"A Study on Marketing Strategy of Maruti Suzuki India Limited With Reference to Wardha City"

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Abstract: This study attempt to study an marketing strategies activities of Maruti Suzuki in the wardha city market. The world of marketing as moving more forward than ever. As the automotive industry witnesses heightened competition. Maruti Suzuki India Limited (MSIL), a subsidiary of Suzuki Motor Corporation, Japan is India's largest passenger car maker. The brand is known for manufacturing cars with robust build quality and low maintenance requirements, which instill confidence in buyers looking for a dependable used car. Through a comprehensive primary data collection and secondary research, this research aims to the various marketing strategy context of wardha city.

Keywords: Marketing Strategy, Automobile, Maruti Suzuki India Limmited, Data Collection, Research.

1. INTRODUCTION

Introduction
Automobile sector is one of most vibrant industries. In recent years, automobile sector one of the best and highly contributing sectors in the economy of India. It's a key driver of India's growth.Contributes-49% in manufacturing GDP.7.1% in overall GDP. Maruti Suzuki is one of the top most brand in automobile sector in India. It comprises – passenger cars, two wheelers, three wheelers, commercial vehicles.

Definition and Conceptualization
❖ Marketing Strategy
- **Marketing**

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. Marketing is the process of getting people interested in your company's product or service. Done by market research, analysis, and understanding your ideal customer's interests. Marketing pertains to all aspects of a business, including product development, distribution methods, sales, and advertising.

- **Strategy**

A strategic concept is a broad idea or framework that guides an organization's overall direction and decision-making. It outlines the organization's long-term goals, vision, and values, and provides a high-level approach for achieving them.

- **Marketing Strategy**

A marketing strategy refers to a business's overall game plan to facilitate the buying and selling of its products or services. A marketing strategy determines how to reach prospective consumers and turn them into customers. It contains the company's value proposition, key brand messaging, data on target customer demographics, and other high-level elements. Marketing Strategy consist of 4P's of marketing – Product, Price, Place, Promotion.

- **Goal of Marketing Strategy**

The ultimate goal of a marketing strategy is to achieve and communicate a sustainable competitive advantage over rival companies. Marketing strategies should ideally have longer life spans because they contain value propositions and other key elements of a company's brand, which generally hold constant over the long time.

Benefits of Marketing Strategies

1. Clarity of Purpose: It provides a clear direction for your marketing efforts, helping you stay focused on what's most important.
2. Better Resource Allocation: Strategy in place, you can allocate your resources, such as time and budget, more efficiently and can prioritize marketing activities.
3. Consistent Brand Messaging: Consistency in branding helps build brand recognition and trust among your audience.
4. Competitive Advantage: A solid marketing strategy allows you to differentiate your business from competitors. By highlighting your unique value proposition and strengths, you can gain a competitive edge in the market.
5. Customer Understanding: Through market research deep understanding of your target audience.
6. Long-Term Growth: Long-term business needs good strategy.By consistently attracting and retaining customers, your business can achieve steady growth and profitability.

1.2. Industrial Profile

Maruti Suzuki is India's largest automobile manufacturer, with a dominant presence in the passenger vehicle segment. It's known for producing a wide range of vehicles, from compact cars to SUVs, catering to diverse consumer needs. The company has a robust manufacturing infrastructure with multiple production facilities across India, enabling it to maintain a strong market position and meet growing demand. Additionally, Maruti Suzuki has a well-established dealership network and a reputation for offering reliable and fuel-efficient vehicles, contributing significantly to its industrial profile.

Automobile

The automobile was first invented and perfected in Germany and France in the late 1800s, though Americans quickly came to dominate the automotive industry in the first half of the twentieth century. Henry Ford innovated mass-production techniques that became standard, and Ford, General Motors and Chrysler emerged as the "Big Three" auto companies by the 1920s.

Cars Invented

- The 1901 Mercedes, designed by Wilhelm Maybach for Daimler Motoren Gesellschaft, deserves credit for being the first modern motorcar in all essentials.
- By 1909, with the most integrated automobile factory in Europe, Daimler employed some seventeen hundred workers to produce fewer than a thousand cars per year.
- The central problem of automotive technology over the first decade of the twentieth century would be reconciling the advanced design of the 1901 Mercedes with the moderate price and low operating expenses of the Olds. This would be overwhelmingly an American achievement.

Henry Ford and William Durant

- Bicycle mechanics J. Frank and Charles Duryea of Springfield, Massachusetts, had designed the first successful American gasoline automobile in 1893, then won the first American car race in 1895, and went on to make the first sale of an American-made gasoline car the next year.
- Thirty American manufacturers produced 2,500 motor vehicles in 1899, and some 485 companies entered the business in the next decade. In 1908 Henry Ford introduced the Model T and William Durant founded General Motors.

❖ **Automobile Defination**

An automobile can be defined as "A self-propelled passenger vehicle, used for land transport and generally has four to eight tires, and is powered by an internal combustion engine or an electric motor". The branch of engineering which deals with the manufacturing and technology of automotive vehicles is known as Automobile engineering. Automobiles are used for both passenger and goods transport, hence performing as a lifeline to humans.

❖ **Classification of Automobiles**

There are several bases of classification of automobiles, hence they can be categorized as follows:-

Based on Purpose
1. Passenger vehicle
2. Goods vehicle

Based on Capacity
1. Heavy motor vehicle (HMV)
2. Medium motor vehicle (MMV)
3. Light motor vehicle (LMV)

Based on Fuel Used
1. Petrol engine vehicles
2. Diesel engine vehicle
3. Gas vehicle
4. Solar vehicle
5. Hydrogen engine vehicle
6. Electric powered vehicle
7. Steam engine vehicles

8. Hybrid vehicles
9. Hybrid electric vehicle (HEV)

Based on Transmission
1. Automatic transmission vehicle
2. Manual (or conventional) transmission vehicle
3. Semi-automatic transmission vehicle

Based on Number of Wheels
1. Two-wheeler
2. Three-wheeler
3. Four-wheeler
4. Six-wheeler and more

Based on Driving Side
1. Left handed drive automobile
2. Right handed drive automobile

Based on Drive Availability
1. Four-wheel drive
2. All-wheel drive

❖ **Components of an Engine**
Engine is one of the most important parts of an automobile. It is the source of power to the vehicle which is used to propel it. It is very important to understand different parts of an engine.
Parts on an engine can be classified into two parts.
1. Stationary or structure forming components
2. Moving or mechanism forming components

❖ **Requirements of Automobile**
Motor vehicle bodies are expected to meet several key criteria, including:
1. Lightweight Design: The body should be constructed with materials and techniques that minimise its weight, contributing to improved fuel efficiency and overall performance.
2. Simplified Components: To enhance durability and ease of maintenance, the body should consist of a minimal number of components, reducing potential points of failure.
3. Passenger and Luggage Space: Sufficient room should be allocated for passengers and their belongings, guaranteeing comfort and practicality.
4. Clear Visibility: The body design should allow for unobstructed all-round vision through well-placed glass areas, enhancing safety.

❖ **Advantages of Automobile**
The various advantages of Automobile are:
▪ Convenience of Transportation.
▪ Time Efficiency.
▪ Family Accessibility.
▪ Economic Opportunities.
▪ Efficient Goods Transport.

❖ **Disadvantages of Automobile**

The limitations of Automobiles are:

- Traffic Congestion.
- Air Pollution,Noise Pollution.
- Fuel Costs.
- Maintenance Expenses.
- Parking Issues.

1.3. Company Profile

- Name of company: - MARUTI SUZUKI INDIA LIMITED
- Another Name: - MARUTI UDYOG LIMITED(Till -2007)
- Company Slogan: - WAY OF LIFE
- Company Logo:-

Maruti Suzuki is a leading automobile manufacturer based in India, renowned for its affordable and reliable vehicles. Maruti Suzuki was incorporated on 24 FEBRUARY-1981.Opened its first production facility in Gurugram, Haryana, India. Maruti Suzuki offers a wide range of cars catering to diverse customer segments, from hatchbacks like the Alto and Swift to sedans like-the Dzire and SUVs like-the Vitara Brezza. It dominates the Indian automotive market with its extensive dealership network, efficient manufacturing facilities, and a strong focus on customer satisfaction. Maruti Suzuki has played the vital role in transforming in automobile landscape by innovative models diverse needs of consumers. Maruti Suzuki has its consistent market share in Indian Economy. It's one of best trusted and respected brand in country. The company's commitment to innovation, sustainability, and social responsibility. It's one of excellent Manufacturer Company in automobile field. Maruti Suzuki is one of the visionary company, vision of providing mobility solutions that enrich the lives of millions of people across India. It has widespread network across India.As of September 2022, the company had a leading market share of 42 % in the Indian passenger car market. In year 2023-2024 its market share in India is 42%.The Government of India (GOI) established Maruti Udyog India Limited (MUIL) in February 1981 as a joint venture with Suzuki Motor Corporation as a small partner. The Government of India partially departed the business in 2003 and then sold all of its remaining shares to Suzuki Motor Corporation in 2007.

Chronology

- **1982**, Suzuki of Japan and Maruti Udyog Ltd. **signed a license and joint venture agreement (JVA).**

Initially, Maruti Suzuki was primarily an automobile importer.

- **1984** –
- The **Maruti Van 800**-launched in Indian Market.

- o Most affordable mass market.
- o Three-cylinder engine was released and the installed capacity of the plant in Gurgaon reached 40,000 units.
- **1985** – Introduced the **Suzuki SJ410-based Gypsy, a 970 cc 4-wheel drive** off-road vehicle.
- **1986** - The 100,000th car manufactured by the firm was the 796 cc **hatchback Suzuki Alto (SS80**), which succeeded the original 800.
- **1987**, the company **started exporting** to western markets, when 500 cars were sent to Hungary.
- **1989**, the **Maruti-1000** was introduced and the 970 cc, three-box was India's first contemporary sedan.
- **1991**-
- o **Maruti 1000**first sedan launched.
- o Maruti GYPSY introduced.
- **1993**, - The ZEN, a 993 cc engine hatchback was launched.
- **1994** - The 1,298 cc Esteem sedan was introduced.
- **2000** – Maruti, first car company in India to **launch a call center**

Internal and customer services.

The new **Alto** model was released.

- **2001**, Maruti True Value, selling and buying used cars was launched.

October 2001- Car **Maruti Versa** was launched.

- **2002**, **Esteem Diesel was introduced.** Two new subsidiaries were also started:-

1) Maruti Insurance Distributor Services and

2) Maruti Insurance Brokers Limited.

Suzuki Motor Corporation increased its stake in Maruti to 54.2 %.

- **2003** -
- o Introduced - the new Suzuki Grand Vitara XL-7.
- o While **the Zen and the Wagon R** - **upgraded** and **redesigned.**
- o 4-millionth Maruti vehicle was built.
- o Entered into a partnership with the SBI bank.
- **2004** –
- o The ALTO became first best-selling car after Mrauti 800.
- o The Versa 5-seater (5 Seater), a new variant, was created.
- o The Esteem was re-launched.
- 2005 – Introduced 1.3-litre Suzuki Swift. Became best seller.
- **2006** - Suzuki and Maruti set up another joint venture, "Maruti Suzuki Automobiles India", to build two new manufacturing plants one for vehicles and one for engines.
- 2007 – Introduced Maruti SX4.
- 2008 – Launched A-Star and Ritz.
- 2011-Company Introduced–Maruti Suzuki Ertiga,fist multi-purpose vehicle.
- February 2012, Maruti Suzuki sold its 10-millionth vehicles in India.
- July 2014 - Market share more than 45%.
- May 2015 – Company produced its fifteen millionth vehicles in India, a Swift Dzire. Also launched Baleno, through NEXA delearships.
- 2018 - Company launched – Maruti Suzuki Swift and Dzire with new-gen, featuring improved safety and fuel efficiency.
- 2020 – Announced its plan to discontinue diesel engines in its lineup, focusing on- Petrol and CNG.

- **2021 -** Chairman R.C. Bhargav stated, "We have taken this decision so that in 2022 we are able to meet the corporate average fuel efficiency (CAFE) norms and a higher share of CNG vehicles will help us comply with the norms. I hope the union government's policies will help grow the market for CNG vehicles." Diesel cars accounted for about 23 % of Maruti Suzuki's annual scale.
- The company plans to launch its first electric car in the second half of 2021 the Maruti Suzuki Wagonr Electric.

Goals
Maruti Suzuki aims to create cars that will give its customers a never-had-before driving experience along with taking care of the environment.

Values
They act with professionalism, the ethics, and promote honesty, integrity and competency in our people.

Commitment
Full of spirit and drive engage to achieve set goals together with the clients.

Vision and Mission
"Creating customer delight and shareholder wealth", it is also distinctive being "A pride of India". The statement is also focused and clear "to be a leader in the automobile industry"

- **Key Features of Maruti Suzuki Vehicles :-**

Some key features commonly found in Maruti Suzuki a car includes:-
- Fuel Efficiency: Maruti Suzuki cars are known for their fuel efficiency. Many models offering excellent mileage.
- Affordability: Offers various budgets and needs.
- Reliability: Vehicles are renowned for - Reliability and low maintenance costs.
- Safety Features: Many Maruti Suzuki models come equipped with standard safety features such as dual front airbags, ABS with EBD, seatbelt reminders, and ISOFIX child seat anchors.
- Comfort and Convenience: Feature comfortable interiors - ergonomic design, ample cabin space, and convenient storage options. Modern amenities - touchscreen infotainment systems, smartphone connectivity, automatic climate control, and power windows.
- Advanced Technology: Includes - efficient engines with variable valve timing, automatic transmission options, and Smart Hybrid technology for improved fuel efficiency. These are some of the key features that contribute to the popularity of Maruti Suzuki cars in the Indian market.

Price range of Maruti Suzuki India limited

Car Models (Maruti)	Price Range (Rs.)
Maruti 800	2,10,027 - 2,32,610
Maruti Omni	2,17,655 - 2,82,013
Maruti Alto 800	2,42,775 – 3,56,775
Maruti Alto K10	3,21,358 - 3,34,598
Maruti Swift	4,48,893 - 6,87,76

| Maruti Ertiga | 5,98,970 - 8,70,970 |
| Maruti Grand Vitara | 22,68,064 - 24,60,529 |

❖ **Maruti Suzuki's Key Success Factors**

1. Technology
• R&D facilities and Japanese collaboration.
• Suzuki internationally known for Small cars.
• Launch of World class quality cars like A-STAR and SPLASH

2. Manufacturing
• Designing cars best suited for Indian market.
• Cost leadership in the market due to efficient value chain and manufacturing plants.

3. Distribution
• The record sales performance was affected through the Company's vast dealership network.
• Car sales outlet increased to 600 covering 393 cities.

4. Marketing
• Full range of cars-from entry level Maruti 800 & Alto to stylish hatchback A-star, Swift, Wagon R, Estill and sedans D Zire, SX4 and Sports Utility vehicle Grand Vitara.
• Communication through advertisement is totally to the need of Indian culture
• Pan-India service network.

5. Skills and Capability
• The service network had a total of 2,628 service outlets including dealer workshop as well as Maruti Authorized Service Stations, covering 1220 citieSs.

The Players in the Indian Automobile Industry
The Automobile Industry in India is diverse, with several players competing across various segments.

Prominent Players Are as Follows
1. Hyundai Motor India Ltd. -HQ-South Korea.
2. Tata Motors Ltd.-HQ-India.
3. Mahindra and Mahindra Ltd. -HQ-India
4. Ford India Ltd. –HQ- UK
5. Honda Cars India Ltd. –HQ-Noida, UP, India.
6. Toyota Kirloskar Motor Private Ltd. -HQ-Bangalore, Karnataka, India.
7. Volkswagen India Private Ltd.-HQ-Mumbai, India
8. Renault India Private Ltd.- HQ-Tamil Nadu, India
9. Kia Motors India –HQ-Noida, UP, India.

2. REVIEW OF LITERATURE

▪ **Shinde Govind P. & Dubey Manisha (2011),** the study has been conducted considering the segments such as passenger vehicle, commercial vehicle, and utility vehicle, two and three wheeler vehicle of key player's performance and also analyzes SWOT analysis and key factors influencing growth of automobile industry.

- **Sharma Rashmi, Pande Neeraj & Singh Avinash (2013),** for understanding how social media monitoring can help diving the consumer decision & also study. The functions of social media i.e. monitor, responses amplify and lead at Maruti Suzuki India ltd. The researcher had discussion with social media team median managers for collecting data & also visited the official social media sites of MSIL.

- **Kaur Harpreet (2016),** the author tries to examine the qualities & quantities performer of maruti Suzuki co. & how had both impact on its market share in India, For this study secondary data has been collected from annual reports, journals, report automobile sites. Result shows that MSL has been successfully leading automobile sector in India for last few year.

3. RESEARCH METHODOLOGY

In the dynamic automotive market of Wardha City, characterized by evolving consumer preferences, diverse demographics, and intense competition, Maruti Suzuki faces the challenge of optimizing its marketing strategies to maintain and enhance its market presence. The primary problem this study seeks to address is the evaluation of Maruti Suzuki's marketing strategies in Wardha City to determine their effectiveness in capturing market share and sustaining competitive advantage amidst the changing market dynamics.
The study aims to comprehensively analyze various facets of Maruti Suzuki's marketing strategies, including product portfolio, distribution channels, promotional activities, and customer engagement initiatives, with a specific focus on their alignment with local market characteristics and consumer preferences. By evaluating the impact of these strategies on market penetration, brand perception, and customer satisfaction, the study aims to identify potential areas for improvement and provide actionable recommendations to optimize Maruti Suzuki's marketing approach in Wardha City. Through this analysis, the study seeks to contribute valuable insights not only to Maruti Suzuki but also to other automotive companies operating in similar emerging markets, enabling them to refine their marketing strategies, strengthen their competitive position, and better meet the evolving needs of local consumers.

3.1. Objective
- To Study the marketing strategies of Maruti Suzuki in Wardha City.
- To Study the alignment of Maruti Suzuki's marketing strategies with the local market characteristics and consumer preferences in Wardha City.
- To study and evaluate the effectiveness of Maruti Suzuki's promotional activities, product portfolio, capturing market share and sustaining competitive advantage in Wardha City.
- To achieve the 3mn passenger vehicles sales in India by 2030.

3.2. Hypothesis
- H-1:- Marketing Strategy is totally depends upon promotion through advertisement.
- H-2:-Marketing Strategy not only totally depends upon promotion through advertisement.

3.3. Sample Size
Sampling refers to the method of selecting a sample from a give universe with a view to

draw conclusion about that universe. A sample is a representative of the universe selected for the study.

▪ Sample size- 100 customers.

3.4.Sampling Technique

Random sampling technique was used in the survey conducted. Segments based on factors such as age, gender, occupation. From each stratum, a random sample of respondents will be selected to ensure representation from diverse demographic groups. This sampling approach will enable us to capture a comprehensive view of customer satisfaction.

3.5.Method and Sources of Data Collection

There are two types of data used. They are primary and secondary Data. Primary data is defined as data that is collected from original sources for a specific purpose. Secondary data is a data collected from indirect sources.

▪ **Primary Sources**
They include the survey or questioner method. Telephonic interviews as well as the personal interviews method of data collection.

▪ **Secondary Sources**
This includes books, the internet, company brochures, product broachers, the company website, competitor's websites, etc. newspaper articles, etc.

3.6. Tools of data Analysis

Percentage analysis, survey, pie charts, graphs.

4. Data Analysis and Interpretation

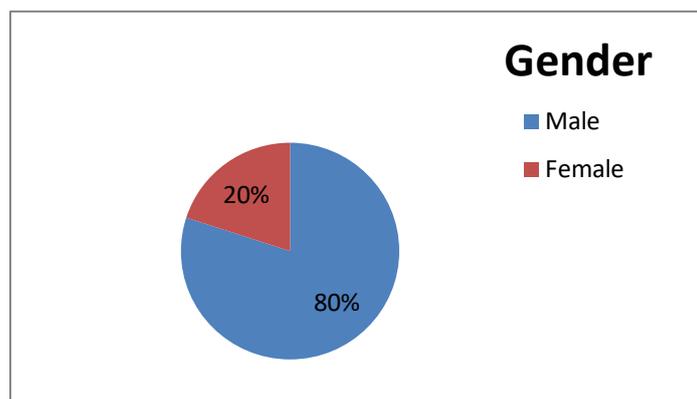Data Analysis based on response of consumers are as follows:-

Table no.1. Gender?

☐ Male
☐ Female

Sr. No.	Options	No. of Respondents	Percentage
1	Male	80	80%
2	Female	20	20%
Total		100	100%

From the above that Majority of customers (80%) group, female
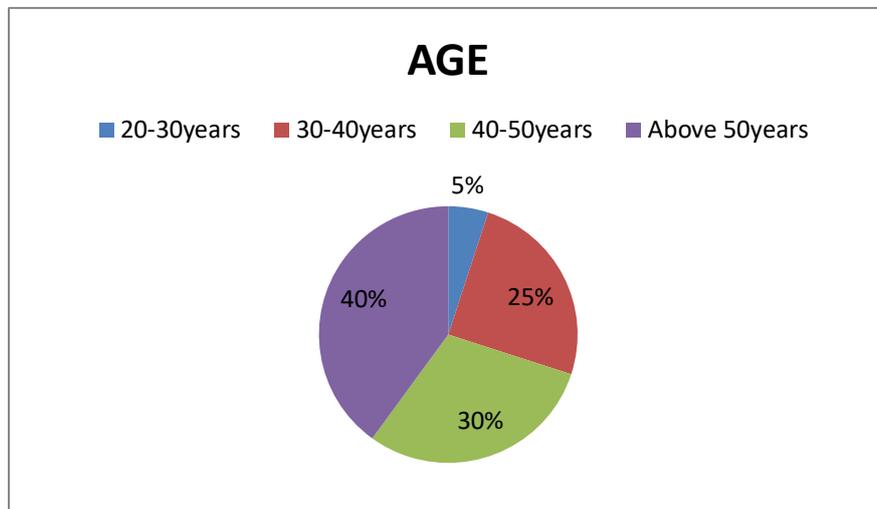
Table. 2. What is

study it is found the respondent's belongs to male group (20%)

Age?

☐ 20-30Years
☐ 30-40Years
☐ 40-50Years
☐ Above 50Years

| Sr No.	Options	No.of Respondents	Percentage
1	20-30 Yrs.	5	5%
2	30-40 Yrs.	25	25%
3	40-50yrs	30	30%
4	Above 50yrs	40	40%
TOTAL		100	100%

Interpretation:

From the above study it is found that less no. the respondents (5%) are belongs to the age group of 20-30 years, whereas (25%%) of respondents are belongs to the age group of 30-40 years and (30%) of respondents are belongs to the age group of 40-50 years while Majority of the respondents (40%) are belonging to the age group of above 50 years.

Table 3. Do you use Maruti Suzuki Vehicle?

☐Yes
☐No

| Sr. No.	Options	No. of Respondent	Percentage
1	Yes	80	80%
2	No	20	20%
Total		100	100%
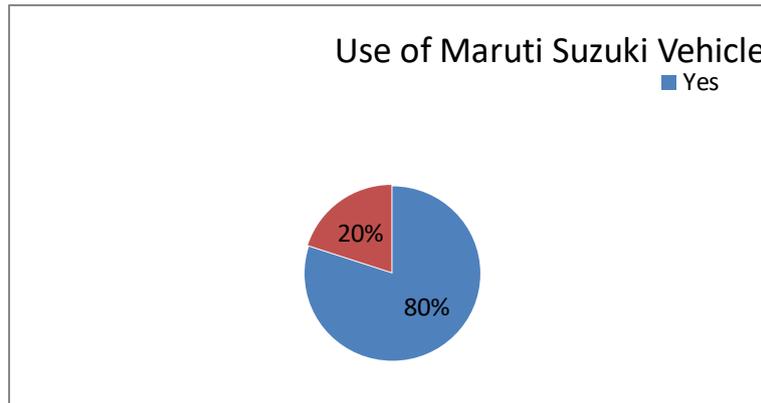
Interpretation:

From the above study it is found that 80% people know and use of vehicle,20% people do not use this maruti Suzuki brand vehicle,they might use other brand car or they do not have car.

- □ Price
- □ Features and Specification
- □ Fuel Efficiency
- □ Safety

Table.4. What factors influence you to choose a Maruti Suzuki Vehicle?

Sr.5 No.	Options	No. of Respondent	Percentage
1	Price	50	50%
2	Features and Specification	20	10%
3	Fuel Efficiency	10	20%
4	Safety	20	20%
Total		100	100%
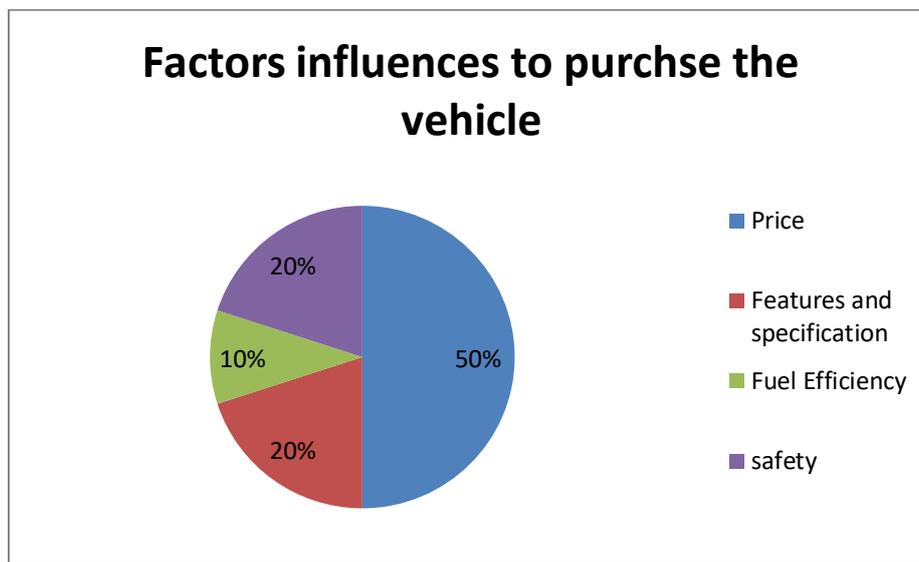
Interpretation:-

From the above study it is found that the majority of customer influenced by the price factor which is of 50%, then of fuel efficiency and specifications is of each 20%, and of safety is of 10%.

4. CONCLUSION

The above study Marketing strategy towards Maruti Suzuki special reference to wardha city helps to identify the maketing strategy in area. Also the resposnse of the customer of purchasing the Maruti Suzuki vehicles. Based on the findings, it can be concluded that Maruti Suzuki's marketing strategy in Wardha city is largely effective, with a focus on building brand trust, offering value-driven providing excellent customer service. Digital marketing can be used more for acquiring customers purchasing to the Maruti Suzuki brand,but .By addressing these areas and continuing to adapt to changing consumer preferences. Maruti Suzuki can maintain its competitive edge and further strengthen its position in the Wardha city market and in Country. It has been concluded that majority of respondant falls in group of age 30-40yrs, respondants are male and female,having occupation with the surplus income,interested in purchasing the topmost brand car Maruti Suzuki.As it is at affordable rate,less fuel ,proper maintanence at affordable rate.It has good marketing strategy which attracts consumer either bye offline mode through-Pamphlets,Mazgines,Online mode-social media.Mouth to mouth publicity is more effective in wardha city. Innovative strategy more offers,festivals offers if given more the rate of purchase increases.

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