



STRATEGIC MARKETING AND GLOBALIZATION IN TATA MOTORS

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ABSTRACT

In the last decade, Tata Motors succeeded by exceeding global opportunities. Its revenue percentile has increased from 9% in 2016 to 79% in 2018 by doing global operations. Hence its strategy is worth studying. A flexible strategy framework is used to analyse the strategy of Tata Motors which has gained its individuality in the automobile manufacturing industry. It's the plan and action on the marketing activity in the following months or years to develop your business growth. The document which is structured states the business outlines its purpose, aims, and how it stands apart. The strategy provides a composed reach to the target audience and carries out the relevant communication through strategic planning. This strategic planning allows us to get to know the needs and wants of the audience to fully fill their desired product. This research work is carried out to understand the efficient global marketing with the framework of the flow of strategies.

Keywords: marketing strategies, global opportunities, revenue flow of strategy, flexible

INTRODUCTION

The Indian automobile industry is an encouraging industry and is expanding exceptionally with each passing year. The automobile industry has also shown a growth direction in the domestic and international markets in the last few years. The Indian auto business became the fourth largest in the world with sales growth of 9% year on year to 4.03 million units. Marketing strategy contains the company's value.

The marketing strategy is outlined in the marketing plan, which is a file that explains the specific types of marketing functions a company conducts and contains a time limit for maintaining various marketing initiatives. Marketing strategies should have a longer lifetime than individual marketing ideas because they contain value ideology and other important elements of a company's brand, which generally hold the company's constant over the long haul. In general, marketing strategies cover whole-picture messaging, while marketing plans describe the logistical details of particular campaigns. The ultimate goal of a marketing strategy is to achieve and communicate a viable competitive advantage over rival businesses by understanding the needs and wants of its consumers or customers.

Even if it's a print ad design, mass advertising, or a social media campaign, a marketing asset can be followed based on how constructively it communicates a company's core value proposition. Market research can help chart the success of a given campaign and can help identify intact audiences to achieve end goals and increase sales. Setting a marketing strategy is essential to keeping your team in coordination and performing well. It

lines up the entire company around shared market, business, and product assumptions. This is key to launching campaigns and promotional activities that helpfully engage potential customers, drive revenue, build brand awareness, and solidify the relationship with existing customers. The plan sets the direction for everyday marketing activities. This keeps the team focused on what matters most so we can successfully receive, keep, and grow customers. A marketing strategy is based on deep research and analysis, factoring in what can positively or negatively impact your business success. This research forms the foundation of your overall marketing plan and sets the direction for how to achieve your company's vision, mission, and business goals. The table below defines the key components of marketing.

key components of a marketing strategy:-

Marketing goals:- Define a set of time-bound and significant marketing goals that support your phenomenon business goals.

Marketing initiatives:- Capture the great efforts needed to achieve your marketing goals and the timescale for completing them.

Target marketing:- Identify segments of customers who share common characteristics and the marketing approach for each one.

Market analysis:- Determine the external market factors that could also impact the success of your business or corporation.

Competitor analysis:- Identify other companies which are competing in the market and rank them based on their abilities and weaknesses.

A marketing strategy is designed by:

1. **Choosing the target market:** By target market the organization wants to sell its products. Not all market segments are abundant in an organization. Certain market segments guarantee quick profits, and certain segments may have great potential but there may be high barriers to entry. In-depth marketing research has to be done on the features and attributes of the buyers and the particular needs of the buyers in the target market.

2. **Gathering the marketing mix:** By marketing mix organization initiates to sell its products. The organization has to gather the four Ps of marketing in a proper combination. Gathering the marketing mix is an important part of the marketing task.

- What is the most anticipated mix in the 4 Ps in a given part
- What distribution channels are convenient and which ones should be used?
- What developmental strategy has to be used for the target market
- How the price structure be designed
- Importance of Marketing Strategy mention it:
- Marketing strategy provides an organization a peak over its competitors.
- Strategy does help in the development of goods and services with the best profit potential.
- Marketing strategy helps in the discovery of the areas that are affected by organization growth and development and thereby helps in enhancing and originating an organizational plan to cater to customer needs.
- It helps in fixing the right amount for an organization's goods and services based on info that has been collected by market research.
- Strategy ensures effective departmental coordination.
- It helps an organization to make complete utilization of its resources to provide a sales message to the target market.
- A marketing strategy helps to fix the advertising budget in advance, and it also develops a method that determines the scope of the plan, i.e., it determines the revenue generated by the advertising plan.

OBJECTIVES

- 1) To study the marketing strategies of the said of the company
- 2) To study customer satisfaction throughout the globe towards Tata motors
- 3) To understand the market share of products
- 4) To sustain in the global market

REVIEW OF LITERATURE

1. SM Das, BM Dash PC Pandya

Journal of Business Management and Social Sciences Research paper 1 (1), 82-87, 2013

In this research paper, Green Marketing Strategies for Sustainable Business Growth has where there has been an evolution in green production. In this, it is also discussed how the marketing strategies or been upheld and introduced and they also did advertising on tv to show their upfront in bringing the company image forward it also mentions giving out the profits of the sales to the unprivileged children in the rural or urban areas.

2. Aditya Srivastava.

In this, it is discussed how TATA Group uses different marketing methods and tools to design and create the development of marketing strategies which add successful campaigns green campaigns digital market and social media popularity and create websites to promote.

3. MBA School Team, on April 08, 2018

This report shows how Tata is upholding its brand image and creating various strategic inputs to position to compete in the market and create wonders by achieving its desired goals by using objectives like pricing approach, product innovation, promotion planning, etc by this we can create its recognized strategic marketing and increase its brand image

4. Robert

This work suggests how the market strategic methods outline the broad marketing logic by which the business hopes to gain its marketing objectives of target markets, positioning, pricing promoting, and marketing levels. It also outlines specific strategic methods for each marketing mix element and explains how each responds to the opportunities, critical issues, and threats spelled out earlier in the plan.

5. Aviral Mishra, Mr. Atish Khadse, Saurabh Kumar

In this research the Tata Motors pricing technique has been given the most effective measure credit under the marketing strategic technique in this it is also mentioned how India prefers value and price more considerably and this combination has created the brand image and value of the company.

RESEARCH METHODOLOGY

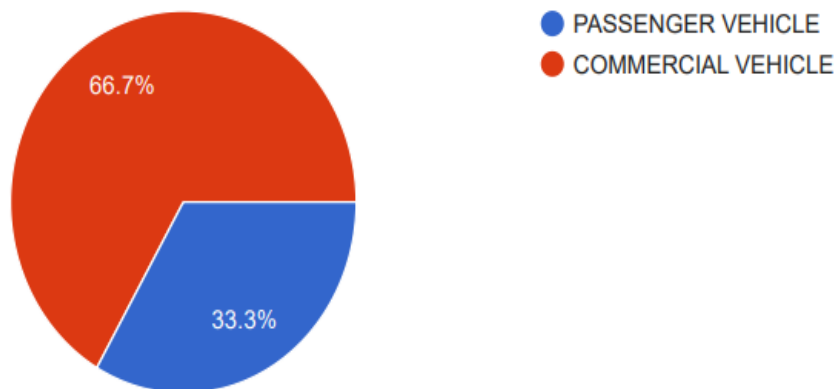
This is the descriptive exploration that was undertaken to meet the objectives of the study with the Primary data collection. The data was collected from respondents.

Primary data

The primary data was collected from random respondents through a questionnaire a sample of 36 responses

DATA ANALYSIS**1. The pricing power of Tata Motors is significant in**

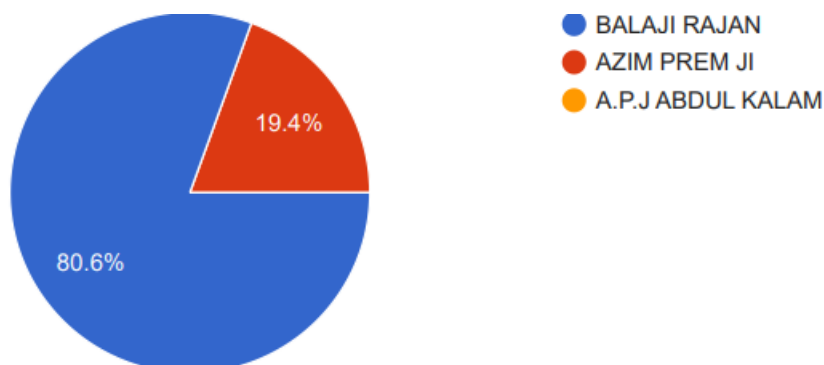
Option	percentage
Passenger vehicle	33.3%
Commercial vehicle	66.7%



out of 36 responses 66.7% are inclined to commercial vehicles and 33.3 % are towards passenger vehicles

2. Who is the marketing head of Tata Motors

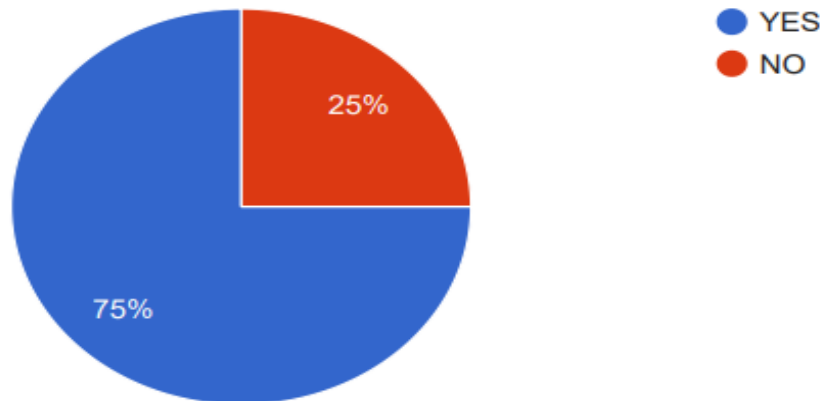
Option	percentage
Balaji Rajan	80.6%
Azim prem ji	19.4%
A.P.J Abdul kalam	0%



out of 36 responses 80.6 % is voted for Balaji Rajan 19% is voted for Azim Premji and remaining APJ ABDUL KALAM is not considered as it got 0%

3. Does Jaguar and Land Rover comes under Tata

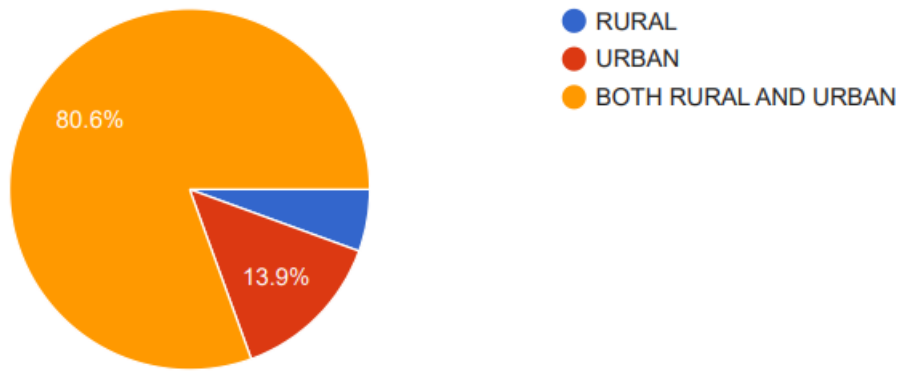
Option	Percentage
Yes	75%
No	25%



out of 36 responses 75 % people have considered that jauguar and land rover comes from tata motors and remaining 25 % voted for not

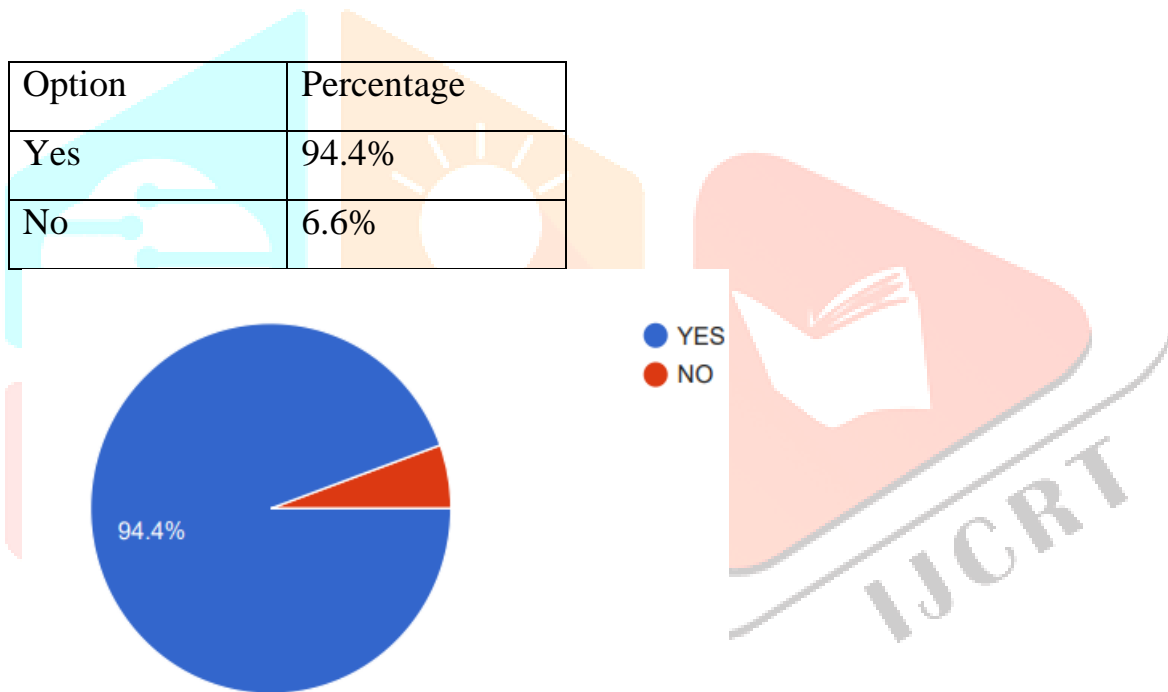
4. Who is the target customer of Tata Motors

Option	percentage
rural	
urban	13.9%
Both rural and urban	80.6%



out of 36 responses 80.6% are urban and rural both are considered as target marketing and 13.9 % are considered urban as target marketing and only 5.5 % are considered as rural

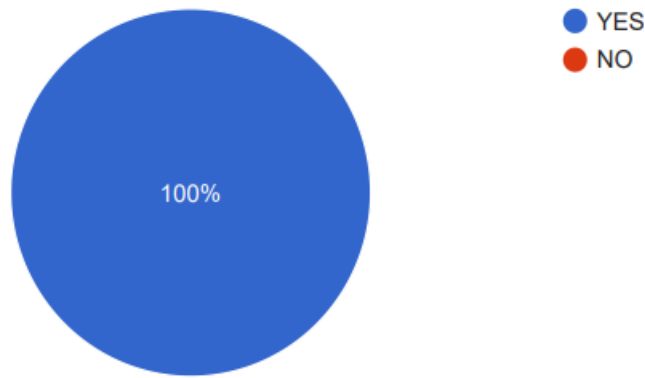
5. The globalization of Tata Motors has taken place immensely



out of 36 responses 94.4 % is considered as globalization has taken place in tata motors only 6.6% is considered as not

6. Does Tata Motors have competition with multi-national brand like Maruthi and Toyota

Option	Percentage
Yes	100%
No	0%



out of 36 responses everyone voted as in 100% has given vote as Maruthi and other multi national companies have competition with tata motors

FINDINGS

- The TATA Group's strong hold has always been its brand image which has built a loyal customer over the years.
- The pricing strategy is the most effective. Even though the different subsidiaries follow different pricing methods for product and services the TATA Group in general follow a differential pricing strategy.
- TATA's advertisement campaigns strongly connect with people as they see brand value and its price and crate brand image.
- TATA is well aware of its corporate social responsibilities and has served greatly during the recent pandemic.
- Their strong distribution network has the potential to reach the potential market.
- Financial planning needs to be considered as irts does not hold much power.
- Organisational structure has been unclear because of the various subsidiaries.
- TATA Group focus on various age groups of their potential customer and sets their pricing accordingly.
- TATA Group's marketing mix gives them diverse opportunities to set multiple target markets.

SUGGESTIONS

- Introduce measures for effective financial planning.
- Training managers through coaching sessions for courses
- It is advisable to disregard underperforming industries after 10 years.
- Introduce micromanagement through the concentration of funds.

CONCLUSION

Hence, it can be stated that the capacity of Tata Motors to hold the continuity and change forces skill fully has made the firm competitive in the market. Tata Motors is continuously trying to unite the conflicting forces of continuity and change up front. The organization is continually doing its best to keep itself ahead of the competition in hand. Technology continuity and changing needs of customer interaction is a crucial reason for the increase in sales and net profit.

The ability of the firm to improve product features, service offerings, and sales., flexibility in operations, and customer satisfaction has increased its competitiveness in the international market

India is the product manager for passenger cars and vehicles. Exports to the auto sector have risen as a consequence of globalization. Fresh and unique problems are defying the automobile industry. The face of business is being pressed by globalization, individualization, digitalization, and growing contests. also, the growing protection norms and voluntary environmental scores of the machine sector have led to forthcoming advancements. The obstacles to joining the Indian automotive industry are strong, with the high cost of the structure

Tata Motors Company is a major international maker of vehicles. They deliver a wide and different aspects of motorcars, sports mileage vehicles, vans, motorcars, and security vehicles as part of the outstanding multi-national development business, the Tata Company. The Tata Safari 4X4 Decor, which has a unique system, is one of these inventions. To support the drivers when reversing the vehicle, a rainfall-evidence camera is set up to the hinder auto. Then are several variables that decide the price of a machine. One of Tata Motors' strong strategy uses

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