



"A STUDY ON CONSUMER PERCEPTION AND PREFERENCE TOWARDS MARUTI SUZUKI'S MARKETING STRATEGIES IN THE INDIAN AUTOMOBILE INDUSTRY"

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Abstract

This study examines consumer perception and preference towards Maruti Suzuki's marketing strategies in the Indian automobile industry. Employing both qualitative and quantitative methods, it explores various factors influencing consumer attitudes, such as branding awareness, product quality perception, and the impact of promotional efforts. By considering demographic variables, the research aims to uncover insights to guide Maruti Suzuki's marketing decisions and contribute to the broader understanding of consumer behaviour in the Indian automotive market.

Keyword: Marketing Strategy, Respondent perception

I. Introduction

The Indian automobile industry has seen remarkable growth, with Maruti Suzuki leading the charge through innovation and strategic marketing. This study delves into the intricate relationship between consumer perception, preference, and Maruti Suzuki's marketing strategies, aiming to uncover the driving forces behind consumer choices and brand loyalty. Maruti Suzuki's journey mirrors the industry's evolution, navigating shifts towards electric mobility and technological advancements by continuously refining its marketing approaches. Despite limitations such as sample size constraints and data reliability issues, this research strives to offer valuable insights to academia, industry, and policymakers, fostering innovation and excellence in the Indian automotive sector.

II. Review of literature

Gupta and Gupta (2018) found that Maruti Suzuki's marketing emphasizing affordability and after-sales service resonated positively with consumers, highlighting the role of word-of-mouth and brand reputation in shaping preferences.

Sharma and Singh (2019) identified the positive impact of Maruti Suzuki's digital marketing, noting engaging content and seamless online experiences contributed to enhanced consumer perception and preference for the brand.

III. Objective of the study

- Assess demographic profiles (age, gender, occupation, income) impacting Maruti Suzuki's marketing strategies.
- Evaluate consumer familiarity and interest in Maruti Suzuki car models.
- Analyse the effectiveness and exposure frequency of Maruti Suzuki's advertising campaigns.
- Identify primary information sources and factors influencing consumer satisfaction and recommendations for Maruti Suzuki.

IV. Research Methodology

Source of data	Primary and Secondary data
Sampling Technique	Convenient sampling
Sample size	150 Respondents
Tools and technique	Simple Percentage, CHI – Square Analysis, Ranking Analysis

V. Statistical Tool

- Simple Percentage Analysis
- Ranking method
- CHI = Square Analysis

VI. Table

Table 5.1 Age of the Respondents

Age	No of respondent	Percentage
Below – 25	43	29%
26 – 35	61	40%
36 – 44	27	18%
Above 45	19	13%
Total	150	100%

Interpretation

- The age group 26 to 35 is the largest, comprising 40% of the total individuals.
- Followed by the age group below 25, making up 29%.
- The age range 36 to 45 constitutes 18% of the individuals.
- Lastly, the age group above 45 consists of 13% of the total individuals.
- The maximum percentage corresponds to the age group 26 to 35 of 40%

Table 5.2 Familiarity of the Respondents with Maruti Suzuki Car Models

Familiarity Level	No of respondents	Percentage
Very Familiar	83	55.3%
Somewhat familiar	45	30%
Not familiar	22	14.7%
Total	150	100%

Interpretation:

- The majority of respondents (55.3%) are very familiar with Maruti Suzuki car models.
- 30% of respondents are somewhat familiar, while 14.7% are not familiar.\
- **The maximum 55.3% respondent are very familiar with the Maruti Car Models**

Table 5.3 Effectiveness of Maruti Suzuki's Branding and Messaging as perceived by Respondents

Effectiveness Level	No of respondents	Percentage
Very effective	64	42.7%
Somewhat Effective	57	38%
Not effective	29	19.3%
Total	150	100%

Interpretation:

- A significant majority of respondents (42.7%) perceive Maruti Suzuki's branding and messaging as very effective.
- 38% of respondents consider it somewhat effective, while 19.3% find it not effective.
- **The maximum 42.7% of the respondents told that the Maruti Suzuki's branding and massaging is very effective**

Table 5.4 Most Attractive Marketing Strategy among Respondents

Marketing Strategy	No of respondents	Percentage
Celebrity endorsement	33	22%
Promotional offers and discounts	59	39%
Interaction Social media campaign	37	25%
Other	21	14%
Total	150	100%

Interpretation:

- Promotional offers and discounts are the most attractive marketing strategy for Maruti Suzuki, with 39% of respondents finding them appealing.
- Interaction social media campaigns and celebrity endorsements also garner significant attention, with 25% and 14% respectively.
- **The maximum 39% of the respondent are mostly attracted through the promotional offers and the Discounts.**

Table 5.5 Key Strengths of Maruti Suzuki's Marketing Strategies Compared to Competitors in the view of Respondents

Key Strength	No of respondents	Percentage
Strong brand presence	49	32.7%
Effective communication of product features and benefits	44	29.3%
Innovative promotional campaigns	33	22%
Wide reach through various marketing channels	24	16%
Total	150	100%

Interpretation:

- Respondents perceive strong brand presence as the key strength of Maruti Suzuki's marketing strategies, with 32.7% expressing this view.
- Effective communication of product features and benefits is 29.3%, followed by innovative promotional campaigns is 22% and wide reach through various marketing channels is 16%.

- **The maximum 32.7% of the respondents are showing that Strong presence is the key strength of Maruti Suzuki's marketing strategy compared to competitors**

VII. Findings

- The maximum percentage corresponds to the age group 26 to 35 of 40%
- The maximum percentage correspondence to the Male of 53.5%.
- The maximum percentage correspondence to private employees of 35%.
- The maximum percentage correspondence to ₹26,000 –₹45,000 of 42%.
- The maximum 55.3% respondent are very familiar with the Maruti Car Models.
- The maximum 19.5% of the respondents like the Swift in the Maruti Suzuki Arena Models.
- The maximum 21.5% of the respondents are like Baleno in the Maruti Suzuki Nexa car models.
- The maximum 42% of the respondents are occasionally comeover the Maruti advertisement exposure.
- The maximum 30% of the respondents primary concern regarding the Maruti Suzuki advertisement strategy is lack of innovation in advertisement.
- The maximum 39% of the respondent are mostly attracted through the promotional offers and the Discounts.
- The maximum 42.7% of the respondents told that the Maruti Suzuki's branding and massaging is very effective
- The maximum 30% of the respondents primary concern regarding the Maruti Suzuki advertisement strategy is lack of innovation in advertisement.
- The maximum 35.3% of the respondents are given very likely for the likelihood of the recommended Maruti Suzuki's car based on Marketing perception
- The maximum 38% of the respondents are given that the environmental impact is the aspect of marketing strategy concern.
- The maximum 40.7% of respondents expressed being "very satisfied" with the overall performance of Maruti Suzuki cars
- The maximum 62% of the respondents are expressed that the digital marketing channel is more effective in customer engagement approach.
- The maximum 32.7% of the respondents are showing that Strong presence is the key strength of Maruti Suzuki's marketing strategy compared to competitors.
- The survey indicates a preference for TV ads among respondents, closely followed by social media ads, while traditional mediums like newspapers and billboards also hold significance. However, ads on events and sports sponsorships are perceived as less effective, suggesting a need for diversification in advertising strategies to effectively engage consumers in the automotive market..
- The majority of respondents express satisfaction with Maruti Suzuki's cars' quality, reliability, and after-sales service, indicating confidence in the brand's durability, design, and customer support efforts. However, concerns over fuel efficiency and mixed satisfaction with innovative features suggest areas for improvement to enhance overall customer satisfaction and perception of the brand.
- The maximum 36% of the respondents says that they will probably recommend the Maruti Suzuki Cars to their friends and family.

VIII. Suggestions

- Utilize interactive platforms like mobile apps and online communities to engage existing customers actively.
- Form partnerships with complementary brands or influencers to expand Maruti Suzuki's audience reach.
- Enhance commitment to sustainability through eco-friendly practices, appealing to environmentally conscious consumers.
- Customize marketing campaigns to suit regional preferences and cultural nuances, strengthening connections with local communities.
- Embrace emerging technologies like augmented reality (AR) and virtual reality (VR) to provide captivating consumer experiences.
- Launch educational campaigns on car safety, maintenance tips, and technological advancements to establish Maruti Suzuki as a trusted source of automotive expertise.
- Strengthen community bonds through CSR initiatives and outreach programs to foster goodwill and brand loyalty.
- Regularly solicit feedback from customers through surveys and focus groups to stay attuned to changing preferences and market dynamics.
- Implementation of these strategies can bolster Maruti Suzuki's competitive standing, drive customer engagement, and cultivate enduring brand loyalty in the dynamic automotive industry.

IX. Conclusion

The survey findings reveal strengths in Maruti Suzuki's strong product portfolio, particularly with models like Swift and Baleno, indicating opportunities for further leveraging. Targeting male and private employee segments with tailored marketing efforts can enhance consumer engagement and drive sales. However, challenges such as perceived innovation gaps in advertising strategies need addressing to maintain brand relevance amidst evolving consumer preferences. Balancing promotional offers with preserving brand value is essential to safeguard long-term profitability. Adapting to the dominance of digital marketing channels is imperative for effective customer engagement and retention. Addressing concerns regarding product aspects like fuel efficiency and innovative features is vital for enhancing customer satisfaction and loyalty. Leveraging strong brand reputation, quality, and after-sales service while proactively addressing areas for improvement will sustain competitive advantage and drive growth.

X. Reference

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