



A Study on Brand Strategies of Maruti Suzuki towards Karaikudi City

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ABSTRACT

Marketing is the process of getting potential clients or customers interested in your products and services. The keyword in this definition is "process". Marketing involves researching, promoting, selling, and distributing your products or services. This discipline centers on the study of market and consumer behaviors and it analyzes the commercial management of companies order to attract, acquire, and retain customers by satisfying their wants and needs and instilling brand loyalty

1.1 INTRODU CTION

A strategy is all about integrating organizational activities and utilizing and allocating the scarce resources within the organizational environment so as to meet the present objectives. While planning a strategy it is essential to consider that decisions are not taken in a vacuum and that any act taken by a firm is likely to be met by a reaction from those affected, competitors, customers, employees or suppliers Strategy can also be defined as knowledge of the goals, the uncertainty of events and the need to take into consideration the likely or actual of others. is the blueprint of decisions in an organization that shows its objectives and goals, reduces the key policies, and plans for achieving these goals, and defines the business the company is to carry on, the type of economic and human organization it wants to be, and the contribution it plans to make to its shareholders, customers and society at large.

1.2 OBJECTIVE OF THE STUDY

- To determine consumer's awareness about various brands and models of maruti cars
- To study about the customer satisfaction regarding the vehicles in the maruti suzuki company
- To identify the present trends in Maruti Suzuki
- To know the service level of maruti Suzuki to customer's

1.3 STATEMENT OF PROBLEMS

Suzuki's subsidiary Maruti Suzuki India Limited faced a great challenge to keep its lead in the small market segment of automobiles in India. The company was facing severe production issues which resulted in long gestation period for some of the top selling brands such as Maruti Suzuki Swift, Maruti Suzuki Swift Desire and a few other models. These production issues could have led to loss in the market share of Maruti Suzuki in India however the company dealt with the situation by working with their vendors to increase the supply of the materials and the company

1.4 METHODOLOGY OF THE STUDY

The study is intended to analyse marketing strategy of Maruti Suzuki by various source and customer feedback in that field.

1.5 SCOPE OF THE STUDY

- To help the brand to improve in marketing strate
- A company can use the study as feedback
- Dealers can use the study for updating their marketing strategy to improve in sales
- To know the scope between competitors marketing strategy and Maruti suzuki marketing Strategy.
- A student may use the study for the help of

1.6 LIMITATION OF THE STUDY

- Generally, the respondents were busy in their work and were not interested in responding.
- Most respondents were not maintaining proper knowledge of various facilities provided by their company.
- So, they were unable to provide right information.
- Due to human behaviour information may be biased. Mainly in marketing strategy.

2.1 REVIEWS

- Willard (2017) classified two types of customer satisfaction models: the macro model, which places customer satisfaction between the set of related marketing research, and the micro model, which explains the elements of customer satisfaction.
- Prof. Pallavi B. Sangode (2016) This research paper is based on the findings of a comparative study of service quality of Maruti Suzuki and Hyundai Showrooms in Nagpur. Service quality is a fundamental aspect of service provision, and this is especially the case with motor vehicles, where substantial profits are generated in the servicing of vehicles.
- Ranganathan R (2019) His study "Consumer Markets and Buyer Behaviour of Cars" argued that brand image could be increased by the advertisement which clearly showed the features of the cars. The result of the study was that the necessity was the first factor of choosing the car and mileage was an important factor expected from the car.
- Muruganandam (1997) His study "A Consumer Brand Preference for Motor Cars in Coimbatore City" stated that the factors that influenced consumers in the preference of a car were price and design, and after-sales services provided by the dealer. Price and design influenced more to buy Maruti and Ambassador Cars and further revealed that the after-sales service was good.
- Ekta Chakravarty conducted a study to know the different strategic implementations done to increase the sale in an automobile company. The study has been scoped to the north-eastern region of India. The data followed with primary as well as secondary means.

4.1 DATA ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS

It refers to a special kind of rates, percentages are used in making comparison between two or more series of data. A percentage is used to determine the relationship between the series.

$$\text{Percentage} = \frac{\text{No. Of Respondents}}{\text{Total No. Of Respondents}} \times 100$$

| Particulars | No. of Respondents | Percentage |
|----------------|--------------------|------------|
| Gender | | |
| Male | 79 | 69% |
| Female | 34 | 31% |
| Age | | |
| Below 20 years | 34 | 31% |
| 20-30 years | 60 | 54% |
| 31-40 years | 9 | 8% |
| 41-50 years | 6 | 6% |
| Above 50 years | 1 | 1% |

| | | |
|--------------------------------|----|-----|
| Education qualification | | |
| High school | 13 | 10% |
| Graduate | 61 | 54% |
| Post graduate | 21 | 18% |
| Others | 15 | 13% |
| Occupation | | |
| Student | 72 | 65% |

| | | |
|----------------------------|-----|-----|
| employee | 13 | 11% |
| Professional | 19 | 17% |
| business | 6 | 5% |
| Marital status | | |
| Married | 27 | 24% |
| Unmarried | 83 | 76% |
| Monthly income | | |
| Under 15000 | 44 | 40% |
| 15000-30000 | 27 | 24% |
| 3000-50000 | 23 | 36% |
| Types of family | | |
| Nuclear family | 61 | 55% |
| Joint family | 49 | 49% |
| Awareness | | |
| Yes | 92 | 64% |
| No | 18 | 16% |
| Vechile types | | |
| Hatchback | 22 | 20% |
| Seden | 31 | 28% |
| Suv | 37 | 33% |
| Compact cars | 20 | 18% |
| Selling point | | |
| Affordable | 24 | 21% |
| Fuel efficiency | 43 | 39% |
| Features | 25 | 22% |
| After sale service | 13 | 11% |
| others | 5 | 4% |
| Source of knowledge | | |
| Advertisment | 39 | 35% |
| Word of mouth | 29% | 26% |
| Online search | 31 | 28% |
| others | 11 | 10% |
| Pricing stratagies | | |
| Affordable | 27 | 24% |
| Expensive | 34 | 30% |
| Value for money | 34 | 30% |

| | | |
|---------------------------|----|-----|
| others | 15 | 13% |
| After sale service | | |
| Yes | 67 | 61% |
| No | 43 | 39% |
| Value for money | | |
| Yes | 68 | 61% |
| No | 42 | 38% |

4.2 RANK ANALYSIS:

A Ranking is a relationship between a set of items such that, for any two items, the first is either 'ranked higher than,' 'ranked lower than' or 'ranked equal to;' the second. In mathematics, this is known as a weak order or total pre order of objects. It is not necessarily a total order of objects because two different objects can have the same ranking. The rankings themselves are totally ordered. For example, materials are totally preordered by hardness, while degrees of hardness are totally ordered. Analysis of data obtained by ranking commonly requires non-parametric statistics.

| | 5 | 4 | 3 | 2 | 1 | Total | Rank |
|---------|----|----|----|----|----|-------|------|
| SWIFT | 51 | 37 | 17 | 03 | 02 | 462 | 1 |
| ERTIGA | 27 | 46 | 24 | 09 | 04 | 413 | 2 |
| REZZA | 30 | 35 | 32 | 11 | 02 | 410 | 3 |
| ALTO | 23 | 43 | 24 | 17 | 03 | 396 | 4 |
| CELERIO | 36 | 29 | 19 | 14 | 12 | 393 | 5 |

5.1 FINDINGS:

- Majority (70%) of the respondents are male.
- Majority (55%) of the respondents are below 20 years
- Majority (55%) of the respondents completed UG.
- Majority (65%) of the respondents are student.
- Majority (75%) of the respondent's are unmarried
- Majority (40%) of the respondents are under 15,000
- Majority (55%) of the respondents are nuclear family
- Majority (83%) of the respondents aware of Maruti Suzuki brand.
- Majority (33%) of the respondents SUV.
- Majority (60%) the respondents are availed of Maruti suzuki.
- Majority(61%) of the respondents thinks prices are reasonable.

5.2 SUGGESTIONS:

- Globalization is yet another opportunity, if followed effectively promptly.
- Operational attributes should be made good
- Brand Image should be made effective in the minds of the customer,

5.3 CONCLUSIONS:

Maruti and was a differentiator from its earlier products. The launch of Swift had brought Maruti in lime-light and various global international automobile manufacturers announced their plans to boost their investments in India and launch competing cars. The competition was expected to intensify to grab

the burgeoning customer base. The Indian car market currently appears to be at a crossroads, where car marketers are attempting to change customer perceptions of their brands and where specific buying motivations appear to be replacing generalities

5.4 BIBLIOGRAPHY:

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- Mansur. A. and Mulla, (2017). Use of 'Z' score analysis for evaluation of financial health of textile mills - A case study. Abhigyan, Vol XIX, No. 4, pp.37. 40.

5.4 WEBSITE:

- www.marutisuzuki.com
- www.shodhganaga.com
- www.marketing91.com
- <http://ijrar.com>