



A study on Consumer Perception towards TATA Nexon Car in Bardoli city

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ABSTRACT

The study examined the factors that, affects consumer's while buying Tata Nexon car. The objectives to study the customer perception towards Tata Nexon. to examine the various factors affecting to perception towards Tata Nexon. The study was based on descriptive Research Design and primary data collected through structured questionnaire with sample size of 101 respondents with different demographic profile. The frequencies and crosstabulation of collected data were run through IBM SPSS Statistics 25. Questionnaire was of 2 pages containing questions regarding technical, external, service, price and etc factors. The results of the study discovered that Consumers are preferring all the factors that are: Technical, External, Price/Maintenance, Service and Brand factors which they are precepting about Tata Nexon car.

INTRODUCTION

Any person who purchases products, goods, and services for his/her personal use and not for manufacturing or resale is called a consumer. A consumer is one who is the decision maker whether to buy an item at the store, or someone who is influenced by advertisement and marketing. Perception means what an individual is thinking about someone or something. Our perceptions are based on how we think different sensations. When a customer watches advertisements, promotions, customer reviews, social media views etc. related to a product, goods and services which develop an impression about the product.

LITERATURE REVIEW

Choy John (2010)

"Consumers' Perceived Quality, Perceived Value and Perceived Risk Towards Purchase Decision on Automobile"- As the level of competition keep on increasing in Malaysia automobile market, it is essential for every automobile producer companies to understand customer insight in order to further increase their share of wallet. Thus, they need to understand what factors might influence their customers' decision in purchasing an automobile. Due to raising the competition in the market every company has to do something new or innovative so people can buy quickly. If we are 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.

Dr. Sandesh Kumar Sharma, Kiran Sharma, Makshud Khan (2011):

"A Study and Analysis of Customer Satisfaction of Tata Motors in Jaipur, Rajasthan"- Objective: To find the satisfaction amongst the customers, Market performance and Market position of TATA Motors. Design: Convenient Sampling Place and Duration: Users of TATA (Car) AutoMobile Method: Total sample size is 100 the following sample size according to area wise.

Choy John Yee, Ng Cheng San (2011):

"Consumers' Perceived Quality, Perceived Value and Perceived Risk Towards Purchase Decision on Automobile"- Primary objective of this research is to study the relationships of 3 factors affecting purchase decision towards buying cars. Survey using convenience sampling was done at Klang Valley to customers' age between 23-65 years old and above. Questionnaires were distributed to 200 respondents at the sampling location. s old and above. Questionnaires were distributed to 200 respondents at the sampling location. Results: All the 200 sets of data were reliable where Cronbach's alpha is more than 0.6. Pearson correlation also showed the strength of the relationship between those variables and normality assumption was meet.

Dr. S. Jyothirmayi Reddy, Dr. B. Venkateswara Reddy, Prof. S. Durga Rao (2016)

“A Study on Customer Satisfaction towards Tata Motor Cars in Andhra Pradesh”- Objectives of The Study is to measure the customer satisfaction level towards Tata Motor cars in Andhra Pradesh, to compare the customer satisfaction level between Tata Motor cars. The sample size is 500 Tata Motor cars. (100 from each city). Descriptive research is the research design method. Chi-Square technique is used for this study.

Dr. P. Pirakatheeswari, N.Vetrivel (2021):

“A Study on Consumer Satisfaction and Preference towards Tata Nexon Ev with Special Reference to Coimbatore”- Objectives of the Study is to analyze the factors preferred by the consumers while purchasing the TATA Nexon EV cars. This study is descriptive in nature which covers both the primary and secondary data. The statistical data used in the study is Chi-Square test and Anova test. The sample of this study is 100.

RESEARCH OBJECTIVES

The aim of the research is to study the following objectives:

- To study the customer perception towards Tata Nexon.
- To examine the various factors affecting to perception towards Tata Nexon.

RESEARCH METHODOLOGY

This study is descriptive in nature which covers the Primary data which has been collected through questionnaire from the respondents/consumers. Totally 100 samples collected using non-probability random sampling techniques from the respondents and statistical tool used is frequency distribution and chi-square test. Sampling frame used in this study – the population is Bardoli city, and the sampling unit is the Local consumers.

FINDINGS OF THE STUDY

Table 1: Represents Customers perception/preference while buying TATA Nexon car.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Good facility	20	19.8	19.8	19.8
Better mileage	40	39.6	39.6	59.4
Good design	14	13.9	13.9	73.3
Quality service	15	14.9	14.9	88.1
Price	12	11.9	11.9	100.0
Total	101	100.0	100.0	

Interpretation

From the above chart it can be interpreted that 19.8% respondents prefer good facility, 39.6% respondents prefer better mileage, 13.9% respondents prefer good design, 14.9% respondents prefer quality service, and 11.9% respondents prefer price while purchasing Tata Nexon car.

Method Applied- Chi-square test

Hypothesis:

H0: There is no significant relation between Annual Income of the respondents and factors affecting towards the perception of TATA Nexon car.

H1: There is significant relation between Annual Income of the respondents and factors affecting towards the perception of TATA Nexon car.

Chi-Square Test**Table 3: Represents the factors which are affecting towards the perception of TATA Nexon car in Chi-square test.**

Factors	Statements	Pearson Chi-Square Asymptotic significance (2-sided)
Technical	Comfort is what TATA Nexon provides.	.159
	TATA gives best Safety & Security.	.797
	Tata Nexon car has good road grip.	.400
	Tata Nexon cars uses latest Technology.	.886
	Customization options are good in Tata Nexon car.	.809
	TATA Nexon provides a good Mileage.	.312
External	Cars are offered with best Design.	.253
	TATA Nexon has comfortable Interior.	.787
	Tata Nexon car has a good Trunk space.	.605
	Tata Nexon has been offered in good colours.	.241
Price/ Maintenance	Maintenance cost is low at TATA.	.894
	The availability of TATA Nexon car with its charged Price.	.004
Service	Tata has good dealers and service networks.	.289
	Tata Nexon provides appropriate after sales service.	<.001
	TATA provides the best services comparing to other brands.	.148
Brand	TATA has a good brand Image.	.864
	Tata cars are the best economy cars.	.307
	TATA is good at doing brand promotions.	.763

Interpretation

As Chi-square calculated value is greater than the Chi-square critical value, then the null hypothesis is rejected. So, from the above data we can interpret that the significance of all the factors is greater than the value 0.05. So, it can be said that alternative hypothesis is accepted, and null are rejected. All the factors are having significance value greater than 0.05. So, it is said that alternative hypothesis is accepted, and null hypothesis is rejected. Except in the service factor the statement-Availability of TATA Nexon car with its charged price has .004 significance value so, null hypothesis is accepted, and alternative hypothesis is rejected and, In the price/maintenance factor the statement-Tata Nexon provides appropriate after sales service significance value is <.001, so, null hypothesis is accepted, and alternative hypothesis is rejected.

CONCLUSION

Conclusion is the actual results of the study it will guide the TATA MOTORS company as well as the researcher to act and perform accurately for future course of action. TATA Nexon cars are a popular vehicle in automobile market. Tata should work continuously to maintain its popularity. TATA Motors have a good market share in the market. By analysing the data, researcher can surely say that consumer perception towards TATA NEXON car is positive. From the study it is also derived that the respondents/consumers are preferring many factors while purchasing TATA Nexon car. Respondents are highly preferring some factors such as technical, price, brand, design, and service for the purchasing of TATA Nexon car.

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