tata's' first Light Commercial Vehicle produced indigenously, India's first Sports Utility Vehicle and, in 1998, Tata Indica, India's first truly indigenous passenger car, as well as the highly popular Tata Nano, the cheapest cars in the world (Tata). In the auto sector, remaining on top of the technological wind is getting extremely important for suppliers, with new challenges constantly growing, similar as rising petrol costs and enterprises with emigrations. To be competitive in the automotive game, an automotive manufacturer needs to acclimate, acclimatize and expand, and this is precisely what Tata is doing with its exponential growth and robust exploration and development. The main end of this paper is to study Tata Motors' marketing strategy in India's automotive Industry.

### **Importance and Significance of the Study**

- I got to learn the significance of marketing strategies for the growth of the company.
- Now a days the guests are veritably brand conscious.
- Retailers also need some stronger periphery for the promotion of the product.
- Client satisfaction is the primary source of any business exertion.

### **Scope**

- various identical sample checks over predetermined period of time is used to dissect comparatively the result and establish effectiveness of promotional effort
- . Study is also conducted to find out the preferences of the customer and their anticipation from the products.

### **Objective**

- To study the marketing strategy of the company. 3.2. To study the customer satisfaction towards tata products. 3.3. To understand the market share of product.

## 2. REVIEW OF LITERATURE

India is conceivably the most competitive nation in the world in automobile sector. For further than 10 % of GDP and furnishing 25 million citizens with fresh jobs by 2016. Mukherjee (1997) said North India, with a 43 % request share, is presently India's largest automotive request. With 27 % going west and 22 % coming south. East has the smallest request share at 8% According to Mukherjee's (1997) results, it would appear that indigenous segmentation may be a suitable first phase in doing so. The rearmost segmentation strategies used in the Indian auto mobile Industry, Mukherjee and Sastry (1996) and Mukherjee (1997), are substantially concentrated on the form or mileage of the vehicle and the vehicle price scale. They were thus suitable to classify the request into the orders of Off Road or Utility Vehicles, Trade, Luxury and Ultra Luxury ' . still, the number of auto- retaining homes will increase by nearly 6 m, nearly double the current rate, if in the coming five times just 10 percent of these' well- off' homes will shift to the coming position. While this systemic change seems to be eminently doable, profitable surprises, similar as a failure or a financial downturn contributing to far advance interest rates, may hold back demand for a period of time. The Tata Nano is a case in point, and Renault and Bajaj aim to launch another mini auto in cooperation by 2011. (E.g. Lamparter, 2008). Mini-car designs, in particular, are anticipated to have a major effect on the Indian automotive request. As Baig (2008) states ' Impact on the bus request The Tata Nano will produce a new request niche, priced at nearly half the price of the cheapest Indian auto but three times the price of an average motorcycle. ' It could only end up drawing some 5 % of the 7 million two- wheeler annual buyers and defining a new entry standard for vehicles. Last time, Indians bought 1.2 million buses and the Tata Nano is anticipated to add around 3,00,000- 4, 00, 000 fresh customers to that. Still, lower vehicles are anticipated to stay untouched and deals of bikes and scooters will rise.

## 3. RESEARCH METHODOLOGY

This is the descriptive exploration. We were taken after with the figure of Study took later with the secondary data collection and their operation. After data collected, we would explore this environment. We were taken after the following way of data collection strategies, how to ameliorate new instruments which is used in engineering sector as well as medical sector.

**Primary** source is a source from where we collect the direct information or original data on a subject. We speak to brands in our current interview series to learn how they're dealing with the ultramodern standard and their styles to handling these tough times. In view of the tremendous influence of the automobile industry. We talked with Tata Motors leaders, Head of Manufacturing, Marketing and client Service, Electric Mobility Business Unit and, General Manager, Marketing Relations, Commercial Vehicle Business and General Customer Perception. The three representatives advised us about what the company is doing and how they're planning for a changeable future.

**Secondary** Data Collection We were collected the secondary data from the published by the associations; like journals, books, internet and papers. This is the minor part of this exploration still important as well. This kind of data have been collected and recorded by another person or association, occasionally for altogether extraordinary purposes. Revenue Analysis the Directors shall deliver their 75th financial Report along with the FY 2019- 2020 Audited Financial Statement of Accounts. (Annual Report 2019- 2020).

**1. Hypothesis**

- Sales promotion is most effective tools of promotion for tata motors in wardha city.
- Marketing strategy of tata motors (Jaika motors) is effective in wardha city.
- Tata motors (Jaika motors) is better than other competitors in its sales promotion activities in wardha city.

**2. Sample and Sample Size**

This refers to the number of items to be selected from the universe to constitute a sample. This is a major problem before a researcher. The size of the sample should be neither is excessively large, nor too small. it should be optimum An optimum sample is one which fulfills the requirements of efficiency, representatives, reliability and flexibility.

Sample Size - 160 people

**3. Data Collection Technique**

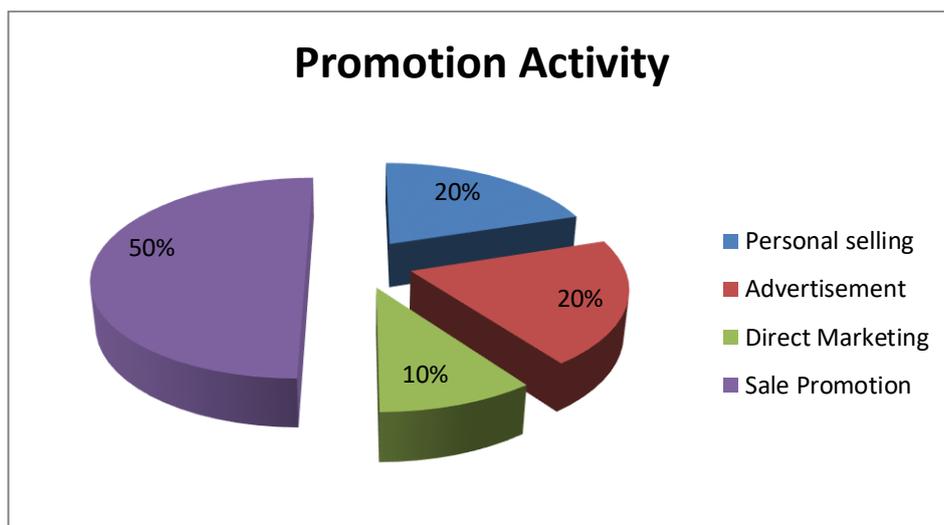
Technique used for the data collection in this study id primary method. This includes questionnaire. It is given to 160 people and their responses are recorded.

**4. Tools for Data Analysis**

A descriptive statistical analysis measures like mean has been used in this study.

**5. Data Analysis and Interpretation.**

Answer	No. Respondents	Percentage
Personal selling	20	20%
Advertisement	20	20%
Direct marketing	10	10%
Sale promotion	50	50%



**6. Interpretation**

From the analysis, we can see which marketing strategy is more effective for Jaika motors. We can see that 50% is by sale promotion, 20% is by Advertiement, 20% by personal selling and 10% is by direct marketing.

#### **4. CONCLUSION**

Customers can get detailed information on the product. The research concludes that Jaika motors wardha have great opportunity to penetrate in the market. As we have stated before, the right marketing strategies for a company would be base on a number of factors such as size of the company, economic, social etc and most importantly on what the company vision is. This proves that the customer is very satisfied after purchasing the Tata vehicles which will continue to benefit them.

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- [5] Icarus Deception- Seth God in
- [6] Hooked: How to build habit-forming products by Nir Eyal
- [7] How Brands Become Icons- Douglas B. Holt

#### **Website**

- <https://tatamotors.in>
- <https://economicstimes.com>
- <https://www.zoominfo.com>

#### **Others**

Newspaper, Journal, Magazine.