



An Analytical Study of Marketing Strategy of Mahindra Automobiles

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ABSTRACT

This research paper is about an analytical analysis on marketing research of Mahindra automobiles marketing strategy for the car segment in India. Marketing aids in the ongoing improvement and up gradation of products in order to boost client satisfaction. Marketing of products, services, and information is becoming more difficult as a result of rising competition and constant change in client needs. Companies are particularly careful about formulating and adopting creative tactics in all areas, such as promotion, pricing, sales, advertising, distribution, and brand building, as a result of this transition and with the goal of meeting customer and market demand. The primary goal of this research is to determine MAHINDRA AUTOMOBILES primary marketing strategies.

INTRODUCTION

The research "Analysis of marketing tactics in a four wheeler dealership company" includes a thorough examination of the automobile industry as well as other facets of how marketing works in an organization. Marketing is much more than simply a single business activity; it is an organizational philosophy that directs everyone within the company to identify, address, and satisfy customer demands. The marketing division cannot develop the company's client relationships on its own. To provide exceptional customer value and pleasure, it must collaborate closely with other corporate divisions and external organizations across the full value-delivery network. hence marketing calls It is expected of every employee in the company to "think customer" and do everything within their power to foster and nurture successful customer relationships. We need to be aware that marketing is employed by a variety of people and organizations in addition to manufacturing firms, wholesalers, and retailers because it is all around us. Modern marketing philosophy and practice are centered around four strong, fundamental themes: Building and managing successful customer relationships is step one. 2. Creating and overseeing powerful brands. 3. Making use of contemporary marketing technologies. 4. Global Marketing in a Socially Responsive Manner.

OBJECTIVE OF THE STUDY

To evaluate the effectiveness of Mahindra Automobiles Company's marketing strategy To learn more about how well marketing methods are working to increase product sales. To learn more about the expectations and preferences of Mahindra car buyers

NEED AND SCOPE

This study's findings are the result of research on customers' pre- and post-purchase behavior in relation to marketing strategy.

The purpose of this research effort is to ascertain the owners of four-wheeler 'attitudes regarding automobiles'. □ Four-wheeler owners and customers were chosen as the study's sample in order to gather the necessary data.

The study is of the descriptive variety, and practical sampling is employed. Data are gathered from surveys utilising questionnaires and scheduled interviews.

Utilizing statistical methods including percentage analysis, weighted average ranking method, and chi-square test, the acquired data were combined and evaluated.

Tables and charts are employed for visual depiction. According to this survey, Mahindra vehicles are primarily favored for their power and pickup, good looks, and safety.

METHODOLOGY OF RESEARCH

RESULT ANALYSIS METHODS A component of our curriculum is this report. when the project has been certified. We created this project report on the subject of Mahindra Automobiles' marketing strategy. There are two ways to gather data.

1. Initial Data Gathering

2. Secondary Information Gathering

"PERSONAL OBSERVATION AND PERSONAL LEARNING" is the main source of information used in this paper. Car dekho, a secondary source of data for this research, is a cars magazine. The methodology's aim is to explain the research process. This covers the general research design, the sampling method, the way the data is collected, and the analytic process. For convenience, a total of 50 responders were collected. This sample strategy is based on statistical sampling techniques. Here, people are chosen at random and interviewed. The data I gathered was based on the questionnaires that the sample population answered. I used a number of the reference books I've listed in the bibliography as well as the corporate website to assist with the secondary technique.

Primary Data: In accordance with the nature of the study, respondents within the Personnel and other Departments of the organisation will be given straight, structured questionnaires containing a combination of closed- and open-ended questions. Data that is gathered by a user other than the primary user is referred to as secondary data. Literature produced by the organization: Any pertinent documents on the company profile, sales data, customer satisfaction data, organisational structure, and strengths are included. Added Resources The defined objectives will also be supported by appropriate journals, publications, such as Auto Vehicle India Magazine, Car India Magazine, and car dekho, as well as by pertinent newspaper stories, firm brochures, and articles on web sites.

RESEARCH DESIGN

Every professionally executed research project has a set structure for controlling the data gathered. The framework's official name is Research Design.

A research design is a set of conditions for data collecting and analysis that aims to balance procedural economy with relevance to the study goal.

1. The goals are clear enough to guarantee that the data collected is helpful.
2. Information was gathered through questionnaires. While developing the data collection technique, it was ensured that the information obtained is impartial and reliable.
3. The questions are worded in a clear, understandable, and pertinent way to the stated purpose to assure correctness.
4. Random Sample was utilized as the sampling method.

Sample size

I employed the convenience technique of sampling for my study.

SAMPLE SIZE: ABOUT 50

ACTION PLAN FOR DATA COLLECTION

Data gathering technique. Data for the current research study were gathered using the two approaches listed below: The Primary Data Collection Method and

Secondary

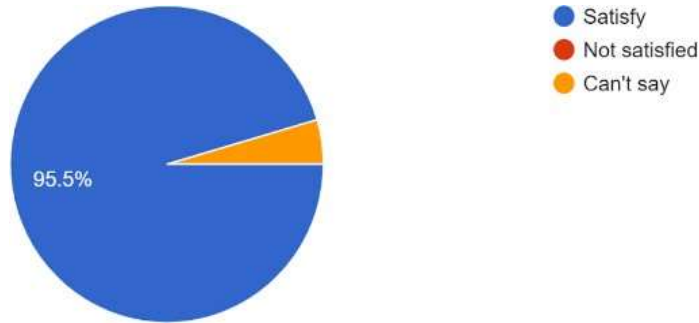
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DATA ANALYSIS AND INTERPRETATION

Q.1 How satisfied are customers with Mahindra Cars? Options People Count Percentage%

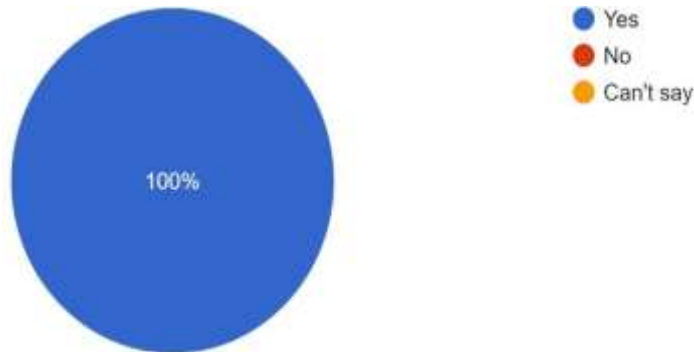
Options	No. of people	Percentage %
SATISFY	23	95.8%
NOT SATISY	0	0%
CAN'T SAY	1	4.2%



INTERPRETATION: From the above chart how much customer satisfy from Mahindra automobiles and most of people said that yes it is some of them said that we can't say.

Q.2 In Mahindra cars creating a brand value?

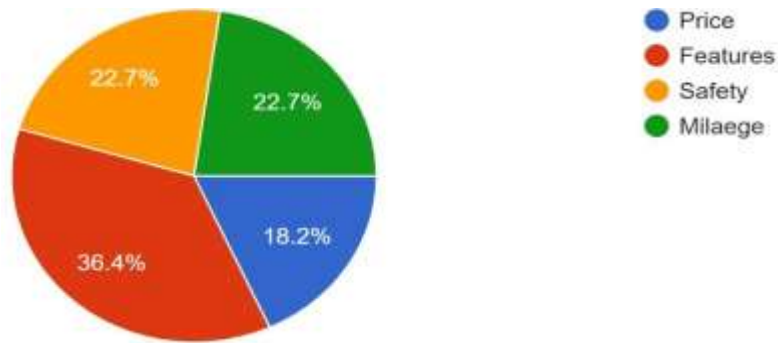
Options	No. of people	Percentage%
YES	24	100%
NO	0	0%
CAN'T SAY	0	0%



INTERPRETATION: According to the above chart all respondents say that yes Mahindra cars creating brand value.

Q.3 Factor affecting buying of customers?

Options	No. of people	Percentage%
PRICE	5	20.8%
FEATURES	9	37.5%
SAFETY	5	20.8%
MILAEGE	5	20.8%



INTERPRETATION: According to the above chart mostly respondents say that features play an important role factor affecting buying of behaviour and some of them also said that price , safety, milaage affect buying behaviour.

Q.4 Can research play an important role to get knowledge about the market conditions?

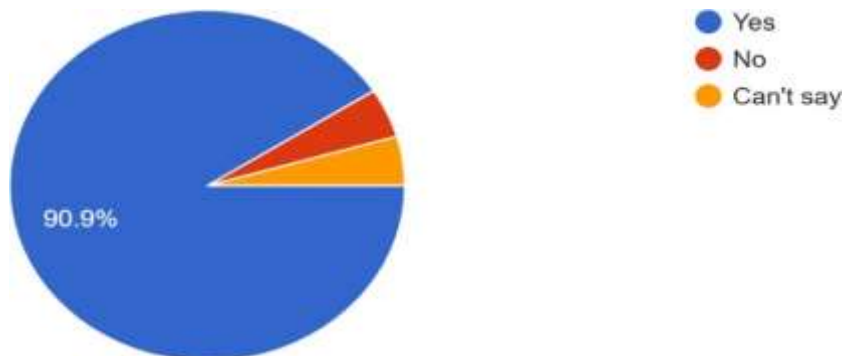
Options	No. of people	Percentage
YES	24	100%
NO	0	0%
CAN'T SAY	0	0%



INTERPRETATION: According to the above chart all respondents said that yes research can play an important role to know the market conditions.

Q.5 Can communication play an necessary role to attract the customer?

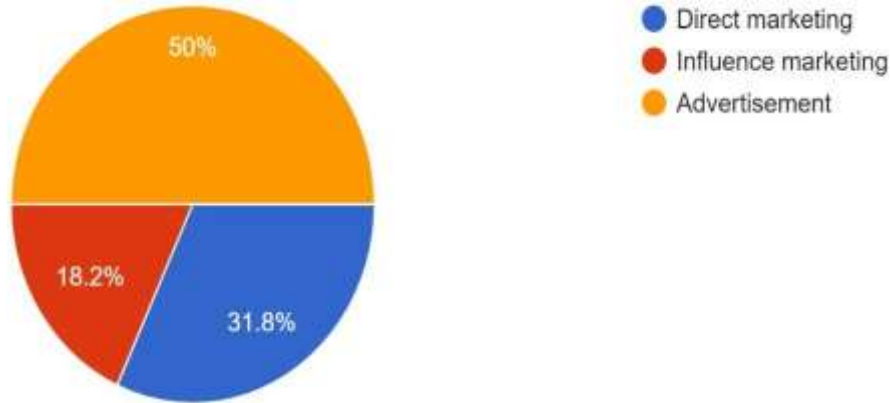
Options	No. of people	Percentage%
YES	21	87.5%
NO	2	8.3%
CAN'T SAY	1	4.2%



INTERPRETATION: Above chart is showing that mostly respondents were saying that yes communication can attract the customer more and some of them said no and some we can't say.

Q.6 What is the best strategy that can help to increase the sales of the product?

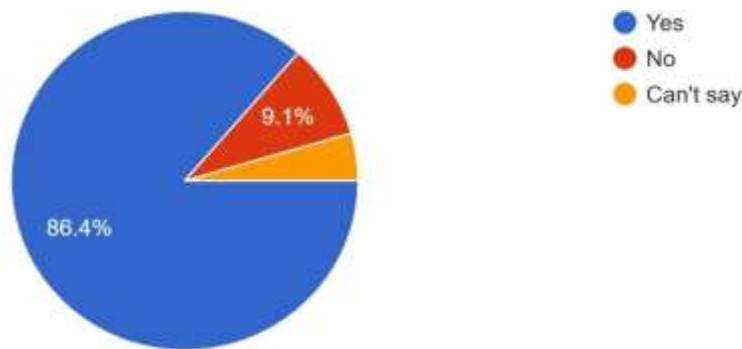
Options	No. of people	Percentage%
DIRECT MATKETING	7	9.2%
INFLUENCE MARKETING	6	25%
ADVERTISEMENT	11	45.8%



INTERPRETATION: Above chart is showing that most of respondents said that advertisement is the best strategy that help the increase the sales of the product and some people said that influence marketing are also important and some of them saying that direct marketing are also.

Q.7 Do you think that brand extension is necessary for the company?

Options	No. of people	Percentage%
YES	21	87.5%
NO	2	8.3%
CAN'T SAY	1	4.2%

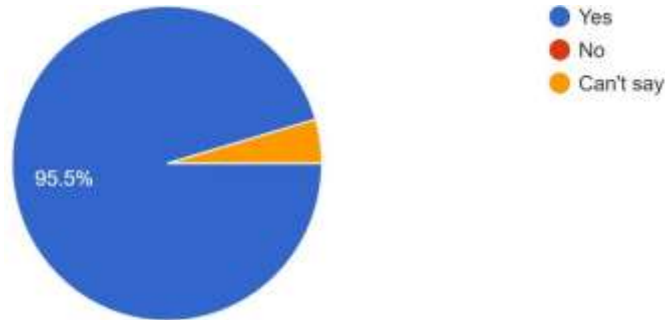


INTERPRETATION: According to the above chart more than half of them say that yes brand extention is necessary but but some respondents replied no because sometime due to brand extention the brand image could be down and some respondents weew saying we can't say.

Q.8 Are you satisfied with Mahindra cars?

Options	No. of people	Percentage%
YES	23	95.8%

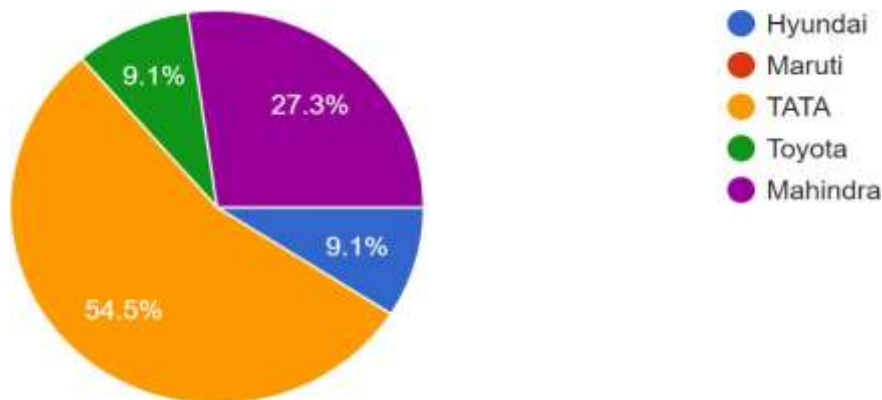
NO	0	0%
CAN'T SAY	1	1%



INTERPRETATION: According to the above chart most respondents say that yes Mahindra cars satisfy and some of them said we can't say.

Q.9 What others brand you prefer seriously before making the car purchase?

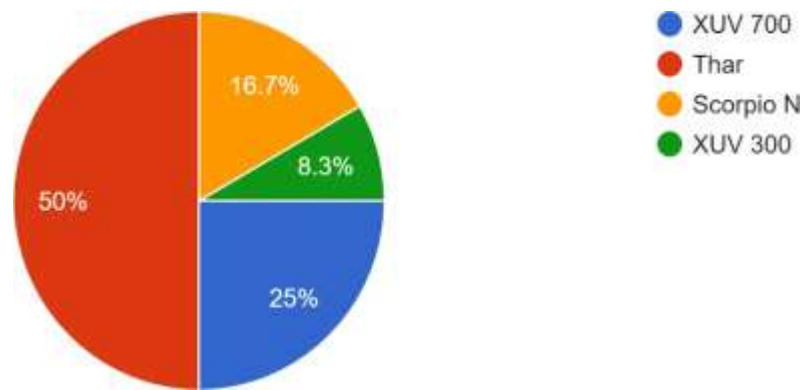
Options	No. of people	Percentage%
HYUNDAI	2	8.3%
MARUTI	0	0%
TATA	14	14%
TOYATO	2	2%
MAHINDRA	6	6%



INTERPRETATION: In the above that most of people said TATA brand is seriously consider before making the car purchase and some of them say MAHINDRA and equal respondents say that TOYOTA and HYUNDAI brand consider to purchase a car.

Q.10 Which SUV Mahindra Automobiles you like the most?

Options	No. of people	Percentage%
XUV	6	25%
THAR	12	15%
SCORPIO N	4	16%
XUV 300	6	25%



INTERPRETATION: According to the above chart half of respondents say that Thar like the most and equal respondents for XUV 300 and some respondents said Scorpio.

CONCLUSION

- One of the largest SUV-segment vehicle industries in India is Mahindra Automobiles. It has earned a noteworthy place in people's minds.
- As a result of its expansion, preferences for SUV sectors have undergone a turning point.
- But the market has been significantly disrupted by the launch of numerous other brands, as was expected.
- However, better offerings like free services, customer relations, and after-sales support will keep current customers with the same brand.
- Preference should be given not only in expanding the market.
- This can be successfully carried out only by rendering services in a satisfying manner.
- If it is properly executed then the company will be ranked first in the market.
- A company which wants to target a particular segment should change its marketing plan to suit the needs of its target group.
- Thus the behavioral changes of customers before and after the purchase of vehicle is based on the performance of vehicle and after sales service provided by the dealers.

RECOMMENDATION

- In order to be competitive in the market, Mahindra Automobiles must upgrade its technology to satisfy the evolving needs and preferences of its customers.
- To reward devoted consumers, dealers may provide offers and discounts. For new clients, a helmet and its holder may be given as a present.
- Even if the free service provided by the dealers is appreciated by the clients, suitable actions may be taken to improve the quality of services to maximise customer satisfaction.
- The corporation can expand its network of gas stations while decreasing

LIMITATION OF STUDY

To provide recommendations based on the study's findings. One of the main restrictions was a lack of time.

The company's secondary data collecting received the most attention.

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