

A Study on Analysis of Product Positioning Strategies of Different Models of Maruti Suzuki

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Abstract

The case looks at the aggressive systems of Maruti Suzuki India Limited (Maruti), a backup of Japan based Suzuki Motor Corporation (Suzuki), the market pioneer in the Indian traveler auto industry. Maruti was established in 1981. After the advancement of the Indian economy in 1991, a few remote players had entered the Indian traveler auto showcase. Maruti began losing piece of the pie as the contenders solidly settled their a dependable balance in the auto showcase with the dispatch of a few new models that ended up well known with the Indian purchasers. To counter the opposition, Maruti began a noteworthy rebuilding exercise in 2003. The organization concentrated on redesigning fabricating, expanding limit, propelling new items at customary interims to take into account every one of the sections of the Indian traveler auto advertise and wandering into other related organizations like auto back, protection and purchasing and offering utilized Maruti autos. Maruti's rebuilding exercise helped the organization hold its market administration position and hold its piece of the overall industry. The case inspects how the deregulation of the Indian car industry adversely affected Maruti's piece of the pie. It likewise points of interest how Maruti's aggressive techniques helped it to support its market authority. The case closes with an exchange on Maruti's future system.

Key Words: Maruti suzuki, restructuring program, operational efficiency, indian automobile industry, liberalization, deregulation of automobile industry, competitive advantage, competitive strategies, promotional strategies, value added services, product portfolio, business portfolio, distribution network, economic meltdown, electric car technology, indian passenger car market.

1. Introduction

The vehicle producing industry in India goes back to 1948. Around then there were only three organizations producing traveler autos i.e. Head Automobiles in Mumbai, Hindustan Motors (HM) in Kolkata and Standard Motors Products India in Chennai. In early years the Indian vehicle Industry confronted a few difficulties and barriers to development on the grounds that in those days car fabricating was liable to prohibitive tax structure, strict authorizing and constrained roads for extension. Because of absence of rivalry at first the costs of autos were to a great degree high. Also, the clients needed to sit tight for an extensive stretch of time for auto. Before Independence India was considered as a business opportunity for imported vehicles. In the 1950s the entry of Tata Motors, Mahindra and Mahindra and Bajaj Auto prompted relentlessly expanding vehicle creation in India. In 1953 the legislature of India and the private segment propelled endeavors to make a car part producing industry to supply to the vehicle business. Before the finish of 1970s, noteworthy changes in the car business were seen. After 1970 the car business began to develop, however that development was basically determined by bikes, tractors and business vehicles.

In 1983, the administration of India influenced an attach to up with Suzuki Motor Corporation of Japan to make minimal effort autos in India. The Maruti 800 which is as yet known revealed the manufacturing plant of Maruti Udyog Limited in December 1983 and changed India's vehicle industry as well as the way individuals drove and voyaged. In 1990s through advancement activities India cleared a path for every one of the nations and in 1993, the legislature lined up its progression measures with critical decreases in the import obligation on vehicle parts. Today the Indian car advertise has a blend of substantial local car players like Tata Motors, Mahindra and Mahindra, Bajaj, Hero Motocorp, Ashok Leyland and real worldwide goliaths including Suzuki, Honda, BMW, Audi, DaimlerChrysler, Volvo, Hyundai, Toyota, Nissan, General Motors and Ford and so on.

2. Objectives

To study about the marketing strategies of Maruti-Suzuki India limited.

To measure the impact advertising strategy of Maruti-Suzuki's to revise service network.

To analysis the service feedback and after sales services.

3. Materials and Methods

The present study demands an analytical and descriptive type of research. The date I collected for the research is secondary data from various sources. The sources which I took from is books, websites, references.

4. Hypothesis

Ho: There is no significance association between marketing strategies, product positioning and other strategy followed by Maruti-Suzuki.

Ha: There is significance association between marketing strategies, product positioning and other strategy followed by Maruti-Suzuki.

5. Review of Literature

Gauhar Fatma ,Ela Kumari (2013),Marketing strategies of Maruti-Suzuki

Maruti-Suzuki India.ltd is a leading manufacturer of four -wheeler in India.

Nashwan Mohammed Abdullah saif, Wang Aimin (2016), Explaining the value and process of marketing strategy

Marketing strategy represents a key element of success for organisations.

M.Akhila, Ali Ashas T Thayyullathil (2015), A study on customer satisfaction towards Maruti-Suzuki in Coimbatore

Customer satisfaction is defined as the number of customers, or percentage of total customers

Fred Palumbo, Paul Herbig (2000),The multicultural context of brand loyalty

This examines the concept of brand loyalty, discusses the various issues connected with brand loyalty.

Suraksha Gupta, Naresh Malhotra (2013), Marketing Innovation: a resource-based view of international and local firms, Marketing intelligence and planning

The study draws an managerial practices and existing literature to develop a conceptual framework.

Plavini Punyatoya (2014), Evaluate of branding strategies for global versus local brand, the role of concept consistency

This aims to examine the moderating role of concept consistency in consumer evaluation of new product.

Sierk A.Horn, Nicholas Forsans, Adan R Gross, Asian business and management, the strategies of Japanese firms in emerging markets

That Japanese firms have substantially extended their marketing repertoire in

India.

L.N.Mishra college of Bussiness Management,Gauhar Fatima,Bhagwanpu chowk ,Muzaffarpur (2013) ,Marketing strategies of Maruti-Suzuki

The company started with Suzuki holding the minor stakes of the company while government of India holding the major stakes.

6. Marketing Strategies of Maruti-Suzuki India limited

In prior days when the market was ruled by just couple of brands like Ambassador and Premier Padmini, Maruti Suzuki India Limited entered the Indian market with various system. The technique of the organization was to offer a reduced, present day and fuel productive auto. Maruti discharged its first Maruti 800 auto on 14 December 1983 to satisfy the fantasies of Indian clients and turned into the market pioneer. Since 1983 till date Maruti Suzuki progressively offered a few decisions to the purchaser. Because of forceful contenders today Maruti Suzuki has faith in Innovative Marketing Strategies. With the evolving needs, needs and prerequisites of clients and markets, Maruti Suzuki is adjusting their Brand Positioning, Advertising and Distribution procedure. As a piece of aggressive technique, Maruti Suzuki widened its item portfolio and extended its deals and administration system to achieve all finished India. With expanding rivalry, Maruti Suzuki chose to take into account every one of the portions of the Indian auto advertise. The organization propelled new models as well as overhauled its current models definitely. Market division is the fundamental advance in promoting procedure. Considering the developing interest for traveler autos from different fragments, Maruti Suzuki offers autos for various portions like the little, the less exorbitant Maruti 800, Maruti Omni, the center level Maruti Zen, Swift and the more elevated amount Swift Dzire, SX4 to Sports Utility Vehicle Grand Vitara. Maruti realized that the methodology of division enables organizations to maintain a strategic distance from head-on rivalry in the market by separating their item contributions, based on cost as well as through styling, bundling, special interest, appropriation strategies and prevalent service.¹⁸

At first, the arrangements embraced by Maruti Suzuki in the territory of advertising and deals depended on the Japanese experience however altered to suit Indian conditions.¹⁹

With the evolving needs, needs and prerequisites of clients and markets, Maruti Suzuki is changing its image situating, publicizing and limited time system. Maruti Suzuki's promoting procedure depends on gatherings the client's needs, and all the while keeping in front of the worldwide rivalry from organizations resembles Hyundai, General Motors, Mahindra and so on.

Advertising Strategy of Maruti-Suzuki's to Revise Service Network

Publicizing is one part of brand building. At whatever point Maruti propelled any brand, it upheld that brand with an advertisement crusade. Maruti's publicizing efforts included TVCs, Radio and Print advertisements, Point of Sale, Mobile advancements, web based showcasing, Outdoor advancements. Maruti's publicizing procedure centered both around working up its corporate picture and advancing its autos. Maruti's battles underlined distinctive parts of its autos, including fuel productivity, looks, space, and so on.

In the late 1990s, Maruti's publicizing efforts were dealt with by Lowe India (later known as Lowe Lintas and Partners, India) and Rediffusion DY&R. While publicizing identified with Esteem, Zen and Baleno were taken care of by Lowe India and the advertisement battle of Maruti 800, Gypsy, Omni and Wagon-R were dealt with by Rediffusion. With an aim to advance the all brands successfully, in 2000 Maruti chose to designate Capital Advertising. In 2003, Maruti Suzuki concocted a creative promoting that ended up mainstream for its effortlessness and clear message. In this advertisement one tyke plays with his toy auto and when the father asked him, he answers, 'Kya karoon dad petroleum khatam hello there nahi hota'. This advertisement portrayed the fuel proficiency of Maruti Suzuki.

Maruti Suzuki in one of its TV advertisement featured about its Service Stations. Through this imaginative promotion the organization endeavored to feature that Maruti Suzuki's solid and wide administration arrange is accessible wherever even at a sandy territory i.e Desert. In this promotion Maruti auto comes and stops before four men sitting at an intersection in a desert. A man gets some information about Maruti Suzuki's administration station, after his request all of a sudden all the sided men's stands up and demonstrates the diverse headings in reply. The individual befuddled and snicker himself. This advertisement delineates that, Maruti Suzuki's administration station is all over. This TV promotion finished with the voiceover-"Jayenge aap jaha..payenge aap Maruti Suzuki Service Station waha" (Wherever you go, you will discover a Maruti Suzuki benefit station)

Service Feedback and After Sales Service

With a goal to urge clients to give criticism or compliments, Maruti Suzuki has given a pleasant stage to its clients. The client's if seen any issue or grumbings they can enlist it online on organization's site and those protests are checked on quickly. The organization has likewise given a toll free number where client protestations can be enlisted. This administration criticism office encourages Maruti Suzuki to distinguish the consumer loyalty level. Maruti Suzuki has the biggest deals and administration arrange in India. At show, Maruti Suzuki has 802 deals outlets in 555 urban communities and 1653 approved administration stations in India. The organization with this huge administration station arrange has achieved the clients found even in remotest parts of the nation.

7. Conclusion

Vehicle advertise today is exceptionally powerful and aggressive with a scope of players and items. There are numerous purposes behind the noteworthy development of the Indian traveler auto Industry. A portion of these are simple accessibility of vehicle back, appealing rate of intrigue and advantageous portions. In the present relentless rivalry it is exceptionally hard to survive. Firm rivalry has constrained producers to be inventive and receptive to client requests and needs. Maruti Suzuki India Limited is a main organization in Indian Automobile part which involves unmistakable place because of its inventive vital showcasing, special, Brand situating, promoting systems. In the present situation the accomplishment of organization lies in organizing and rebuilding the promoting procedures and persistent development of item and administrations.

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