



A STUDY ON CONSUMER BUYING BEHAVIOUR BETWEEN TATA MOTORS vs ASHOK LEYLAND

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ABSTRACT

This study explores and compares consumer buying behavior in the commercial vehicle segment, focusing on two major Indian automotive manufacturers: Tata Motors and Ashok Leyland. Both companies hold a significant share in India's commercial vehicle market, yet they attract different consumer segments based on various factors such as brand perception, product reliability, pricing, after-sales service, and availability of spare parts. The research employs both primary and secondary data to understand consumer preferences, motivations, and decision-making processes. Surveys and interviews with fleet owners, logistics managers, and individual vehicle buyers reveal insights into key factors influencing their purchase decisions. While Tata Motors is often preferred for its widespread service network, innovative product range, and strong brand equity, Ashok Leyland is recognized for its cost-effective solutions, durability, and tailored offerings for heavy-duty transport needs. The findings indicate that



although both brands have loyal customer bases, the buying behavior varies based on vehicle usage, region, and fleet size.

1. INTRODUCTION

In the dynamic landscape of the automotive industry, understanding consumer buying behaviour is crucial for manufacturers to tailor their strategies and capture market share effectively. Tata Motors and Ashok Leyland, two leading players in the Indian commercial vehicle sector, offer a compelling case for studying consumer preferences and behaviours. Both companies have a significant market presence and cater to a diverse range of customer needs, yet their approaches and market positioning differ. This study delves into the consumer buying behaviour concerning two prominent players in the Indian commercial vehicle sector: Tata Motors and Ashok Leyland. In the competitive landscape of the Indian commercial vehicle industry, understanding consumer buying behavior is crucial for manufacturers aiming to sustain growth and customer loyalty. Tata Motors and Ashok Leyland, two of the most prominent players in this sector, have consistently vied for market leadership by offering a wide range of vehicles catering to different business needs from small commercial vehicles to heavy-duty trucks and buses.

Buying behavior in the commercial vehicle sector is complex and influenced by multiple factors such as performance, fuel efficiency, brand image, pricing, financing options, after-sales service, maintenance costs, and resale value. Unlike the passenger vehicle market, commercial vehicle buyers often prioritize long-term cost-effectiveness, durability, and return on investment, making their purchasing decisions more calculated and business-oriented. This study aims to examine and compare the buying behavior of consumers who choose between Tata Motors and Ashok Leyland, exploring how brand perceptions, vehicle



performance, and service experiences shape customer choices. By analyzing patterns across different customer segments fleet owners, small business operators, logistics companies, and individual buyers this research seeks to uncover the key determinants that influence vehicle preference.

2. LITERATURE OF MAIN CONTENTS

2.1 OBJECTIVES OF THE STUDY

- Understand how Tata Motors and Ashok Leyland are perceived in terms of brand reputation, quality, and reliability.
- Examine the level of trust and loyalty consumers have towards each brand and identify factors contributing to these perceptions
- Evaluate the quality of after-sales service provided by Tata Motors and Ashok Leyland, including maintenance, repairs, and customer support.

2.2 SCOPE OF STUDY

The scope of this study focuses on understanding and comparing the consumer buying behaviour for Tata Motors and Ashok Leyland. It covers various dimensions and factors that influence how consumers make purchasing decisions between these two automotive giants.

2.3 STATEMENT OF THE PROBLEM

In the highly competitive Indian automotive market, Tata Motors and Ashok Leyland represent two major players with distinct market segments and customer bases. Tata Motors primarily focuses on a diverse range of passenger and commercial vehicles, while Ashok Leyland specializes in commercial vehicles such as trucks and buses.



2.4 RESEARCH METHODOLOGY

Research methodology systematically solve research problem, why the research has been undertaken, how the research problem has been defined and what data defined, has been adopted.

2.5 COLLECTION OF DATA

The data was collected through questionnaire.

- The sample size was 100.
- The area of study was Coimbatore.
- Data's used in this study was both primary and secondary data's.

3. ANALYSIS AND DISCUSSION

TABLE NO: 3.1

FREQUENTLY USE OF COMMERCIAL VEHICLES

PARTICULARS	RESPONDENTS	PERCENTAGE
Daily	53	53%
Weekly	16	16%
Monthly	15	15%
Rarely	16	16%
TOTAL	100	100%

INTERPRETATION



The above table shows that 53% of the respondents are daily, 16% of the respondents are weekly, 15% of the respondents are monthly, 16% of the respondents are rarely.

INFERENCE: Majority of the 53% respondents are daily.

CHART NO: 3.1

FREQUENTLY USE OF COMMERCIAL VEHICLES

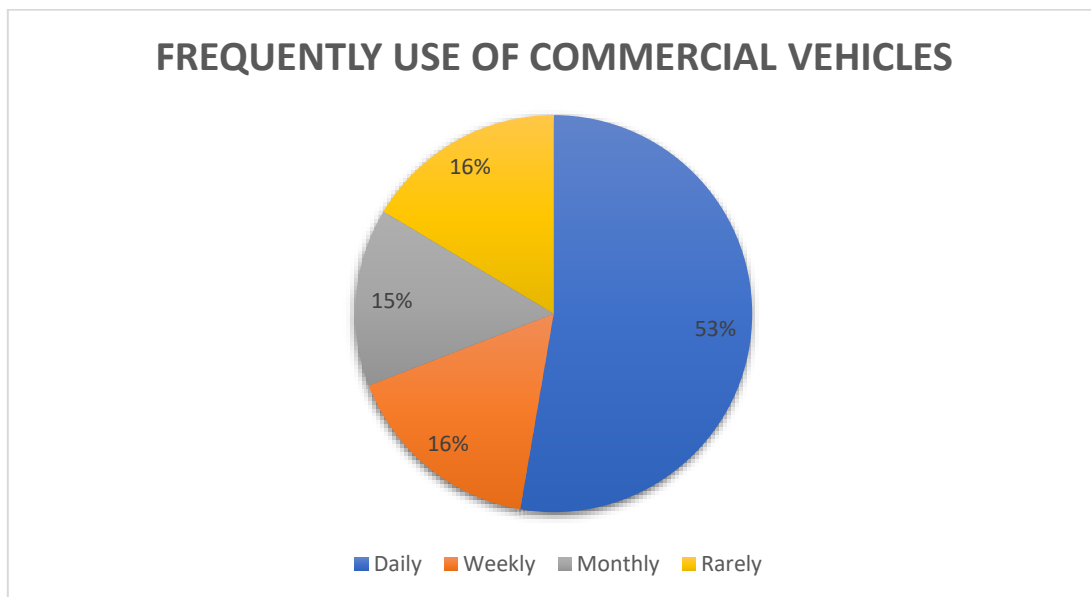




TABLE NO: 3.2
PRIMARY USE OF COMMERCIAL VEHICLE

PARTICULARS	RESPONDENTS	PERCENTAGE
Goods transportation	32	32%
Passenger transportation (e.g., buses)	19	19%
Personal / business utility	35	35%
Others	14	14%
TOTAL	100	100%

INTERPRETATION



The above table shows that 32% of the respondents are goods transportation, 19% of the respondents are passenger transportation, 35% of the respondents are personal / business utility, 14% of the respondents are others.

INFERENCE: Majority of the 35% respondents are personal / business utility.

CHART NO: 3.2

PRIMARY USE OF COMMERCIAL VEHICLE

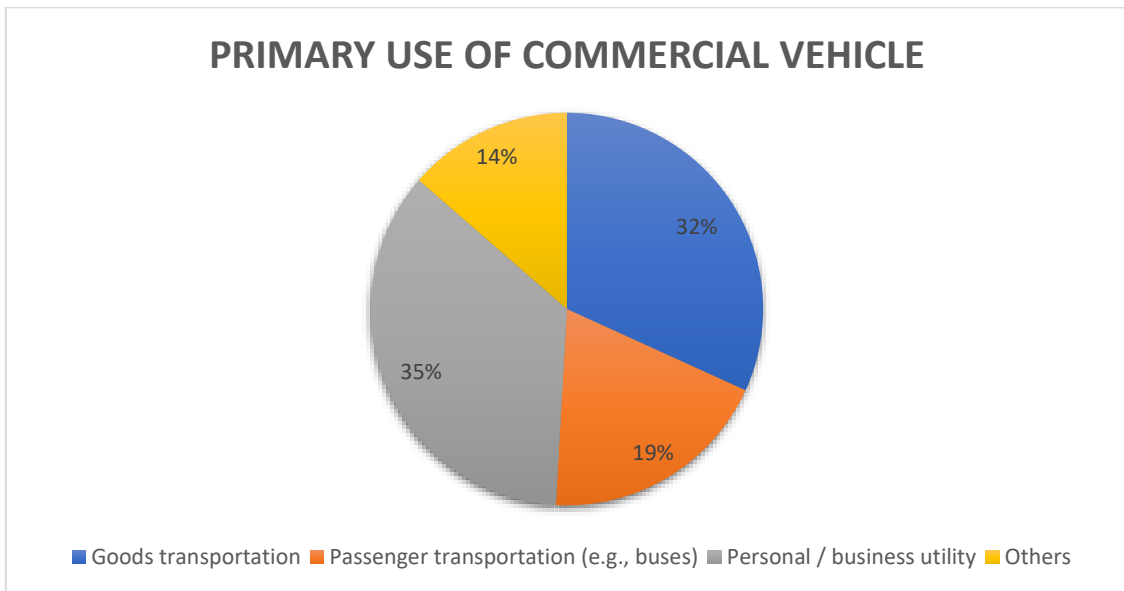




TABLE NO: 3.3
TYPE OF COMMERCIAL VEHICLE WHICH IS PRIMARILY
CONSIDER

PARTICULARS	RESPONDENTS	PERCENTAGE
Light Commercial Vehicle (LCV)	34	34%
Medium Commercial Vehicle (MCV)	33	33%
Heavy Commercial Vehicle (HCV)	16	16%
Passenger Bus	18	18%
TOTAL	100	100%



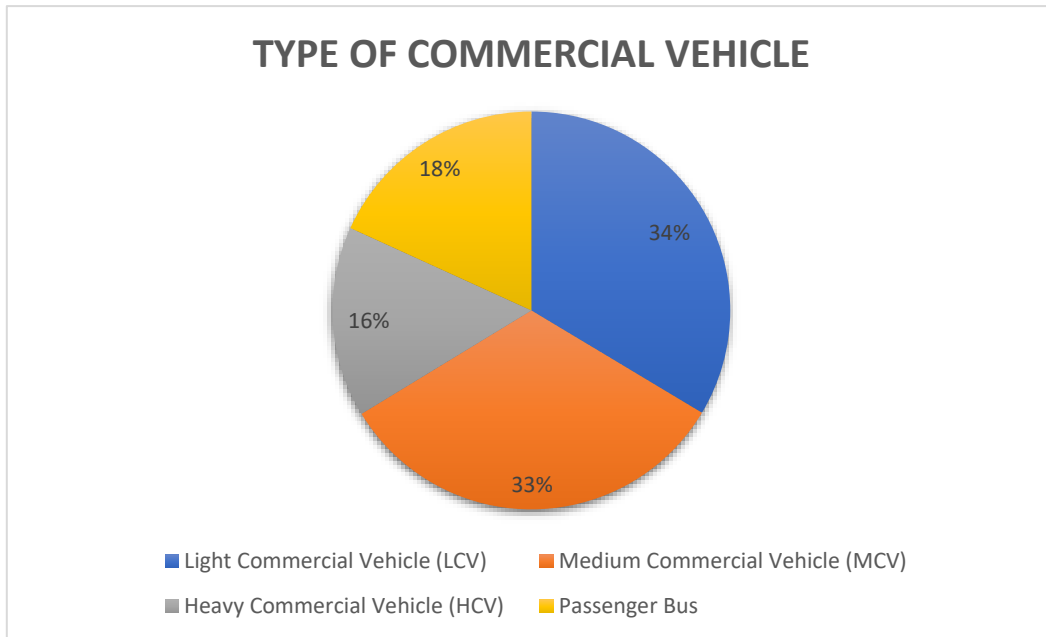
INTERPRETATION

The above table shows that 34% of the respondents are Light Commercial Vehicle (LCV), 33% of the respondents are Medium Commercial Vehicle (MCV), 16% of the respondents are Heavy Commercial Vehicle (HCV), 18% of the respondents are passenger bus.

INFERENCE: Majority of the 34% respondents are Light Commercial Vehicle (LCV).

CHART NO: 3.3

TYPE OF COMMERCIAL VEHICLE WHICH IS PRIMARILY CONSIDER



4. CONCLUSION



Consumer buying behaviour between Tata Motors and Ashok Leyland is influenced by multiple factors, including brand perception, pricing, performance, after-sales service, and application-specific needs. Tata Motors enjoys a strong reputation in both the passenger and commercial vehicle segments, making it a versatile choice for a wide range of consumers. It is known for its innovation, fuel efficiency, and advanced technology, which appeal to fleet operators and businesses looking for cost-effective and technologically advanced solutions. The brand's extensive service network and competitive pricing further strengthen its position in the market.

On the other hand, Ashok Leyland has carved a niche in the commercial vehicle segment, particularly in heavy-duty and long-haul transportation. Consumers in this segment prioritize durability, rugged build quality, and lower operational costs, which Ashok Leyland delivers effectively. The brand is often preferred by transporters who require vehicles that can handle challenging terrains and heavy loads while maintaining lower maintenance expenses over time. While its service network is strong, it is particularly dominant in southern and eastern regions, where it has established a loyal customer base.



5. REFERENCE

- 1. Naveen Kulkarni (2018, Mint)** Analyses market trends, showing how Tata Motors has invested heavily in technological advancements, particularly in electric vehicles.
- 2. Ramesh Rathi (2019, India Times)** looks at the Indian trucking industry and how Tata Motors and Ashok Leyland have adapted to regulatory changes, including the introduction of BS-VI emission norms.
- 3. Vinay Purohit (2020, StockEdge)** provides an in-depth financial analysis of the two companies, focusing on their profitability ratios, revenue growth, and return on equity.
- 4. Manisha Singh (2021, Economic Times)** discusses the dominance of Tata Motors and Ashok Leyland in the commercial vehicle market. Singh explores how Tata Motors has captured a larger share in northern India, while Ashok Leyland excels in the southern market with a strong foothold in the bus segment.
- 5. Nitin Patel (2021, ET Auto)** compares the post-COVID recovery strategies of Tata Motors and Ashok Leyland. Patel highlights Tata Motors' global approach to overcoming supply chain challenges and Ashok Leyland's resilience in the domestic market.
- 6. Sanjay Thakur (2022, Financial Express)** compares Tata Motors' focus on global expansion, particularly through Jaguar Land Rover, with Ashok Leyland's strategy of strengthening its domestic footprint and growing its share in the Indian commercial vehicle market.
- 7. Shalini Verma (2023, Yahoo Finance)** discusses the growth outlook for both Tata Motors and Ashok Leyland, with a particular focus on their respective electric vehicle strategies.

