

CONSUMER DISSIMILATION WITH REFERENCE TO TATA MOTORS

KRITIKA CHANGA, MS PRATIKSHA MISHRA

AMITY UNIVERSITY CHHATTISGARH

ABSTRACT/EXECUTIVE SUMMARY

Consumer behavior is ever-changing and unique, influencing purchase decisions. Marketers aim to stimulate more purchases by influencing behavior. Psychological and social factors greatly influence consumer behavior, including perception, motivation, learning, beliefs, attitudes, personality traits, family, friends, reference groups, and social norms. Social influences impact consumer behavior through opinions, recommendations, and subtle cues from one's social circle. Cultural factors shape consumer preferences, expectations, and purchasing patterns with values, beliefs, customs, and traditions. Tata Motors is a significant Indian automaker with international activities, ranking among the top automakers in India and a major player in the global automobile market. Tata Motors, founded in 1945, is a versatile carmaker known for innovative designs, reliable vehicles, and commitment to sustainability. It is the second-largest producer of machines and cars in India and the top marketer of vehicles. It ranks fifth globally in medium and heavy commercial vehicle production. Founded in 1868, Tata is a renowned company known for its exceptional quality, original designs, and groundbreaking engineering. It continues to shape the future. The data analysis method used in this project is Quantitative analysis. A survey was conducted using a questionnaire and the results were interpreted with a pie chart. For in-depth analysis, qualitative data was collected through telephonic and personal interviews. The project's main findings suggest that the TATA motor has a positive impact on consumer dissimilation and is now the primary source of information.

INTRODUCTION

India is an emerging country with huge potential. The domestic economy is now growing at around 9- 10% per annum and India's importance in global terms is being reinforced by rapidly rising exports and domestic consumption. The automotive industry is at the center of India's new global dynamic. Expectation are high that India can develop as a global hub for vehicle manufacturers and as an outsourcing center that offers the global automotive industry solution high up the automotive value chain. The automobile industry in India accounts for a business volume of \$45 billion and has the potential to grow much faster both through Indian as well as international manufacturers who have established huge facilities in the country With the world's second largest and fastest- growing population, there is no denying India's potential in both economic and population terms and the effect it will have on the auto industry in the years to come. It's the 5th largest medium and heavy marketable vehicle manufacturer in the world. The popular brands of the company are TATA Harrier, TATA Indica, TATA Indigo, TATA sumo and TATA safari. The company's over 80,000 workers are guided by the vision to be stylish in the manner in which we operate stylish in the products we deliver and stylish in our value system and ethics. Established in 1945, Tata Motors presence indeed cuts across the length and breadth of India. Over 4 million Tata vehicle ply on Indian roads, since the first rolled out in, following a strategic alliance with Fiat in 2005, it has set up an artificial joint adventure with Fiat Group motorcars at Ranjangaon to produce both Fiat and Tata buses and Fiat power trains. In 2006 Tata Motors entered into common adventure with Thonburi Automobile assembly Factory Company of Thailand to manufacture and vend the company's volley vehicles in Thailand. Tata Motors Limited (TML), a \$ 42 billion organisation, is India's largest machine company and is a leading global manufacturer of buses, mileage vehicles, motorcars, exchange and defence vehicles. Incorporated in India in the time 1945, Tata Motors is a part of the over\$ 100 billion Tata. Group innovated by Jamsetji Tata in 1868. Recognised for its world class quality, originality, engineering and design excellence, the Company is on the path of shaping the future of mobility in India. Sustainability and the spirit of 'giving back to society' is our guiding gospel and good commercial citizenship is explosively bedded in our DNA. With a large global footmark, the Company has consolidated its position as the Tata Motors Group through combinations and accessions. It has a network of 76 accessories in India and internationally, which give a host of engineering and automotive results.

CONSUMER DISSIMILATION

Any individual who purchases goods or services from an organization to satisfy their needs and as the consumer plays a very crucial role they are the ones who are the final users as supposed to the customers who many times purchase the goods to resale it. For organizations, it is very necessary to understand consumer behavior because of the changing scenarios and knows the various insights about the target customers in this competitive market. Each consumer has a different behavior when they purchase any product or service from the organization and they are different because of the individual differences as human beings which they have and it is very important for organizations to understand them and develop insights about the various strategies which it requires to study the factors which influence the consumer behavior. Consumer behavior encompasses the examination of how individuals and groups navigate the process of acquiring, utilizing, and discarding goods, services, experiences, and ideas. This field of study delves into comprehending the reasons behind consumer choices, the factors that impact their decision-making journey, and their reactions to marketing endeavors. Consumer behavior is influenced by a multitude of factors that can be grouped into several categories: psychological, social, cultural, and situational. These factors work together to shape individuals' purchasing habits and preferences, creating a complex landscape of consumer behavior. Consumer behavior is a dynamic phenomenon that evolves. Each consumer possesses unique characteristics and exhibits distinct behavioral patterns, which can vary across regions and countries. Positive consumer behavior ultimately culminates in purchase decisions, and thus, it becomes essential for marketers to influence consumer behavior to stimulate increased purchases. It's worth noting that consumer behavior differs across various product categories. Moreover, the buying behavior of consumers not only impacts their standard of living but also serves as a reflection of their social status. Additionally, consumer behavior has the potential to influence the buying decisions of others, creating a ripple effect in the market. Deep within the recesses of an individual's mind lie the psychological factors that intricately shape consumer behavior. Within this mysterious realm, perception, motivation, learning, beliefs, attitudes, and personality traits weave together to influence how consumers perceive products, ignite their desires to make purchases and mold their overall attitudes toward specific offerings. Like hidden forces of influence, these psychological aspects hold the key to unlocking the intricacies of consumer behavior. Consumer behavior dances to the rhythm of social factors, where the sway of social interactions and relationships takes center stage. Within this vibrant arena, family, friends, reference groups, and social norms harmoniously

orchestrate the symphony of consumer decisions. Opinions, recommendations, and subtle cues from those within an individual's social circle intricately choreograph the movements of preferences and choices, leaving an indelible imprint on the grand stage of consumer behavior. Consumer behavior finds itself entangled within the intricate tapestry of cultural factors, where the mighty forces of culture, subculture, and cultural norms exert their profound influence. In this captivating realm, the values, beliefs, customs, and traditions woven into the fabric of society contribute to the formation of consumer preferences, expectations, and purchasing patterns. Furthermore, within the vibrant patchwork of subcultures, each with its own unique identity, religious or ethnic groups proudly showcase their distinct tendencies and preferences in the realm of consumption. Like a vibrant mosaic, cultural factors paint a vivid backdrop against which consumer behavior unfolds.

Consumer behavior studies encompass the analysis of various aspects related to the purchasing patterns of individuals. This includes understanding the specific products and brands that consumers choose to buy, the underlying reasons behind their choices, the timing and location of their purchases, the frequency of their buying and product usage, their post-purchase evaluation, and whether they exhibit repeat purchases. By delving into these areas, researchers gain valuable insights into the motivations and behaviors of consumers, aiding businesses in developing effective marketing strategies and fostering customer loyalty. Within the realm of consumer behavior, situational factors emerge as the ever-shifting backdrop that surrounds a purchasing decision. In this dynamic landscape, the immediate context takes center stage, with elements like the physical environment, time constraints, and the purpose or occasion guiding the path of consumer choices. The interplay between different situations and settings unveils a tapestry of varied preferences, drawing a stark contrast between the online realm and the tangible world of brick-and-mortar stores. Like a chameleon adapting to its surroundings, consumer behavior adjusts and transforms in response to the ever-changing situational factors at play. The influence of marketing and advertising efforts reigns supreme. Like skilled architects, effective marketing strategies meticulously construct a framework encompassing advertising, promotions, branding, and product packaging, all with the power to shape the very preferences and decisions of consumers. Through their artful craft, these initiatives foster awareness, mold perceptions, and deftly sway the tides of consumer preferences. It is within this captivating dance between marketers and consumers that successful engagement is nurtured, as the symphony of marketing orchestrates a harmonious relationship with the hearts and minds of consumers. Unveiling the intricacies of consumer behavior holds

immense importance for businesses, as it lays the foundation for developing targeted marketing strategies, optimizing product positioning, and cultivating enduring customer relationships. By delving into the depths of consumers' needs, preferences, and decision-making processes, companies gain invaluable insights that enable them to customize their offerings and craft compelling marketing messages. This alignment with consumer demands leads to heightened customer satisfaction and fosters unwavering loyalty. In this symbiotic dance between businesses and consumers, understanding the nuances of consumer behavior paves the way to success and enduring connections.

It is essential to recognize its multifaceted nature and perpetual evolution, shaped by external influences, technological advancements, and dynamic social and economic conditions. Consequently, a constant pursuit of research and analysis becomes paramount, enabling businesses to remain attuned to emerging consumer trends and behaviors. By staying abreast of these developments, companies can adapt their strategies, refine their approaches, and effectively navigate the ever-changing landscape of consumer behavior. In this pursuit of knowledge, businesses are empowered to make informed decisions and forge stronger connections with their target audiences. In the modern digital era, consumer behavior and social media have become closely interconnected. The advent of social media platforms has brought about a revolutionary transformation in the way people engage, exchange information, and makes buying choices. Consequently, comprehending the correlation between consumer behavior and social media has gained paramount significance for businesses and marketers. Consumer behavior studies involve examining different facets associated with individuals' purchasing behaviors. These encompass analyzing the specific products and brands preferred by consumers, comprehending the underlying factors influencing their choices, studying the timing and location of purchases, evaluating the frequency of buying and product usage, exploring post-purchase assessments, and determining the likelihood of repeat purchases. By exploring these aspects, researchers acquire valuable insights into consumer motivations and behaviors, enabling businesses to devise successful marketing strategies and cultivate customer loyalty. After considering factors like price, quality, features, and brand reputation, consumers proceed to evaluate the available options. During this stage, they compare alternatives to determine their perceived value and benefits. Once the evaluation is finished, a decision is made, and the consumer enters the purchase phase, where they choose a particular product or service and complete the transaction. Subsequently, a post-purchase evaluation takes place, during which consumers assess their satisfaction and compare their expectations with the experience. The evaluation process plays a significant

role in shaping future purchasing decisions, potentially leading to either brand loyalty or dissatisfaction and negative word-of-mouth if expectations are not met. Moreover, external factors such as social, cultural, and economic influences contribute to the complexity of the decision-making process. This process is dynamic and can differ based on factors like product category, individual preferences, and situational factors. Consequently, it becomes a critical area of research for marketers aiming to comprehend and impact consumer behavior.

Literature Review

1. Rao and Kumar (2012) in their study concluded that the satisfaction of customers depends upon safety, dealer service, customer relationship and availability of spares along with other aspects. Kotwal (2009) focused on the importance of the aspects of space, comfort and luxury of a mid-sized car. He also focused on the technological advancement and affluence aspects which are in general provided by numerous global automobile brands in India.
2. Prof. Nistorescu, Mr. Mihail Barbu and Mr. Roxana Ioana Dumitriu (2013) conducted a study concerning customer loyalty in the auto market. 593 customers were taken as sample for the survey. Simple random sampling technique was used to select the sample. A structured questionnaire was used to collect the data. The analysis showed statistically significant correlation between satisfaction and repurchase, between satisfaction and recommendation and between recommendation and repurchase. The researchers concluded that loyalty is a powerful marketing tool and the three dimensions are interrelated.
3. Nataraj S and Dr. N. Nagaraja (2012) conducted a research on “Customer satisfaction in automobile industry – an Indian online buyers’ perspective of car manufacturers’ websites”. The objective of the study was to reveal the online behaviour of today’s auto Customers. Exploratory research was undertaken and a structured questionnaire was designed and sent to 50 online customers. Customers consider “quality of content” and Ease of navigation” as the most significant factors. The researchers concluded that online landscape evolves rapidly with the emergence of powerful Customer-to-Customer tools like blogs, discussion forums, social networking sites and virtual worlds.
4. 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.

5. Udayashankar and B.Vinaya Varma (2018) He said that the brand awareness has turned in to an important variable that has an impact on customer's perception of a brand. The brand awareness, brand loyalty, brand image, and consumer behaviour help in winning the perception of a consumer towards a brand.
6. 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.

Objectives of the study

1. To ascertain overall customer satisfaction
2. To examine product satisfaction and quality perception
3. To ascertain customer loyalty and repurchase intentions
4. To examine the impact of customer service

Limitations of the study

1. The time period of project is 120 days.
2. The Accuracy of the answers depends upon the mode of interest of respondents.
3. The respondents are in a hurry to fill the questionnaire and thus this adds to a certain amount of unreliability.
4. Approximately 90% of the information has been gathered exclusively by the way of personal canvassing of a questionnaire which is used in the present study. Therefore, the data so collected is prone to error of response to some degree or other.
5. The study is restricted to 2 major cities i.e Raipur and Bilaspur in Chhattisgarh.

Introduction

Research serves as a fundamental tool and a supportive pillar in every discipline, laying the foundation for progress and advancement. The methodology entails a systematic and theoretical examination of the methods employed within a particular field of study. It serves as a framework for analyzing and understanding the approaches used in that field. Research methodology refers to the precise set of techniques employed to identify, select, process, and analyze information about a specific topic. It encompasses the procedural framework for gathering and studying data relevant to the research area.

Research Methodology

Examination system is a system of fully addressing the disquisition issue in front of us. It could be expressed as a study of concentrating how disquisition is done experimentally. In it we study the different advances that are by and large entered by a scientist in considering his disquisition issue alongside the explanation behind them. It's essential for the specialist to know the disquisition strategies procedures yet also the system. Experimenters also need to understand the hypotheticals underpinning colorful ways and they need to know the criteria by which they can decide that certain ways and procedures will be applicable to certain problems and others will not. All this means that it's necessary for the experimenter to design his methodology for his problem as the same may differ from problem to problem.

Research design

A research design serves as a framework that guides and directs an investigation efficiently by acting as a blueprint for the collection, measurement, and analysis of data, providing a structured approach to the research process. It encompasses the overall strategy chosen to integrate various components of the study coherently and logically, ensuring effective addressing of the research problem. It is essential to adhere to a carefully designed methodology that aligns with the chosen research type to arrive at a reliable and credible conclusion, devoid of errors. It includes not only the research methods but also considers the logic behind the methods used in the context of the study and complains why only a particular method of technique has been used.

- Descriptive

In the study, descriptive analysis is used to describe the data and characteristics of the population.

Research design

The research design used in this study is “Descriptive” and “Survey Method”

Research approach: Survey method

Research instrument: Structured questionnaire

Data collection

Data collection is essential in every research endeavor, as it necessitates gathering information from multiple sources. Data collection is a demanding task that requires thorough planning, hard work, knowledge, determination, and more to ensure successful execution. The process begins by identifying the type of data required, followed by sampling a specific segment of the population. Subsequently, a suitable tool or method is employed to collect data from the selected sample.

Sources of data

Data can be sourced from two main categories: **Primary Data and Secondary Data**. Both primary and secondary data can be further classified into Internal sources and External sources.

When considering **Internal Sources**, both primary and secondary data can be further categorized into the following subdivisions:

- Fully processed
- Requires further analysis

On the other hand, when classifying data sources as **External Sources**, they can be divided into the following subdivisions:

- Published sources
- Electronic databases (ED)
- Syndicated sources

Primary data

Primary Data refers to the direct collection of data from sources. As the name suggests, it involves first-hand information gathered by the researcher or surveyor. The collected data is pure, original, and collected for a specific research purpose. It has not undergone any statistical treatment previously. Primary data also referred to as raw information, is directly obtained from the original source, either in a controlled or uncontrolled setting. Researchers gather primary data exclusively for their research endeavors by employing techniques such as interviews, surveys, questionnaires, and other data collection methods.

Secondary data

Secondary data, in contrast to primary data, is information that has already been collected and published by organizations or entities. It serves as a pre-existing source of data that researchers can utilize for data collection and analysis purposes. Secondary data has typically undergone statistical treatment at least once before being made available. Secondary data can be found in various formats such as written, typed, or electronic forms. Researchers have access to a wide range of secondary information sources to gather data on industries, potential product applications, and the marketplace. Utilizing secondary data provides an initial understanding of the research problem.

This study utilizes both primary and secondary data to comprehensively address all aspects of the research. These data sources are used in combination with the specific requirements of the study.

Data collection instruments

The **Primary Data** focuses on capturing responses directly from the various respondents quantitative data is being collected from the respondents.

Quantitative Data from primary data was done through a **survey** as it involves the use of specifically designed questionnaires tailored for conducting market research. These questionnaires predominantly consist of quantitative questions aimed at collecting data.

On the other hand, the **Secondary Data** comprises information from sources such as articles, newspapers, research papers, and the internet which were referred to and rephrased during the process of using this information.

In this report the following instruments of Data Collection are used:

- Questionnaire for the survey (through Google Forms).

Questionnaires serve as a means to obtain statistically significant information about a specific subject. Although this method requires significant time, effort, and financial resources, the collected data is highly accurate, up-to-date, and relevant to the topic at hand. The data gathered from questionnaires and surveys can be analyzed using various techniques. Online forms which are used in this project have emerged as a modern and effective method for conducting surveys.

The questionnaire incorporates various types of questions, including:

Closed-ended questions:

- a. Dichotomous questions (allowing only two possible answers).
- b. Multiple response questions (allowing multiple answers).
- c. Likert scale questions (utilizing a non-comparative itemized rating scale).

Data evaluation

Data is gathered from multiple sources, both primary and secondary, and reviewed before undergoing analysis to derive findings and conclusions. The collected data and information from sources such as company officials undergo a filtering process to include only the relevant data in the report, aligning with the project's objectives. The relevant data is then evaluated to create the final report and draw conclusive insights.

Method of data analysis:

Data analysis encompasses two key methods: **Qualitative and Quantitative**.

Qualitative research is concerned with describing characteristics without relying on numerical data, often associated with the concept of quality. In contrast, quantitative research focuses on numerical data and emphasizes quantity.

For this project, **Quantitative Analysis** is conducted using tools like percentage analysis and pie charts to represent data with the questionnaire serving as a tool for quantitative aspects and secondary data from the internet and other resources used for **Qualitative Analysis** aspects.

Sample size

Sample size in market research refers to the number of subjects included in a sample that is selected from the general population. The sample needs to be representative of the true population under study. Determining

the appropriate sample size depends on various factors, including the type of information required, the characteristics of the population, and associated costs.

To ensure a proper representation of each segment of the population while maintaining a manageable sample, the sample size for this project has been determined to be 83 respondents.

Sample size (n)= 83

Sampling method

For this study, two sampling methods, namely **Convenience Sampling and Snowball Sampling**, have been employed.

Convenience Sampling:

Convenience sampling is a simple method of sampling where participants are selected based on their availability and willingness to take part in the study. This method is chosen because it allows for easy access to readily available respondents. It should be noted that efforts were made to minimize the risk of volunteer bias by ensuring that respondents answered the questions without any external influence. It was important to ensure that every respondent participated in the survey to ensure its completion.

Snowball Sampling:

Snowball sampling is a method used to collect information by relying on referrals from initial respondents. Just like a snowball rolling and gathering momentum, this method involves passing on the survey questionnaire from one respondent to another. This approach was chosen because it was relatively easier to reach out to smaller groups of individuals due to limited personal contacts, as well as the prevailing pandemic situation. By asking respondents to refer the questionnaire to their friends or acquaintances (known as references), a sufficient amount of data could be gathered for this research.

By employing these sampling methods, the study aimed to collect data efficiently and maximize the available resources, given the circumstances and constraints at hand.

CONCLUSIONS

The present study has fulfilled all the objectives. The study has helped to find out many vital factors which ensure higher customer positive attitude among the car users. The prominent factors emerged from the present study will help not only Tata Motors but also all the other car manufacturers to perform their activities more effectively. 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 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 analyzing the data, researcher can surely say that consumer attitude towards TATA Motors is positive. From the study it is also derived that the respondents/consumers prefer many factors while purchasing TATA car. Respondents are highly preferring some factors such as good will, technical, price, brand, design, premium range and service for the purchasing of TATA car.

Firstly, Tata Motors has a long-standing reputation as a leading automobile manufacturer in India and has gradually expanded its presence in international markets. The company has introduced a diverse range of vehicles, including passenger cars, commercial vehicles, and electric vehicles, catering to different segments of the market.

Secondly, Tata Motors has made significant strides in terms of product quality, design, and technology. The company has invested in research and development, resulting in the introduction of innovative features and improved vehicle performance. Customers who prioritize these aspects may have a positive perception of Tata Motors and appreciate the value offered by their products.

Thirdly, Tata Motors has placed a strong emphasis on sustainability and environmental consciousness by introducing electric and hybrid vehicles. This commitment to eco-friendly transportation solutions has resonated with customers who are environmentally conscious and seek greener alternatives. Such customers may hold a favorable view of Tata Motors due to its proactive approach to sustainability.

Overall, customer attitudes towards Tata Motors are influenced by a combination of factors, including product quality, design, technology, sustainability efforts, customer service, and individual preferences. To ensure continued success and positive customer sentiment, Tata Motors must strive to address customer concerns consistently improve their products and services, and communicate their value proposition effectively.

RECOMMENDATIONS

Tata Motors is one of the leading automobile manufacturers in India and has a global presence. While individual customer experiences may vary, here are some general recommendations based on the company's reputation and customer feedback.

- **Research and knowledge:** Encourage customers to conduct thorough research on Tata Motors' products, including their specifications, features, and customer reviews. This will help them make an informed decision and understand what to expect from the brand.
- **Warranty and after-sales support:** Inform customers about Tata Motors' warranty policies and after-sales support. Highlight the benefits of these services, such as free maintenance, roadside assistance, and extended warranties. This will give customers confidence in their purchase and peace of mind regarding any potential issues.
- **Safety features:** Emphasize the safety features incorporated into Tata Motors' vehicles. Discuss the company's commitment to meeting and exceeding safety standards, such as global NCAP crash tests. Provide specific examples of safety technologies and certifications achieved by Tata Motors' vehicles.
- **Environmental consciousness:** Highlight Tata Motors' efforts in producing environmentally friendly vehicles, particularly their electric vehicles. Discuss the company's initiatives towards sustainable mobility, such as promoting electric mobility solutions and reducing carbon emissions.
- **Community engagement:** Showcase Tata Motors' engagement with the community through initiatives such as road safety campaigns, skill development programs, and supporting social causes. This demonstrates the company's commitment to making a positive impact beyond just manufacturing vehicles.
- **Innovation and Sustainability:** Showcase Tata Motors' commitment to innovation and sustainability in the automotive industry. Highlight initiatives related to electric and hybrid vehicles, alternative fuels, and eco-friendly manufacturing practices. Demonstrating a strong corporate social responsibility can enhance the brand's appeal and resonate positively with customers who prioritize environmental consciousness.
- **Engage and Listen to Customers:** Actively engage with customers through various platforms, such as social media, surveys, and feedback forms. Encourage customers to share their experiences and

suggestions. Act upon valuable feedback and continuously improve products and services based on customer preferences and needs.

- **Build a Community:** Create a sense of community among Tata Motors' customers. Organize events, online forums, or owner clubs where customers can connect, share experiences, and provide support to each other. This can foster loyalty and a positive attitude towards the brand.

References

1. <https://www.pimrindore.ac.in/vol4-issue2-vol5-issue1/full%20issue.pdf>
2. <https://www.jetir.org/papers/JETIRED06040.pdf>
3. <http://dspace.dtu.ac.in:8080/jspui/bitstream/repository/18347/1/major%20project%20ankit%20solanki.pdf>
4. <https://ijrpr.com/uploads/V3ISSUE4/IJRPR3367.pdf>
5. <https://www.jetir.org/papers/JETIR2303047.pdf>
6. <https://dokumen.tips/documents/consumer-perception-towards-tata-motors.html>
7. <https://www.iosrjournals.org/iosr-jbm/papers/Vol18-issue10/Version-7/B1810070815.pdf>
8. https://www.academia.edu/38596753/Consumer_behavior_TATA
9. https://sist.sathyabama.ac.in/sist_naac/documents/1.3.4/2022-mba-mba-batchno-201.pdf