MARKETING STRATEGIES OF INDIAN AUTOMOBILES COMPANIES: A CASE STUDY ON AUTOMOBILE INDUSTRY

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ABSTRACT:

In this period of Globalization companies are getting higher their production behavior in different countries. In this process production faces pole apart challenge where cultural barrier play a significant role. The businesses need to appreciate the new marketplace culture and its enlightening elements which really matter for production to design promotion strategy. This investigate has describe the cultural fundamentals that affect automobile business approximately the world.

In this methodology used in the direction of find the trends and the marketplace contribute to of the Indian auto portable industry. The investigate takes addicted to account the went previous to and segments of the market with different versions current the past and up to date trends in an financial system, and more especially in an industry, to bring away from home an objective market investigation.

In this opposition, a promotion approach must aspire at being only one of its kinds, degree of difference – creating and improvement – create. To get hold of unique and degree of difference advantages, an association has to be alive creative in its advertising policy. Today outstanding in the direction of innovative advertising strategies Maruthi Suzuki has turn out to be one of the most important and largest retailers of automobile in India. The companionship has adopted an assortment of Brand position, Advertising, allocation strategies to take into custody the market.

Keywords: Brand position, Marketing, Distribution, Commercial vehicle, utility of Vehicle

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1. INTRODUCTION:
The Marketing policy is an on the whole advertising approach that is second-hand to achieve objectives of strategic advertising policy. The combine is a collection of variables which are to be had to the purchaser. These consist of the manufactured goods or service itself (its compensation) its ease of use (the position where and at what time it is accessible, delivered or else distributed) in addition to its illustration (the method it is promote) and of route, the price which should be misrepresented. Thus the marketplace strategy denotes the grouping of various fundamentals, in which the total makes up a companies advertising organization. They are often describe as four types course of action, product, cost of allocation and promotion, sales encouragement publicity and advertising research).

The number of study has been undertake in the long-ago but still there exists a gap to show signs of the potential unexploited passenger automobile marketplace in the Indian state of affairs to use good judgment of the manufacturing on the road to the on the road to be had in addition to potential car manufactures. The paper is to be an attempt to make an all-encompassing situational investigation of such a state of affairs by compassionate out manufacturing industry analysis of the Indian customer car business using the Porter’s five armed forces investigation mode. It is predictable that conclusion of the study shall be of assistance to the car manufacture in influential their expectations itinerary pertaining to the grand and commercial level strategies in give the impression of being upon in the direction of the Indian marketplace.

Objectives of the learning:
1. To knowledge the performance of explanation dramatis personae of Indian automobiles industry.
2. To look into and evaluate the trend of key players of the automobile in industry
3. To study the factors contributing to the growth of the automobile industry.
4. To review the development of an Indian automobile sector
5. To appreciate the marketing strategy of Maruthi Suzuki India limited.

2. BRAND POSITION OF STRATEGY IN MARUTHI SUZUKI INDIA:
The Maruthi Suzuki passenger’s vehicles around 56.78% in India. The maruthi Suzuki India limited a additional of Suzuki motor company of Japan, is India one of the biggest customer cars company, secretarial for over more than 47.5% of household car market. The corporation offers an entire range of cars starting level Maruthi-800, stylish hatchback, Alto, Swift, Ritz, A star, stillo, Wagon-R and, SX4, Sedans Dzire and different types of Sports utility vehicle Grand Vitara. Since the inception in 1983, Maruthi Suzuki India as formed a sold over 8.2 million vehicles in India and exported over 500,000 units of Europe and supplementary countries. The corporation revenue for the economic growth 2009-2010 stand over the USD 5.2 billion ad earnings after tax at over USD 243 million.

There are more than a some of the branded cars is be positioning themselves resting on the features like cost, console magnitude, Safety Mileage and safety measures etc., At this time Maruthi Suzuki followed a extremely successful multi mind-set segmentation plan to take hold of the pole in the apart segments in marketplace with a poles at a inaccessibility version of its brand. In this area beneath discussion of the manufactured goods situation Mayank Pareek says that, Maruthi Suzuki understand as true in do research and earlier than introduction a item for consumption the Maurthi team does an wide-ranging delve into on the needs of the customer. Maruthi Suzuki tries to identify with the regulars demography and psychology to understanding of their brands.
3. TO CONSIDERATE INDIAN BUYERS:

In an Indian financial system, a fatherland with a population of more than a billion members to offers marvelous market chance. With the increase in the income height and the rise in the removal income and relative augment in the inclination to consume, has show the way to the entry of the top MNC’s. The Indian bazaar is the large quantity promising marketplace in the world, so in the Indian purchaser across the every one of socioeconomic section regions and settlement classes. Increasing incomes, multiple proceeds households, exposure in the direction of lifestyles and media, easier financial credit and an upbeat financial system are enhancing aspiration and expenditure.

The research covers an assortment of aspects of Indian automobile market in addition to gives a detailed investigation of its various segments such as a profitable vehicle, passenger vehicle, utility vehicles and their multipurpose of different vehicles. In each and every section concisely put in plain words the current and future marketplace trends, of developments in Indian automobile marketplace. There are immense opportunities for various manufacturing players including automobile manufactures and players of automobile machinery.

To understand the Indian market more closely, the research companies have divided the consumer population in luxury markets into the following categories:

a) Worthless (Serviceable): This is those types of people who buy the luxury goods for their superior functionality and high quality. These people purchase the goods on the basis of logic rather than marking an emotional decision.

b) Customer Satisfaction: In this category, the main driving factors are the status of their brand emblem. The decision to buy is for the most part driven to showcase their prosperity. In people of their age between 32-38 years of age collection fall into this grouping and are the main resource for increase in the sales of the luxury products.

c) Luxury: This category comprises of people who are youngest of all, mentioned above. These people are based in certain regions of people.

It is also important to understanding the India the luxury brands have to critically understand the mindset of the logical people and should deliver their product value accordingly. Thus, do adopt the suitable strategy it is important for the companies to understand the consumer behavior and buying criteria. Let us understand the other factors that influences the buying the decision in Indian context.
4. CHALLENGES FACED DURING THE INDIAN MARKET:

The dominance of a handful of automakers in India is for the nearly everyone part outstanding to the large pleasant appearance of entry level compacts, which provide to first-time buyers. Almost a on its own in two new cars sold is an entry level compact, boosted by government incentives such as lower excise taxes for smaller cars and price-sensitivity of the lesser affluent customer.

The Indian luxury automotive industry is exposed to several challenges the can restricts the further demand of he product. While economic slowdown is likely assumed to affect the demand of such products, but there are other factors that may affect the growth are discussed below:

a) Lack of development of proper infrastructure:

As discuss greater than that ever since early 1990s the increasing economy has demanded for the enlargement in public transportation infrastructure other than the setback is with the intention of the recorded development has not coordinated with the predictable growth. The case be same in the urban areas as in good health. The improper growth of transportation in India has lead in the direction of the slow enlargement of the sector.

b) Increase in quantity of cases of Labour turbulence:

As a substance of fact that like any additional car section, this sumptuousness splitting up also involves labour classes. Inspire that the automobile is imported but the diminutive parts are affected in India in order to facilitate the routine compensation caused in the direction of the car. The effects of strike adversely affect the business of full-size brands. Considering the
recent cases that of Maruthi Suzuki, where outstanding to beat the company has incurred the loss of near about 1,50,000 units of cars. Another example, the three to four month strike took place in the factory of General Motors in state of Gujarat again led to the heavy fatalities for the company.

5. BRANDED IDENTIFIES THE MANUFACTURED GOODS DIFFERENTIATION AND PURCHASER SWITCHING COSTS:
The branded of categorize is a critical barrier to opening level of exclusive far above the ground quality of car brands contain its established particularly high brand impartiality value more than a time. This is one of the major reasons why the customer is willing to pay first-class price for it. Even though the barrier of this exclusive market is substation, there are various ways in the county of this obstruction. The some of the companies are well recognized in the automobile division may enter the new market (luxury cars) through strategic partnerships or through buying out or merging with other companies. Maruthi Suzuki India Limited, a subsidiary of Suzuki motors corporation of Japan in India’s largest and leading person along for the ride automobile companies which presently hold a share of over 45 percent of the domestic car market, despite the entry of many multinationals over the years, post liberalization. Although, in recent segment have emerged as key players in Indian passenger Vehicles as well with a market share of 18.34 percent.

1. Maruthi 800: To taking into consideration the middle class and small family the Maruthi-800 was started. The automobile (car) was in addition targeted at the inner-city professionals. It was predictable as a automobile with smallest amount continuance needs and by earnings of better petroleum efficiency. Afterward the company additional some facial form like Multi Point Fuel inoculation (MPFI) technology & few changes in frontage part of grill, head lamp and rear light.

2. Maruthi Omni: In an earlier the Maruthi Omni was recognized as Omni-Van. The van was under attack more at traveler taxis, entrepreneur and large families. It was located at the same time as a means of transportation contribution reimbursement of a car as a result of earnings of additional space. But due to a number of dissimilar awareness of clients on top of the area under conversation of Maruthi Omni-Van then subsequent to a quantity of time the omni-van be renamed as Maruthi Omni and be repositioned seeing with the intention of the most great spacious car. Lately the Maruti Suzuki launched new alternative called Omni Cargo which have been to be found at the same time as a vehicle for transport cargo and destined for small traders.

3. Maruthi Alto: The Maruthi-Alto was launched Alto with tagline allow’s Go’. The young married couple goes in the course of different objective during their Alto. By Maruthi (TVC) to be found Alto as a result of the side of the same time seeing that a car intended for young at spirit full people. Also the automobile has highlighted seeing that fuel well-organized car.

4. Maruthi Wagon-R: Then the Maruthi Suzuki started a brand new Wagon-R in February, 2000. This is one of the successful brands from Maruthi Wagon-R selection in the premium segment of compact cars. Wagon-R was initially to be found on the basis of the functionality platform. Then as per the changing pattern of market, competition and customers Maruti altered the positioning of Wagon R from Feel at Home to stimulated Engineering.

Some of the foreign car manufacturers are insistently toward the inside high growth up-and-coming markets such as Indian amidst slow command in the industrial economics. Some of the recognized branded cars have succeeded in establishing its brand within the Indian market in view of the fact that its access level. After its entry captivated to India. The threat of new-fangled entrants is far above the ground for the car industry in wide-ranging but
specifically for the small car segment is very high. The growing economy and the ever-increasing buying power of the consumers have made each automobile team member to grab the opportunity within small car subdivision. There are around five new players approaching in to the diminutive car market; Barriers for entering would include economy of weighing machine competition on or after existing players, customer switch costs and the speculation pronouncement.

6. CONCLUSION:
The car market day to day is very self-motivated and standing by for accomplishment with arrange of dramatis personae and goods. There are so a lot of reasons for the amazing growth of the Indian person along for the exits conveyed car manufacturing. In a come to of these are trouble-free availability of means of transportation finance, in attractive rates of importance and convenient installment. The Maruthi Suzuki India Ltd is a very leading one of the large company in Indian vehicle sector which occupies prominent position due to it’s innovate strategic marketing, promotional, Brand positioning, advertising strategies. In today’s scenario the success of company lays structuring and restructuring the advertising strategies and permanent innovation of product and their services.

The pre-owned car market may be transformed into a more organized market with the adventure of Indian and global car makers and other major corporate houses of India. An auto majors not only increase their market penetration through the pre-owned car business, but also make a profit out of this venture. Unorganized pre owned car dealers are trying to match the service standards of organized used car dealers to become more professional in their marketing approach. The general consensus among the industry is that the pre owned car segment may become almost double of the new car market in another six to ten years as in the case in the developed countries.

The overall pleasant appearance of the Indian car manufacturing industry in the present state of affairs with moderate intimidation from new entrants in practically low bargaining power of suppliers; considerably high bargaining authority of buyers; ominous danger from substitutes; and far above the position intensity of rivalry possibly will be rated as reasonable. Through, with the projections pertaining to the probable expansion rate in the coming years furthermore potential in the niche Indian rural market the axis of the pleasant appearance would fall resting on the higher side. It is also experiential that many car manufacturers encompass set up their disconnect units for production with the used car market. These establishments are spending huge amount on advertisements and supplementary promotional strategies. Growing interest of consumers and also of the used-car dealers are assures the shining future of used cars in Indian market.

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