



Marketing Strategies about Maruti Suzuki with Special Reference to Coimbatore South Dealers

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ABSTRACT:

This marketing strategy study delves into the dynamic automotive industry, specifically examining Maruti Suzuki's approach within the Coimbatore South region. The analysis outlines Maruti Suzuki's current marketing strategies, exploring the unique challenges and opportunities presented by the Coimbatore South dealer network. By combining market research, consumer behavior analysis, and competitive landscape evaluation, this study aims to provide insights into how Maruti Suzuki can optimize its marketing strategy to effectively reach and engage customers through its dealer network in Coimbatore South. The research sheds light on the regional market's nuances and suggests tailored approaches to strengthen Maruti Suzuki's presence in this crucial sector.

1. Introduction:

Marketing encompasses a wide range of activities aimed at promoting and selling products, services, or goods. It involves understanding and anticipating customer needs and wants through market research, then developing strategies for product development, pricing, distribution, and promotion. A key aspect of marketing is the art of storytelling, creating compelling narratives that engage customers and persuade them to make a purchase. The American Marketing Association (AMA) defines marketing as a set of processes that create, communicate, deliver, and exchange offerings with value for customers, clients, partners, and society at large. This definition reflects a shift from a product-centric to a customer-centric approach. Marketing is deeply intertwined with various creative arts, such as product design, art direction, brand management, advertising, and copywriting. It's a dynamic field that continuously evolves to adapt to changing consumer behaviors and technological advancements. In today's business landscape, marketing plays a central role in building brand loyalty and business success. It involves ongoing market research, segmentation, pricing strategies, promotion, and long-term planning. Ultimately, marketing is about connecting with customers, satisfying their needs, and staying responsive to their preferences in an ever-changing world.

A. Objectives:

- The present study of the marketing strategy of the Maruti Suzuki Pvt Limited revolves around the following broad objectives:
- To study the evolution and growths of the Maruti Suzuki Pvt Limited in the context of the automobile revolution in India.
- To study the growth strategy of the Maruti Suzuki Pvt Limited and the marketing methods followed by it in this regard
- To study on Promotion Activities of Maruti Suzuki Pvt Limited.
- To study about the updates of Maruti Suzuki cars

B. Statement of the problem:

- It provides guidelines for further research marketing strategy of Maruti Suzuki.
- Research says about the strategy of Maruti Suzuki company.
- It is also important to know the updates of products.

C. Research methodology:

Methodology in research is defined as the systematic method to resolve a research problem through data gathering using various techniques, providing an interpretation of data gathered and drawing conclusion about the research data. Essentially, a research methodology is the blueprint of research or study. Methodology refers to the study of methods from which the knowledge can be obtained.

The methodology of study includes:

- Area of study

- Source of data
- Sample size Statistical tool
- Swot analysis

AREA OF STUDY:

- This study is concerned with Coimbatore city.

SOURCE OF DATA:

- There are two types of data used in this data. They are included below

PRIMARY DATA:

This study uses the primary data in which the questionnaire have collected from the various Dealers. It is done to obtain the original data required for the research

SECONDARY DATA.

This study uses the secondary data which are collected from websites, journals, etc

SAMPLE SIZE:

In this study, 150 questionnaires were collected from Dealers. The convenient sampling is used for this questionnaire.

TOOLS AND TECHNIQUES:

- The data analysed and research is made use of the following for the analysis of data.
- Simple percentage method
- Weighted average method
- Ranking analysis

2. Review of Literature

1. Chidambaram and Alfred (2007) The study postulates that there are certain factors which influence the brand preferences of customers. Within this framework, the study reveals that customers give more importance to fuel efficiency than other factors. They believe that the brand name tells them something about product quality, utility, and technology, and they prefer to purchase passenger cars which offer high fuel efficiency, good quality, technology, and durability. and are priced reasonably.

2. Dr Mrs. J Jelsy Joseph and T Hemalatha (2007) Their study "Customer Relationship Management in Passenger Car Industry" argues that after-sales services not only help in firms coming close to the customer and build credibility for their service and commitment towards the customer but also help improve mouth publicity and good will generated from such customer- oriented efforts. It also reveals that the firms improve their market share and interact with consumer to maintain relationship. A customer acquisition and relations have become the most important in sales.

3. Dhruv Mathur, Avdesh Bhardawaj (2018) in their research paper they concluded that the buying behavior of the consumer about the car is dependent on the brand image of the car and manufacturer. Also, the engine type and efficiency with the strong advertising are the most dominant factors which influence the potential consumers. So, the manufacturer needs to maintain the quality and positioning the brand image in the mind of consumer with the use of an advertising and marketing which is important factor.

3. Profile of Maruti Suzuki India Ltd.

Overview of Maruti Suzuki India limited

Maruti Suzuki India Limited (MSIL, formerly known as Maruti Udyog Ltd) is a subsidiary of Suzuki Motor Corporation, Japan. Maruti Suzuki has been the leader of the Indian car market for over two and a half decades. It is largely credited for having brought in an automobile revolution to India. Maruti Suzuki Limited accounting for nearly 50 percent of the total industry sales. In terms of number of cars produced and sold, the company is the largest subsidiary of Suzuki Motor Corporation, cumulatively: the company has produced over 10 million vehicles since the roll out of its first vehicle on 14th December, 1983. Maruti Suzuki is the only Indian company to have crossed the 10 million sales mark since its inception. The company has two manufacturing facilities located at Gurgaon and Manesar, south of New Delhi, India. Both the facilities have a combined capability to produce over a 1.5 million (1,500,000) vehicles annually. Maruti Suzuki offers 16 brands and over 150 variants ranging from people's car Maruti 800 to the latest Life Utility Vehicles, Ertiga. Maruti Suzuki's portfolio includes Maruti 800, Alto, Alto K10, A-Star, Estilo, Wagon-R, Ritz, Swift, Swift Dzire, SX4, Omni, Ecco, Kizashi, Grand Vitara, Gypsy and Ertiga. The company employs over 9000 people (as on 31st March 2012). Maruti Suzuki's sales and service network

is the largest among car manufacturers in India. The company has been rated first in customer satisfaction in the JD Power survey for 12 consecutive years.

5.1 FINDINGS:

5.1.1 FINDINGS FROM PERCENTAGE ANALYSIS

- Majority (65.3%) of the respondents are male.
- Majority 83.4% of people from the age group of 20-30.
- Majority (68.6%) of the people respondents are from the Degree or Diploma
- Majority (64%) of the people respondents are from the Less than 2,00,000,
- Majority (52%) of the people respondents are from the Rural.
- Majority (72.7%) of the people respondents are from the Unmarried.
- Majority (63.3%) of the people respondents are from the 4 Members
- Majority (69%) of the people respondents are from the Nuclear Family.
- Majority (38%) of the people respondents are from the Strongly aware.
- Majority (47.4%) of the people respondents from the Only Direct Sales Method.
- Majority (91.3%) of the people respondents are from the Yes.
- Majority (62.6%) of the people respondents are from the Product specific..
- Majority (93.4%) of the people respondents are from the Yes.
- Majority (53.3%) of the people respondents are from the Yes.
- Majority (58%) of the people respondents from the Yes.
- Majority (74%) of the people respondents are from the Yes.
- Majority (81.7%) of the people respondents are from the Yes.
- Majority (62%) of the people respondents are from The Boom will continue.
- Majority (42%) of the people respondents are from the Branding.