



INTERNATIONAL JOURNAL OF ADVANCE RESEARCH AND DEVELOPMENT

(Volume 3, Issue 2)

Available online at www.ijarnd.com

A Conceptual Paper on the Marketing Mix of 'Maruti Suzuki'

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ABSTRACT

Maruti Suzuki is the largest automobile company currently in India. It has the majority of the market share in the country as it is known for providing value for money cars alongside being an Indian company. Maruti 800 was the star product of Maruti as it was there in the Indian market for more than 30 years. Maruti was the first to identify the need of small and affordable cars in India. It correctly analyses the Indian market and provide quality cars to the people in the country.

Keyword: Budget Car, Value for Money, Huge Product Line.

1. PRODUCT

One of the key highlights of results of Maruti Suzuki cars is that they are made remembering the middle-class population in India. None of the cars are high in cost and neither any of them having highlights which make them expensive. In any case, the cars are known for their toughness, benefit, get, auto outline and most things which you anticipate from a fundamental auto.

Maruti focuses on sales maximization rather than profit maximization. Data communities for the clients are open in urban areas like Bangalore, Hyderabad, and Chennai. It has a wide range of cars to provide to its customers-

1.1 Hatchback

In the hatchback segment, Maruti has consolidated its position by providing the customers a wide range of cars by keeping in mind the budget of each and every customer. If customers are looking for a hatchback car with some luxury, then he can go with Baleno. If the customer's budget is low, then he can go with Alto. In short, Maruti has placed its cars in such a way that no customer is unsatisfied with whatever budget they have. The cars are as follows:

- Baleno
- Ritz
- Swift
- Ignis
- WagonR
- Alto K10
- Alto 800
- Celerio

1.2 Sedan

In the sedan segment, the most selling car in India is the Maruti Swift desire as it is commonly used as a taxi in every part of the country. To provide luxury sedan, Maruti launched Ciaz which would provide comfort to its owners along with power. The cars are as follows:

- Ciaz
- Swift desire

1.3 SUV

Maruti has not paid too much attention to this segment as the number of SUV demanded in India is less than budget sedans and hatchbacks. The only SUV is:

- Vitara Brezza

1.4 LUV

Maruti came up with this new concept of life utility vehicle which would provide the customers the comfort and space of an SUV in a sedan type vehicle. The seating capacity is 7 members in this car. This car was also utilized for police patrolling. The only car in this segment is:

- Ertiga

1.5 Premium Crossover

Maruti launched a crossover between a hatchback and SUV. This car has the power of an SUV in a hatchback. This car is suitable both for thin roads and highways. The only car in this segment is:

- S Cross

1.6 Vans

There are 2 vans manufactured by Maruti. They are as follows:

- Omni
- Eeco

2. PLACE

Maruti follows **ONE LEVEL DISTRIBUTION CHANNEL**

MANUFACTURER RETAILERS CUSTOMERS

Maruti has a direct distribution channel so that it can have full control. Maruti sells its premium through its premium car showroom known as NEXA. NEXA targets mainly the sophisticated customers who are looking for luxury more than necessity. The premium cars offered through NEXA are S-Cross, Baleno, and IGNIS. The first NEXA showroom was opened in the year 2015 in New Delhi. Currently, there are more than 200 Nexa showrooms in India. The 200th showroom was opened in Hyderabad. NEXA has been a huge success for Maruti as more than half which is 51% of customers of the purchased car from NEXA were the people who have already purchased cars from Maruti.

Hence has helped Maruti in expanding its market share. Apart from premium car models' other car models are sold by individual retailers under their own company name.

Maruti Suzuki has favorable position over the greater part of its rivals because of their quality in the nation for a very long time when contrasted with its adversaries. They appreciate a very much disseminated and a broad system of auto deal outlets, elite showrooms, approved administration stations, genuine esteem outlets. Maruti Suzuki has two best in class fabricating offices setup in Gurgaon and Manesar toward the south of Delhi. The consolidated limit with regards to the two plants is 1.2 million vehicles on a yearly premise. A few numbers demonstrating the broad system for Maruti Suzuki are:

- Showrooms and Car Sale Outlets - 933 covering 668 cities.
- Authorized Service Stations – 1845 covering 1395 cities.
- Dealership Outlets – 1101
- True Value Outlets – 353 covering 208 cities.

3. PRICE

Maruti focuses on providing value for value to its customers. This strategy has worked well since Maruti came into existence. Though the cars are light, they are safe and provide good road grip.

By pricing the car at relatively lower price than its competitors, Maruti has been able to cut down the competition. All the prices of cars are fixed to keep in mind the middle-class population and lower income group in India. EMI are provided to the customers so that they can afford the cars.

4. PROMOTION

Maruti has focused on its promotion and advertising as much as it focuses on providing quality cars to its customers. The organization has for the greater part of its times of activity focused on the Indian white-collar class families as their principle shoppers. With an aim to survive rising competition and because the share prices of Maruti fell rapidly in the year 2000, Maruti Suzuki cut the costs of few of its models like Wagon R, Maruti 800 and few others on the grounds that Maruti knew extremely well

that the Indian purchaser is exceptionally delicate about cost and this price cut will be helpful for organization. The organization held 'carnivals' occasionally at its Institute of Driving and Traffic Research with an aim to advance street security and proficient driving. Later the company also came up with promotional campaigns wherein they offer vehicle insurance for Rs.1 to customers. They have also in the past conducted lucky draws for customers with prizes up to Rs. 50 million, by asking them to enter the lucky draw by filling their chassis and engine number in the form and answering a few qualifier questions. Maruti introduced the '2599' offer in the year 2004. Under this scheme, a consumer could buy a Maruti 800 by paying an EMI of Rs. 2599 for seven years after a down payment of Rs.40000 only. Maruti has since years always advertised its cars as being very fuel efficient which does not hurt the pockets of the middle-class customers either. It came up with an advertisement where a small Punjabi boy keeps playing with his toy car all the time and when his father says "Oye Chote, Bas Kar Yar", the little kid replies in Punjabi "Papa, Ki Kara? Petrol khatam hi nahi Hunda." The simplicity of this ad helped Maruti get its message across its customers very clearly. The company uses various media like radio, television advertisements, mobile text promotions, social media, online web, physical promotional activities as discussed above to name a few to advertise and promote its products among the diverse range of customers belonging to all socials classes and regions in the country. The company sponsored the film "Mere Dad Ki Maruti" which became the first advertiser funded movie, as a part of its promotional strategy. They also aim to keep their dealers happy and proved "Dealer of the Year" award every year based on the loyalty and relations maintained by the dealers with the company and the customers. Huge discounts and gift offers are made by the company especially during the various festivals around the year, majorly focusing Navratri, Dhanteras, Diwali and New Year's when customers are more likely to invest in new cars. One of the latest promotional strategies of Maruti Suzuki I believe has been the launch of NEXA Showrooms. The agenda behind the launch of Nexa Showrooms is to give the upper-class customers a "premium feel" who earlier shied away from the brand of the brand, by having limited cars associated with the NEXA dealership format. The company never misses being a part of world auto shows like Geneva Motor Show and AUTOEXPO to promote its latest launches.

5. CONCLUSIONS

Maruti Suzuki will remain to be the largest automobile company in India as it is constantly coming up with new cars that are pocket friendly to the Indian market. The first thing any customer asks before buying a car is that what the mileage of the car is. Maruti has been able to attract customers through this as it provides the best mileage in the Indian automobile industry by manufacturing light yet safe cars. It has been able to provide excellent customer service by establishing its service center in every part of the country.

6. REFERENCE

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