

PROJECT DISSERTATION REPORT

ON

Examining How Maruti Suzuki's Marketing Impact on Customer Purchasing Behaviour

Submitted By

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Under the Guidance of

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CERTIFICATE

I hereby certify that the Project Dissertation titled “**Examining How Maruti Suzuki’s Marketing Impact on Customer Purchasing Behaviour**” is submitted by Aman Bhardwaj, 2022PBA9271, M.B.A., Netaji Subhas University of Technology, Delhi in partial fulfillment of the requirement for the award of the degree of Master of Business Administration, is a record of the project work carried out by the students under my supervision. To the best of my knowledge, this work has not been submitted in part or full for any Degree or Diploma to this University or elsewhere.

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STUDENT'S DECLARATION

I Aman Bhardwaj declare that the Report on “ **Examining How Maruti Suzuki's Marketing Impact on Customer Purchasing Behaviour** ” is an original work done by me in accordance with the guidelines prescribed by the Dean's office for preparation of the Final Project Report and the work has not been submitted anywhere else for review.

I understand that if the content of the work is found to be plagiarized at any time during its evaluation, my report can be rejected and disciplinary action may be initiated against me.

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Acknowledgment

As a part of the curriculum at Netaji Subhash University of Technology, Dwarka, I would like to express my sincere appreciation to **Amogh Talhan** who gave me this opportunity to complete the project. I am also thankful for their supervision, comments, and suggestions throughout the project.

I have given all my dedication to this project and I would like to acknowledge with much appreciation the crucial role associated with people and consumers without whom this project could not have been completed successfully.

This project has allowed me to explore new ideas and gain a deeper understanding of the complex relationship between social media and consumer behavior.

Further, I would like to thank my parents and friends, for their continuous support, motivation, and assistance throughout this project.

Sincerely,

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PLAGIARISM REPORT

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100%

EXECUTIVE SUMMARY

Introduction:

Understanding how marketing influences what people buy is crucial in the ever-changing world of business. This dissertation focuses on exploring how Maruti Suzuki's marketing efforts impact the way customers choose their cars. Maruti Suzuki is a big player in the Indian car market and has played a significant role in shaping it over time.

In the fast-paced automotive industry, knowing how marketing affects customer decisions is key. Maruti Suzuki, a leader in India's car market, is known for its clever marketing strategies.

The car industry reflects how people's tastes and the market are always changing. Maruti Suzuki has stood out for its innovation, reliability, and affordability. And as marketing becomes more important in shaping what people buy, understanding its impact is crucial.

Objective:

1. Analyze Maruti Suzuki's Marketing Strategies: We'll look at all the ways Maruti Suzuki advertises, from TV ads to social media, to see what's working.
2. Understand Consumer Perceptions and Preferences: We want to know what customers think about Maruti Suzuki and why they choose their cars.
3. Evaluate the Impact on Purchasing Behavior: We'll see if Maruti Suzuki's ads actually make people buy their cars.
4. Identify Drivers of Brand Loyalty and Advocacy: We'll explore why some people stick with Maruti Suzuki for years and recommend it to others.

Key Findings:

1. Gender Distribution:

Equal male and female representation suggests Maruti Suzuki's marketing reaches diverse audiences effectively.

2. Occupational Insights:

Respondents from various professions indicate Maruti Suzuki's broad appeal across income levels.

3. Familiarity and Perception:

Most respondents are moderately familiar with Maruti Suzuki, with positive perceptions of reliability and affordability.

4. Media Influence:

Social media and word-of-mouth heavily influence purchasing decisions, surpassing traditional media channels.

5. Perception Distribution:

Customers commonly associate Maruti Suzuki with reliability and affordability.

6. Rating Distribution:

Most respondents rate Maruti Suzuki positively, reflecting high satisfaction levels.

7. Future Consideration:

Many express intent to consider Maruti Suzuki for future purchases, indicating brand loyalty.

8. Areas for Improvement:

Addressing price sensitivity and enhancing product features can strengthen the brand's appeal.

Recommendations:

Build trust by encouraging positive word-of-mouth.
Offer competitive pricing to attract more customers.
Highlight product benefits to showcase uniqueness.
Expand product range based on customer preferences.
Encourage customer feedback to improve brand perception.
Maintain consistent product quality to uphold customer satisfaction.

Conclusion:

The data highlights Maruti Suzuki's success in appealing to a broad audience, with positive perceptions and high satisfaction levels among customers. Effective marketing strategies, combined with product quality and competitive pricing, contribute to the brand's success in the automotive market. Continued focus on customer satisfaction and addressing areas for improvement will further enhance Maruti Suzuki's position in the industry.

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INTRODUCTION

In the ever-evolving landscape of business and commerce, understanding the dynamics between marketing strategies and consumer behavior is paramount. This dissertation seeks to delve into the intricate relationship between Maruti Suzuki's marketing endeavors and the resultant patterns in customer purchasing behavior. Maruti Suzuki, a prominent player in the automotive industry, holds a significant market share in India and has been pivotal in shaping the country's automobile market over the years. As the automotive sector undergoes rapid transformations driven by technological advancements, shifting consumer preferences, and dynamic market conditions, it becomes imperative to analyze the impact of marketing strategies employed by key industry players like Maruti Suzuki on consumer decision-making processes.

In the dynamic realm of automotive marketing, understanding the intricate relationship between marketing strategies and consumer purchasing behavior stands as a cornerstone for success. This is particularly evident in the case of Maruti Suzuki, a titan in the Indian automotive industry known for its innovative marketing approach and market leadership.

The automotive industry stands as a testament to the ever-evolving landscape of consumer preferences and market dynamics. Within this sector, Maruti Suzuki has maintained a formidable presence, capturing the essence of innovation, reliability, and affordability. In parallel, the role of marketing in shaping consumer behavior has become increasingly prominent, serving as a catalyst for brand perception and purchasing decisions.

1.1 Background

Maruti Suzuki, a subsidiary of Suzuki Motor Corporation, has been a dominant force in the Indian automotive market since its inception in 1981. With a diverse product portfolio ranging from compact cars to utility vehicles, Maruti Suzuki has established itself as a household name synonymous with reliability, affordability, and innovation. Over the years, the company has not only demonstrated prowess in manufacturing high-quality vehicles but has also strategically invested in marketing initiatives to create brand awareness, foster brand loyalty, and drive sales.

The Indian automotive market, characterized by intense competition and evolving consumer preferences, presents a dynamic environment wherein marketing strategies play a pivotal role in influencing consumer behavior. With the advent of digitalization and the proliferation of online platforms, consumers now have access to a plethora of information, enabling them to make informed purchasing decisions. Against this backdrop, it becomes imperative for companies like Maruti Suzuki to adapt their marketing strategies to effectively engage with consumers and stay ahead of the competition.

1.2 Problem Statement

Despite Maruti Suzuki's undeniable success, there remains a crucial puzzle to unravel: How do its marketing strategies influence customer purchasing behavior? While extensive research exists on the broader domain of marketing and consumer behavior, the specific impact of Maruti Suzuki's marketing initiatives on its diverse customer base warrants deeper scrutiny. Addressing

this gap is essential not only for academia but also for industry practitioners seeking actionable insights to refine their marketing strategies and enhance customer engagement.

1.3 Objective

This study aims to dissect the multifaceted relationship between Maruti Suzuki's marketing endeavors and customer purchasing behavior. Through a nuanced exploration of various marketing channels, messaging strategies, and consumer responses, the following objectives will be pursued:

To Analyze Maruti Suzuki's Marketing Strategies: This involves a comprehensive examination of Maruti Suzuki's marketing arsenal, spanning traditional media, digital platforms, experiential marketing, and beyond.

To Understand Consumer Perceptions and Preferences: Delving into the psyche of Maruti Suzuki's customers, this objective seeks to unearth the underlying factors that shape consumer perceptions, preferences, and decision-making processes.

To Evaluate the Impact on Purchasing Behavior: By correlating marketing interventions with actual purchasing behavior, this objective endeavors to quantify the influence of Maruti Suzuki's marketing initiatives on customer buying decisions.

To Identify Drivers of Brand Loyalty and Advocacy: Beyond the transactional aspect, this objective explores the emotional and psychological dimensions of brand loyalty, unraveling the factors that foster long-term relationships between Maruti Suzuki and its customers.

1.4 Scope of study

This study focuses on the Indian market context, with Maruti Suzuki as the primary focal point. It encompasses a wide array of marketing channels and strategies deployed by the company, ranging from traditional advertising to experiential marketing and digital campaigns. Additionally, the study adopts a holistic approach by considering diverse consumer segments, geographic regions, and product categories within Maruti Suzuki's portfolio.

In pursuit of these objectives, qualitative and quantitative research methodologies will be employed, including surveys, interviews, focus groups, and data analysis techniques. The findings of this study aim to offer actionable insights for marketers, academicians, and industry stakeholders, contributing to the collective understanding of marketing's impact on consumer behavior in the automotive domain.

LITERATURE REVIEW

Bhumi, Patel, and Trishna Shah. "A Study on Factors Affecting the Purchase Behaviour of Maruti Suzuki WagonR." *International Journal of Research in Engineering, Science and Management* 6.5 (2023): 29-31.

Consumer behavior involves the actions of a consumer, many weird factors, specialities, and traits influencing individuals, and the choices the consumer makes in a complicated process. Basically, consumer behavior covers everything consumers do when looking for, buying, using, rating, and throwing away products and services they think will meet their needs. This paper wants to look at what impacts Maruti Suzuki WagonR purchase behavior. A study was designed to investigate this, analyzing data with fancy statistical tools like KMO, Bartlett's Test, and Factor analysis to figure out what affects purchasing Maruti Suzuki WagonR cars. The results were run through the software SPSS for analysis. The study took place in Bardoli, and data was gathered randomly from 70 Maruti Suzuki WagonR customers using a structured questionnaire.

Dr., Ashamayee, Mishra., Ms., Sujata, Rath., Mr., Suraj, Soni. (2022). A Study on Consumer Buying Behavior with Special Reference to Maruti Cars. International Journal of Research Publication and Reviews, doi: 10.55248/gengpi.2022.31249

Maruti Suzuki's marketing strategies influence consumer buying behavior by catering to low- and middle-income groups, focusing on upgradation, digitization,

and automation to meet future customer needs. Maruti cars cater to low- and middle-income groups.

Manufacturers focus on upgradation, digitization, and automation. The automobile industry is a key driver of India's economic growth. Maruti has a good sale in the market and contributes to economic growth. Study on consumer buying behavior in Indian Automobile industry. Focus on Maruti Cars and consumer purchasing patterns. Analyzed consumer behavior towards Maruti cars in Vellore District. Maruti Suzuki should focus on optimal marketing production capacity.

Jaganathan, A., and K. Palanichamy. "A Study the Buyer Behaviour Towards Small Cars Produced by Maruti Suzuki India Limited in the Nilgiris District of Tamil Nadu." *ICTACT Journal on Management Studies* (2018): 836-842.

A study on buyer behavior towards small cars be really important for car manufacturers. Such an analysis will providing car manufacturers a quantity estimate level of satisfying being perceived by customers. Therefore, in these study, an attempt has been making to seeking answers to research questions such as how buyers satisfied with price, fuel efficiencies, maintaining, after-sale services and overall making of small cars in studying area? And what are factors that influencing customers. Hence, in present studying, an attempt has been made to analysis variables that affecting buyer behavior towards small cars particular small cars manufactured by Maruti Suzuki India Limited in Nilgiris district of Tamil Nadu.

Maruti, Suzuki., Ken-ichiro, Ayukawa. (2022). Customer satisfaction services towards maruti suzuki ltd. - a case study in mysore district.. Ymer, doi: 10.37896/ymer21.07/04

Customer satisfaction importance in meeting expectations for sales and profitability. Study focuses on Maruti Suzuki Ltd. satisfaction services in Mysore. Customer satisfaction is crucial for sales and profitability.

Continuous feedback is essential for improving customer satisfaction. Study on customer satisfaction services towards Maruti Suzuki Ltd. Focus on meeting customer expectations for positive experience. Customer satisfaction services towards Maruti Suzuki Ltd. in Mysore district.

Analysis of 100 respondents using SPSS 16 package. Focus on customer satisfaction in competitive business environments. Importance of meeting and exceeding customer expectations for business success. Primary data collected through questionnaires Secondary data gathered from firms, journals, and websites

Pranay, Bokade., Abhishek, Pande., Meenal, Pendse. (2020). A review- research paper on consumer buying behavior towards maruti suzuki cars. Journal of emerging technologies and innovative research,

Study on consumer behavior towards Maruti Suzuki cars in India. Data collected from secondary sources for statistical analysis. Research on consumer behavior towards Maruti Suzuki cars in India. Aim to understand preferences and opinions of Indian consumers. Literature review focuses on consumer behavior and preferences towards Maruti Suzuki. Data collected from secondary sources for statistical analysis. The research paper reviews consumer buying behavior towards Maruti Suzuki cars in India, focusing on preferences and opinions, but does not specifically

address Maruti Suzuki's marketing impact on customer purchasing behavior. Consumer preferences and opinions towards Maruti Suzuki cars in India. Data collected from secondary sources analyzed for judgments on behavior. Preferences and opinions of Indian people towards Maruti Suzuki cars. Data collected, tabulated, and statistically analyzed for judgments.

Yuwan, Ditra, krahara., Alugoro, Mulyowahyudi. (2021). Factors affecting consumer behavior in buying decision of suzuki ertiga car in cilegon city, banten. doi: 10.31933/DIJMS.V2I4.816

Factors influencing Suzuki Ertiga car purchase in Cilegon City. Product quality, brand awareness, and promotion affect purchasing decisions significantly. Factors influencing Suzuki Ertiga car purchase in Cilegon City. Analyzed using SEM-PLS with 200 participants. Product Quality, brand awareness, and promotion influence purchasing decisions positively. Data analyzed using SEM-PLS with Smart PLS software. Product Quality, brand awareness, and promotion positively influence purchasing decisions.

Data analyzed using SEM-PLS with Smart PLS version 3.3.2 software. The methods used: Structural Equation Model-Partial Least Squares (SEM-PLS) Smart PLS version 3.3.2

Rajindra., Farid., Burhanuddin., Salmiati., Guasmin., Nasrulhak, Akkas. (2022). The Influence of Brand and Price on Suzuki Motorcycle Purchase Decisions at PT. Sinar Galesong Pratama Palu City. International Journal of Health, Economics, and Social Sciences (IJHESS), doi: 10.56338/ijhess.v4i1.2161

Study on brand and price influence on Suzuki motorcycle purchases. Analysis using multiple linear regression with 100 respondents. Study on brand and price influence on Suzuki motorcycle purchases.

Conducted at PT. Sinar Galesong Pratama Palu City. The research paper focuses on the influence of brand quality and price on Suzuki motorcycle purchase decisions, suggesting that marketing strategies impact customer purchasing behavior at PT. Sinar Galesong Pratama Palu. Brand and price influence Suzuki motorcycle purchase decisions. Management should enhance marketing program to compete effectively. Results are : Brand and price influence purchasing decisions. Management should enhance marketing program to compete effectively. Methods used: Multiple linear regression analysis. Sample size of 100 respondents.

Yoan, Ariesta., Sugiyatno. (2019). The Analysis of Brand Equity and Promotion to the Buying Decision Process of Suzuki Motorcycle. International journal of scientific and research publications, doi: 10.29322/IJSRP.9.01.2019.P8504

Analyzed promotion and brand equity impact on Suzuki motorcycle buying decisions. Brand Awareness and consumer buying decisions are significant indicators. The paper analyzes the impact of promotion and brand equity on consumer buying decisions. The study found that promotion and brand equity significantly influence the purchasing process. The research on Suzuki motorcycles found that promotion and brand equity significantly influence consumer buying decisions, with Brand Awareness being a key factor in shaping brand equity. Promotion and brand equity significantly influence the purchasing decisions of Suzuki motorcycles. Brand awareness is the most powerful indicator in shaping brand equity. Results are 1) Promotion and brand equity have a significant influence on purchasing decisions.

2) Brand awareness is the most powerful indicator in shaping brand equity.

Methods uses: Data collection method: questionnaires

Data analysis method: qualitative analysis and structural equation model (SEM) with Partial Least Squares software (PLS)

Ranjan, Bhosle., Shipra, Bhatia. (2018). A perception study on consumer attitudes towards maruti cars. Reflections - Journal of Management,

Study on consumer perception towards Maruti cars in Indian market. Analyzing consumer behavior and preferences for Maruti cars. Study on consumer attitudes towards Maruti cars in Indian market.

Analyzing consumer behavior and perception to understand preferences towards Maruti. The research paper analyzes consumer behavior and perception towards Maruti cars, focusing on understanding customer preferences and attitudes towards purchasing Maruti vehicles in the Indian market. Consumer perception towards Maruti cars is analyzed. Understanding consumer behavior helps companies succeed.

Analyzes consumer behavior and perception towards Maruti cars. Focuses on understanding customer preferences and buying decisions. Results: 1) Analyzed consumer behavior and perception towards Maruti cars.

2) Understanding customer preferences and likelihood to purchase Maruti cars.

(2023). A Study on Determining and Analysing Consumer Buying Behaviour in the Automobile Industry. International Journal For Multidisciplinary Research, doi: 10.36948/ijfmr.2023.v05i02.2359

Study on consumer buying behavior in the automobile industry in India Factors influencing high volume automobile categories and customer priorities. Study on

consumer buying behavior in the automobile industry in India. Focus on factors influencing customer preferences and market dynamics. Maruti Suzuki's marketing impacts customer purchasing behavior in the Indian automobile industry by influencing brand perception, quality evaluation, and meeting customer priorities like affordability, safety, and comfort. The paper analyzes consumer behavior in the Indian automobile industry. It examines customer priorities, buying decision-making process, and market offers. Results : The study analyzes consumer behavior in the Indian automobile market.

The research identifies factors that influence consumers' choices in automobile categories.

Methods: Examined research papers in the passenger automobile category.

Analyzed the buying decision-making process and its interaction with other behavior factors.

Research Methodology

Meaning of Research

Research, as defined by Redman and Mory, is a systematic endeavor aimed at acquiring new knowledge. It is often perceived as a journey from the known to the unknown. In academic contexts, research should be approached in a technical sense. According to Clifford Woody, research involves defining and redefining problems, formulating hypotheses or proposed solutions, collecting, organizing, and evaluating data, making deductions and drawing conclusions, and finally rigorously testing the conclusions against the formulated hypotheses.

Objectives of Research

The primary purpose of research is to uncover answers to questions through the application of scientific methodologies. Its fundamental aim is to uncover hidden truths that remain undiscovered. Each research study typically has its own specific objectives. The main objectives of this research include:

To explore the establishment of Maruti Suzuki, including its founding circumstances and key figures involved.

To analyze Maruti Suzuki's marketing mix and strategies adopted to meet consumer needs and withstand market competition, particularly in the wake of India's globalization.

To investigate the strategies employed by Maruti Suzuki that have enabled it to maintain dominance in the Indian Automobile Sector.

Research Approach

The research approach employed for this study is primarily qualitative, supplemented by quantitative elements where applicable. Qualitative research allows for an in-depth exploration of complex phenomena, providing rich insights into the intricacies of Maruti Suzuki's marketing strategies and their impact on consumer purchasing behavior. This approach facilitates a nuanced understanding of the subject matter, enabling the researcher to delve into the underlying motivations, perceptions, and behaviors of consumers.

Significance of Research

Research plays a crucial role in driving progress and innovation. It fosters scientific and inductive thinking, promoting the development of logical thought processes and organizational skills. In various fields, including applied economics, research has become increasingly indispensable. It aids in solving operational challenges in both business and government sectors. Research also holds significance as a tool for informing economic policies, influencing decision-making processes for governments and businesses alike.

Research Methodology

Research methodology serves as a systematic approach to resolving research problems. It can be understood as the science of studying how research is conducted scientifically. It encompasses the various steps typically followed by researchers in studying their research problems, along with the underlying rationale. Understanding research methodology is essential for researchers, as it not only encompasses research methods or techniques but also the overarching logic behind them.

Data Collection Methods

Data collection for this project will be primarily conducted through both primary and secondary sources:

- 1) **Primary Data Collection:** Primary data will be gathered through qualitative interviews, focus group discussions, and quantitative surveys. In-depth interviews will be conducted with a purposive sample of consumers, marketing professionals, and industry experts to gain insights into their perceptions and experiences. Focus group discussions will facilitate interactive exploration of key themes and issues. Surveys will be administered to a larger sample of consumers to obtain quantitative data on their purchasing behavior and perceptions of Maruti Suzuki's marketing strategies.
- 2) **Secondary Data Collection:** Secondary data will be obtained from reputable sources such as academic journals, industry reports, company websites, and government publications. These secondary sources will provide valuable background information, contextual insights, and statistical data relevant to the study.

Data Analysis Techniques

Data analysis will be conducted iteratively, employing a combination of qualitative and quantitative analysis techniques:

- a) **Qualitative Analysis:** Qualitative data from interviews and focus group discussions will be analyzed thematically, identifying recurring patterns, themes, and insights. Coding techniques such as open coding, axial coding, and selective coding will be utilized to categorize and interpret the qualitative data.

b) Quantitative Analysis: Quantitative survey data will be analyzed using statistical software packages such as SPSS (Statistical Package for the Social Sciences). Descriptive statistics, including frequencies, percentages, and measures of central tendency, will be computed to summarize the quantitative data. Inferential statistical tests, such as chi-square tests and regression analysis, may be employed to examine relationships and associations between variables.

Marketing Strategies

Marketing

Marketing is the backbone of getting products and services from the hands of producers to the eager consumers waiting to use them. It involves a whole slew of tasks: planning, organizing, directing, coordinating, motivating, and controlling various activities in the market. According to the American Marketing Association, it's all about making sure goods and services flow smoothly from the people who make them to the folks who want them. Essentially, marketing is about meeting consumers' needs by making sure the right products end up in their hands.

Brand

In the early 1970s, Sanjay Gandhi, a close political advisor and the younger son of then Prime Minister of India, Indira Gandhi, had a bold vision. He dreamt of creating an affordable, low-maintenance, and compact car specifically designed for the Indian middle class. This vision led to the unanimous approval by Indira Gandhi's cabinet to develop and produce what came to be known as the "people's car." Sanjay Gandhi's company was named Maruti Limited, inspired by the Hindu deity "Maruti."

Tragically, Sanjay Gandhi passed away before he could see his project to completion. However, Indira Gandhi was determined not to let his vision fade away. Under her leadership, Maruti Limited entered into a collaboration with Suzuki Motors of Japan. This partnership marked a significant milestone in the Indian automobile industry, culminating in the launch of the iconic Maruti 800 on December 14, 1983.



Product

Product mix encompasses the strategic process of planning, creating, and delivering the appropriate range of products and services for the company's market. It involves considerations such as product variety, durability, and other essential attributes. Beyond simply manufacturing the right products, attention must also be given to branding, packaging, colors, and other distinctive features. In essence, product planning and development entail decisions concerning the quality, size, design, production volume, packaging, warranties, after-sales service, product testing, and the overall range of products offered.

Products offered by Maruti Suzuki's

Maruti Suzuki comes with a large number of products i.e cars ranging from economy cars to luxury cars to super SUV's. The economy cars includes :-

- 1) Maruti 800
- 2) Alto
- 3) Zen Estilo
- 4) Wagon R

- 5) A- Star
- 6) Ritz
- 7) Swift
- 8) Swift Dzire

Prices of Maruti Products

Maruti Udyog Limited, the leading player in the car market, recently disclosed a slight uptick in the prices of specific models. This adjustment comes as a result of higher input and freight costs, which have escalated due to the spike in oil prices. However, the company has opted to pass on only a portion of these increased expenses to its customers during this period.

Ex-Showroom Prices in Delhi (in Rs) :-

Models	Prices (Rs.)
Maruti Suzuki 800	1,94,620
Maruti Suzuki Omni	2,09,757
Maruti Suzuki Alto	2,28,982
Maruti Suzuki Eeco	2,84,488
Maruti Suzuki Zen Estilo	3,31,412
Maruti Suzuki Wagon R	3,39,058
Maruti Suzuki A Star	3,63,220
Maruti Suzuki Ritz	4,09,822
Maruti Suzuki Swift	4,27,635
Maruti Suzuki Swift Dzire	4,96,671
Maruti Suzuki Gypsy	5,28,818
Maruti Suzuki SX4	7,08,062
Maruti Suzuki Grand Vitara	17,19,226

Place

Maruti Udyog Limited has a global presence for its cars. When it comes to selling their vehicles, the company strategically chooses its distribution channels, sometimes opting for single-level or dual-level marketing approaches. They carefully select the regions where they engage with customers and establish permanent sales locations. Additionally, they offer a range of useful inventory and ensure efficient transportation from the company to the market and ultimately to the customers. Across India, there are numerous MUL showrooms catering to customer needs.

Promotion

The primary method of promoting Maruti Suzuki cars is through advertising, which typically includes various television channels, newspapers, and billboards. Nowadays, the focus has shifted towards leveraging brand ambassadors such as film stars, celebrities, and athletes for promotional campaigns. In this approach, they determine the appropriate sales force needed to sell their cars effectively. Moreover, they prioritize maintaining customer relations and engage in direct marketing efforts.

Segmentation

Market segmentation involves breaking down a potential market into smaller sub-groups of consumers who share similar needs and characteristics. It's essentially the first step in crafting effective marketing

strategies. After segmentation, marketers then focus on targeting these specific customer groups with tailored marketing mixes. This approach helps position products, brands, or companies in a way that resonates with the identified target customers.

Objectives of Segmentation

The main objective of segmentation is to provide those products to the customer they can :-

1. Satisfy their basic needs
2. Solve their problem
3. Make themselves feel good

Segmentation of Market by Maruti Suzuki's

Maruti Udyog Limited was established with the aim of producing affordable cars that could be accessible to the Indian population. However, following the globalization wave in the 1990s, which opened up the Indian economy to the world, numerous competitors began entering the Indian market. As the Indian economy progressed, the income levels of its people also rose, allowing them to afford luxury cars.

To cater to the diverse preferences and purchasing power of consumers, Maruti categorized its cars into different segments. These segments are:

- Mini hatchback segment or A1 segment: Represented by the Maruti 800.

- Compact hatchback segment or A2 segment: Including models like Maruti Alto, Zen Estilo, Wagon R, A-Star, and Swift.
- Mid-size segment or A3 segment: Featuring Maruti Esteem and SX4.
- Utility Vehicle or MUV: Consisting of Maruti Eeco, Maruti Gypsy, and Grand Vitara.

Market Positioning

Market positioning involves strategically placing a product in the market to meet consumer needs effectively. In the case of Maruti, their management endeavors to ensure their products are accessible at authorized outlets across every city in India. When introducing a new product, they aim to make it available at all outlets in metropolitan cities initially. Based on customer feedback and response, they then scale up production and expand availability to urban, semi-urban, and rural areas as well.

Other Strategies adopted by Maruti Suzuki

After Sales Service:

Currently, Maruti operates 342 dealer workshops and 1,545 Maruti Authorized Service Stations (MASSs) across 898 cities in India.

Additionally, they provide 24-hour mobile service in 38 cities through their "Maruti On-road Service" brand, with plans to extend this service to 25 more cities within the next three years. They've also introduced "Maruti Service Masters" (MSMs) in three locations to set a service quality benchmark for dealers, along with "Express Service Stations" on 30 highways across India.

To ensure the availability of high-quality spare parts, Maruti offers "Maruti Genuine Parts" (MGP), distributed through their dealer network and authorized spare parts sellers referred to as stockists. Many MASSs are situated in remote areas without dealerships. To boost sales in these regions, Maruti is exploring ways to integrate some MASSs into the sales process, aiming to increase sales of cars, spares, accessories, insurance, and financing options.

Genuine Accessories:

Maruti has ventured into the car accessories market with their brand "Maruti Genuine Accessories" (MGA), available through their dealership network. Their aim is to offer customers the chance to personalize their vehicles with accessories like music systems, security systems, car care products, and utility items.

Warranty and Extended Warranty Program:

Maruti offers a two-year warranty on all their vehicles at the time of purchase. Dealers are responsible for handling any customer claims

according to the warranty terms outlined by Maruti. The company evaluates warranty claims from dealers and either reimburses the cost from vendors for defective components or covers the cost for manufacturing defects themselves.

They also provide an extended paid-warranty program known as "Forever Yours" for the third and fourth years after purchase. Through partnerships with insurance companies, they ensure coverage for warranties offered under this program. This extended warranty initiative aims to maintain dealer-customer relationships and boost revenue from spare parts, accessories, and automotive services. During the extended warranty period, efforts are made to encourage customers to trade in their existing Maruti vehicle for a new one or upgrade to a newer Maruti model.

New Business Initiatives :

As the leading manufacturer in the small car segment, Maruti consistently looks for innovative ways to leverage its large car fleet, product range, and expansive sales and service network to grow the passenger car market in India. Recently, they've introduced new initiatives to promote automobile insurance, financing, leasing, fleet management, and pre-owned cars. Their goal is to offer customers a convenient "one-stop shop" for all things automotive, capitalizing on their extensive customer base and sales/service network. They aim to provide a comprehensive "360-degree customer experience," delivering a wide range of Maruti-branded services at every stage of ownership.

Maruti Insurance:

Maruti Suzuki introduced its vehicle insurance service in 2002, partnering with National Insurance Company, Bajaj Allianz, New India Assurance, and Royal Sundaram. This service was established through two subsidiaries: Maruti Insurance Distributors Pvt. Ltd. and Maruti Insurance Brokers Pvt. Ltd. Initially, it was offered as a bonus or added value for customers and gained traction quickly. By December 2005, they had sold over two million insurance policies since its launch.

Maruti Finance:

To boost its profit margins, Maruti Suzuki rolled out Maruti Finance in January 2002. Before this initiative, the company had set up two joint ventures—Citicorp Maruti with Citigroup and Maruti Countrywide with GE Countrywide—to help customers secure loans. Maruti Suzuki partnered with ABN Amro Bank, HDFC Bank, ICICI Limited, Kotak Mahindra, Standard Chartered, and Sundaram to launch Maruti Finance. Additionally, they formed a strategic alliance with SBI starting March 2003. Since then, over 12,000 vehicles have been sold through SBI – Maruti Finance. This service is currently accessible at 1,666 locations.

Customer Satisfaction By Maruti Suzuki :

In today's business landscape, customer satisfaction stands as the primary goal for all organizations. With the advent of globalization and

liberalization, particularly the opening of the Indian market, competition has intensified significantly. Indian companies now face the challenge of aligning their products with international standards to stay competitive. A marketer's success hinges on their ability to meet the needs and expectations of potential customers, ensuring they receive value for their money. In response to this dynamic environment, Maruti Suzuki has taken proactive steps to enhance customer satisfaction in various ways.

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Customer Service :

Maruti Suzuki's CRM program plays a vital role in acquiring, servicing, and retaining customers while enhancing their value to the company. This program is designed to identify and prioritize customers who can be retained or provided with a higher level of service. Here's how it improves customer service:

1. Accessible Product Information: Customers can access product information, usage details, and technical assistance via Maruti Suzuki's websites, available 24/7.

2. Tailored Service Strategies: By understanding each customer's unique definition of quality, Maruti Suzuki crafts service strategies tailored to meet individual requirements and expectations.

3. Efficient Follow-Up Mechanism: The CRM system facilitates the management and scheduling of follow-up sales calls, enabling the assessment of post-purchase satisfaction, repurchase probabilities, and repurchase timelines swiftly.

4. Integrated Contact Tracking: It tracks all customer-company interactions comprehensively and integrates them into a unified view, reducing confusion and ensuring consistency across all touchpoints.

5. Proactive Issue Identification: Maruti Suzuki's CRM program helps identify potential problems promptly, allowing for proactive resolution before they escalate.

Improving Customer Relationship :

CRM programs play a crucial role in enhancing customer relationships, primarily because:

1. **Personalized Marketing Efforts:** CRM technology tracks customer interests, needs, and purchasing habits over their life cycles, allowing for tailored marketing efforts. This ensures that customers receive precisely what they want as their preferences evolve.

2. **Customized Service:** CRM systems monitor product usage as the product matures, enabling tailored services to meet changing customer needs over time. This ensures that customers continue to receive what they need as the product ages.

3. **Micro-segmentation in Industrial Markets:** In industrial markets, CRM technology can micro-segment the buying center, aiding in coordinating the evolving purchase criteria of its members. This ensures that conflicting interests are addressed, leading to smoother transactions.

4. **Long-term Satisfaction and Loyalty:** Technology-driven improvements in customer service contribute to long-term satisfaction, leading to repeat purchases, increased customer loyalty, reduced turnover, lower marketing costs associated with acquisition and training, higher sales revenue, and ultimately, increased profit margins.

Data Collection Methods

Data collection for this project will be primarily conducted through both primary and secondary sources:

- 1) **Primary Data Collection:** Primary data will be gathered through qualitative interviews, focus group discussions, and quantitative surveys. In-depth interviews will be conducted with a purposive sample of consumers, marketing professionals, and industry experts to gain insights into their perceptions and experiences. Focus group discussions will facilitate interactive exploration of key themes and issues. Surveys will be administered to a larger sample of consumers to obtain quantitative data on their purchasing behavior and perceptions of Maruti Suzuki's marketing strategies.

Secondary Data Collection: Secondary data will be obtained from reputable sources such as academic journals, industry reports, company websites, and government publications. These secondary sources will provide valuable background information, contextual insights, and statistical data relevant to the study.

Finding and Analysis :

SWOT analysis is a comprehensive evaluation of a company's internal strengths and weaknesses, along with the external opportunities and threats it faces. Here's a breakdown of each aspect for Maruti Suzuki:

Strengths:

1. Established brand reputation in the Indian market.
2. Extensive service network with nationwide coverage.
3. Vast experience and understanding of the Indian market dynamics.

Weaknesses:

1. Potential diseconomies of scale.
2. Limited online presence, missing out on digital market opportunities.
3. Lack of diversification in product offerings.

Opportunities:

1. Potential for strategic acquisitions to expand market reach.

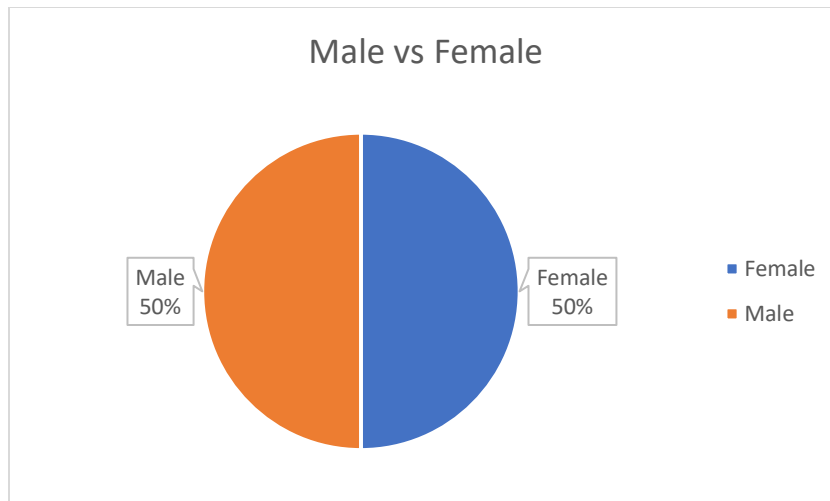
2. Scope for innovation in product development and technology.
3. Untapped potential in the online market, especially in e-commerce.

Threats:

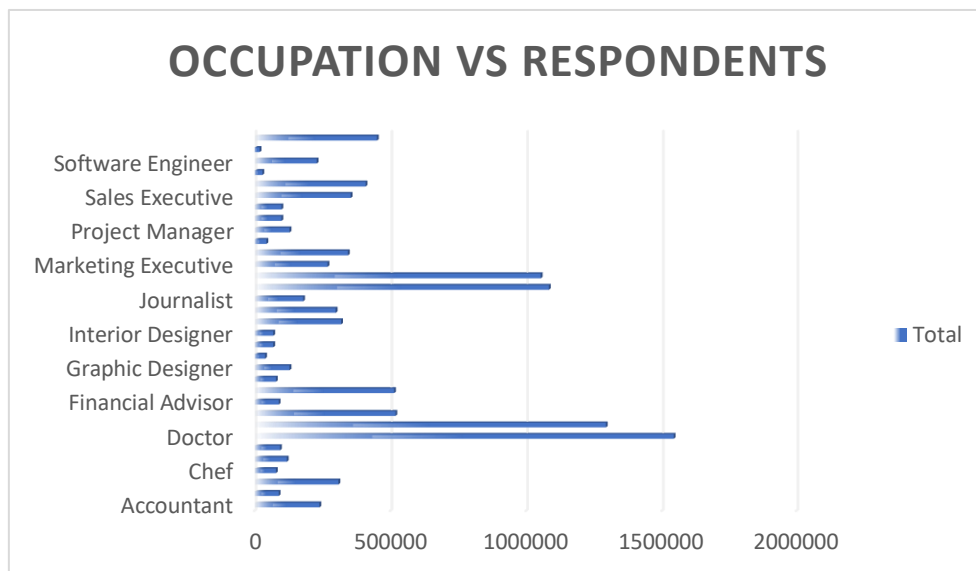
1. Intense competition from domestic and international automotive players.
2. Risk of disruptive technologies offering cheaper alternatives.
3. External factors such as government policies, taxes, and regulatory changes.
4. Competition from lower-cost rivals and the threat of cheap imports impacting market share.

Key Findings:

1. Gender Distribution: - The data shows an equal split between male and female respondents, with 50 individuals in each group. This balance suggests that Maruti Suzuki's marketing strategies are resonating well with both genders, indicating a broad appeal across the board. It's a positive sign of the brand's inclusivity and effectiveness in reaching a diverse audience.



2. Occupational Insights: - The respondents come from various professional backgrounds, including IT professionals, managers, engineers, teachers, and doctors, illustrating Maruti Suzuki's ability to capture the interest of a wide array of professionals.



- The distribution of respondents across different income levels underscores Maruti Suzuki's appeal to consumers from diverse socioeconomic backgrounds, highlighting the brand's accessibility and affordability.

3. Familiarity and Perception:- The data sheds light on how familiar respondents are with a specific subject or brand. Here's what we can gather:

A Familiarity Spectrum:

- The majority of respondents, comprising 41 individuals, fall into the "Moderately Familiar" category, indicating a notable level of awareness.

- Close behind, 38 respondents are classified as "Very Familiar," suggesting a significant degree of familiarity.

- Conversely, the "Slightly Familiar" category has the fewest respondents, totaling 21 individuals.

B Gradual Understanding:

- There's a clear progression in familiarity levels, hinting at varying levels of exposure or knowledge among respondents.

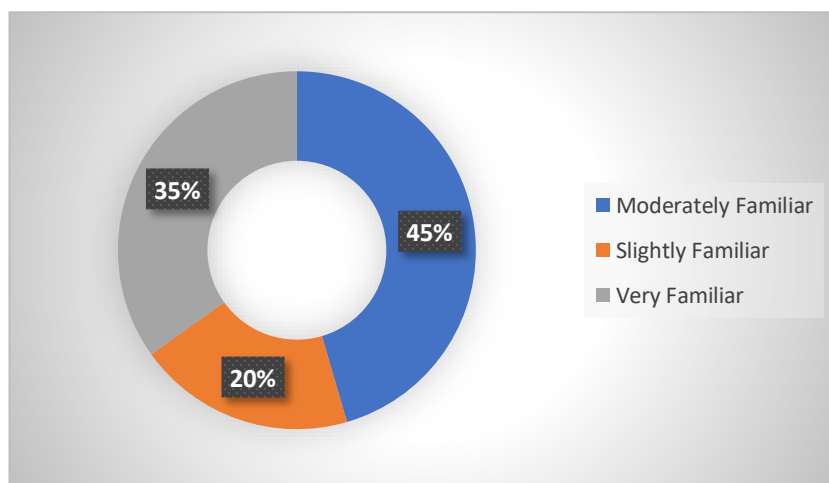
- This distribution underscores the spectrum of familiarity within the surveyed population.

C Overall Awareness:

- With a total of 100 respondents across all familiarity categories, we gain a comprehensive insight into how individuals perceive the subject or brand in terms of familiarity.

These insights provide valuable cues for gauging awareness levels and understanding the effectiveness of marketing strategies or brand recognition efforts.

Row Labels	Count of Respondent ID
Moderately Familiar	41
Slightly Familiar	21
Very Familiar	38
Grand Total	100



4. Media Influence:- Social media and word of mouth emerge as significant influencers in shaping consumer purchasing decisions, underscoring the importance of digital engagement and positive recommendations from peers.

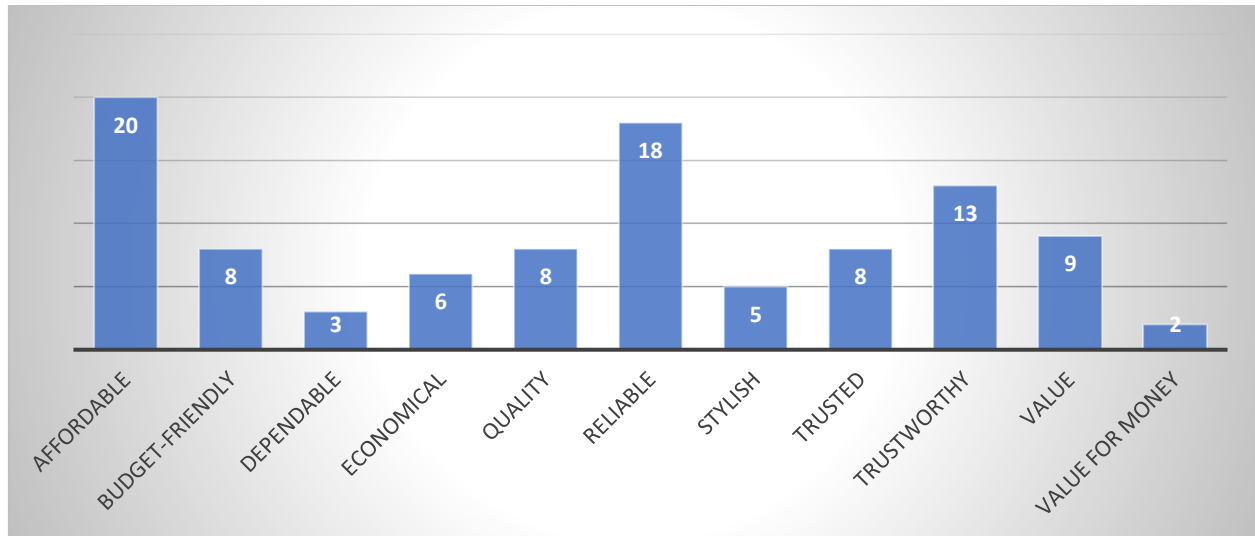
- While traditional media channels like TV and print media still play a role, their influence appears to be somewhat diminished compared to the more interactive and personalized nature of digital platforms.

5. Perception Distribution: "Reliable" emerges as the most commonly associated attribute, with 18 respondents emphasizing this trait.

"Affordable" follows closely, with 20 respondents recognizing the product or brand for its cost-effectiveness.

Other attributes such as "Trustworthy," "Quality," and "Value" also receive notable mentions, indicating diverse perceptions among respondents.

Row Labels	Count of Respondent ID
Affordable	20
Budget-friendly	8
Dependable	3
Economical	6
Quality	8
Reliable	18
Stylish	5
Trusted	8
Trustworthy	13
Value	9
Value for Money	2
Grand Total	100

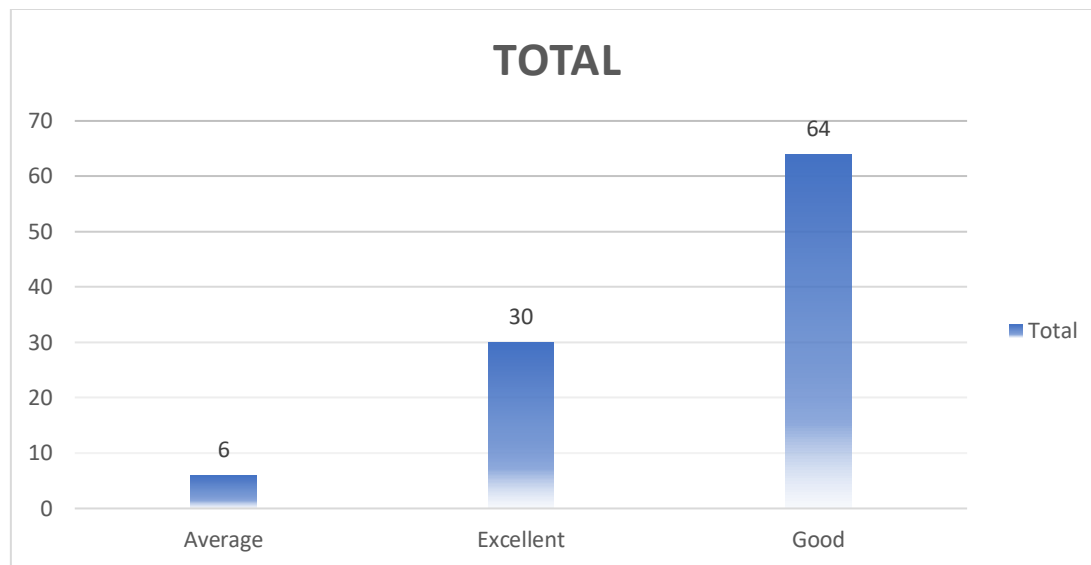


6. Rating Distribution: - The majority of respondents, comprising 64 individuals, rated the product or service as "Good," indicating a positive perception overall.

"Excellent" received the second-highest number of ratings, with 30 respondents expressing high satisfaction.

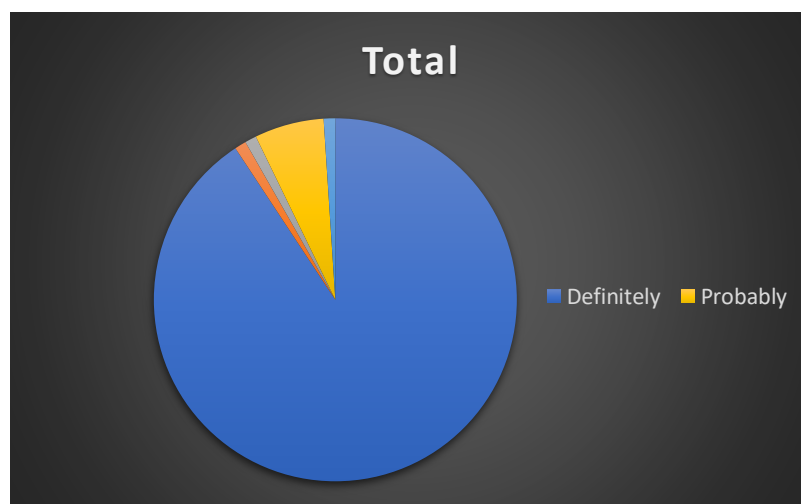
Conversely, only 6 respondents rated the product or service as "Average," suggesting a relatively lower level of satisfaction among this group.

Row Labels	Count of Respondent ID
Average	6
Excellent	30
Good	64
Grand Total	100



7. Future Consideration: - A significant number of respondents express an intention to consider Maruti Suzuki for future vehicle purchases, signaling a high level of brand loyalty and satisfaction with the brand's offerings.

Row Labels	Count of Respondent ID
Definitely	88
Lack of advanced features compared to other brands.	1
Lack of innovation in their recent models.	1
Probably	6
The service experience was not up to the mark.	1
Grand Total	97



8. Areas for Improvement: - While overall satisfaction levels are high, insights into reasons for not purchasing Maruti Suzuki vehicles provide valuable feedback for potential areas of improvement. Addressing concerns such as price sensitivity or enhancing product features could further strengthen the brand's appeal and market presence.

These insights offer Maruti Suzuki valuable information about its marketing effectiveness, consumer preferences, and opportunities for growth and enhancement in the competitive automotive market.

Recommendations :

1. Build Trust: - Encourage satisfied customers to spread positive word-of-mouth about the brand, strengthening its reputation.
2. Competitive Pricing: - Offer competitive prices to make products more accessible and appealing to consumers.
3. Highlight Product Benefits: - Showcase the unique features and benefits of the products to attract more buyers.
4. Expand Product Range: - Introduce new products or features based on customer preferences and market trends.
5. Encourage Customer Feedback: - Use various channels to collect and promote positive customer reviews and testimonials.

6. Maintain Product Quality: - Ensure consistent quality standards to uphold customer satisfaction and trust in the brand.

Conclusion :

From the comprehensive analysis of the data collected on Maruti Suzuki's marketing impact on customer purchasing behavior, several significant insights have emerged.

Firstly, the data indicates a wide appeal of Maruti Suzuki vehicles across diverse demographics, suggesting that the brand's marketing strategies effectively resonate with a broad audience.

Secondly, key factors such as brand reputation, pricing, product features, and recommendations from friends and family have emerged as critical influencers of customer purchasing decisions. It's evident that customers prioritize reliability, affordability, and quality when considering Maruti Suzuki vehicles.

Moreover, digital channels and word-of-mouth recommendations play vital roles in shaping customer perceptions and purchase decisions. Social media platforms and positive referrals from peers significantly contribute to Maruti Suzuki's brand awareness and customer engagement.

Overall, the data underscores Maruti Suzuki's success in establishing a robust brand reputation, offering value-driven products, and leveraging effective marketing channels to connect with customers.

References:

- [1] Maruti Suzuki India Limited. (n.d.). Company Website.
- [2] Marketing Research Association. (2017). The Handbook of Marketing Research: Uses, Misuses, and Future Advances. Wiley.
- [3] Kotler, P., & Keller, K. L. (2016). Marketing Management (15th ed.). Pearson.

Annexures:

Annexure 1: Questionnaire Used for Data Collection

Annexure 2: Raw Data from Survey Responses

Annexure 3: Charts and Graphs illustrating Survey Results

Annexure 4: Detailed Analysis and Interpretation of Survey Data

Annexure 5: Summary of Key Findings and Insights

Annexure 6: Additional Charts and Tables for Reference

