
BRAND TRUST AND BUYING DECISIONS: A CONSUMER BEHAVIOUR STUDY ON TATA MOTORS

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ABSTRACT

The automobile industry in India has witnessed significant transformations due to changing consumer preferences, rising competition, and the growing emphasis on sustainability. Tata Motors, one of India's leading automotive manufacturers, has strategically positioned itself through innovation, affordability, and reliability. This study explores the role of brand trust in shaping consumer buying decisions with specific reference to Tata Motors. The research identifies key behavioural factors such as perceived quality, after-sales service, emotional connection, price sensitivity, and environmental consciousness. Findings suggest that strong brand trust positively influences purchase intent, brand loyalty, and word-of-mouth advocacy. The study emphasizes the importance of consumer-centric strategies and sustainable practices to maintain a competitive advantage in the Indian automotive market.

I. INTRODUCTION

Consumer behaviour in the automobile sector is a multidimensional construct shaped by psychological, social, cultural, and economic influences. With India being one of the largest automotive markets globally, companies like Tata Motors constantly innovate to meet evolving demands. Consumer behaviour in this context is not merely transactional but reflects broader lifestyle aspirations, technological acceptance, and environmental awareness.

Tata Motors has emerged as a trusted brand due to its reputation for safety, affordability, and national identity. Its foray into electric vehicles, such as the Nexon EV, demonstrates a strategic alignment with consumer concerns about sustainability. The impact of brand trust on consumer decision-making has become increasingly significant, as buyers prefer reliable brands that resonate with their values and provide long-term assurance.

This paper examines the influence of brand trust on consumer purchase behaviour in relation to Tata Motors. Specifically, it investigates the relationship between trust, consumer satisfaction, and brand loyalty. The study also reviews prior research on brand trust,

consumer perception, and automobile purchasing trends to provide a holistic understanding of behavioural patterns in the Indian automobile sector.

II. REVIEW OF LITERATURE

Research on consumer behaviour in the automobile industry has highlighted the interplay of rational and emotional factors in decision-making.

Kotler (2005) explained consumer behaviour as the process through which individuals select, purchase, and evaluate products. Building upon this, Schiffman and Kanuk (2010) emphasized psychological and social influences. Studies on brand trust (Chaudhuri & Holbrook, 2001) revealed that trust significantly contributes to customer loyalty and repeat purchase intentions.

Within the automotive industry, brand reputation, perceived safety, and after-sales service emerge as dominant factors (Ravindran & Baral, 2018). In India, Tata Motors has leveraged national identity and consumer sentiment, positioning itself as a reliable and trustworthy brand (Gupta & Sharma, 2019). Research also shows that price sensitivity and financing options play crucial roles in shaping

consumer preference for domestic automobile brands (Kumar & Singh, 2020).

Recent studies on electric vehicle adoption suggest that trust in brand technology and environmental commitment is pivotal in influencing purchase decisions (Bansal et al., 2021). Furthermore, comparative analyses between Tata Motors and foreign automakers highlight that brand loyalty in Tata is strongly driven by perceived value and cultural affinity (Mehta & Varma, 2022).

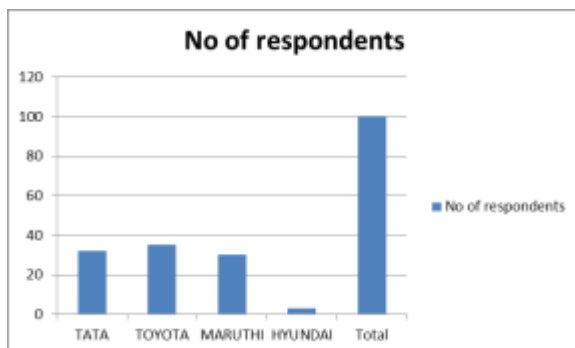
Thus, literature consistently underscores the role of trust as a determinant of consumer behaviour, positioning Tata Motors as an ideal case study in understanding how brand trust impacts buying decisions in emerging economies.

III. DATA ANALYSIS AND INTERPRETATION

1. AGE GROUP OF THE RESPONDENTS:

The below table shows the age group of the respondents surveyed:

AGE	No Of Respondents	% of respondents
18-28	8	8
28-38	28	28
38-48	10	10
Above 48	54	54
Total	100	100



INTERPRETATION:

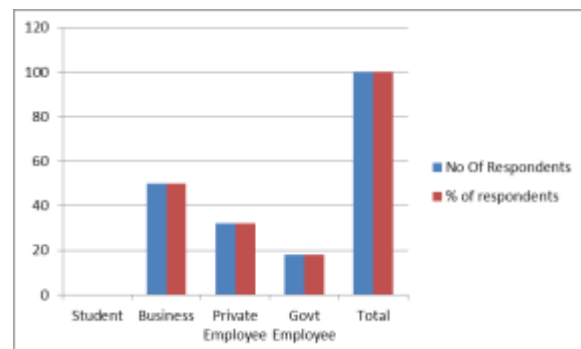
According to the above data, 8% of respondents are between the ages of 18 and 28, 28% are

between the ages of 28 and 38, 10% are between the ages of 38 and 48, and 54% are beyond the age of 48.

2. OCCUPATION OF THE RESPONDENTS:

The below table shows the type of respondents of the respondents surveyed.

Occupation	No Of Respondents	% of respondents
Student	0	0
Business	50	50
Private Employee	32	32
Govt Employee	18	18
Total	100	100

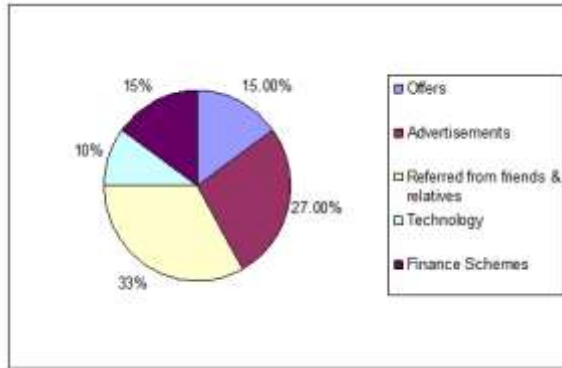


INTERPRETATION:

According to the above statistics, 32% of respondents work for private companies, 18% are government employees, 50% are company owners, and 0% are students.

3. The below table shows, from where did the respondent get the information about the CAR.

Source of information	No of respondents	% of respondents
Others	0.5	0.5
Advertisements	27	27
Referred from Friends & relatives	33	33
Technology	20	20
Finance Schemes	1.5	1.5
Total	100	100



INTERPRETATION:

According to the above figure, 15% of individuals are aware of offers, 27% are aware of commercials, 33% are aware of friends and family, 10% are aware of technology, and 15% are aware of financial schemes..

VI. CONCLUSION

This study concludes that brand trust is a critical driver of consumer behaviour in the automobile industry, particularly in the Indian context. Tata Motors, through its consistent focus on affordability, safety, sustainability, and technological innovation, has successfully built trust among consumers. The findings suggest that trust influences not only initial purchase decisions but also brand loyalty and advocacy.

As the automotive sector transitions towards electric and smart mobility, Tata Motors' ability to maintain consumer trust will be decisive in shaping its long-term success. For marketers and policymakers, the insights from this study underline the necessity of strengthening trust through transparent communication, reliable performance, and customer-centric innovation. Future research could explore comparative consumer trust dynamics between Tata Motors and global competitors, as well as its influence on the adoption of next-generation mobility solutions.

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