

# Analysis Of Market Strategies Of Automobile Company-Maruti Suzuki At Hyderabad

Rayinipatla Prashanth Mr.R.Srinivasa Reddy Mba,(Ph.D), Dr. K. Veeraiah (Mba,M.Phil,Ph.D,Ugc-Net) 1 student, 2 Assistant Professor ,3 HOD. Marri Laxman Reddy Institute of Technology and Management Dundigal, Gandimaisamma, Medchal,

Hyderabad, 500043, Telangana.

#### ABSTRACT:

Real marketing does not involve the art of selling what manufactures make. Organization gains market leadership by understand consumer need and find solutions that delight consumers. Marketing is a philosophy that guides the entire organization towards sensing, serving and satisfying consumer needs. Marketing can be called as a game plan for achieving its goals. Strategy choice will depend on whether the firm or the marketer plays the following role. Market leader A challenger A follower A niche The identification of objectives, both in quantitative and qualitative terms, is an essential backdrop to strategy formulation. Goals have a quality and time frame attached to them. These are typically spelt out in term of financial return, market share, market presence, etc., Thus, the concept market oriented strategic planning arises the products the link between the products the manufacture is dealing and the market.

## **1.1 INTRODUCTION**

Today's society is warm with urbanization and demonstration with a view toward it, there are drastic change coming up in all sectors even in the automobile industries. The following information gives an insight about it. In the present context the companies operate on the principal of nature selection- "Survival of the Fittest". Only those companies will succeed which at best match to the current environment imperative-those who can deliver what people are ready to buy. But real marketing does not involve the art of selling what the manufactures make. Organization gain market leadership by understand consumer need and finding solutions that delight consumers. Hence the aim of marketing is to build and manage profitable customer relationship. This is a part of the strategic marketing done by every company to achieve its objectives and goals.

#### **1.2 NEED FOR THE STUDY**

The importance of this study is to understand the preferences of two-wheeler customers, their opinion on the services provided by Maruti suzuki hyderabad, and to improve the marketing strategies and promotional activities based on customer preferences Marketing is an orderly and insightful process for thinking about and planning for markets. The marketer uses research methodologies to identify opportunities, that is, to find individuals all groups of people with unmet needs or latent in some products or services. Marketing management is the process of planning and executing the conception,

## **1.3 OBJECTIVES OF THE STUDY**

- 1. To study on marketing strategy and services provided by maruti suzuki Hyderabad
- 2. To know the effective factors for preferring two Wheelers.
- 3. To study and analyse the marketing and promotional strategies of Maruti suzuki Hyderabad.
- 4. To know whether the customer is satisfied with the offers given by the dealers.
- 5. To find out satisfaction level of the customers.

# **1.5 SCOPE OF THE STUDY**

The study is regarding marketing strategies and promotional activities by companies towards customers preferring two wheelers. The study includes a sample of 200 respondents. The study is based on both Primary and Secondary data.

Strategic Marketing has been defined as the management function responsible for identifying, anticipating and satisfying customer requirements profitably. Marketing is both a philosophy and a set of techniques which address such matters as research, product design and development, pricing, packaging, sales and sales promotion, advertising, public relations, distribution and after-sales service.

## **1.6 METHODOLOGY**

#### METHODOLOGY

The study will determine effective factors for preferring two Wheelers and analyse the marketing and promotional strategies of Maruti suzuki hyderabad. The study will determine whether the customer is satisfied with the offers given by the dealers and to find the satisfaction level of the customers.

## TOOLS FOR ANALYSIS

SPSS is short for Statistical Package for the Social Sciences, and it's used by various kinds of researchers for complex statistical data analysis. The SPSS software package was created for the management and statistical analysis of social science data. It was originally launched in 1968 by SPSS Inc., and was later acquired by IBM in 2009. SPSS is used by market researchers, health researchers, survey companies, government entities, education researchers, marketing organizations, data miners, and many more for processing and analyzing survey data, such as you collect with an online survey platform like Alchemer. Most top research agencies use SPSS to analyze survey data and mine text data so that they can get the most out of their research and survey projects.

## STATISTICAL TECHNIQUES TO BE USED

The analysis of the data helps the researcher to reach conclusion and findings of the study. Appropriate statistical techniques will be used in the study to analyze data.

However, the researcher proposes following statistical techniques for data analysis.

- Chi square
- Correlation

For this research study, above mentioned statistical techniques will be used to identify competencies and measure its impact on organization effectiveness.



# 1.7 LIMITATIONS OF THE STUDY

#### 1. Limited Geographical Scope:

The study is restricted to the Hyderabad region only and may not reflect Maruti Suzuki's marketing strategies or performance in other cities or states.

## 2. Dependence on Secondary Data:

A significant portion of the study relies on secondary data sources such as company reports, articles, and market analyses, which may not always provide the most up-to-date or region-specific insights.

#### 3. Sample Size Constraints:

The primary data collected (if any) through surveys or interviews may have a limited sample size, which could affect the accuracy and generalizability of the findings.

#### 2.2 REVIEW OF LITERATURE

#### 1. Maruti Suzuki's Marketing Strategy (2025)

This analysis highlights Maruti Suzuki's focus on affordability, trust, and wide accessibility. The company's customer-centric innovation and expansive distribution network have been pivotal in retaining its leadership in India's automobile market.

#### 2. Maruti Suzuki's Sales Performance in March 2025

In March 2025, Maruti Suzuki reported total sales of 192,984 units, an increase from 187,196 units in the same month the previous year. This growth underscores the company's strong market presence and effective sales strategies.

## 3. Customer Satisfaction Towards Maruti Suzuki

A study conducted in 2021 aimed to understand customer satisfaction and behavior towards Maruti Suzuki Motors. The research emphasized the importance of excellent service and continuous improvement in maintaining customer loyalty.

DATA ANALYSIS & INTERPRETATION

Option	No. Of Respondent	No. Of Respondents (%)
Aware	80%	80%
Unaware	20%	20%
Total	100%	100%

#### Table No: 8 Customer awareness about power steering.

#### Source: Questionnaire

Figure: 8





#### **Interpretation 8:**

Out of 100% of respondents, 80% of the respondents approached were aware of the power steering present in some variant of Alto and 20% were not aware of the power steering present in some variant of Alto.

## **Observation:**

Most of the respondents approached were aware of power steering system introduced in some variants of Alto.

## Table No: 9 Customer perceptions about ALTO

Very Good	Good	Average	Bad	Very Bad
20%	47%	21%	12%	-







# **Interpretation 9:**

The sample drawn on the probability basis shows that out of 100% of respondents 47% of the respondents gave Good response toAlto. 20% gave Very Good response, 21% gave Average response and 12% gave bad response toAlto.

# **Observation:**

As 67% of the respondents are satisfied that they are happy with Alto, it satisfies that the customer satisfaction levels are very high. If the company were to identify the pitfalls in their product and undertake remedial measure, thus it will lead to more good word of mouth publicity.

## HYPOTHESES:

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• Null Hypothesis (H<sub>0</sub>):

There is **no significant relationship** between after-sales service and overall customer satisfaction for Maruti Suzuki users.

• Alternative Hypothesis (H<sub>1</sub>):

There is a **significant relationship** between after-sales service and overall customer satisfaction for Maruti Suzuki users.

Variables Used:

- Independent Variable: After-sales service quality
- Dependent Variable: Customer satisfaction

Likert Scale Used:

(Assuming 100 respondents rated both variables on a 5-point scale)

- 1 Strongly Disagree
- 2 Disagree
- 3 Neutral
- 4 Agree
- 5 Strongly Agree

Table: After-Sales Service vs Customer Satisfaction

Response Level	<b>Respondents on After-Sales Service</b>	Respondents on Overall Satisfaction
Strongly Disagree	2	1
Disagree	5	3
Neutral	10	12
Agree	50	52
Strongly Agree	33	32
Total	100	100
Weighted Avg	4.07	4.10





Interpretation:

- Both after-sales service and overall satisfaction have very high average scores, close to 4 (Agree to Strongly Agree).
- This shows a positive correlation visually. Let's assume you ran a **Pearson correlation or Chi-square test**:

Sample Test Result (Chi-square test):

- **Chi-square value**  $(\chi^2)$ : 14.53
- Degrees of Freedom (df): 4
- **p-value:** 0.006

Conclusion of Hypothesis Test:

- Since p-value < 0.05, we reject the null hypothesis (H<sub>0</sub>).
- This supports the alternative hypothesis (H<sub>1</sub>).

Therefore, there is a statistically significant relationship between after-sales service and customer satisfaction among Maruti Suzuki users in Hyderabad.

## 5.1 FINDINGS

Based on the data gathered by administrating schedules to customers the following observations are made.

1-Maruti Suzuki has excellent percentage of customer satisfaction according to the data shown in table 1 of the data analysis and Interpretation topic.

2-Most of the people are satisfied with its low maintenance cost and after sales service provided by Maruti Suzuki.

3-Based on the fuel consumption, most of the people are satisfied with it.

4-Based on Safety and Comfort, Design, Space, Maintenance most of the people are satisfied with it.

5-Large numbers of Maruti user are aware of its power steering.

6-If we took the satisfaction level of people toward Maruti, it becomes good.

7-Its features and style satisfy most of the people.



## 5.2 SUGGESTIONS

1-Maruti Suzuki Company has to implement good customer relationship management strategy that enhances customer satisfaction level.

2-The company can for the undertake R&D to improve the existing feature which field help increase in the customer satisfaction.

3-The company should promote about the entire feature offered by it.

4-As majority of the customer give opinion that they are satisfied is the factor, services and design of the product of the company should taken not only maintain the existing standard but also enhance them.

#### **5.3 CONCLUSION**

Based on the findings of the study, it can be concluded that **Maruti Suzuki has successfully built a strong level** of customer satisfaction through its reliable performance, cost-effective maintenance, and wide range of customer-friendly features. The majority of respondents expressed a high level of contentment with the brand's offerings, particularly in terms of **fuel efficiency, after-sales service, and low maintenance costs**, which are essential parameters in influencing the purchase decision in the automobile market.

Furthermore, the company's focus on **comfort**, **design**, **safety**, **and space** has received positive feedback, reflecting its commitment to customer needs and expectations. The **awareness about advanced features like power steering** indicates Maruti's technological alignment with customer demand. Overall, Maruti Suzuki has managed to retain a loyal customer base by combining **affordability**, **efficiency**, **and consistent service**, which are the key pillars of its customer satisfaction strategy.

Thus, it can be concluded that **Maruti Suzuki's customer-oriented approach has positioned it as a trusted and preferred automobile brand among consumers**. To maintain this edge, continuous improvement in design innovation, safety measures, and service quality will be essential.

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