

RESEARCH PROJECT REPORT

**“MARKETING STRATEGIES BY VARIOUS AUTOMOBILE
INDUSTRIES AND CUSTOMER BUYING BEHAVIOUR”**

**FOR THE PARTIAL FULFILMENT OF THE REQUIREMENT
FOR THE AWARD OF BACHELOR OF COMMERCE**

UNDER THE GUIDANCE OF

Prof. ARVIND SINHA

Submitted By

NAKUL RATHI

1708101044

BCOM(hons) 2017-2020



SCHOOL OF FINANCE AND COMMERCE

GALGOTIAS UNIVERSITY

MAY, 2020

INDEX

S.NO	PARTICULARS	PAGE NO
1.	ABSTRACT	
2.	INTRODUCTION	
3.	DATA COLLECTION	
4.	RESEARCH METHODOLOGY	
5.	HISTORY OF INDIAN AUTOMOBILE INDUSTRY	
6.	FINDING	
7.		
8.	CONCLUSION	
9.	BIBLIOGRAPHY	

INTRODUCTION

A marketing strategy is a process by which an organisation concentrate on its resources for grabbing oppourtunities and increasing sales and profits. It includes development of product,management and competitive pricing.It determines marketing mix, positioning and allocation of resources.

In Indian economy, automoible sector have a important place.

Indian automobile industry have a large pvt companies like Tata, Mahindra, Suzuki, Toyota, kia, MG,Hyundai.

These pvt companies are able to make a place in Indian

automobile industry by their effective marketing strategies. Companies like MG, KIA are the newest one to enter Indian automobile industry and providing Indian customers better cars with great features than others with a competitive pricing.

Companies have to come with great ideas and strategies to grab a place in any automobile industry. Since Indian automobile sector is one of the largest automobile sector in the world, that's why british company like MG and korean company like KIA is investing in India to grab these great oppourtunities earlier than other companies.

OBJECTIVES OF STUDY

- To know the marketing strategies by various automobile industries
- To know the recent trends of the market

- To know the demand of automobiles
- Strategies that help the companies for increasing their sales
- Future demands of the customers
- The features that attract the customers
- To know the recession effect on sale of cars

DATA COLLECTION

- **Primary data** was constructed from the recent customers of various car owners by taking their interviews. And the employees of different automobile industry working for new marketing strategies

- **Secondary data**
 - ✓ Newspapers
 - ✓ Magazines
 - ✓ Wikipedia
 - ✓ Quora
 - ✓ Internet

RESEARCH METHODOLOGY

➤ RESEARCH DESIGN

Research design is used to structure the research to show all major parts of the research project.

➤ **QUESTIONNAIRES**

All the terms in questionnaire is briefed in detail.

➤ **MOCK INTERVIEWS**

This is a practice session given to the people going for the field work.

➤ **DATA COLLECTION**

Data can be collected from different websites of the organisation

Data can be collected from newspapers, magazines, wikipedia

➤ **INSTRUMENT OF DATA COLLECTION**

Personal communication and questionnaire are the two instruments used for collecting the data.

➤ **DATA ANALYSIS TECHNIQUE**

The data collected was mentioned on excel sheets on daily basis.

➤ **SAMPLE SIZE**

The sample size is 54

The area of study is ROHINI

➤ **SAMPLING DESIGN**

Sampling design is the plan of collecting the data from the target people. In this report we collect data from people who had goes to the sercicing of their four wheelers.

HISTORY OF INDIAN AUTOMOBILE INDUSRY

➤ PRE- LIBERALISATION PERIOD

Indian automobile industry was majorly controlled by the government since 1981. At that time there were only 2 automobile industries in India-

- 1) Hindustan motors
- 2) Premier motors

These 2 companies dominated the vehicle market in India. Buyers have limited choices due to limited manufacturers and less supply of the product.

In the 1950s, the arrival of Bajaj auto Tata motors and Mahindra & Mahindra increased vehicle growth in India and there is also increase in supply of the automobiles.

From 1970 to 1991(economic liberalisation) there is a slow pace in growth of the automobile sector in India.

However there is an tremendous growth seen in 1981 after the entry of Maruti Udyog in 1981.

In 1981 the government decide to revive the car industry as major car manufacturers seeks oppourtunities in Indian car market.Today almost all the car manufacturers are present in India. Today automotive industry is a key factor for growth of the Indian economy.

➤ **POST- LIBERALISATION**

After the economic reforms of 1981,the government of India open 100% foreign direct investment for the

foreign automobile industry which help the automotive sector to grow rapidly. Indian automotive sector grows at a rate of 17% on an average since 1981 reforms.

The government of India asks the Indian automotive industry to partner with overseas with the aim of making India a platform for global R&D. The demographic factor, government policies, low labour costs attract the global car manufacturers to the Indian car market.

Today in India there is an intense competition in the car manufacturers like KIA, MG to sell their car in Indian markets by providing best features in the segment and by promoting their products through celebrities and by various marketing strategies.

MAJOR CAR MANUFACTURERS IN AUTOMOTIVE INDUSTRY AND THEIR CARS

TATA MOTORS- Harrier, Nexon, Tigor, Altroz, Hexa

MARUTI SUZUKI- Swift, Swift Desire, Ciaz, Vitara
Brezza

HYUNDAI- Verna, Creta, Elantara, Santro, i20

FORD- Ecosport, Endeavour

TOYOTA- Fortuner, Innova Crysta, Camry, Yaris

MAHINDRA- XUV500, Scorpio, KUV100

HONDA- Honda city, Accord, Civic

AUDI- A3, A4, A8, Q7

MARKETING STRATEGIES OF AUTOMOBILE COMPANIES

➤ Advertising

All of the big automobile companies use advertising for the promotion of their products. They use newspapers, magazines for their promotions.

➤ Mall displays

Automotive companies displays theirs ads in the malls for their promotion. They also organises the contests in which winners will get hampers, vouchers.

➤ Brand ambassador

These companies choose their brand ambassador for their brand or cars which will help their product to gain popularity as these bollywood star have a huge following.

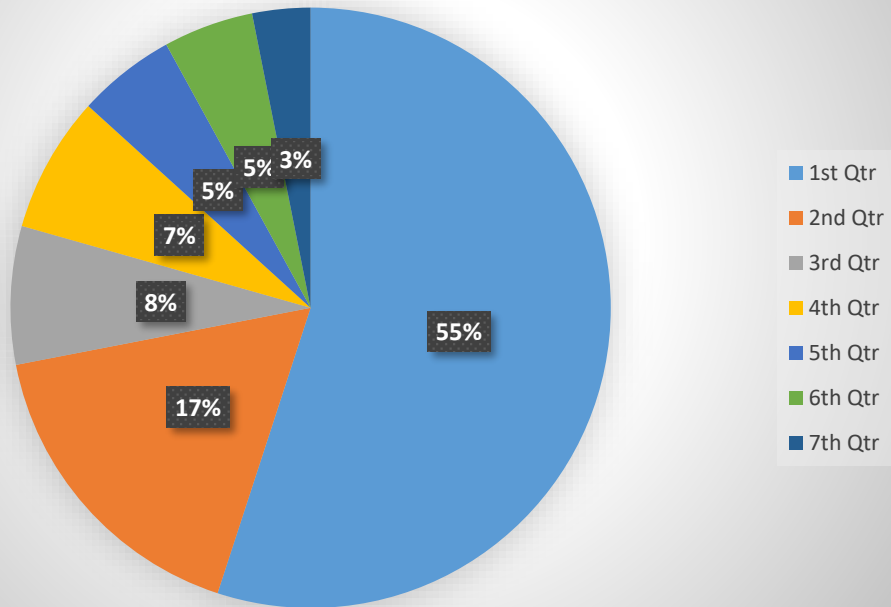
➤ **Sponsoring tv shows**

Sponsoring tv shows help the companies in the promotion of their products. This is known to a very smart move by the automotive companies to gain visibility through tv shows.

➤ **Providing exchange offers**

Automotive companies provide attractive exchange offers which will attract the buyers in buying their product rather than buying any other company's product.

MARKET SHARE OF PASSENGER VEHICLE OF AUTOMOBILE COMPANIES



1st Qtr- Maruti Suzuki(55%)

2nd Qtr- Hyundai(17%)

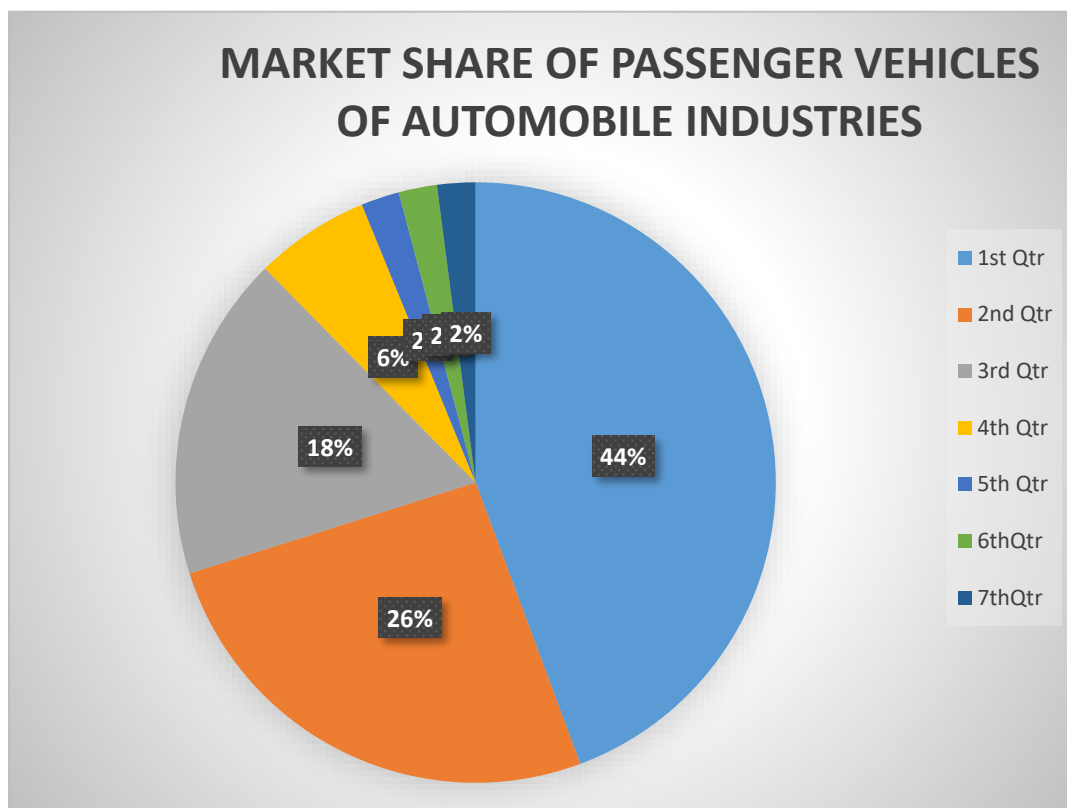
3rd Qtr- Mahindra(8%)

4th Qtr- Tata(7%)

5th Qtr- Honda(5%)

6th Qtr- Toyota(5%)

7th Qtr- Ford(3%)



1st Qtr- Tata motors(44%)

2nd Qtr- Mahindra(26%)

3rd Qtr- Ashok leyland(18%)

4th Qtr- VECVS eicher(6%)

5th Qtr-Maruti Suzuki(2%)

6th Qtr- Force Motors(2%)

7th Qtr- SML Isuzu(2%)

RESULT ANALYSIS

This result analysis includes primary and secondary data.

Primary data include a survey was done in the form of questionnaire which was filled by 22 individuals. Secondary data include reports of various magazines and newspapers.

1. Which Suzuki car do you own?

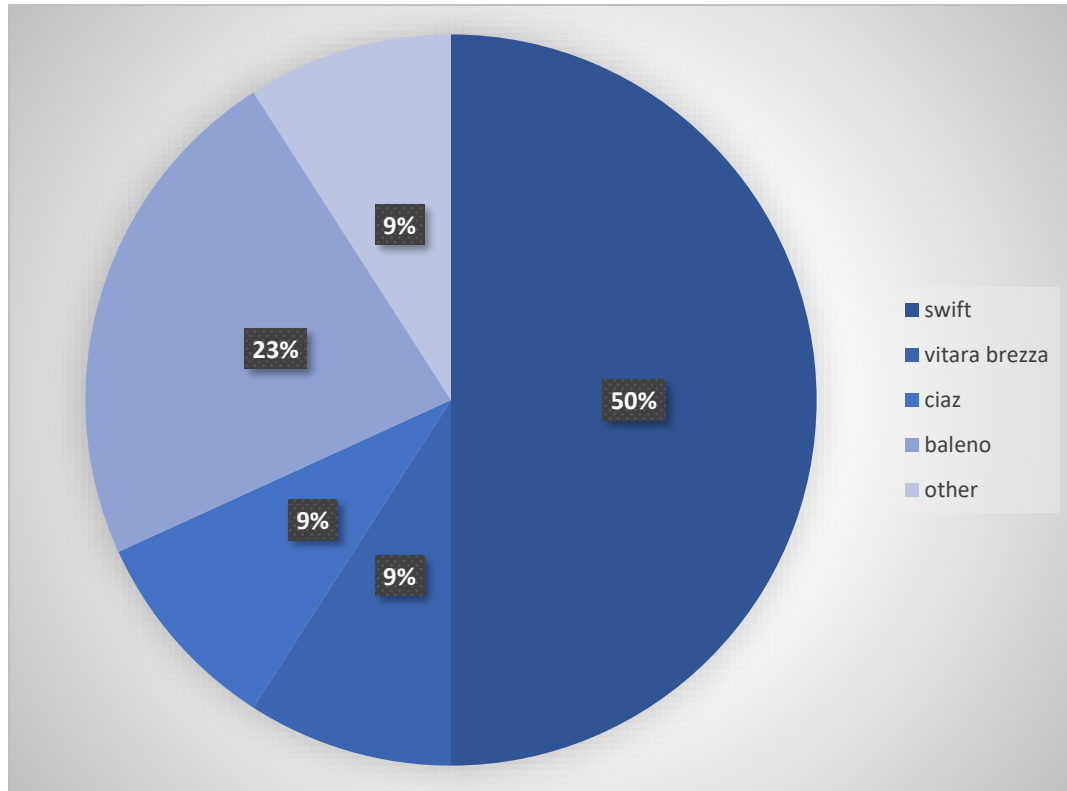
a) Swift

b) VITARA Brezza

c) Ciaz

d) Baleno

e) Other



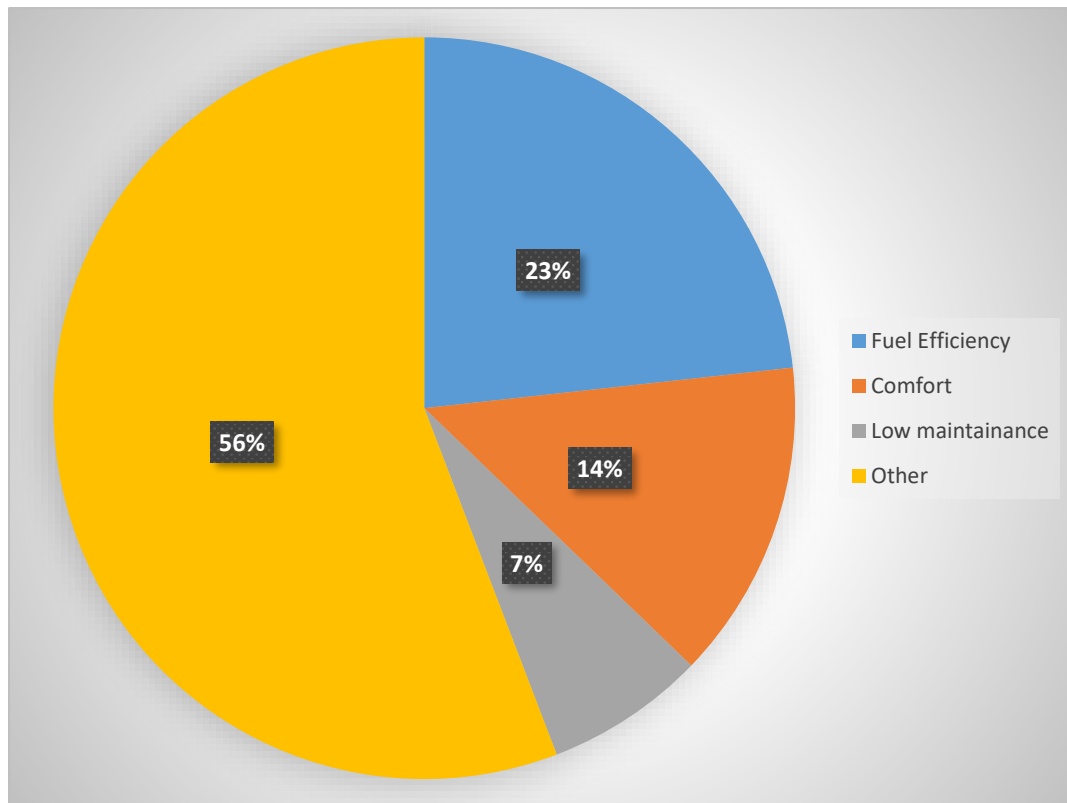
2. What do you like most about your car?

a) Economy

b) Comfort

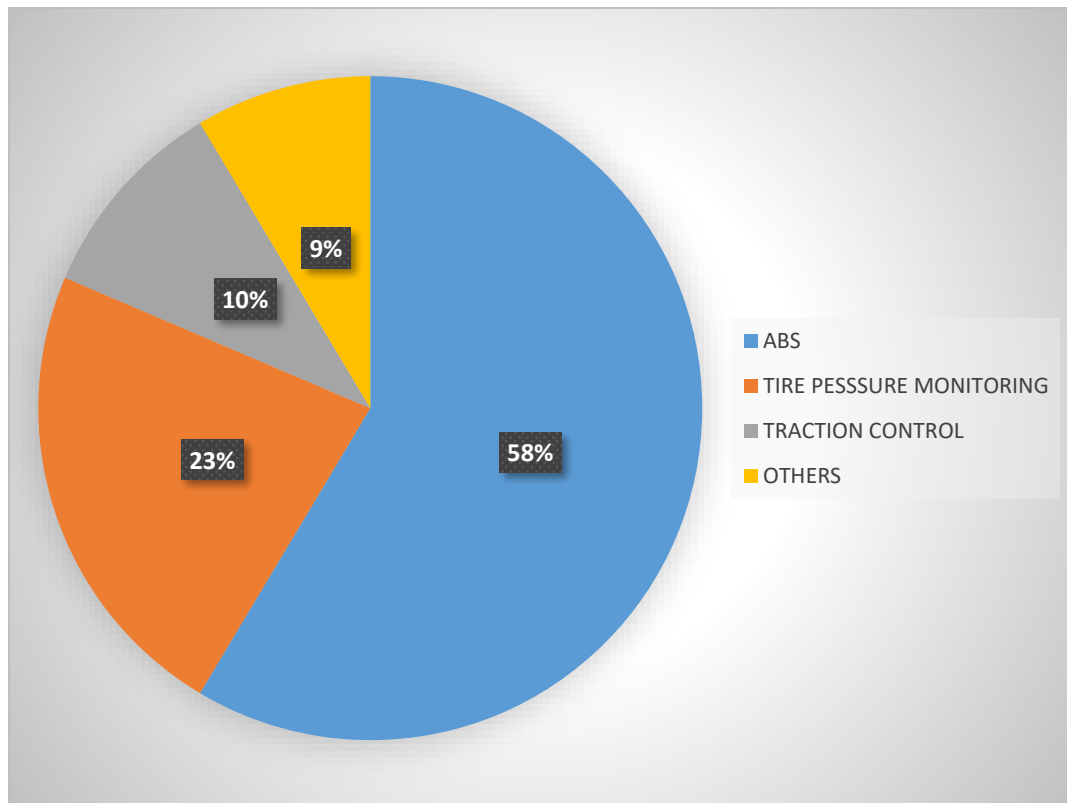
c) Low maintenance

d) Other



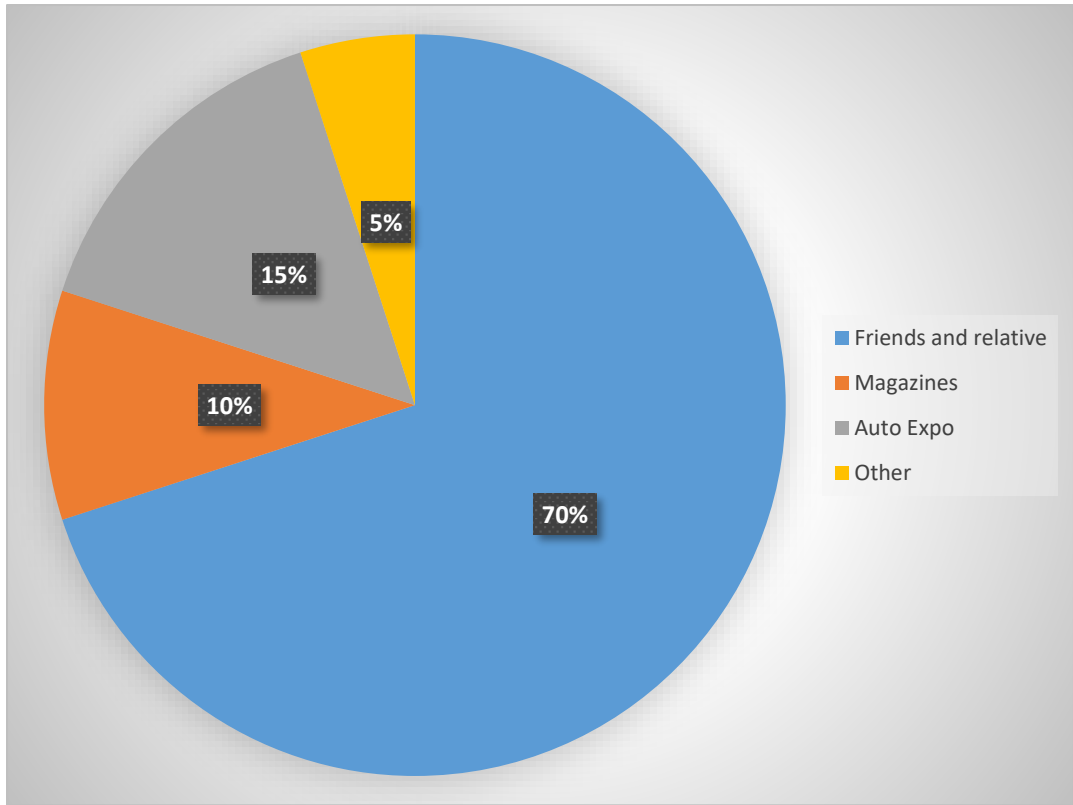
3. Which feature is the most important according to safety purpose in your car?

- a) ABS
- b) Tire pressure monitoring system
- c) Traction control
- d) Other



4. How do you come to know about this car before purchasing?

- a) From friends relatives
- b) Magazines
- c) Auto expo
- d) Other



FINDINGS

- Most of the customers are attracted towards media publicity and mouth publicity.
- Customer prefer petrol version cars rather than diesel version cars.
- Customers are aware about various safety features of the cars.
- Around 50-70% customers buy cars on installment basis.

- From survey, it has been found that SUZUKI SWIFT is the most popular car among the middleclass

CONCLUSION

BIBLIOGRAPHY

BOOKS-

Marketing management

MAGAZINES-

Autocar

Overdrive

Indian auto

WEBSITES-

www.marutisuzuki.com

www.wikipedia.com

NEWSPAPER

THE HINDUSTAN TIMES