

1. What is Maruti Suzuki doing in its advertisements to change consumers' beliefs and evaluations of its cars?

- **New Alto** : The Alto has always been focused for the middle class, and it can be observed for its latest video ad. Hence, without focusing on the features of the new Alto, the ad has focused on the feeling; the feeling of togetherness, family and being there for each other. The middle class, for which the Alto has always been for, will always be captured with this feeling, more than the features. Link - <https://youtu.be/U--kUrdaxas> . As can be seen, the ad introduces the New Alto with a “family feeling”.



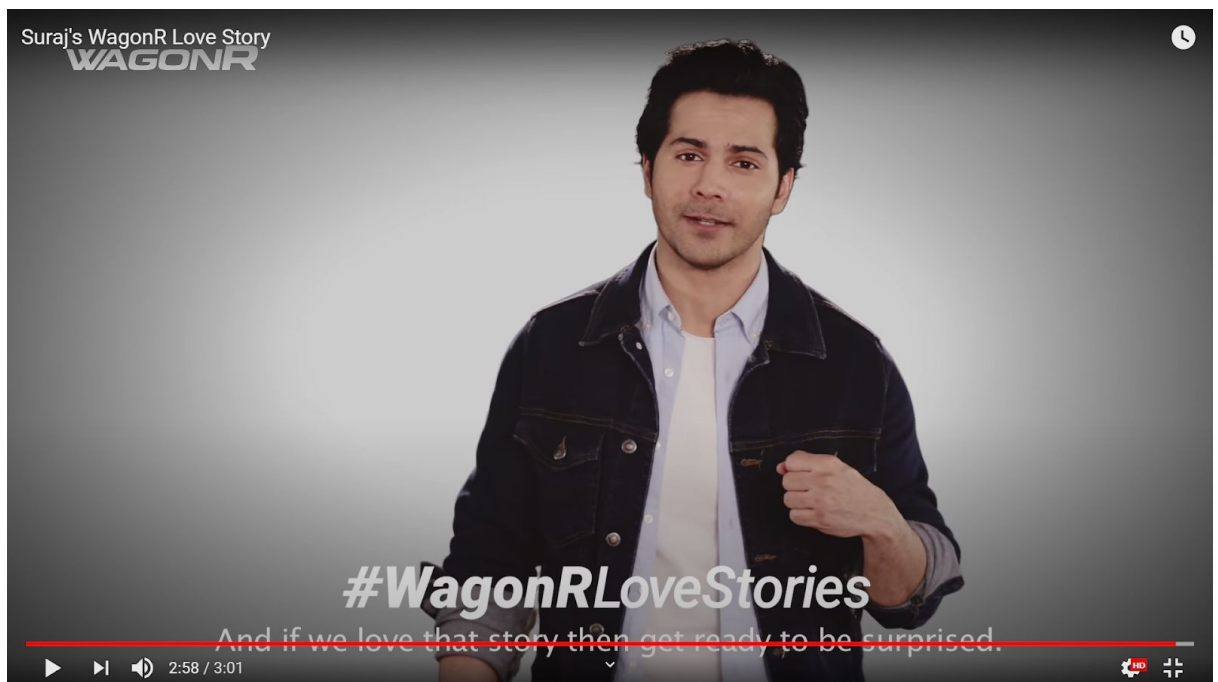
“Chalte rahe shaan se”

- **Dzire** : The Dzire is for the upper-middle class, which focuses on the features. Hence, in this ad, though features are not being explicitly mentioned; they are being indirectly to the viewers along with the continuation of the storyline of the ad. The users are attracted to the features, which get indirectly registered into their minds. Link - <https://youtu.be/CteQLzV63Bs> . The ad attracts viewers by telling that all their dreams will be fulfilled with this new model of Dzire.



"Ab har khwaab hoga pura, naye dzire ke saath"

- **WagonR Love story** : A lovely ad campaign by MS here. Again, WagonR is aimed for the middle class. Hence, without focusing on the features, the ad wishes to melt the viewer's heart by displaying a deep connection that a WagonR user has with his car. Link - <https://youtu.be/ivvmMQaTr68> .



- **Vitara Brezza** : MS knew that with this car, they were aiming straight for the upper class of the Indian society. Hence, the first thing that they did was not mentioning the brand Maruti Suzuki itself, as everyone knows that MS is known for its mediocrity all over India. Second, they displayed the characters to be of the upper class, the youth to be enjoying late night parties till 00:52 am, with chill parents. Third, they roped in celebrities, Sanjana Sanghi and Tisca Chopra, along with a cool looking young dude; all of whom have a rather attractive English accent. Fourth, the music is total badass, along with the tagline. Link - <https://youtu.be/C3xoKAAmxnl>.



"Power to be wicked"

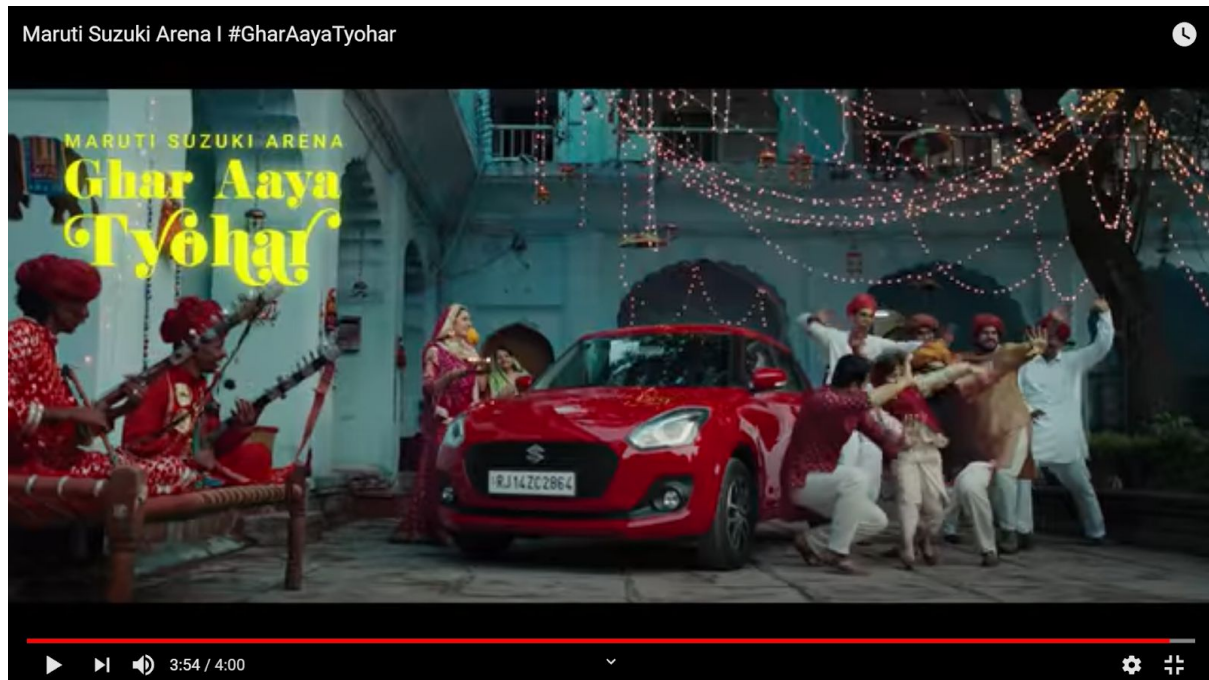
2. What message characteristics are particularly important to Maruti Suzuki to influence consumers' affective attitudes toward its cars?

Maruti Suzuki focuses mainly on the emotional message characteristics in their ads. Having tons of experience in the Indian market, they know that Indian consumers are driven by emotions and their minds perfectly store the messages that focus on emotions. Only later during their purchase do they ask about features and price.

Hence, MS focuses more on creating a positive, attractive image of their cars among the viewers. It also understands the appropriate market segments for their cars.

For cars fitting into the middle class segment; it develops pleasant, family-type ads that display the togetherness created by their cars. These messages have a pleasant music, perfect for each age section.

Also, MS knows that festivals and celebrations lie at the heart of every Indian. Hence, various ads are focused on festivals. This ad displays Indians of each state, each religion, celebrating their festival along with a MS car. The feeling of unity is attached to make a feel-good image of Maruti Suzuki. The word or feeling “tyohar” is directly used in place of a MS product. Link - <https://youtu.be/lm7pyHj-AUs> .



“Ghar aaya Tyohar”

For the high class segment, it has upgraded its cars and developed different kinds of ads. These messages have loud, western music to attract the youth and upper class people. Like the ad shown above on Vitara Brezza, another ad of Vitara Brezza is shown targeting the youth - The ball is in your court. Again a famous young actress is being roped in, who writes her number on a tennis ball and throws it towards a guy; who calls her instantly. The background music is naughty and kinky. Hence, the perfect ad for Brezza, wherein any young guy or girl would smile at and remember. Link - <https://youtu.be/ghsxgs1iQUg> .



"Wickedly smooth - the ball is in your court"

3. How is Maruti Suzuki applying the principle of emotional contagion in its advertising communications?

- **Emotional contagion** is the phenomenon of having one person's emotions and related behaviors directly trigger similar emotions and behaviors in other people.

We can see that MS has run the WagonR Love Story campaign, for connecting with the common people. The viewers actually see themselves in the ads; in the shoes of the central characters around whom the storyline of the ad revolves. They observe and believe that the story is actually theirs, and hence they should be the owners of the vehicle.

4. How is Maruti Suzuki employing the utilitarian dimension, the hedonic dimension, and the arousal of curiosity to influence consumers' attitudes in its advertisements. Which do you think is most important across its various cars categories, and why?

- **Utilitarian** : Maruti Suzuki develops utilitarian ads when for its cars that are distinguished from the other cars in terms of features. For e.g., Ciaz or S Presso. These cars are aimed for the viewers who are crazy about a certain feature, like extra space, or automatic gear cars. Such features are highlighted in these ads and viewers are attracted to them, and the car gets registered in their minds. Such ads are aimed for the upper-middle and upper class usually; because they are the ones looking out for cars with certain features, that will add to their high status in the society. On the other hand, middle class people are looking out for a simple car, good average and low cost; that will satisfy their need for transportation.
- **Hedonic** : As we have observed in the ads, Maruti Suzuki focuses heavily on the hedonic dimension, driving the masses with the emotions that they attain on seeing their ads. Emotions like family, togetherness, celebrations of festivals, friendship, love, parenting, childhood.etc are some of the emotions on which these ads are based on. The hedonic dimension is useful in creating a first impression in the mind of the viewer.
- **Arousal of Curiosity** : Arousal of curiosity in the mind of the viewer helps motivate the viewer to take on his/her own path to discover more about the product or brand. Also, partial information is better stored in the mind than complete information according to consumer psychology. Hence, curiosity is induced when just a trailer of a new vehicle is released, and the viewer is told that the vehicle is “coming soon”. E.g. Maruti Suzuki Eeco trailer. Link - https://youtu.be/eKAlhqZ_TVA .



"Aage aage dekhiye hota hai kya!"

Another example is when Maruti Suzuki introduced the features and facilities provided by their service at the Maruti Suzuki Arena. The viewers would get curious and would be willing to visit the arena for exploring the service. Link - <https://youtu.be/YWI63bJvaMk> .



I believe that Maruti Suzuki mainly uses the Hedonic dimension, and rightly so, given the market segment it targets, and the image about the brand that exists in India. Especially for vehicles like **Alto**, **Swift**, **WagonR**, **Dzire**. But when it arrives to cars belonging to the upper class, or cars with special features, it includes the Utilitarian dimension - **Eeco** (extra space), **Ciaz** (automatic gear system) etc.