



A STUDY ON CONSUMER PREFERENCE TOWARD TATA SALT

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ABSTRACT :

Salt is an essential ingredient in every household, and consumer preferences for different brands are influenced by various factors such as quality, price, availability, and health benefits. This study aims to analyze consumer preference towards Tata Salt, one of India's most trusted and widely used salt brands. The research explores key factors that drive consumer choice, including brand loyalty, perception of quality, pricing strategy, and the influence of advertisements.

The study is based on primary data collected through surveys from consumers, along with secondary data from industry reports and market analysis. The findings of the study will help understand consumer buying behavior and the competitive position of Tata Salt in the market. Additionally, the research will highlight consumer awareness regarding iodized salt and its health benefits.

By identifying the factors influencing consumer preference, this study will provide insights for marketers and businesses in the salt industry to enhance their strategies and meet consumer expectations effectively.

INTRODUCTION :

Marketing is the art and science of understanding consumer needs and preferences, developing products or services to meet those needs, and effectively communicating their value to target audiences. It encompasses market research, product development, promotion, distribution, pricing, branding, customer relationship management, and data analytics. Successful marketing involves creativity, strategic planning, and the ability to adapt to changing market dynamics, ultimately aiming to drive customer engagement, loyalty, and business growth.

Tata Salt, often referred to as is one of India's most trusted and Iconic salt brands. Introduced by Tata Chemicals in 1983, it was the first brand in India to offer iodized packaged salt, addressing the critical issue of iodine deficiency prevalent in the country. Known for its purity, quality, and consistent taste, Tata Salt has become a household name, symbolizing trust and health. With its pioneering approach to Improving public health and its widespread availability, Tata Salt continues to hold a dominant position in the Indian salt market

Consumer satisfaction plays a vital role in determining the success and sustainability of any product in the competitive marketplace. It reflects how well a product meets the expectations and needs of its consumers. Salt, being an essential commodity in every household, holds a significant position in the Indian market. Among the various brands available, Tata Salt has established itself as a leader, often referred to as "Desh Ka Namak" due to its widespread popularity and trust among consumers.

1.2 STATEMENT OF THE PROBLEM :

The issue this study seeks to address is the necessity of knowing the determinants of consumer preference for Tata Salt in a competitive market. Although one of the top brands in the Indian salt market, Tata Salt competes with national and regional brands that produce similar products. The difficulty is in determining the particular factors, including brand image, quality, price sensitivity, health factors, and marketing activity, that influence consumer decisions. There is also a requirement to determine the influence of demographic factors (age, income, location, etc.) on consumer preference. This research will address this gap by studying the reasons behind Tata Salt's customer loyalty, delving into how it makes itself unique compared to other companies, and offering insights that will help Tata Salt improve its market share and consolidate its industry position.

1.3 OBJECTIVES OF THE STUDY :

- u To find out the satisfaction level of consumer towards Tata salt .
- u To assess the role of branding and marketing in shaping consumer perceptions of Tata Salt.
- u To understand the level of brand loyalty among Tata Salt users .
- u To identify areas for improvement in tata salt's marketing strategy based on consumer feedback.

1.4 SCOPE OF THE STUDY :

The scope of this study endeavors to investigate the different factors that drive consumer decisions in the salt industry with a focus on Tata Salt. The study will investigate major factors like brand loyalty, product quality, health, packaging, pricing and how marketing efforts affect consumer preferences. This research will evaluate the perception of consumers towards Tata Salt relative to its competitors based on taste, purity, and health advantages, specifically its iodine level. It will also investigate demographic factors such as age, income, geographic location, and lifestyle, and determine patterns in consumer behavior across various consumer segments. This study is mix of qualitative and quantitative methods of research such as surveys and interviews, the research will deliver information about psychological and cultural factors that impact consumer choices. From analyzing these factors the study will be able to deliver some important recommendations to Tata Salt in order to develop its brand reputation, build customer loyalty, and optimize marketing strategy, which ultimately will position Tata Salt better in the market.

1.5 RESEARCH METHODOLOGY :

The methodology that was adopted for the study includes both primary source of data as well as the secondary source of data. The methodology of the study can be explained as follows:

PRIMARY DATA:

The primary data are those which are collected afresh and for the first time. and thus, happens to be original in character. We can obtain primary data either through.

observation or through direct communication with respondents in one form or another or through a personal interview. There are several methods of collecting primary data, but in this research work primary data collected by using questionnaire.

SECONDARY DATA:

Secondary data is that data collected from journals, published articles, published books, research papers, magazines etc. and also use other reports from internet as reference.

1.6 LIMITATIONS OF THE STUDY :

Ø The survey has been conducted only on 132 respondents.

Ø Findings of this study may be influenced by personal bias of the respondents.

The study does not involve much of secondary data.

1.7 CHAPTER SCHEME :

The present study is presented in five chapters

- The First chapter deals with introduction, design, and execution of the study.
- The Second chapter presents the review of related literature.
- The Third chapter covers an overview of Tata salt.
- The Fourth chapter covers the data analysis and interpretation.
- The Fifth chapter gives a summary of findings, suggestions and conclusion

Review of literature:

1.Dutta & Bandyopadhyay (2021) Dutta & Bandyopadhyay suggest that premium pricing works when justified by product value. Tata Salt commands a premium price in the market because of its scientific purity standards, brand reputation, and nationwide availability, making it more desirable than cheaper, loose salt alternatives

2.Verma et al. (2020) Verma et al. found that consumers value health-oriented products, particularly in essential food categories. Tata Salt's iodine-enriched composition is a major factor influencing consumer preference, as it helps prevent iodine deficiency disorders (IDDs), including goiter and cognitive impairments.

3.Gupta et al. (2020) According to him, health-conscious consumers are particularly drawn to products with added iodine, which is essential in preventing thyroid problems. Furthermore, Tata Salt's messaging on purity and safety appeals to those concerned with food additives and contaminants.

4.Singh (2020) Studies have shown that Tata Salt appeals to middle- and upper-class consumers, but price-sensitive consumers from lower-income groups sometimes prefer local, unbranded salts. However, with the availability of smaller pack sizes, Tata Salt has managed to target a broader demographic

5.Chand & Kaur (2020) With increasing awareness of hypertension, cardiovascular diseases, and obesity, more consumers are reducing sodium intake. Tata Salt has successfully positioned its low-sodium variant as a healthier alternative.

INDUSTRY OVERVIEW :

Tata Salt, a flagship product of Tata Chemicals Limited, stands as one of the most trusted and recognized salt brands in India. Launched in 1983, the brand's journey has been marked by a commitment to offering high-quality salt that caters to the nutritional needs of Indian consumers. Tata Salt was a pioneer in the Indian market by introducing iodized salt, a move that significantly contributed to mitigating iodine deficiency in the country. Over the years, the brand has grown to become synonymous with purity, quality, and reliability in the Indian salt industry.

PRODUCTS

- Regular Tata Salt
- Tata Salt Lite
- Tata Salt Plus
- Tata Salt Immuno
- Tata Salt Super Lite
- Tata Rock Salt
- Tata Black Salt
- Tata Salt Crystal
- I-Shakti
- Tata Salt Iron Health

Production Processes :

Tata Salt developed a new method called vacuum evaporation technology to make iodized salt. This process greatly enhances the salt's quality by cutting down on impurities and boosting iodine levels. It works by dissolving salt in water, cleaning the solution, and then evaporating the water to get pure salt crystals. This method not only improves the salt's nutritional value but also sets a high standard for salt production across India.

Innovations and Impact :

Tata Salt's pioneering efforts in introducing iodized salt had a profound impact on public health. Iodine deficiency had long been a concern in India, leading to various health issues, including goiter and mental retardation. The introduction of iodized salt addressed these concerns and contributed to a significant reduction in iodine deficiency disorders across the country.

Furthermore, Tata Salt's packaging innovations, such as the use of moisture-resistant packaging and free-flowing technology, ensured that the salt remained fresh and free from clumping even in humid conditions. This innovation was particularly relevant for a country like India with diverse climatic conditions.

Challenges and Future Prospects :

Tata Salt has done well but faced hurdles. It deals with rivals, changing tastes, and people wanting healthier options. Other salt brands have popped up. To stay ahead, Tata Salt keeps finding new ways to make and sell its products. The salt business keeps changing, but Tata Salt looks set for a good future. They care about health, quality, the environment, and new ideas.

This helps them adjust as the market and shoppers change.

Tata Salt started as a chemical company. Now, it's a common name for salt in homes. This shows they care about quality, health, and new ideas. They were the first to add iodine to salt. They use better tech and protect the environment. Tata Salt has changed the salt business in India. They have also made people healthier. The company keeps changing and growing. Their work will likely shape the salt business for years.

Product Excellence

Tata Salt established itself from its rivals via its dedication to quality and innovation. To guarantee the greatest degree of purity and iodine content, the product is put through a rigorous production procedure. While removing contaminants, the production process's sophisticated vacuum evaporation technology helps preserve vital minerals and nutrients. Tata Salt has received multiple certifications, such as ISO 9001, ISO 22000, and FSSAI approvals, as a result of its commitment to quality.

Market Penetration

Tata Salt's transformation from an innovative health project to a household essential is evidence of its successful marketing techniques. The business has successfully penetrated both urban and rural markets by utilising the brand's affiliation with the reputable Tata Group. The brand was further ingrained in Indians' hearts by Tata Salt's famous "Desh Ka Namak" (Salt of the Nation) ad, which struck a chord with the emotional feeling of patriotism.

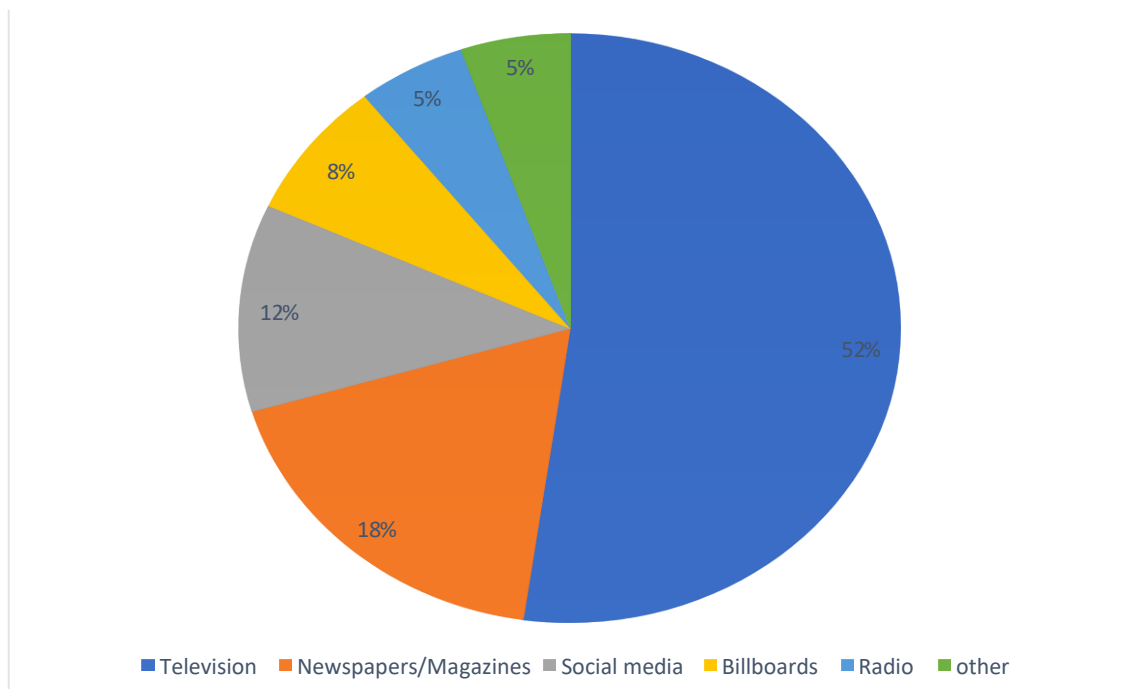
DATA ANALYSIS AND INTERPRETATION :**TABLE 4.1.9 THIS TABLE IS SHOWING FROM WHICH MEDIA DO THE RESPONDENTS SAW THE ADVERTISEMENTS FOR TATA SALT**

ADVERTISEMENTS MEDIA	NO OF RESPONDENTS	PERCENTAGE
Television	69	52.3%
Newspapers/Magazines	24	18.1%
Social Media	15	11.4%
Billboards	10	7.6%
Radio	7	5.3%
Others	7	5.3%
Total	132	100%

SOURCE: Primary Data

INTERPRETATION

It is observed that 52.3% of the respondents saw through Television, 18.1% of the respondents saw through Newspapers, 11.4% of the respondents saw through social media, 7.6% of the respondents saw through Billboards, 5.3% of the respondents saw through Radio and remaining 5.3% of the respondents saw the tata salt advertisements through Others.

CHART 4.1.9 THIS CHART IS SHOWING FROM WHICH MEDIA DO THE RESPONDENTS SAW THE ADVERTISEMENTS FOR TATA SALT**INFERNCE**

The majority of the respondents saw the tata salt advertisements through Television which is 52.3%.

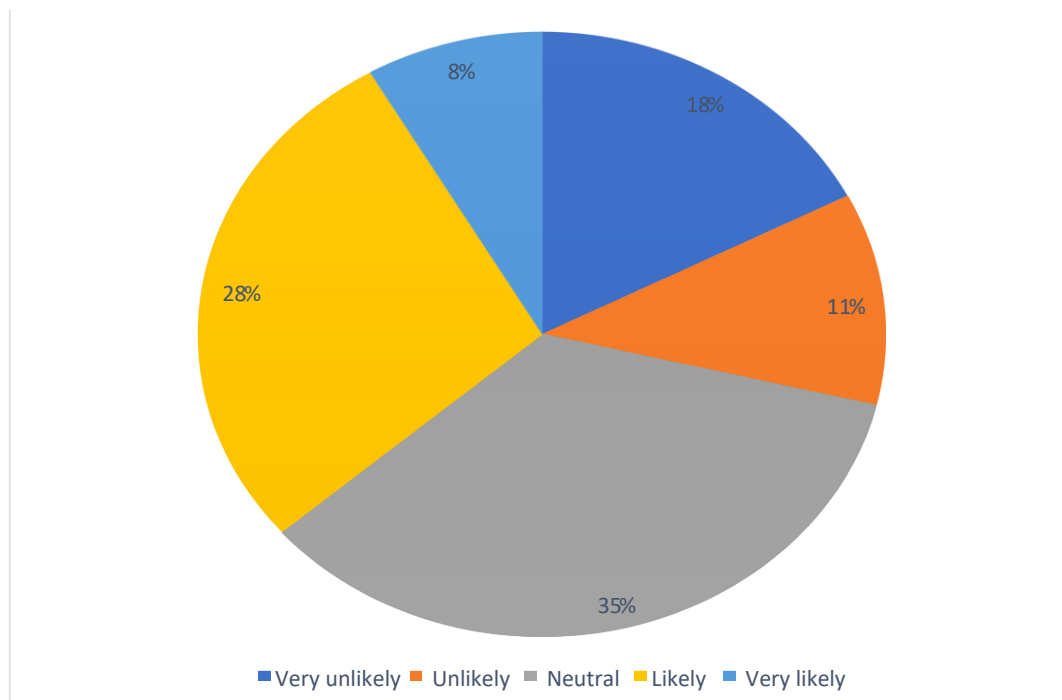
TABLE 4.1.12 THIS TABLE IS SHOWING WHETHER WILL YOU RECOMMEND TATA SALT TO OTHERS

RECOMMEND TATA SALT	NUMBER OF RESPONDENTS	PERCENTAGE
Very unlikely	23	17.4%
Unlikely	15	11.4%
Neutral	46	34.8%
Likely	37	28%
Very likely	11	8.3%
TOTAL	132	100%

SOURCE: Primary Dat

INTERPRETATION

It is observed that 34.8% of the respondent say neutral, 28% of the respondents say Likely, 17.4% of the respondents say Very unlikely, 11.2% of the respondents say Unlikely and remaining 8.3% of the respondents says very likely for the recommend tata salt to others.

CHART 4.1.12 THIS CHART IS SHOWING WHETHER WILL YOU RECOMMEND TATA SALT TO OTHERS

INFERENCE

The majority of the respondents says Neutral for recommend tata salt to others with 34.8%.

FINDINGS, SUGGESTION AND CONCLUSION :

FINDINGS

- The majority of the respondents ages are between 18 - 24 with 49.2% Ø The majority of the respondents gender are male with 56.1% .
- The majority of the respondents are Students with 40.2%.
- The majority of the respondents are Urban with 68.2%
- The majority of the respondents are Nuclear family with 74.2%.
- The majority of the respondents says Monthly purchase with 51.5%.
- The majority of the respondents use Tata Salt with 70.5%.
- The majority of the respondents says sometimes they come across tata salt advertisements with 37.2%.

- The majority of the respondents saw the tata salt advertisements through Television which is 52.3%.
- The majority of the respondents says Moderately for quality and trust provided by tata salt with 31.8%.

SUGGESTION

Based on the findings, Tata Salt can optimize its marketing strategies by focusing on key areas that resonate with its customer base. Since a large proportion of respondents are aged 18-24 and many are students, digital marketing through social media and influencer campaigns, along with promotions targeted at younger consumers, would be effective. Additionally, with a slight male demographic dominance, Tata Salt could tailor advertisements and packaging to appeal to male consumers, highlighting health benefits and affordability. The significant urban population (68.2%) suggests that urban-centric advertising, such as billboards and public transport ads, could be valuable, as well as making the product more convenient for urban consumers with easy-to-carry packaging. For nuclear families, Tata Salt should emphasize packaging sizes and family-friendly benefits. Given that many consumers purchase monthly, introducing subscription or bulk-buying options, along with discounts for regular purchases, could boost customer retention. Maintaining its strong brand preference, Tata Salt should continue emphasizing its reputation for quality while potentially diversifying its product range. The effectiveness of television advertising should be continued, while expanding into digital advertising to engage younger audiences. With health and purity being key focus areas, Tata Salt should strengthen its health-related messaging and consider creating educational content to further build trust. To increase customer loyalty, Tata Salt could explore loyalty programs or referral incentives, as well as continue to improve product satisfaction, particularly concerning taste and quality. Since the price is similar to competitors, promotional discounts or bundles could enhance value for money. Ensuring wide availability, including online channels, and focusing on improving packaging could address customer concerns. Given the occasional brand switching, offering loyalty rewards and emphasizing the health benefits of Tata Salt could reduce switching behavior. Lastly, focusing on the health benefits and quality of Tata Salt in marketing campaigns will resonate with health-conscious consumers, reinforcing the brand's strong reputation.

CONCLUSION

This study on consumer preferences towards Tata Salt provides valuable insights into the factors influencing the brand's appeal and the behaviors of its customers. The findings highlight that a significant portion of Tata Salt's consumer base is young, urban, and predominantly male, with students representing a key demographic. These consumers are primarily motivated by health and purity, which are crucial selling points for the brand. Additionally, Tata Salt enjoys strong brand loyalty, with many consumers purchasing it regularly, although some show a tendency to switch to other brands based on price or packaging improvements. The brand's advertising through television is still effective, but there is an opportunity to expand its digital presence to engage younger, tech-savvy consumers.

To strengthen its market position, Tata Salt can focus on improving customer satisfaction by addressing packaging preferences and offering promotions that cater to price-sensitive consumers. The brand's health benefits and quality should be further emphasized in marketing campaigns, particularly through educational content to foster trust. By catering to the needs of urban dwellers, offering family-friendly packaging, and introducing subscription models, Tata Salt can enhance customer retention. Furthermore, fostering loyalty through programs, offering discounts for regular purchases, and continuing to improve the product will ensure sustained growth. Overall, the study suggests that Tata Salt's continued success depends on aligning its marketing strategies with the preferences of its target audience while adapting to the evolving consumer landscape.