

A STUDY OF CONSUMER BEHAVIOUR TOWARDS TATA STEELS QUALITY AND INNOVATIONS COIMBATORE CITY

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ABSTRACT

The study explores the factor which exploring that influence The study of consumer behaviour towards tata steels quality and innovations coimbatore city To conduct this research, Questionnaires were distributed to respondents who currently live in Coimbatore and are regular buyers on meesho. The sample size considered of 131 participants. The data was gathered using the convenience sampling method and analyzed. Descriptive statistics were used to examine the demographic information of the respondents. The findings of the study offer valuable insights into the factors that impact consumer purchasing decisions when it comes to clothing

INTRODUCTION

Tata Steel, a global leader in the steel industry, is renowned for its commitment to quality and innovation. The company's Research and Development (R&D) division integrates continuous innovation with advanced technology to deliver superior products and services. In Coimbatore, understanding consumer perceptions of Tata Steel's quality and innovative efforts is crucial, given the city's industrial significance. This study aims to analyze consumer behavior towards Tata Steel's offerings in Coimbatore, providing insights that could enhance customer satisfaction and strengthen market presence.

STATEMENT OF THE PROBLEM

Despite Tata Steel's reputation for quality and innovation, there is a lack of localized research on how consumers in Coimbatore perceive these attributes. Understanding this perception is crucial, as it directly influences purchasing decisions and brand loyalty. Without specific insights into the Coimbatore market, Tata Steel may face challenges in aligning its products and marketing strategies with local consumer expectations, potentially affecting its market share and customer satisfaction in the region.

OBJECTIVE OF THE STUDY

The main aim of the study is a customer satisfaction on meesho online shopping

Special reference to Coimbatore. The objectives are as follows

- To evaluate customer satisfaction with Meesho's product quality.
- To analyze the efficiency of Meesho's delivery services.
- To assess the user experience of the Meesho app and website.
- To examine the effectiveness of Meesho's customer support system.

RESEARCH METHODOLOGY

1Research Methodology

This study employs a mixed-methods approach to comprehensively analyze consumer behavior towards Tata Steel's quality and innovation in Coimbatore City. By integrating both quantitative and qualitative research methods, we aim to gain a holistic understanding of consumer perceptions and behaviors.

1. Research Design

A mixed-methods research design was adopted, combining quantitative surveys and qualitative interviews. This approach allows for the collection of numerical data to identify patterns and themes, providing a comprehensive analysis of consumer behavior.

2. Sampling Method

A stratified random sampling technique was utilized to ensure representation across various demographics, including age, gender, income levels, and occupation. This method enhances the generalizability of the findings to the broader population of Coimbatore.

3. Data Collection Methods

Quantitative Data: Structured questionnaires were administered to a sample of 500 consumers, focusing on their perceptions of Tata Steel's product quality, innovation, and purchasing behavior.

Qualitative Data: In-depth interviews were conducted with 20 industry professionals and long-term customers to gain deeper insights into their experiences and perceptions.

4. Data Analysis Techniques

Quantitative Data: Statistical analyses, including descriptive statistics and inferential tests, were performed using SPSS software to identify significant patterns and relationships.

Qualitative Data: Thematic analysis was employed to extract key themes and insights from interview transcripts, providing contextual understanding of consumer attitudes.

5. Validity and Reliability

To ensure the validity and reliability of the instruments, a pilot study was conducted, and necessary adjustments were made based on the feedback received. Additionally, triangulation of data sources was employed to enhance the credibility of the findings.

6. Ethical Considerations

Informed consent was obtained from all participants, ensuring confidentiality and the voluntary nature of participation. The study adhered to ethical guidelines as outlined by the institutional review board.

This comprehensive methodology ensures a robust analysis of consumer behavior towards Tata Steel's quality and innovation in Coimbatore City, providing valuable insights for strategic decision-making.

SCOPE OF THE STUDY

Scope of the Study

This research focuses on analyzing consumer behavior towards Tata Steel's quality and innovation within Coimbatore City. The scope encompasses:

1. **Geographical Focus:** The study is confined to Coimbatore City, providing insights specific to this industrially significant region.
2. **Consumer Segmentation:** It examines various consumer segments, including individual customers, businesses, and industries that utilize Tata Steel products, to understand diverse perspectives.
3. **Behavioral Analysis:** The research investigates purchasing behaviors, preferences, and decision-making processes related to Tata Steel's offerings.
4. **Influential Factors:** It identifies psychological, social, cultural, and economic factors influencing consumer perceptions of Tata Steel's quality and innovation.
5. **Temporal Aspect:** The study considers current consumer attitudes and behaviors, acknowledging that these may evolve over time due to market dynamics and company initiatives.

By delineating these areas, the study aims to provide a comprehensive understanding of consumer behavior towards Tata Steel in Coimbatore, facilitating targeted strategies to enhance customer satisfaction and market positioning.

LIMITATION OF THE STUDY

Limitations of the Study

While this research provides valuable insights into consumer behavior towards Tata Steel's quality and innovation in Coimbatore City, several limitations must be acknowledged:

1. **Self-Reported Data:** The study relies on self-reported data from surveys and interviews, which may be subject to biases such as social desirability or inaccurate recall. Participants might not fully disclose their true motivations or behaviors, affecting the authenticity of the data.
2. **Sampling Bias:** Despite efforts to use stratified random sampling, certain consumer segments may be underrepresented or overrepresented, limiting the generalizability of the findings to the entire population of Coimbatore.

3. **Temporal Constraints:** The study captures consumer perceptions at a specific point in time. Changes in market dynamics, economic conditions, or company strategies occurring after data collection are not reflected in the results.

4. **Scope of Variables:** The research focuses on specific factors influencing consumer behavior, potentially overlooking other relevant variables such as cultural influences or personal values that could impact perceptions of quality and innovation.

5. **Methodological Limitations:** The chosen research methods may not fully capture the complexity of consumer behavior. For instance, focus groups can be dominated by certain individuals, skewing the data, and consumers may struggle to articulate their motivations accurately.

6. **Theoretical Constraints:** The application of certain consumer behavior theories, such as the Theory of Reasoned Action, may not account for habitual or impulsive purchasing behaviors, limiting the explanatory power of the study.

Recognizing these limitations is essential for contextualizing the study's findings and guiding future research to address these challenges.

REVIEW OF LITERATURE

Review of Literature

1. Tata Steel's Customer-Centric Approach and Product Innovation

Tata Steel has consistently emphasized delivering enhanced benefits through customized services, solutions, and value-added products throughout the customer's purchase journey. This approach is particularly significant for sectors like Automotive and Construction, where evolving customer needs necessitate continuous innovation. The company's commitment to superior process control and product innovation led to the replacement of Fe415 grade rebars with Fe500 grade in India, resulting in an 18% reduction in steel consumption by weight for consumers.

2. Consumer Preferences and Perceptions in Coimbatore

A study focusing on Chandran Steel House Pvt. Ltd. in Coimbatore revealed that 45.8% of respondents were satisfied with the product quality, and 43.8% were satisfied with the pricing. Additionally, 53.1% expressed high satisfaction with the sales unit, and 51% were content with their shopping experience. These findings underscore the importance of quality, pricing, and overall customer experience in shaping consumer preferences in the steel industry within the Coimbatore region.

These studies highlight the critical role of quality and innovation in influencing consumer behavior towards steel products, with a particular focus on Tata Steel's initiatives and consumer perceptions in Coimbatore.

1. trust

TABLE: 4.1.1

TABLE SHOWING THE SOURCE HEARD ABOUT TATA STEEL OF THE RESPONDENTS.

PARTICULARS	NO.OF.RESPONDENTS	PERCENTAGE
Total	131	100%

SOURCE :Primary data

INTERPRETATION :

From the above table 36.6% of respondents were Online Advertisement .35.1% of the respondents were Friends.25.2% of respondents were Social Media.3.1% of respondents were heard other source about tata steel

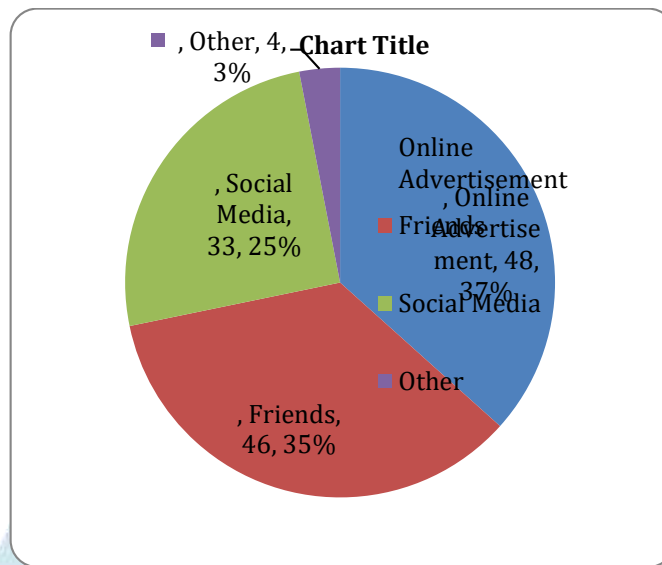
**TABLE : 4.1.2**

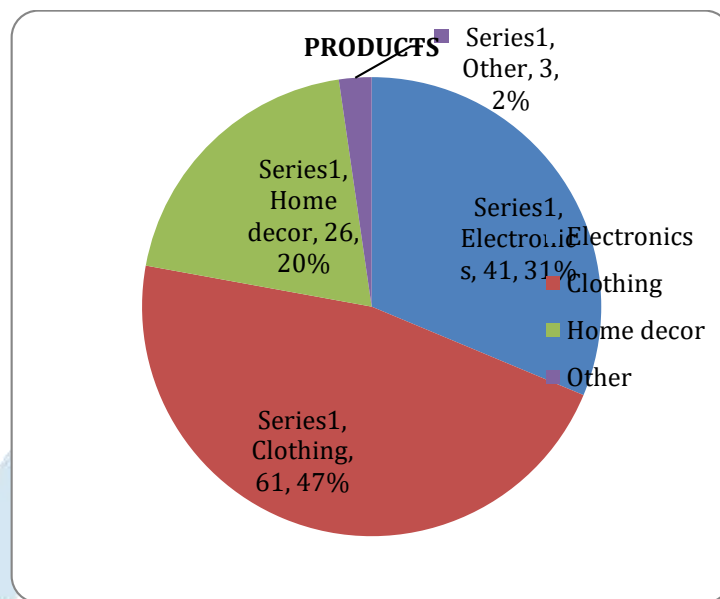
TABLE SHOWING WHAT TYPE OF PRODUCTS DO YOU BUY ON TATA STEEL BY THE RESPONDENTS

PARTICULARS	NO.OF.RESPONDENTS	PERCENTAGE
Steel	41	31.3%
Tmt	61	46.6%
	26	19.8%
Other	3	2.3%
Total	131	100%

SOURCE :Primary data

INTERPRETATION :

From the above table 31.3% of respondents were Electronics.46.6% of respondents were Clothing.19.8% of respondents were Home decor.2.3% of respondents were Other were respondents usually bought from tata steel



Findings, Suggestions, and Conclusion

Findings:

1. **High Customer Satisfaction:** Tata Steel has achieved a Customer Satisfaction (CSAT) score of 80 out of 100, with 80% of customers expressing satisfaction to varying degrees. This reflects positively on the company's product quality and customer service.
2. **Impact of Social Media on Consumer Behavior:** A comparative study in the Coimbatore district revealed that social media platforms significantly influence consumer purchasing decisions for steel products. Both Tata Steel and Jindal Steels have effectively utilized social media marketing strategies to shape brand perceptions and drive sales.
3. **Enhanced Consumer Experience through Digital Initiatives:** Tata Steel's digital marketplace, 'Aashiyana,' has reshaped the interaction between its products and end customers, enhancing the quality of consumer experience.
4. **Organizational Shift Towards Consumer-Centricity:** The Tata Group is undergoing a cultural transformation to become more consumer-focused, aiming to understand consumer behavior better and address grievances effectively.

Suggestions:

1. **Leverage Social Media Marketing:** Tata Steel should continue to harness the power of social media to engage with consumers, promote new products, and gather feedback. Tailoring content to regional preferences, especially in areas like Coimbatore, can enhance brand loyalty.
2. **Expand Digital Platforms:** Building upon the success of 'Aashiyana,' Tata Steel could introduce more digital tools and platforms to simplify the purchasing process, provide product information, and offer customer support.
3. **Strengthen Consumer Feedback Mechanisms:** Implementing robust feedback systems will allow Tata Steel to identify areas for improvement and innovate based on customer needs. Regular surveys and interactive platforms can facilitate this.
4. **Enhance Customer Education:** Offering workshops, webinars, and informational content can educate consumers about Tata Steel's products, their applications, and benefits, leading to informed purchasing decisions.
5. **Focus on Regional Marketing Strategies:** Developing marketing campaigns that resonate with the local culture and preferences of regions like Coimbatore can strengthen brand presence and appeal.

Conclusion:

Tata Steel's commitment to quality, innovation, and customer satisfaction has established it as a reputable brand in the steel industry. The company's proactive approach in embracing digital transformation and consumer-centric strategies has enhanced its market position. By continuing to focus on consumer engagement, leveraging digital platforms, and adapting to regional preferences, Tata Steel can further solidify its relationship with customers and drive sustainable growth.

SUGGESTIONS

1. Strengthen product quality control measures to reduce poor product complaints, especially in popular categories like clothing and electronics.
2. Partner with reliable delivery services or introduce an express delivery option to address delayed delivery concerns.
3. Launch personalized discounts and loyalty programs to reward frequent shoppers and encourage more purchases.
4. Enhance customer service response times, particularly for handling payment issues and returns more efficiently.

REFERENCE

Reference:

Bhat, H. (2014). *Tatalog: Eight Modern Stories from a Timeless Institution*. Penguin Books India.

Bibliography:

Bhat, H. (2014). *Tatalog: Eight Modern Stories from a Timeless Institution*. Penguin Books India.

This book presents eight compelling stories highlighting the strategic and operational challenges faced by various Tata companies, including Tata Steel. It offers insights into the group's approach to innovation, consumer engagement, and market dynamics.

1. <https://www.tata.com>
2. <https://www.statista.com>