

A Study on Consumer Perception towards TATA Nexon Car In Bardoli City

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Abstract - A consumer's perception of a product or service offered may differ from what the producer or marketer had intended to offer. This is neither helpful nor favorable for both the parties in today's competitive environment. Also, it is likely to have more serious result in seeking consumer attention as today's consumers have greater exposure to the minute, diverse and extensive information. The objective of the research aims to understand the perception of consumers towards the Tata Nexon and even aims to understand the likeability of the Tata Nexon in the market. This report also contains some research to find out the interests of consumers towards the Tata Nexon car. This report also has the Data analysis with different Tests used. The research methodology also has been done through the data collection method. Primary source of data have been used by survey that was been filled up by customers.

keywords - attention,exposure,methodology,likeability

Introduction

Tata motors is a part of Tata group and was established in 1945. It entered the segment in 1954. Tata Motors Limited (TML) started business in a collaboration with Daimler Benz, this partnership has made TML India's largest automobile company. Till date 8 million Tata vehicles are plying on the road. The Nexon made its debut as a prototype exhibited at the New Delhi Motor Show in 2014. The final model was presented in 2016. It is Tata's first crossover SUV. The Nexon is based on the revised Tata X1 platform debuted in 1998 with the Indica model and adopted by other Indian brand cars. It uses independent MacPherson dual-path strut with coil spring front suspensions and rear twist-beam with coil spring and shock absorber. The wheelbase is measured at 2,498 mm (98.3 in). It is characterised by two-tone paint, led headlamps and large chrome bands along the side.

The engines are developed by Tata Motors and Austrian engineering company AVL: the petrol engine is the 1.2 L Revotron three-cylinder turbo 12-valve that delivers 82 kW (110 hp; 111 PS) and 170 N·m (125 lbf·ft) of maximum torque combined with a 6-speed manual or automatic transmission, the diesel engine is a 1.5 L Revotorq four-cylinder common rail 16-valve that delivers 82 kW (110 hp; 111 PS) and 260 N·m (192 lbf·ft) of maximum torque, also paired with a 6-speed manual or automatic transmission. Tata Nexon is available in seven variants – XE, XM, XMA, XT, XZ, XZ+, and XZA+. The automatic versions have 3 different driving settings. In 2018, Tata added a panoramic sunroof option.

Despite being presented in February 2016, production at the first India ranjangaon plant started in July 2017 and sales in India started since September of the same year. As of December 2018, Tata Motors has not exported the car outside India. The company has not confirmed if the car will be exported to Europe either. In August 2018 the 50,000 Nexon rolled out of the factory. A facelifted version of Nexon is expected in 2020 along with the BS6 compliant engines.

In 2018, the Nexon was subjected to crash tests by the Global NCAP obtaining the result of 5 stars. It is the first Indian-made car to achieve this rating.

An all-electric version of the Nexon is in development and is expected to be unveiled in 2020. The Nexon EV will use components from Tata Motors' new electric vehicle technology brand Ziptron

OBJECTIVE OF THE STUDY

The study aims to understand the perception of consumers towards the Tata Nexon and even aims to understand the likeability of the Tata Nexon in the market.

Literature review

Mr. Jitin Sharma and Mr. Sohail Verma (2012) Descriptive research, Convenience and judgmental sampling techniques, was used to gather the samples. The sample size was 100. KMO (Kaiser-Mayer-olkin), Bartlett test was used to analyze the data. The above study shows that the apple made very high-quality products with good resale value

Yasodha Damodaran & dr. kumudha A. (2014) Tata Motors dominates over 60% of the Indian commercial vehicle market. Tata motors are the largest medium and heavy commercial vehicle manufacturers in India. This research paper has purely base on only one four wheelers that is TATA NANO.

Dr. H. S. Adithya (Jan 2013) They have become a part and parcel of today's life and most of the car manufacturers target the middle class segment to a great extent.

Prof. Elizabeth Chacko, Ms. PunnyaSelvaraj (2014) In this new era we can see segment for small four wheeler car quite large. This research paper has most innovative, author are analysis only female consumer Pattern and how they driving new car and also the purchasing pattern of their brand, Services, quality, mileage etc.

Prof. Madhavi Dhole, (June 2013) Indian automobile industry embarked on a new journey in 1991 with de licensing of the sector and subsequent opening up for 100 percent FDI through automatic route.

Tung Wei-Chia (2013) The outcome of the study revealed significant factors regarding the demographic nature of the target market as well as their perceived perceptions toward the selected Chinese buffet.

VikramShende (February 2014) All segments in Indian Car industry were studied and found that buyer has different priority of behaviors in each segment, whereas main driver for car purchase is disposable income.

K. Rama Mohan Rao Chandra SekharPatro (October 2016) The result reveal that the six key factors like convenience, website design, delivery, price advantage, reliability and responsiveness significantly influenced the consumers perception on e-shopping.

Dr. M. Prasanna Mohan Raj, (January 2013)This paper has indicate how the customer are prefer the particulars brand for example there are people select specific brand in four wheelers like Maruti or TATA, so people are purchase car which they really like. Brand factors are core part for customer point of view.

Nikhil Monga (February 2012)This is lead to constant modifications of Car Models & its features and today we see a new model coming into the market practically every quarter. The market is a very important place to study the behavior of consumers and also provide useful insights what a consumer requires in a product.

Ratan Binodini Amiya Priyadarsini (May 2014)conducted a study to understand the influence of service quality and customer satisfaction on brand trust for hotel services in Dubai and the result of the study indicates that both service quality and customer satisfaction have positive influence on brand trust.

Choy John (2010)Thus, they need to understand what factors might influence their customers' decision in purchasing an automobile. . If we talking about the quality Honda name has come in our mouth. It is not that much costly but people can buy for showing their status.

AytanMammadli (2016) The results revealed that consumers of local fast food outlets are overall satisfied with their fast food restaurant experience. Additionally, consumers exhibited high importance towards certain attributes such as quality and nutritional value of products, cleanliness and hygiene of the dining premise, quality and speed of the service handling, menu variety were amongst perceived important value attributes.

Dr. Qian Sun at el (2012) the study suggests that intrinsic factors are still far more important than extrinsic ones in the Indian consumer decision making process. Xiaoling (Martine) Guo (2011) et al found that consumer perceives both utilitarian and expressive functions of the brand in China.

Inamullah khan (March 2012) The crucial part of this when the company has providing better services and also the good quality the consumer can trust blindly for this company and company has to fulfill the all requirement which consumer wants.

Philip Kotler Due to increasing the technology four wheelers market has try to do every time innovative, creative. For that second example in four wheelers more comfort in that TV facility, Google map, automatic lock system etc.

G. Schiff man and Leslie Lazar kanuk Whenever four wheelers industry has making the product it aims to helping the safety of every individual customer. When the four wheelers sectors build up any product they take care and protect the consumers it's creating good image in customers mind.

Michael R. Solomo Consumer satisfaction is determining by overall feelings, or attitude, a person has about a product after has been purchasing consumer engage in a constant process of evaluating the things they buy as they integrate these products into their daily consumption activity.

Mr. parulmittal& Dr. ravinderIn the long-run, advertisement help brands by making consumer less price sensitive and more loyal.

Hans MegensThe cost and technical input required to develop these lands may be far beyond the means of small farmers in the area, but can be undertaken by agri-business corporations. In order to reach the increased goals of food production, reduction of waste, more value added production and increased exports, enormous investments will be necessary throughout the whole food & agro-chain.

M.C. VijayakanthUrs, A N Santosh Kumar, A.N. HariRao (OCT 13)simply providing a good product at a good price is no longer enough. Satisfied customer's form the foundation of any successful business as customer satisfaction leads to repeat purchase, brand loyalty, and positive word of mouth.

MayankBhatia Amit Jain (2013)Consumers' level of awareness about green products found to be high but at the same time consumers are not aware about green initiatives undertaken by various government and non-government agencies signifying need for more efforts from organizations in this regard.

D. ARTHI & K. MALAR MATHI (Oct 2013)it is also bought for comfort, convenience, fun, and prestige/status. The research paper has indicated consumer has buy four wheelers for increasing the income and to show their status.

Gaurav Vashishth Dr Nishi Tripathiperfectionism consciousness, brand consciousness, novelty and fashion consciousness, impulsive and careless consumer, confused by over choice consumer, habitual and brand loyal consumer, recreational and hedonic shopping consciousness, and price and value consciousness.

Dr PallaviPattan and Meenal Agrawal (2018)

Frequency analysis, Weighted score method was sued for data analysis. The present study explored and has made an attempt to.

OBECTIVE OF THIS PAPER:

- A study on perception level of consumer of the Tata Nexon car in Bardoli city.
- To know the likability of the Tata Nexon car in Bardoli city.

SCOPE OF THE STUDY;

The area of the study has been confined to its topic consumer perception behaviour. The study was made in the organization. The main scope of the study is limited to bardoli city area. It also analysis the benefits accruing to the company as a result of the service. This study has been made to find the level of satisfaction the customer has regarding the service provider by car place. The study has sole reference from the customer of concordeshowroom. The study was for duration of 1 month.

RESEARCH METHODOLOGY:

Research Design: here according to research topic I hyave used descriptive research design. .

Data collection:

Primary data:

- Primary research consists of a collection of original primary data collected by the researcher.
- Questionnaires are prepared.
- Secondary data:-
- Secondary data is one type of quantitative data that has already been collected by someone else for a different purpose.
- Secondary data consist of literature review and project reports.

SAMPLING DESIGN:

The sample size is a term used in market research for defining the number of subjects included in a sample size. By sample size, we understand a group of subjects that are selected from the general population and is considered a representative of the real population for that specific study.

Sample size:

- The sample size for this research will be 160.

DATA ANALYSIS TOOLS:

- Frequency distribution (percentage)
- T-Teat (one-sample t test).

DATA ANALYSIS :

S. No.	Particulars	No. of respondents	Per Cent	Total	
1	Gender	Male	154	96.2	100%
		Female	5	3.1	
2	Education	Illiterate	5	3.1	100%
		Primary School	12	7.5	
		Under graduate	43	26.9	
		Post graduate	100	62.5	
3	Occupation	Agriculture	98	61.3	100%
		Government Employees	21	74.4	
		Private	22	88.1	
		Professionals	11	95.0	
		Business	8	100.0	
4	Size of the family:	Up to 3 members	31	19.5	100%
		3-6 members	46	28.9	
		6-9 members	77	48.4	
		Above 9 members	5	3.1	
5	Family income per annum:	Up to Rs.2, 99,999	36	22.5	100%
		Rs.3, 00,000 to 4, 99,999	56	35.0	
		Rs.5, 00,000 to 7, 99,999	59	36.9	
		Above Rs.8, 00,000	8	5.0	

Q.1 which TATA car you like most?

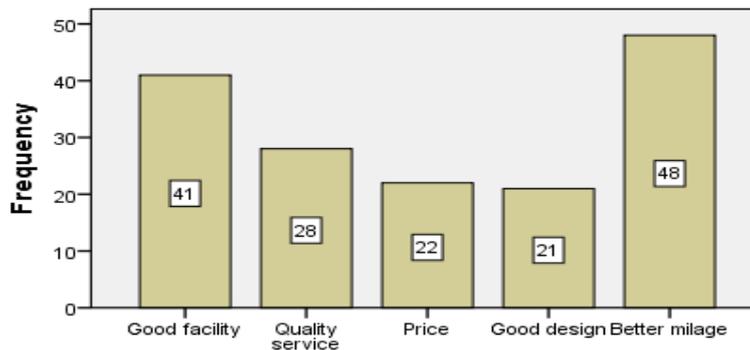
Frequency	Percent
135	84.4
25	15.6
160	100.0

Tata Nexon car is most liked car from all the Tata cars 135 people liked the Tata Nexon car out of 160 peoples.

Q.2 why you give first preference to TATA NEXON while buying car?

	Frequency	Percent
Good facility	41	25.6
Quality service	28	17.5
Price	22	13.8
Good design	21	13.1
Better milage	48	30.0
Total	160	100.0

Why you give first preference to TATA while buying car?



Why you give first preference to TATA while buying car?

INTERPRETATION:

From the above graph it interpreted the Good facility 25.6%, Quality service 17.5%, Price 13.8%, Good design 13.1% ,Better mileage 30%

Q.3.1. TATA provides the best services comparing to other brands.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
TATA provides the best services comparing to other brands.	159	3.15	.969	.077

One-Sample Test

	Test Value = 3					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
TATA provides the best services comparing to other brands.	1.964	158	.051	.151	.00	.30

H0=TATA didn't provides the best services comparing to other brands.

H1=TATA provides the best services comparing to other brands.

From the above table we can identify that sin. Value .051 is less then sin. Level 0.05 it means that our null hypothesis is accepted and alternative hypothesis is rejected which means TATA didn't provides the best services comparing to other brand.

Q.3.2. Tata cars are the best economy cars.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Tata cars are the best economy cars.	159	3.62	.840	.067

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Tata cars are the best economy cars.	9.352	158	.000	.623	.49	.75

H0= Tata cars are not best in economy cars.

H1= Tata cars are the best economy cars.

From the above table we can identify that sin. Value .000 is less then sin. Level 0.05 it means that our null hypothesis is rejected and alternative hypothesis is accepted which means Tata cars are the best economy cars.

Q.3.3. Tata NEXON is the perfect SUV car launched by TATA motors in automobile industry.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Tata NEXON is the perfect SUV car launched by TATA motors in automobile industry.	159	3.74	.789	.063

One-Sample Test

	Test Value = 4					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Tata NEXON is the perfect SUV car launched by TATA motors in automobile industry.	4.120	158	.000	-.258	-.38	-.13

H0= Tata NEXON is not the perfect SUV car launched by TATA motors in automobile industry.

H1= Tata NEXON is the perfect SUV car launched by TATA motors in automobile industry.

From the above table we can identify that sin. Value .000 is less then sin. Level 0.05 it means that our null hypothesis is rejected and alternative hypothesis is accepted which means Tata NEXON is the perfect SUV car launched by TATA motors in automobile industry.

Q.3.4. Tata Nexon car is most likely due to its performance and look.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Tata Nexon car is most likely due to its performance and look.	159	4.03	.711	.056

One-Sample Test

	Test Value = 4					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Tata Nexon car is most likely due to its performance and look.	.446	158	.656	.025	-.09	.14

H0= Tata Nexon car is not the most likely due to its performance and look.

H1= Tata Nexon car is most likely due to its performance and look.

From the above table we can identify that sin. Value .656 is less than sin. Level 0.05 it means that our null hypothesis is accepted and alternative hypothesis is rejected which means Tata Nexon car is not the most likely due to its performance and look.

Q.3.5. I would like to recommend Tata Nexon car to others.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
I would like to recommend Tata Nexon car to others.	159	4.04	.818	.065

One-Sample Test

	Test Value = 4					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
I would like to recommend Tata Nexon car to others.	.582	158	.562	.038	-.09	.17

H0= I would not like to recommend Tata Nexon car to others.

H1= I would like to recommend Tata Nexon car to others.

From the above table we can identify that sin. Value .562 is less than sin. Level 0.05 it means that our null hypothesis is accepted and alternative hypothesis is rejected which means I would not like to recommend Tata Nexon car to others.

Q.3.6. I like this brand because it is known as economic brand.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
I like this brand because it is known as economic brand.	159	3.96	.859	.068

One-Sample Test

	Test Value = 4					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
I like this brand because it is known as economic brand.	-.646	158	.519	-.044	-.18	.09

H0= I don't like this brand because it is known as economic brand.

H1= I like this brand because it is known as economic brand.

From the above table we can identify that sin. Value .519 is less than sin. Level 0.05 it means that our null hypothesis is accepted and alternative hypothesis is rejected which means I don't like this brand because it is known as economic brand.

Q.3.7. I am satisfied with the information provided by the sales executive of Tata Nexon.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
I am satisfied with the information provided by the sales executive of Tata Nexon.	159	4.03	.867	.069

One-Sample Test

	Test Value = 4					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
I am satisfied with the information provided by the sales executive of Tata Nexon.	.457	158	.648	.031	-.10	.17

H0= I am not satisfied with the information provided by the sales executive of Tata Nexon.
 H1= I am satisfied with the information provided by the sales executive of Tata Nexon.

From the above table we can identify that sin. Value .648 is less then sin. Level 0.05 it means that our null hypothesis is accepted and alternative hypothesis is rejected which means I am not satisfied with the information provided by the sales executive of Tata Nexon.

Q.3.8. I starts liking Tata Nexon car after having a test drive

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
I starts liking Tata Nexon car after having a test drive.	160	8.26	51.935	4.106

One-Sample Test

	Test Value = 4					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
I starts liking Tata Nexon car after having a test drive.	1.038	159	.301	4.262	-3.85	12.37

H0= I didn't starts liking Tata Nexon car after having a test drive
 H1= I starts liking Tata Nexon car after having a test drive

From the above table we can identify that sin. Value .301 is less then sin. Level 0.05 it means that our null hypothesis is accepted and alternative hypothesis is rejected which means I didn't starts liking Tata Nexon car after having a test drive

Q.3.9. I am satisfied with the quality provided by Tata comparing to the charges charged for the car.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
I am satisfied with the information provided by the sales executive of Tata Nexon.	159	4.03	.867	.069

One-Sample Test

	Test Value = 4					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
I am satisfied with the information provided by the sales executive of Tata Nexon.	.457	158	.648	.031	-.10	.17

H0= I am not satisfied with the quality provided by Tata comparing to the charges charged for the car.
 H1= I am satisfied with the quality provided by Tata comparing to the charges charged for the car.

From the above table we can identify that sin. Value .648 is less then sin. Level 0.05 it means that our null hypothesis is accepted and alternative hypothesis is rejected which means I am not satisfied with the quality provided by Tata comparing to the charges charged for the car.

Q.3.10. Tata Nexon provides appropriate after sales service.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Tata Nexon provides appropriate after sales service.	159	4.27	.847	.067

One-Sample Test

	Test Value = 4					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Tata Nexon provides appropriate after sales service.	4.026	158	.000	.270	.14	.40

H0= Tata Nexon provides not an appropriate after sales service.
 H1= Tata Nexon provides appropriate after sales service.

From the above table we can identify that sin. Value .000 is less then sin. Level 0.05 it means that our null hypothesis is rejected and alternative hypothesis is accepted which means Tata Nexon provides appropriate after sales service.

Q.3.11. I like features of Tata Nexon.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
I like features of Tata Nexon.	159	4.21	.827	.066

One-Sample Test

	Test Value = 4					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
I like features of Tata Nexon.	3.163	158	.002	.208	.08	.34

H0= I don't like features of Tata Nexon.
 H1= I like features of Tata Nexon.

From the above table we can identify that sin. Value .002 is less then sin. Level 0.05 it means that our null hypothesis is rejected and alternative hypothesis is accepted which means I like features of Tata Nexon.

Q.3.12.The interior of Tata Nexon is comfortable

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
The interior of Tata Nexon is comfortable	159	4.20	.817	.065

One-Sample Test

	Test Value = 4					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The interior of Tata Nexon is comfortable	3.105	158	.002	.201	.07	.33

H0= The interior of Tata Nexon is not comfortable

H1= The interior of Tata Nexon is comfortable

From the above table we can identify that sin. Value .002 is less then sin. Level 0.05 it means that our null hypothesis is rejected and alternative hypothesis is accepted which means The interior of Tata Nexon is comfortable.

Q.3.13. I like those colours in which Tata Nexon is offered.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
I like those colour in which Tata Nexon is offered.	159	4.36	.853	.068

One-Sample Test

	Test Value = 4					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
I like those colour in which Tata Nexon is offered.	5.395	158	.000	.365	.23	.50

H0= I don't like those colour in which Tata Nexon is offered.

H1= I like those colour in which Tata Nexon is offered.

From the above table we can identify that sin. Value .000 is less then sin. Level 0.05 it means that our null hypothesis is rejected and alternative hypothesis is accepted which means I like those colour in which Tata Nexon is offered.

CONCLUSION

Research was conducted under the premises of Bardoli and nearby village areas. 160 respondents was targeted and it was concluded that 136 respondent are loyal customer preferring Tata Nexon. It is found that the large number of respondent is preferring Tata Nexon due to its features, mileage, price, good design, and quality service. The TATA NEXON is indeed a good choice for customer who need a practical ,comfortable SUV especially for the price that it is offered at. Style being subjective a few might feel that the vehicle has an overdone design.

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