



Review Article

A Research on Tata Motors Covid 19 Situation on Customer Brand Awareness

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Abstract

Brand awareness version for enjoy products that overcomes the limitations of patron desire fashions, especially when it is not smooth to take into account a few qualitative attributes of a product or while there are too many attributes relative to the available quantity of preference data, via capturing the consequences of unobserved product attributes with the residuals of reference consumers for the identical product. They decompose the deterministic factor of product software into parts: that accounted for by way of found attributes and that because of non-located attributes. By using estimating the unobserved factor via concerning it to the corresponding residuals of digital experts representing homogeneous corporations of people who experienced the product earlier and evaluated it. The usage of Bayesian estimation methods and markov chain Monte Carlo simulation inference, applying two kinds of patron preference. 1. Standard preference data for online customer ratings in internet reference services. 2) Revolved preferences it is data for movies for offline customers. The values empirically show that this new approach outperforms several opportunity collaborative filtering and attribute-based choice fashions with each in and out of sample fits. The model is relevant to each net recommendation services and client preference research.

KEYWORDS : Brand consciousness, consumer alternatives.

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INTRODUCTION TO BRAND AWARENESS

With the opening of the market or the publish liberalization period has resulted in many organizations getting into the markets with services of their items and offerings. In the earlier ranges of economic revolution client needed to take delivery of what the manufacturer has produced but these days customers are a great deal more knowledgeable, disturbing, count on lot greater to healthy their ever

changing existence patterns. There through their satisfactory expectancies have been increased from time to time a good way to rebuild it-self round its purchaser. The producer ought to be capable of fulfill, with the form of product and offerings to suit the ever-changing patron requirements. In developing an advertising and marketing strategy for merchandise, the dealers need to confront the branding selection. Logo is a chief difficulty in product. Clients have strong preference for

specific variations and types of basic goods and services. The manufactures ultimately study that market electricity lies with the logo name companies. Clients shopping for choices are prompted through the Brand. In this competitive international, the “Brand performs an essential role and a logo may be very prominent asset owned by means of a company. Logo is endowed with focus, perceived exceptional, institutions and logo loyalty. Brand is offered as creative concept. A logo is a promise of the seller to supply a particular set of advantages or attributes or offerings to the buyer. Logo represents a stage of exceptional.

OBJECTIVES OF THE STUDY

1. To customer to purchase product Tata motors
2. To variables of brands and awareness influence them to purchase.
3. To understand what role does the logo has in the minds of customers.
4. To identify awareness to brand Tata motors four wheelers.
5. To about the customer’s satisfaction in Tata motors offers
6. To discover the marketplace capacity for Tata cars four wheelers.
7. To Maintain and improve brand awareness.

NEED FOR THE STUDY

The intention of any organization is to for the most part obtain bigger piece of the pie high level of deals the Industry; this could be just accomplished by building a higher level of brand faithful clients. Any organization can get by through there is a solid computational the market on the off chance that it has brand steadfast clients. Today many significant organizations in the market attempt to keep up and improve their marked value. Without making appropriate brand mindfulness they can't fabricate brand image.

Solid brands help assemble the corporate image and furthermore by making it simpler for the organizations dispatch new brands. Today marks are treated as major suffering resources of an organization – more over brand value are significant supporter of client value. This all can happen just there is appropriate brand mindfulness. The lights four wheeler businesses have been growing quickly are gone the day while having a little and blend size vehicles were viewed as an extravagance. Presently days it is seen as a simple need.

Client relationship the board and information mining are basic differentials that empower upper hand for firms zeroed in on expanding client piece of the pie. In spite of the fact that interest in advertising, deals and administration advancement can be compelled because of financial and social contemplations, the underlying investigation of the examination demonstrates regular European buyer clothing destinations empower higher substance profundity, navigational setting and help, customer correspondence, and business effectiveness. Nonetheless, the investigation simultaneously demonstrates lower client customization and mining, way of life association and advertising, and customer, Community connection, on the locales.

RESEARCH METHODOLOGY

The data collected sources in primary and secondary, the information get to regard products and organization.

Primary Data:

The primary data collect questonnrie it is related in customer brand awareness towards Tata motors product different features and satisfactions. Such as Price, Color, Modal, brand etc.

Secondary Data:

The secondary data taken from Reports, Advertisements, Newspapers, Customer database, Pamphlets, it five sources collected secondary data.

INTERNET SAMPLEING

The Tata motors limited customers in Madurai City only and range of all over India. Samples taken target is population of study in brand awareness in Tata motors.

SAMPLE SIZE

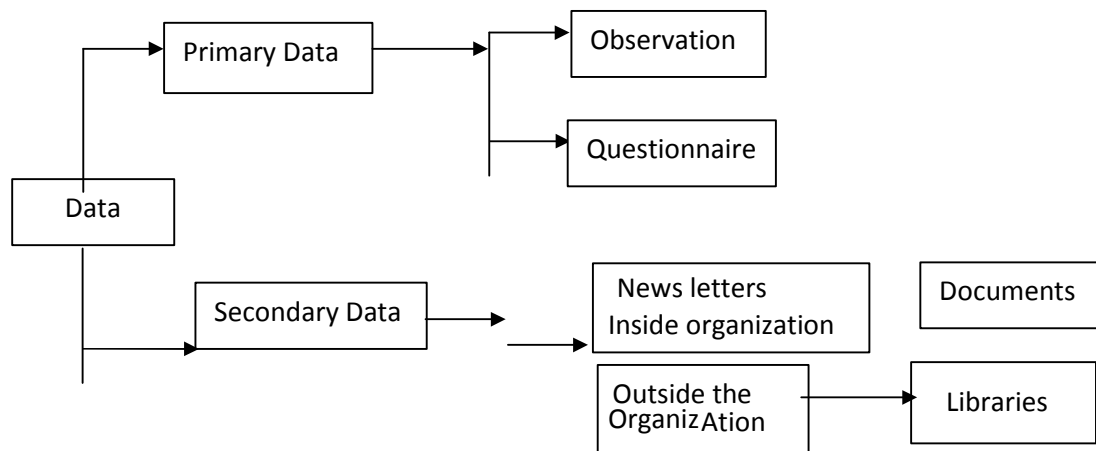
The sample size is 200 collected from selected data base company. The research

depth survey and collecting data observation concerning Tata Motors customers brand awareness.

SAMPLING TECHNIQUE

In this technique each and every unit of the population has on equal opportunity of the selected technique sample. Using only random sampling technique adopt selection sample method.

DATA COLLECTION PROCESS



Need of the objective, types of the data it data collected with the help of questionnaire's and another data identified in the data collection process.

SCOPE OF THE STUDY

The research role is very important in customers brand awareness in covid-19 situation on Tata motors. It is help to human achievements towards understand and identify the brand. The systematic markets research helps to brand image and finding of the customers in awareness of Tata limited motors. The research mainly focused to Madurai city peoples to different locations, age groups and particular brand find out of the preference.

LIMITATIONS OF THE STUDY

The customers not be contracted in outstand lack of time

1. The research has been classified to Madurai city only.

2. The project sample study is 200 customers only.
3. The complete customer feelings
4. The customers change from time to time it is possibility of research so some changes in the result it is awareness level.
5. Sometimes few customers not responded suitably due to lack of time, ignorance.

REVIEW LITERATURE

Within the word of Philip Kotler

“A brand is a name, term, sign, symbol or layout or mixture of them. Intended to discover the products or offerings of 1 dealer or organization of dealers and to distinguish them from the ones of competitors.

ROLE OF BRANDING

In today's global logo names come to create perceive to distinguish one product

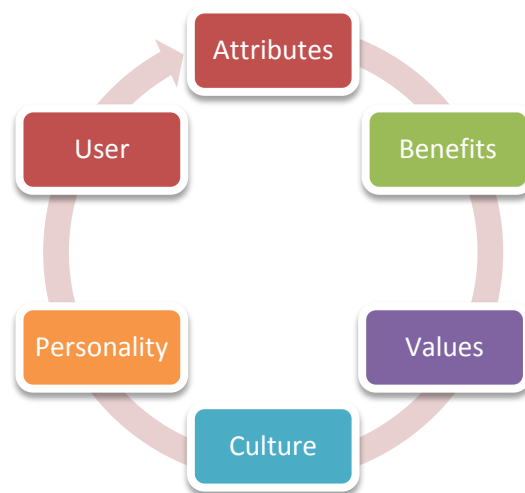
from every other. The subsequent points to pin down its specific role.

- **Brand is a great asset:** Brand is an intangible asset, due to the fact it is not possible to copy brand name.
- **Brand is promotional device:** the product differentiation is done with the aid of a brand through sales promotion.
- **Brand is a weapon to protect marketplace:** a customer has tried and appreciated a product, the logo permits

him to discover the product and repeat the purchase.

- **Brand is antidote for middle men's survival:** the elegance of middle man constantly tends to move for a success logo.
- **Brand Is A Means Of Identifications Of Clients:** logo is the perfect manner of figuring out services or products by using customers.

THE CONSUMERS THROUGH SIX LEVELS AS DISPLAYED BRAND CONVEYING OF THE CUSTOMERS



Attributes: It is a particular product brand first bring to the mind certain.

Benefits: The product with brand in benefits of customer buying.

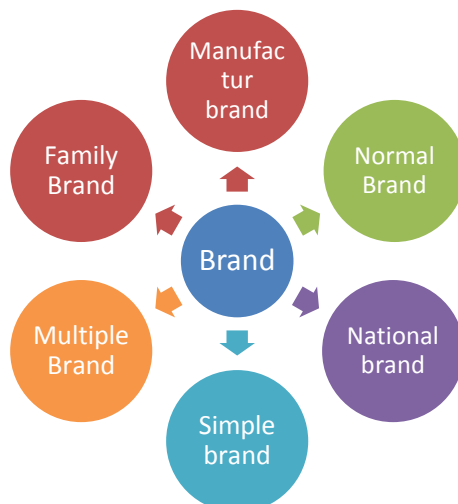
Values: The product tell about the another same product values.

Culture: It means is respect the different culture of the brand.

Personality: Which the persons and objective of the brand related projects.

User: The product users and audience own target of brand suggests.

TYPES OF BRANDS



BRAND AWARENESS OF THE PRODUCT

The extent of recognition can vary from mere reputation to consider too top of thoughts to dominant. The employer is spending cash to keep Brand in patron's memory. A sturdy logo awareness way clean acceptance of recent products. Brand with strong recognition can introduced and bought to create emblem with enduring strength. An organization can put its customer attention, pick out and expand it in addition to construct sturdy brand. It's miles greater with the aid of creating a brand loyalty and setting up identity of a product. Brand awareness is asset which logo managers create and beautify to build brand fairness. It is related to the character and features of product. It ends in logo energy which is constituted by way of measuring the variable like management, balance, marketplace, geographic, fashion, assist and protection etc...

Creating logo cognizance with using advertising, advertising event control and so forth... an extraordinary logo has unique kind of focus which retains reputation. Brand recognition satisfies a need of the client. A customer as pursuits, aims, motivation drives and choice. Customer feels extra powerful whilst he uses the Brand. Satisfaction or desire for a Brand indicates how unswerving the client is possibly to be logo. Now a day's clients are experience with brand cognizance for distinctive product, in which the consumers' expectations degrees are improved toward brand, product and so on... possibly the maximum distinct skill of professional entrepreneurs is their potential to create, preserve, defend and enhance brands. Branding is the artwork and cornerstone of advertising. The yank marketing association defines a brand as a name, time period, sign, image or design, or a mixture of them, supposed to become aware of the products or offerings of one seller or group of dealers and to

distinguish them from the ones of competition. Thus a brand identifies the seller or maker.

“What distinguishes a brand from its unbranded commodity opposite numbers is the purchaser's perceptions and feelings about the product's attributes and the way they perform? Ultimately, a logo is living within the minds of customers. A brand can be better placed through associating its call with desirable benefits. A brand is tons greater than a name, brand, shades, a tagline, or symbol. These are marketing tools techniques. A logo is essentially a marketer's promise to supply a specific set of feature, advantages and services continually to the consumers. The marketer should establish a venture for the logo and a vision of what the brand need to be and do.

Logo bonding happens whilst clients revel in the corporation as handing over on its advantage promise. The fact is that manufacturers are not built with the aid of advertising but by using the Brand experience. Manufacturers range in the quantity of energy and price they've in the market place. At one excessive are manufacturers that aren't recognized by maximum customers. Then there are manufacturers for which shoppers have a reasonably high diploma of brand consciousness. Past this are brands with an excessive degree of logo acceptability.

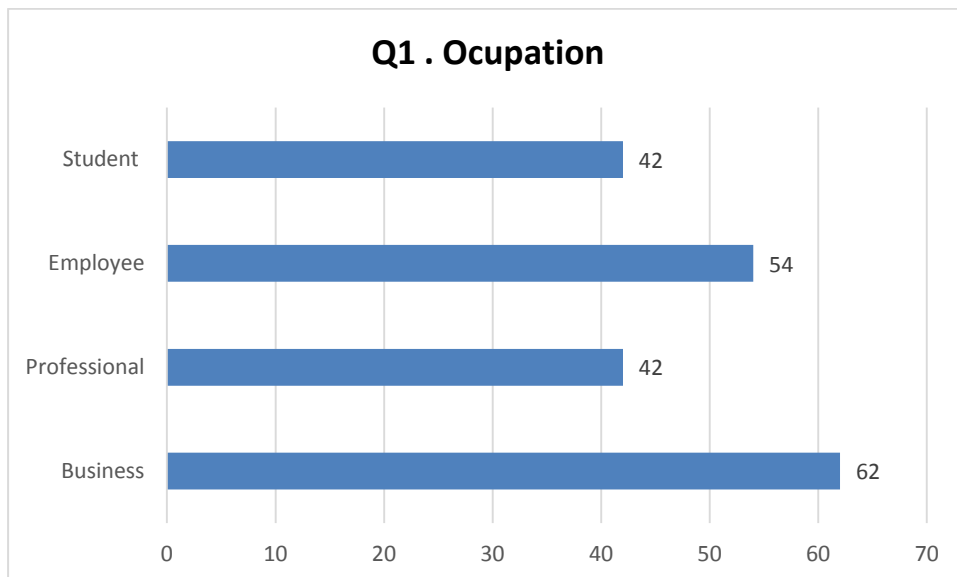
We outline Brand fairness because the fine differential impact that knowing the Brand call has on purchaser response to the products or services. Logo fairness effects in clients showing a preference for one product over any other whilst they're basically identical. The quantity to which customers are willing to pay more for the unique Brand is a degree of logo fairness. A brand wishes to be cautiously managed in order that its fairness does now not depreciate. This calls for keeping or enhancing logo focus, perceived great and functionality and

effective associations. These tasks require marketing and fantastic trade and continuous R & D investment, skilful consumer carrier.

DATA ANALYSIS

Q1. What is your Occupation?

Sample	Business	Professional	Employee	Student	Total
200	62	42	54	42	200



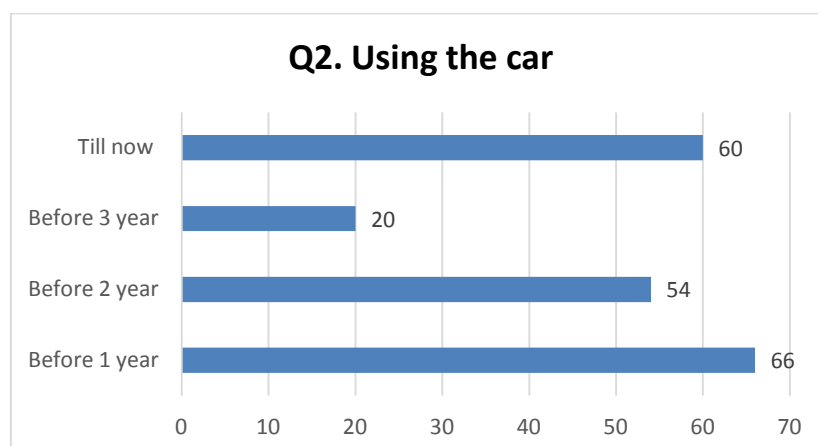
EXPLANATION

The chart is occupation it is business persons is high level of 62% out of 200

respondents are professional is 42 are employee is 54% and student is 42 %. Over all high level is business persons.

Q2. How long do you using the cars?

Sample	Before 1 year	Before 2 year	Before 3 year	Till now	Total
100	66	54	20	60	200



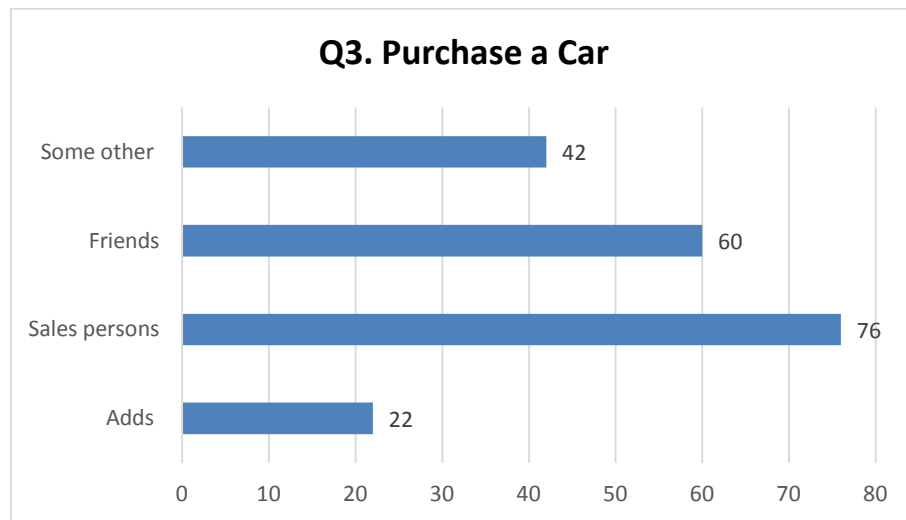
EXPLANATION

The chart is 200 respondents till now is before 3 years is 20 %, before 2 year is

54% and before 1 year is 66 % it is highest level of using the cars.

Q3. Who influenced you toward purchase a car?

Sample	Adds	Sales persons	Friends	Some other	Total
200	22	76	60	42	200



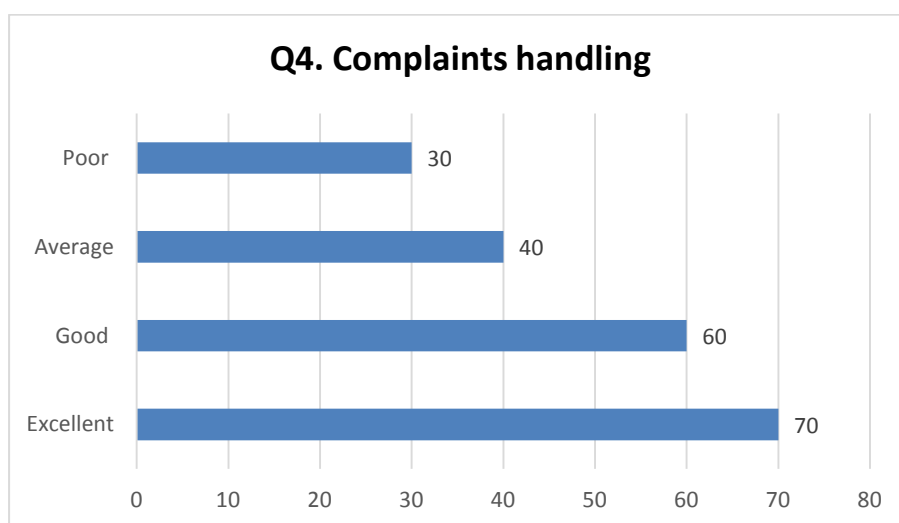
EXPLANATION

The chart is influenced you toward purchase a car More Than peoples

purchased car is sales person is 76% Friends is 60 % and watching add is 22 % peoples liked sales persons buying cars.

Q4. How is their Tata Motors complaints handling?

Sample	Excellent	Good	Average	Poor	Total
200	70	60	40	30	200



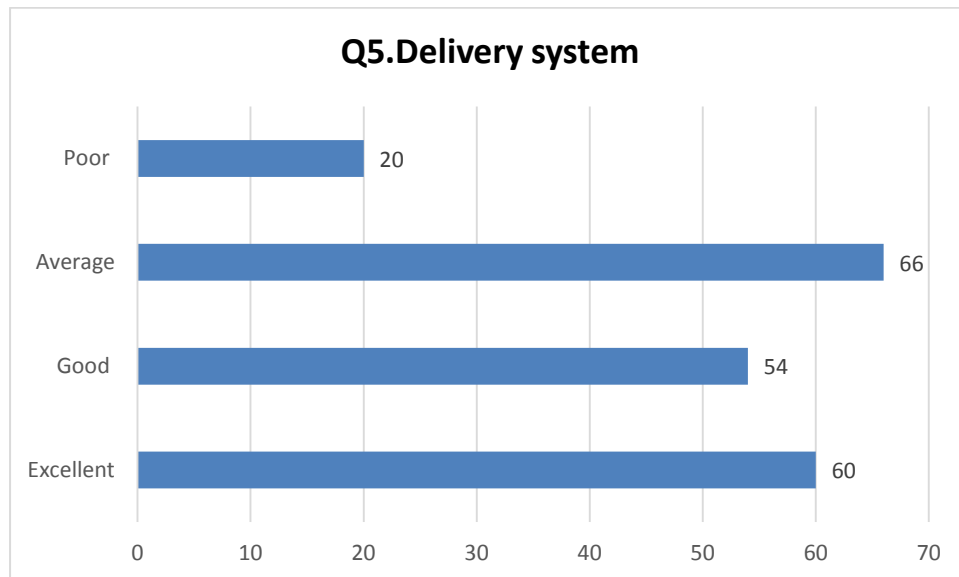
EXPLANATION

The chart is complaints of Tata Motors excellent is 70% are good is 60 % are

average is 40% and poor 30 % finally handling complaints excellent way of Tata Motors.

Q5. How is the delivery system of Tata Motors?

Sample	Excellent	Good	Average	Poor	Total
200	60	54	66	20	200



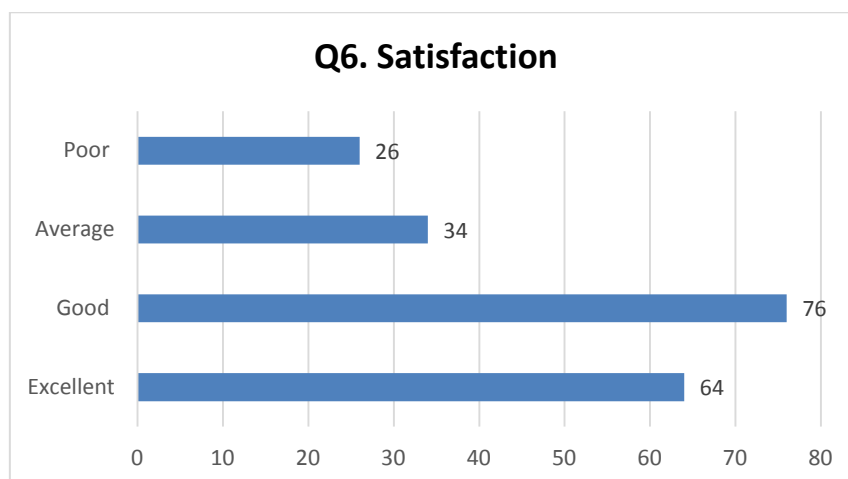
EXPLANATION

The chart is delivery system of tata motors it is liked customers excellent is 60% out of 200 respondents average is high

level 66% are poor is very low 20 and good is 54%. Finally delivery system is good liked peoples only Tata Motors.

Q6. What is with Tata Motor users overall satisfaction level?

Sample	Excellent	Good	Average	Poor	Total
200	64	76	34	26	200

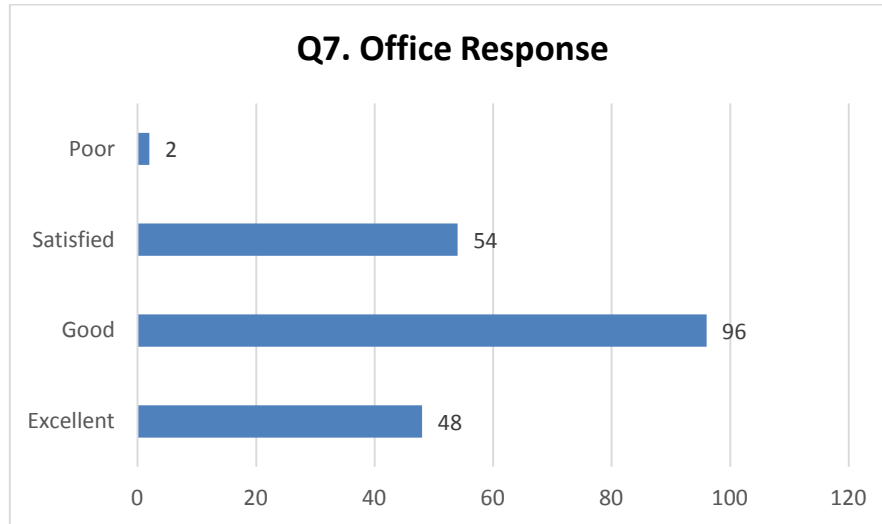


From the chart is Tata Motors users overall satisfaction level it respondents of 200 more than users liked the product so 76% good of this second place is excellent is

64% are average is 34% and poor is 26 it is very lower level of poor. Finally Tata Motors is satisfied of the customers

Q7. How remains their response to you entering in to the Tata Motors office?

Sl.NO	Overall satisfied	No of customers	Percentage
1	Excellent	48	48
2	Good	96	96
3	Satisfied	54	54
4	Poor	2	2
5	Total	200	200



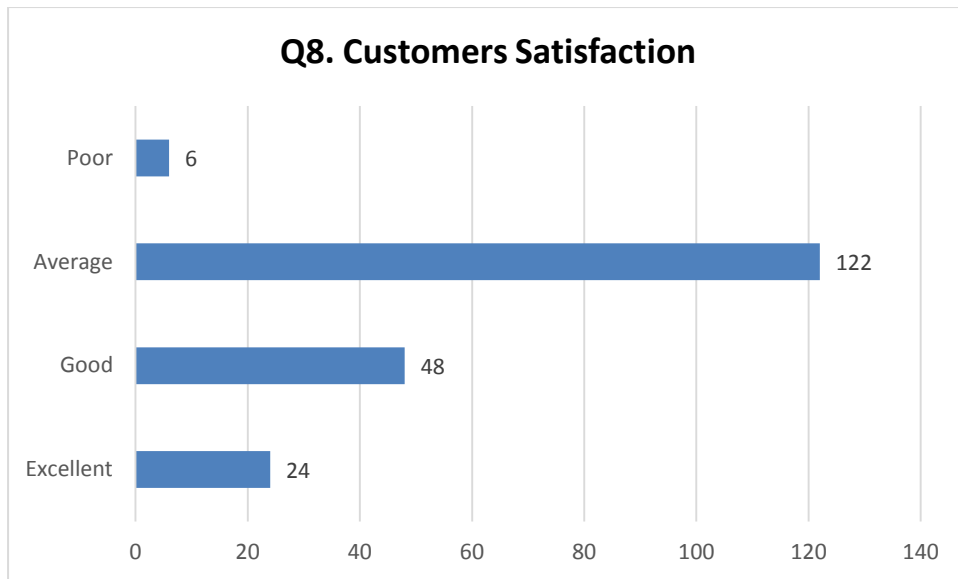
EXPLANATION

The chart is office respondent of Tata Motors in the office total respondents is 200 very lower level is poor 2% are good

is 96% it is average of good and excellent 48% the overall options is then Tata Motors products and service quality is excellent.

Q8. What is Tata Motors overall satisfaction level in peoples?

Sl.NO	Longue facility	No of customers	Percentage
1	Excellent	24	24
2	Good	48	48
3	Average	122	122
4	Poor	6	6
5	Total	200	200



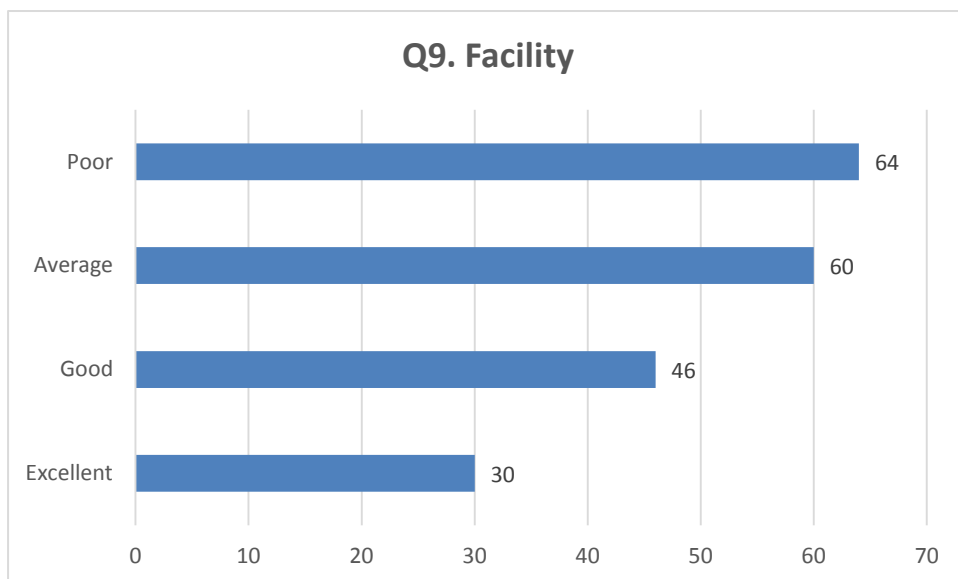
EXPLANATION

The customer satisfaction chart is 200 respondents average is higher level 122%

are good respondents is 48% are customer satisfaction is excellent 24% in the Tata Motors.

Q9. How stands their lounge facility of Tata motors?

Sample	Excellent	Good	Average	Poor	total
200	30	46	60	64	200



EXPLANATION

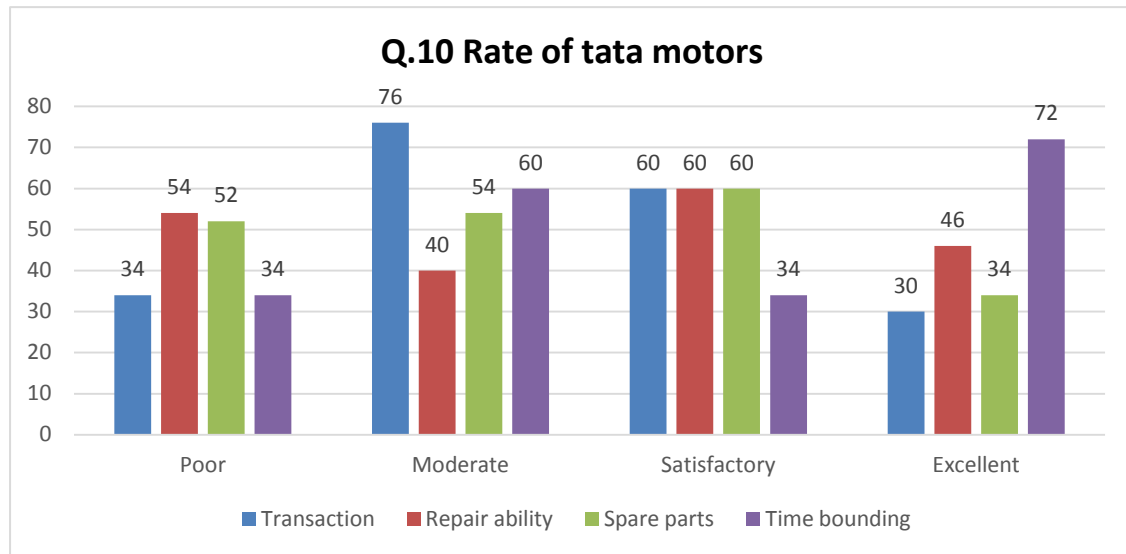
From the following the chart total respondents is 200 Poor is 64%, good is

46% respondents average is 60% it is high level out of 200 respondents. Finally excellent is 30%. Overall facility is poor.

Q10. What do you rate the Tata Motor:

Features	Sample	Poor	Moderate	Satisfactory	Excellent	Total
Transaction	200	34	76	60	30	200
Repair ability	200	54	40	60	46	200

Spare parts	200	52	54	60	34	200
Time bounding	200	34	60	34	72	200



EXPLANATION -Transaction

The total 200 respondents Excellent 30% are good, Satisfactory is 60% are average is 76, and finally 34% are poor, opinion of them Tata Motors services are good. It is leader of automobile Industry.

Reparability facility

The 200 respondents in excellent 46% are good, 40% are poor is 54% are poor in reparability facility is to be good. Maintain of service stations and improve delivery departments.

Spare parts facility

From the table and chart note is 200 responding Excellent is 34% , are average and 54% are poor in this 52% spare parts facility may be satisfied. The spare parts not available in all shops. So improve spare sprat shops in Tata Motors.

Time bounding facility

The table and graphs noted total 200 responding reveals is 72% are excellent 34% are good, 60% it is average, and finally 34% are poor. The time bounding facility is good, sometimes delay delivery of product.

FINDINGS

1. After the analysis the sample size 100 it include the customers, method of

questionnaire find out the brand awareness towards in covid-19 situation towards Tata motors. 2The customers bought the cars in 2 years back it is useful to Indian economy and important point of thee customers.

2. The Tata Motors advertisements press and electronic media playing dynamic mode it is a promotional strategy.
3. The Tata motors customers conducted the educational program purpose is maintain the Tata Motors.
4. Tata Motor popular brand is Indica it is processed the customers of 45% in Tata Moto

SUGGESTIONS OF THE RESEARCH

1. The Tata Motors all brand spare parts maintain in the company of the motors four wheelers. It case of inconvenient of the customers. It is important for one.
2. The four wheeler Motors reduce the service charges for some rupees. It liked to Tata Motors customers.
3. The main point of facing problems of some peoples in Mileage problems it is must rectified.
4. Tata Motors Pvt. Ltd. Increasing customers loyalty and service campus it promotional measure.

5. The motor services stations very demand of areas but available in small service stations it is satisfactions of customers.
6. The research focused Tata motors sales and services it is useful to important and improves companies.

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