

CUSTOMER AWARENESS ON PRODUCT WITH TATA MOTORS LTD

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ABSTRACT

Customer awareness refers to the extent to which customers are able to recall or recognize a brand. Customer awareness is a key consideration in consumer behavior, advertising management, brand management and strategy development. The consumer's ability to recognize or recall a brand is central to purchasing decision-making. Purchasing cannot proceed unless a consumer is first aware of a product category and a brand within that category. Awareness does not necessarily mean that the consumer must be able to recall a specific brand name, but he or she must be able to recall sufficient distinguishing features for purchasing to proceed. For instance, if a consumer asks her friend to buy her some gum in a "blue pack", the friend would be expected to know which gum to buy, even though neither friend can recall the precise brand name at the time.

Keywords: Customer Awareness, Tata Consultancy.

1. INTRODUCTION

Different types of customer awareness have been identified, namely brand recall and brand recognition. Key researchers argue that these different types of awareness operate in fundamentally different ways and that this has important implications for the purchase decision process and for marketing communications. Customer awareness is closely related to concepts such as the evoked set and consideration set which describe specific aspects of the consumer's purchase decision. Consumers are believed to hold between three and seven brands in their consideration set across a broad range of product categories.[2] Consumers will normally purchase one of the top three brands in their consideration set.

Customer awareness is a key indicator of a brand's competitive market performance. Given the importance of customer awareness in consumer purchasing decisions, marketers have developed a number of metrics designed to measure customer awareness and other measures of brand health. These metrics are collectively known as Awareness, Attitudes and Usage (AAU) metrics. Customer awareness is related to the functions of brand identities in consumers' memory and can be measured by how well the consumers can identify the brand under various conditions. Customer awareness is also central to understanding the consumer purchase decision process. Strong customer awareness can be a predictor of brand success. It is an important measure of brand strength or brand equity and is also involved in customer satisfaction, brand loyalty and the customer's brand relationships.

Customer awareness is a key indicator of a brand's market performance. Every year advertisers invest substantial sums of money attempting to improve a brand's overall awareness levels. Many marketers regularly monitor customer awareness levels, and if they fall below a predetermined threshold, the advertising and promotional effort is intensified until awareness returns to the desired level. Setting customer awareness goals/ objectives is a key decision in marketing planning and strategy development.

Customer awareness is one of major brand assets that adds value to the product, service or company. Investments in building customer awareness can lead to sustainable competitive advantages, thus, leading to long-term value

REVIEW OF LITERATURE:

ARTICLE: 1

An empirical research on customer satisfaction study: a consideration of different levels of performance

Authors - Yu-Cheng Lee

Abstract

Customer satisfaction is the key factor for successful and depends highly on the behaviors of frontline service providers. Customers should be managed as assets, and that customers vary in their needs, preferences, and buying behavior. This study applied the Taiwan Customer Satisfaction Index model to a tourism factory to analyze customer satisfaction and loyalty. We surveyed 242 customers served by one tourism factory organizations in Taiwan. A partial least squares was performed to analyze and test the theoretical model. The results show that perceived quality had the

greatest influence on the customer satisfaction for satisfied and dissatisfied customers. In addition, in terms of customer loyalty, the customer satisfaction is more important than image for satisfied and dissatisfied customers. The contribution of this paper is to propose two satisfaction levels of CSI models for analyzing customer satisfaction and loyalty,

ARTICLE: 2

This study aims to investigate the differential effects of determinants of satisfaction on subsequent electronic word-of-mouth (eWOM) behavior in the sharing economy with peer-to-peer accommodations and timeshares. Data were collected from consumers who stayed at either a timeshare or peer-to-peer accommodation within the previous year ($N = 785$). Structural equation modeling was used to test the relationship between the determinants and eWOM through satisfaction, followed by multiple-group comparison to examine the moderating effect of accommodation type. The results indicated that amenities, economic benefits, and trust demonstrated an indirect effect on eWOM behavior through satisfaction, but community belonging affected eWOM behavior directly. Multiple-group SEM revealed that accommodation type moderated the indirect effects of community belonging, economic benefits, and trust on eWOM behavior, such as 37 Department of Management Sciences and Research, G. S. College of Commerce and Economics, Nagpur that the indirect effect was significant only for timeshare accommodations. This study contributes to the sharing economy literature by filling the gap of lodging research beyond Airbnb and including timeshares. The findings highlight competitive differences that influence eWOM between peer-to-peer accommodations and timeshares that otherwise offer similar home-like accommodations. The study revealed a newly found direct relationship between community belonging and eWOM.

ARTICLE: 3

In recent years, there has been a proliferation of potential reduced-exposure tobacco products (PREPs) marketed that claim to be less harmful or less addictive, compared with conventional cigarettes. Tobacco control scientists have raised concerns about the potential adverse impact of marketing of these products for smoking prevention and cessation efforts. Although these products have not been widely used among smokers, there are few data available on consumers' awareness and attitudes toward these products.

RESEARCH GAP:

The project is to propose two satisfaction levels of CSI models for analyzing customer satisfaction and loyalty.

OBJECTIVES:

- ❖ It seeks information about consumer awareness regarding different products .
- ❖ It gets information about demerits or defects of products from consumers and suggests remedial measures.
- ❖ It makes popular the positive points of the products.
- ❖ It prepares wide market for the product.

2. RESEARCH METHODOLOGY

Scope Of The Study

With the vast amount of products options, having a differentiated message and an audience that can distinguish a company's brand from its competitors is crucial. It can mean the difference between success and failure for a company.

Entire marketing campaigns can be constructed around promoting awareness of a brand. Spreading customer awareness is especially important during a company's first few years, when they are trying to make a name for themselves.

When consumers are aware of the product a company offers, they will more likely go straight to that company if they need that product, instead of researching other places that they can acquire that product. Businesses with strong branding are viewed as accepted by the market. Therefore, they are trusted more by consumers who are looking to purchase a new product.

Need For The Study:

Clearly customer awareness is closely related to the concepts of the evoked set (defined as the set of brands that a consumer can elicit from memory when contemplating a purchase) and the consideration set (defined as the "small set of brands which a consumer pays close attention to when making a purchase decision"). One of the central roles of advertising is to create both customer awareness and brand image, in order to increase the likelihood that a brand is included in the consumer's evoked set or consideration set and regarded favorably.

Consumers do not learn about products and brands from advertising alone. When making purchase decisions, consumers acquire information from a wide variety of sources in order to inform their decisions. After searching for information about a category, consumers may become aware of a larger number of brands which collectively are known as the awareness set.^[19] Thus, the awareness set is likely to change as consumers acquire new information about brands or products. A review of empirical studies in this area suggests that the consideration set is likely to be at least three times larger than the evoked set. Awareness alone is not sufficient to trigger a purchase; consumers also need to be favourably disposed to a brand before it will be considered as a realistic purchase option.

Data Collection:

3. DATA COLLECTION METHOD

For any study to be successful data or information that is collected acts as a foundation stone. Collected data is to be organized in such a way that useful patterns can be extracted from it analyzed and logical conclusions are drawn out of it. Data should be collected in such a way that it has representation from all the relevant groups involved in the study. There are several methods prevailing for gathering data such as, Observation, questionnaires, interviews, group discussions and so on. However the method should be selected carefully keeping in mind the sample size, geographical location of the population under study, the level of education of the population and so on.

Data can be collected from the company records, which are generally available at every company and are maintained for decades, these can also act as valuable source of information, and at times also help in testing the authenticity of the information given by the population. It is important that proper care is taken while gathering the information, as wrong data would mean wrong conclusions.

Tools for data collection method:

Sampling:

Out of few lakes of industries customers spread all over India, the customers of industries, Of Hyderabad city only are taken as target population for the study.

Sample size:

The sample size of 100 is selected from the database of the company. The study requires on in depth survey and teen observation in collecting data regarding the **customer awareness** levels of TATA MOTORS LIMITED customers.

Sampling Technique:

Only simple random sampling technique is adopted in selection the sample. In this technique, each and every unit of the population has on equal opportunity of being selected in the sample

Questionnaires:

The data collection method found most suitable for this study is questionnaire method. Questionnaire consists of 16 questions. The questionnaire is developed to collect the data, and to get frank opinions from the respondents, their names are kept confidential.

SOURCES OF DATA

Sources of data: The data has been collected from both primary and secondary sources, to get information regarding the organization and products

Primary Data: Primary data has been collected through questionnaires. The questionnaire was mostly related to the **customer awareness** towards industries of the customers on different feature such as the model, price, effectiveness of the brand etc. Provided by TATA MOTORS LIMITED.

Secondary Data: Secondary data has been taken from below sources:

1. Reports
2. Pamphlets
3. Advertisement
4. Customer database
5. News papers
6. Internet

4. METHOD OF ANALYSIS

Method of analysis:

Completed questionnaires were taken up for analysis. The data is analyzed mainly from the questionnaire. Data interpretation is done with the help of statistical tool like percentile method and with the use of tables and graphs.

Percentile method=No. of Respondents/ Total No. of Respondents * 100

The process of analyzing the data will begin with first collecting the data, which is obtained, from the questionnaire and then tabulating it. Then the tabulated data is depicted in diagrammatic form that is in the terms of a graph. Then from the graph an interpretation is made

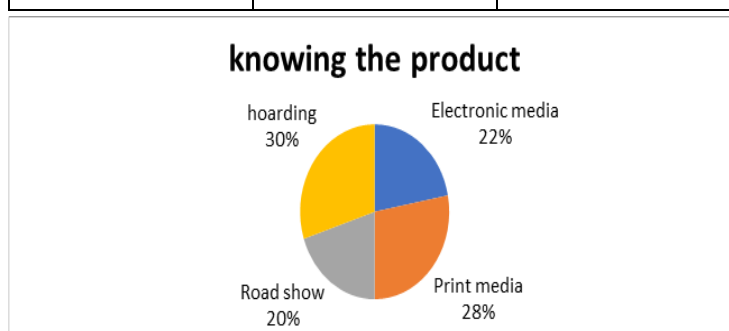
5. DATA ANALYSIS & INTERPRETATION

Analysis and findings

The total number of respondents of the survey is 100 from Hyderabad city only. The main aim of the survey is to know the satisfaction level of the **TATA MOTORS LIMITED**. The data collected is through primary source, through interviewing the concerned respondents by giving them a structured questionnaire, which includes few open-ended questions.

Knowing about the product

Option	No. of respondents	Percentage
Electronic media	22	22%
Print media	28	28%
Road shows	20	20%
Hoardings	30	30%
Total	100	100%

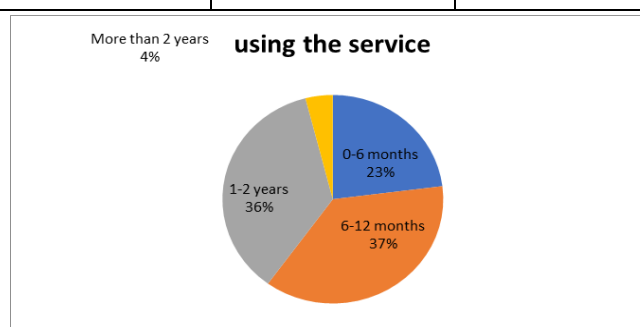


Interpretation:

30% of the respondents came to know about TATA MOTORS LIMITED from hoardings while 28% of the respondents came to know from print media and electronic media was assumed by 22% of the respondents. A small significant 20% of the respondents replied that road shows have helped them in understanding TATA MOTORS LIMITED.

Knowing about the product

Option	No. of respondents	Percentage
0-6 months	23	23%
6-12 months	37	37%
1-2 years	36	36%
More than 2 years	04	04%
Total	100	100%



Interpretation:

30% of the respondents came to know about TATA MOTORS LIMITED from hoardings while 28% of the respondents came to know from print media and electronic media was assumed by 22% of the respondents. A small significant 20% of the respondents replied that road shows have helped them in understanding TATA MOTORS LIMITED.

6. CONCLUSION

- The respondents are subscribers of TATA MOTORS LIMITED, and they came know about the service from hoardings, print media, primarily and through electronic media and road shows secondarily.
- The respondents are using TATA MOTORS LIMITED since 1 year and below 1 year in most of the cases.
- The service provided by TATA MOTORS LIMITED is used by majority of the respondents and the reason for choosing it is the quality of the service, followed by brand image.
- Customer satisfaction of the respondents towards TATA MOTORS LIMITED is high; however a significant number of the respondents are dissatisfied with its services.
- In purchasing TATA MOTORS LIMITED products family appear to be the prime motivators of the respondents in making their purchase decisions, due to the special offers being targeted by the company at this segment.
- The respondents are paying their bills at the company show rooms, and these are also acting as customer care centers for all queries and needs of the consumers.
- The service is also well received by the respondents and they are satisfied with quality and price, moreover it is largely used by people who are offering public cell office facilities.
- The instruments being providing with fixed line service are being well received by the respondents.

7. REFERENCES

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