A STUDY ON BRAND AWARENESS- TATA MOTORS

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ABSTRACT

This research project deals measuring brand awareness of Heritage, the study is intended to access brand awareness lives of different car brands available in the market and also about Heritage, to identify the factors/source creating brand awareness and also to know importance of brand awareness role in the buying decision.

It is found that majority of respondent owns Heritage coming to brand awareness, almost all respondent are aware about most of the car brands available in the market advertising plays important role in the creating brand awareness among the respondents. Price, Quality, Durability factors are considered by majority of respondent before making purchasing decision.

Over all Heritage could able to create significant levels of brand awareness among the public.

It is suggested to focus more on television media for advertising apart from other traditional media.

1. INTRODUCTION

Brand awareness

Brand awareness is a marketing concept that measures consumers' knowledge of a brand's existence. At the aggregate (brand) level, it refers to the proportion of consumers who know of the brand.

Brand awareness means the extent to which a brand associated with a particular product is documented by potential and existing customers either positively or negatively. Creation of brand awareness is the primary goal of advertising at the beginning of any product's life cycle in target markets. In fact, brand awareness has influence on buying behaviour of a buyer. All of these calculations are, at best, approximations. A more complete understanding of the brand can occur if multiple measures are used.

A brand equity is the positive effect of the brand on the difference between the prices that the consumer accepts to pay when the brand known compared to the value of the benefit received.

There are two schools of thought regarding the existence of negative brand equity. One perspective states brand equity cannot be negative, hypothesizing only positive brand equity is created by marketing activities such as advertising, PR, and promotion. A second perspective is that negative equity can exist, due to catastrophic events to the brand, such as a wide product recall or continued negative press attention (Blackwater or Halliburton, for example).

Colloquially, the term "negative brand equity" may be used to describe a product or service where a brand has a negligible effect on a product level when compared to a no-name or private label product. The brand-related negative intangible assets are called "brand liability", compared with "brand equity"

Research on metrics

There has been discussion in industry and practice about the meaning and value of various brand awareness metrics. Recently, an empirical study appeared to put this debate to rest by suggesting that all awareness metrics were systematically related, simply reflecting their difficulty, in the same way that certain questions are more difficult in academic exams

Brand recall

Brand Recall is the extent to which a brand name is recalled as a member of a brand, product or service class, as distinct from brand recognition.

Common market research usage is that pure brand recall requires "unaided recall". For example a respondent may be asked to recall the names of any cars he may know, or any whisky brands he may know.

Some researchers divide recall into both "unaided" and "aided" recall. "Aided recall" measures the extent to which a brand name is remembered when the actual brand name is prompted. An example of such a question is "Do you know of the "Honda" brand?"

In terms of brand exposure, companies want to look for high levels of unaided recall in relation to their competitors. The first recalled brand name (often called "top of mind") has a distinct competitive advantage in brand space, as it has the first chance of evaluation for purchase.

Brand Recognition

Brand Recognition is the extent to which a brand is recognized for stated brand attributes or communications

In some cases brand recognition is defined as aided recall - and as a subset of brand recall. In the case, brand recognition is the extent to which a brand name is recognized when prompted with the actual name.

A broader view of brand recognition is the extent to which a brand is recognized within a product class for certain attributes. Logo and tagline testing can be seen as a form of brand recognition testing. For example, if a product name can be associated with a certain tagline, logo or attribute (safety and Volvo; "Just do it" - Nike) a certain level of brand recognition is present.

NEED OF THE PROJECT

The basic need of the project is to understand the service of Tata Motors Limited products and identify what are the gaps in service. The idea behind the projects is to identify what is the brand and service range of Tata Motors Limited products in Hyderabad market. Company wants to know whether service process working properly or not? And are retailers satisfied with the service practice? Company also wants to distinguish the availability of Tata Motors Limited products and visibility in market through promotional materials.

The need of project arises from company to improve its service practice in order to have better market placement in Hyderabad market. So, for that they needed in-depth analysis of the problems which would also generate some fresh ideas for the improvement.

SCOPE OF PROJECT

The study is conducted within Hyderabad town and its various parts. Hyderabad was divided in two regions which are one town and two Town. The survey is conducted in Automobile shops

situated in all regions which are exclusive in sales of Tata Motors Limited.

2. RESEARCH METHODOLOGY

Definition:

Research methodology is the specification of the method of acquiring the information needed to the structure or to solve the problem at hand.

It is the pattern of the framework of the project that stipulates what information is to be collected, from which source and by what method.

Primary Source Data:

A questionnaire was prepared helped in gaining an insight view of the factors effecting the customer needs and related issues. The addresses of various customers were given and with the help of the questionnaire prepared, I need to find out the first hand information regarding the share of the Tata Motors Limited in every segment in the market and the satisfaction level of each customer. Further I need to find out the future plans of the customer regarding the purchase of the Tata Motors Limited products.

Each day I met 5 customers for 4 weeks the sample size of 100 respondents was decided upon. Any problem and issues were noted and were informed to our guide later.

Secondary Data:

Secondary data is the annual report of the company and the official.

Research Objective:

➢ To study about the four wheelers.
➢ To study about the Tata Motors limited products.

➢ To know about the brand image of Tata Motors Limited.
➢ To know the performance level of Tata Motors Limited products.
➢ To know about why the customer like this Network.
➢ Are they happy with the service?
➢ To know about what customer needs and what the company is providing.

SAMPLING
Sampling Procedure:

The sampling technique use here was Quota Sampling, which is one of the most commonly used non-probability sample design.

Sampling Unit:

The target population from which the sample is chosen is owners of all brands of cars.

Sample Size:

The sample of 100 from the target population was chosen.

Analysis Used:

The data collected in form of questionnaires was tabulated and analyzed using basic statistical method percentages.

LIMITATIONS

• As the time given for the completion of the project was limited.
• The survey was restricted to Hyderabad and Secunderabad only.
• They may be few opinions which might have been missed out.

• The sample size taken is only 100 and as such is very small as compared to the universe, this is due to the constraints of time and effort,

and as such may not be enough to generalize to the entire population, however it is presumed that the sample represents the universe.

- Respondents might have responded with the actual feelings of facts while giving responses to the questionnaire.
- Time being a limiting factor was not sufficient to gather opinions from majority of the respondents, who form part of the universal sample.
- While every care as been taken to eliminate perceptual bias from the side of the researcher and the respondents however certain element of bias might have set in to the research inadverantly.

3. DATA ANALYSIS AND INTERPRETATION

1. Do you use Tata services?

Options	Number of Respondents
YES	100
No	0
total	100

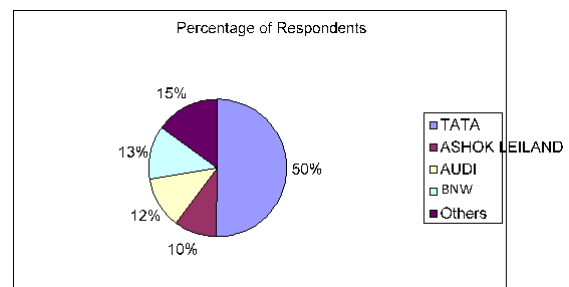

Percentage of respondents
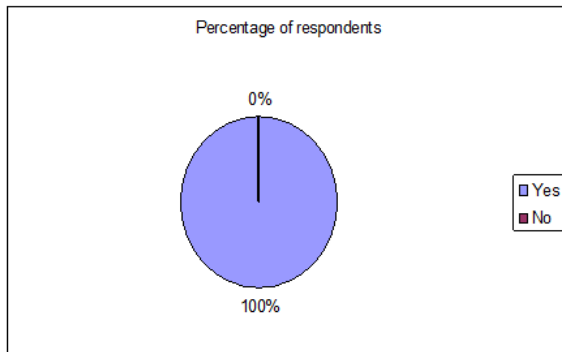
Interpretation:

- From above pie chart it can be stated that 100% people using Tata services for their constructions

2. Which Tata services do you use?

| Type of system	Number of Respondents
TATA	50
ASHOK LELAND	10
AUDI	12
BMW	13
Others	15
total	100

Percentage of Respondents

Interpretation:

- From above it can be stated that 50% of people using TATA
- 10% of people using ASHOK LELAND Motors ,
- 12% of people using AUDI Motors ,
- 13% of people using, BMW Motors
- 15% of people using other brands.

3. What are the valuable attributes you normally look while purchasing a Motors?

| Attributes	Number of preference of attribute
Quality	25
Price	8
Brand Name	40
tariff	12
Service	10
Performance	5
total	100
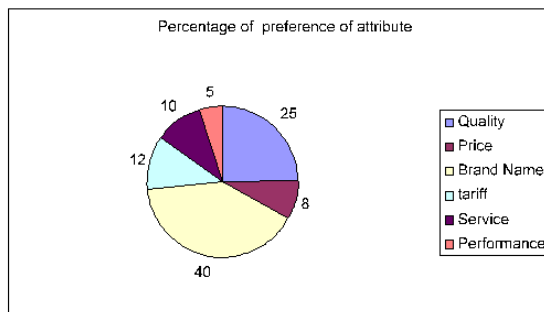
Percentage of preference of attribute

Interpretation:

➢ From above pie chart it can be stated that people give preference 40% to brand name,
➢ 25% to quality,
➢ 8% to price,
➢ 12% to comfort,
➢ 10% to service, and
➢ 5% to performance.

4. Are you aware of TATA Motor services?

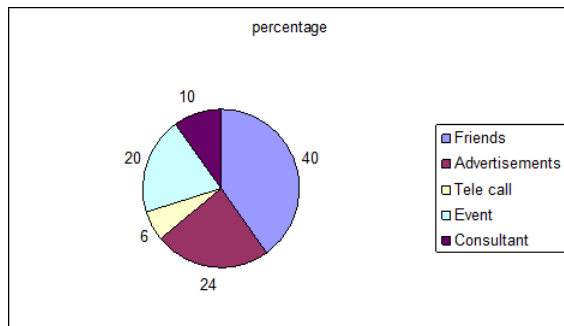| Options	Number of Respondents
YES	70
No	30
Total	100
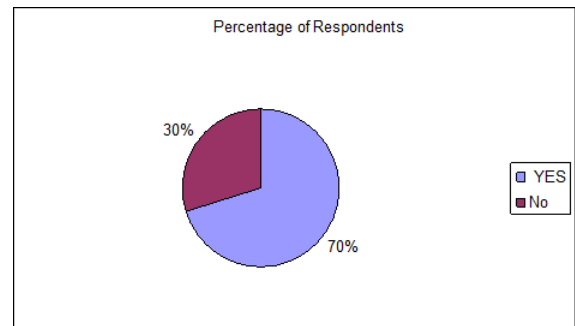
Percentage of Respondents

Interpretation:

➢ From above pie chart it can be stated that 70% people are aware of TATA Motor services,
➢ 30% are not aware system.

5. You heard about TATA Motor services through?

source	Number of Respondents
Friends	40
Advertisements	24
Tele call	6
Event	20
Consultant	10
total	100

Interpretation:

> ➢ From the above we can state that 40% people heard about the Labcal through friends,
> ➢ 24% through advertisements,
> ➢ 6% through tele call,
> ➢ 20% through event and
> ➢ 10% through consultant.

4. FINDINGS

- It can be stated that 100% of people in survey using teleservices for their constructions
- It can be stated that 50% of people using tata motor services,10% of people using ashok leiland services.
- 12% of people using audi motor services, 13% of people bmw motor services, 15% of people having other brands.

- It can be stated that people give preference 40% to brand name,25% to quality,8% to price, , 12% to comfort,10% to service,5% to performance.
- It can be stated that 70% people are aware of tata motor services, 30% are not aware system.
- We can state that 40% people heard about the tata motor services through friends, 24% through advertisements.
- 6% through tele call, 20% through event and 10% through consultant it can be stated that people give preference 40% to brand name, 30% to features, 20% to better service, 10% to all the above attributes.
- It can be stated that the service provided by tata motor services is 60% excellent, 20% very good, 10% good and 10% average.
- It can be stated that the percentage of people who are getting their order with in a day is 80%, within a week is 20%, one week is 0%. And 0% of people getting with in 1-2 week.

SUGGESTIONS

- The company should maintain their market position and try to increase their customers.
- Enough stock should keep in stockiest place& retailers place
- To enable the customers to get in touch with the service personal more easily, the number of direct phones should be increase or provide the toll free number to give solutions of constructions.
- Periodically, review meetings with the customers in different areas should be convinced, to have a

general consensus regarding problems being faced by them.

- To increase sales of the TATA Motor services, the company should concentrate on advertisements and try to provide special offers.

- If the company reduce the price of the TATA Motor services for who purchase huge quantities, then sales will be increased dramatically.

5. CONCLUSION

The analysis of the data obtained the market research has led to many inferences on the Motor services brands. In course of conducting marketing survey some value and useful information was given by respondent.

Advertising in papers, hoardings and enquire consider to be ineffective avenue for securing information about TATA Motor services.

Users find TATA Motor services as one which provides security for Users and reliable and feasible. The overall conclusion of the study is the TATA Motor services offering better services which make Users feel happy and comfortable.

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