

Final Project

“A Study of Sales Promotion Strategies Adopted by Maruti Suzuki”

Submitted to

DMSR

G. S. College of Commerce and Economics, Nagpur

(An Autonomous Institution)

Affiliated to

Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

In partial fulfilment for the award of the degree of

Master of Business Administration

Submitted by

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NAAC Re-Accredited “A” Grade Autonomous Institution**



Academic Year 2021-22

G.S. College of Commerce & Economics, Nagpur

CERTIFICATE

This is to certify that “**Abhishek Karan Thaware**” has submitted the project report titled “**A Study of Sales Promotion Strategy Adopted by Maruti Suzuki**” of **MASTER OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he/she has ingeniously completed his/her project as prescribed by **DMSR- G. S. COLLEGE OF COMMERCE & ECONOMICS, NAGPUR** (NAAC Re-accredited “A” Grade Autonomous Institution) affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

Dr. Archana Dadhe
(Project Guide)

Dr. Sonali Gadekar
(Co-ordinator)

Place: - Nagpur
Date: - 22/7/2022

G. S. College Of Commerce & Economics, Nagpur

DECLARATION

I here-by declare that the project with title “**A Study Promotion Strategy Adopted By Maruti Suzuki**” has been completed by me in partial fulfillment of **MASTER OF BUSINESS ADMINISTRATION** degree examination as prescribed by DMSR - G. S. COLLEGE OF COMMERCE & ECONOMICS, NAGPUR (NAAC Re-accredited “A” Grade Autonomous Institution) affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

Abhishek Karan Thaware

Place: Nagpur

Date: 22/07/2022

ACKNOWLEDGEMENT

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to Dr. N.Y. Khandait, Principal, G. S. College of Commerce & Economics, Nagpur.

I am extremely thankful to my Project Guide “Dr. Archana Dadhe” for her guideline throughout the project. I tender my sincereregards to Co-ordinator, “Dr. Sonali Gadekar” for giving me guidance, suggestions and invaluable encouragement which helped me in the completion of the project.

I will fail in my duty if I do not thank the non-Teaching staff of the college for their Co-operation.

I would like to thank all those who helped me in making this project complete and successful.

Abhishek Karan Thaware

Place: Nagpur

Date: 22/07/2022

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INTRODUCTION

INTRODUCTION

SALES PROMOTION

Sales promotion is one level or type of marketing aimed either at the consumer or at the distribution channel (in the form of sales-incentives). It is used to introduce new product, clear out inventories, attract traffic, and to lift sales temporarily. It is more closely associated with the marketing of products than of services. The American Marketing Association (AMA), in its Web-based "Dictionary of Marketing Terms," defines sales promotion as "media and nonmedia marketing pressure applied for a predetermined, limited period of time in order to stimulate trial, increase consumer demand, or improve product availability." Business pundits and academic students of business have developed almost fancifully sophisticated views of sales promotion. In down-to-earth terms it is a way of lifting sales temporarily by appealing to economic motives and impulse-buying behavior. The chief tools of sales promotion are discounts ("sales"), distribution of samples and coupons, the holding of sweepstakes and contests, special store displays, and offering premiums and rebates. All of these techniques require some kind of communication. Thus sales promotion and advertising are difficult to distinguish.

The need for promotion arises from the intensity of competition. Sellers must somehow attract customers' attention. In the open markets of old (and farmers markets of today), sellers did and do this by shouting, joking with customers, and sometimes by holding up a squealing piglet for everyone to see. PriyaRaghubir and his coauthors, writing in *California Management Review*, identify "three faces" of consumer promotions: these are information, economic incentive, and emotional appeal. Information may take the form of advertising the availability of something, incentives are offered in the form of discounts, and emotional appeals are made by displays and, of course, by the low price itself.

Precisely because sales promotions must provide incentives—whether to the distribution channel, the company's own sales people, or to the consumer—they cost money by definition and must produce additional volume to pay for the expenditures. A grand sale that clears out the inventory but, with added advertising costs factored in, reduces margin too is—a failure. Sales promotions therefore must be carefully calibrated to achieve the purpose. Holding promotions too frequently will habituate customers to buy only when promotions are in effect. Avoiding promotions altogether will let competitors draw customers away.

PROMOTIONAL STRATEGIES

The promotion strategies of marketing is concerned with activities that are undertaken to communicate with customers and distribution channels to enhance the sales of the firm.

The promotional strategy aims at informing and persuading the customer to buy the product and informing him about the merits of the products.

It refers to all the decisions related to promotion of sales of products and services. The important decisions of promotion mix are selecting advertising media, selecting promotional techniques, using publicity measures and public relations etc.

There are various tools and elements available for promotion. These are adopted by firms to carry on its promotional activities. The marketer generally chooses a combination of these promotional tools.

Following are the tools or elements of promotion. They are also called elements of promotion mix:

1. Advertising
2. Sales promotion
3. Personal selling
4. Public relation

1. Advertising:

Advertisement can be defined as the “paid form of non-personal presentation and promotion of idea, goods or services by an identified sponsor”.

It is an impersonal presentation where a standard or common message regarding the merits, price and availability of product or service is given by the producer or marketer. The advertisement builds pull effect as advertising tries to pull the product by directly appealing to customer to buy it.

2. Sales Promotion:

Sales promotion refers to short term use of incentives or other promotional activities that stimulate the customer to buy the product. Sales promotion techniques are very useful because they bring:

- (a) Short and immediate effect on sale.
- (b) Stock clearance is possible with sales promotion.
- (c) Sales promotion techniques induce customers as well as distribution channels.
- (d) Sales promotion techniques help to win over the competitor.

3. Personal Selling:

Personal selling means selling personally. This involves face to face interaction between seller and buyer for the purpose of sale.

The personal selling does not mean getting the prospects to desire what seller wants but the concept of personal selling is also based on customer satisfaction.

4. Public Relations:

Apart from four major elements of marketing mix, another important tool of marketing is maintaining Public Relations. In simple words, a public relations means maintaining public relations with public. By maintaining public relations, companies create goodwill.

Public relations evaluate public attitudes; identify the policies and procedures of an Organization with the public interest to earn public understanding and acceptance.

Public does not mean only customers, but it includes shareholders, suppliers, intermediaries, customers etc. The firm's success and achievement depends upon the support of these parties for example, firm needs active support of middle men to survive in market, it must have good relations with existing shareholders who provide capital. The consumers' group is the most important part of public as success of business depends upon the support and demand of customers only.

COMPANY PROFILE

COMPANY PROFILE



MARUTI SUZUKI

Maruti Suzuki India Limited (MSIL), a subsidiary of Suzuki Motor Corporation (SMC), Japan, is a leading manufacturer of passenger vehicles in India, contributing to about 45% of the total industry sales in India.

The Company, formerly known as MarutiUdyog Limited, was incorporated as a joint venture (JV) between the Government of India and Suzuki Motor Corporation on 24th February, 1981. Its first car, the Maruti 800, was rolled out of the Gurgaon facility on 14th December, 1983.

In terms of the number of cars produced and sold worldwide, the Company is the largest subsidiary of Suzuki Motor Corporation, Japan.

In 2012-13, the Company sold 1,271,005 vehicles, registering a growth of 24.8% over the previous year. This comprised 1,132,739 vehicles in the domestic market and 138,266 vehicles in the international market. Cumulatively, the Company has produced 10 million vehicles. It rolled out its 10 millionth vehicle on 15th March, 2013, a significant landmark for the Company and the automobile industry in India.

The Company's total income (Net of Excise) for the year 2012-13 was Rs. 375,224 million, a growth of 24.6% over fiscal 2009-10. The Company has a strong balance sheet with reserves and surplus of Rs. 137,230 million and a debt equity ratio of 0.02 as on 31st March, 2013.

History :-

Maruti was established in February 1981, though the actual production commenced only in 1983. It started with the Maruti 800, based on the Suzuki Alto kei car which at the time was the only modern car available in India. Its only competitors were the Hindustan Ambassador and Premier Padmini. Originally, 74% of the company was owned by the Indian government, and 26% by Suzuki of Japan.^[12] As of May 2007, the government of India sold its complete share to Indian financial institutions and no longer has any stake in Maruti Udyog.

Under the Maruti name

In 1970, a private limited company named *Surya Ram Maruti technical services private limited* (MTSPL) was launched on November 16, 1970. The stated purpose of this company was to provide technical know-how for the design, manufacture and assembly of "a wholly indigenous motor car". In June 1971, a company called *Maruti limited* was incorporated under the Companies Act. Maruti Limited went into liquidation in 1977. *Maruti Udyog Ltd* was incorporated through the efforts of Dr V. Krishnamurthy.

Affiliation with Suzuki

In 1982, a license & Joint Venture Agreement (JVA) was signed between Maruti Udyog Ltd. and Suzuki of Japan. At first, Maruti Suzuki was mainly an importer of cars. In India's closed market, Maruti received the right to import 40,000 fully built-up Suzukis in the first two years, and even after that the early goal was to use only 33% indigenous parts. This upset the local manufacturers considerably. There were also some concerns that the Indian market was too small to absorb the comparatively large production planned by Maruti Suzuki, with the government even considering adjusting the petrol tax and lowering the excise duty in order to boost sales. Finally, in 1983, the Maruti 800 was released. This 796 cc hatchback was based on the SS80 Suzuki Alto and was India's first affordable car. Initial product plan was 40% saloons, and 60% Maruti Van. Local production commenced in December 1983. In 1984, the Maruti Van with the same three-cylinder engine as the 800 was released and the installed capacity of the plant in Gurgaon reached 40,000 units.

In 1985, the Suzuki SJ410-based Gypsy, a 970 cc 4WD off-road vehicle, was launched. In 1986, the original 800 was replaced by an all-new model of the 796 cc hatchback Suzuki Alto and the 100,000th vehicle was produced by the company. In 1987, the company started exporting to the West, when a lot of 500 cars were sent to Hungary. By 1988, the capacity of the Gurgaon plant was increased to 100,000 units per annum.

Market liberalisation

In 1989, the Maruti 1000 was introduced and the 970 cc, three-box was India's first contemporary sedan. By 1991, 65 percent of the components, for all vehicles produced, were indigenized. After liberalization of the Indian economy in 1991, Suzuki increased its stake in Maruti to 50 percent, making the company a 50-50 JV with the Government of India the other stake holder.

In 1993, the Zen, a 993 cc, hatchback was launched and in 1994 the 1298 cc Esteem was introduced. Maruti produced its 1 millionth vehicle since the commencement of production in

1994. Maruti's second plant was opened with annual capacity reaching 200,000 units. Maruti launched a 24-hour emergency on-road vehicle service. In 1998, the new Maruti 800 was released, the first change in design since 1986. Zen D, a 1527 cc diesel hatchback and Maruti's first diesel vehicle and a redesigned Omni were introduced. The 1.6 litre Maruti Baleno three-box saloon and Wagon R were also launched.

In 2000, Maruti became the first car company in India to launch a Call Center for internal and customer services. The new Alto model was released. In 2001, Maruti True Value, selling and buying used cars was launched. In October of the same year the Maruti Versa was launched. In 2002, Esteem Diesel was introduced. Two new subsidiaries were also started: Maruti Insurance Distributor Services and Maruti Insurance Brokers Limited. Suzuki Motor Corporation increased its stake in Maruti to 54.2 percent.

In 2003, the new Suzuki Grand Vitara XL-7 was introduced while the Zen and the Wagon R were upgraded and redesigned. The four millionth Maruti vehicle was built and they entered into a partnership with the State Bank of India. Maruti Udyog Ltd was Listed on BSE and NSE after a public issue, which was oversubscribed tenfold. In 2004, the Alto became India's best selling car overtaking the Maruti 800 after nearly two decades. The five-seater Versa 5-seater, a new variant, was created while the Esteem was re-launched. Maruti Udyog closed the financial year 2003-04 with an annual sale of 472,122 units, the highest ever since the company began operations and the fiftieth lakh (5 millionth) car rolled out in April 2005. The 1.3 L Suzuki Swift five-door hatchback was introduced in 2005.

In 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. Cleaner cars were also introduced, with several new models meeting the new "Bharat Stage III" standards. In February 2012, Maruti Suzuki sold its ten millionth vehicle in India. For the Month of July 2014, it had a Market share of >45 %.

Relationship between the Government of India, under the United Front (India) coalition and Suzuki Motor Corporation over the joint venture was a point of heated debate in the Indian media until Suzuki Motor Corporation gained the controlling stake. This highly profitable joint venture that had a near monopolistic trade in the Indian automobile market and the nature of the partnership built up till then was the underlying reason for most issues. The success of the joint venture led Suzuki to increase its equity from 26% to 40% in 1987, and to 50% in 1992, and further to 56.21% as of 2013. In 1982, both the venture partners entered into an agreement

to nominate their candidate for the post of Managing Director and every Managing Director would have a tenure of five years.

Manufacturing Facilities :-

Maruti Suzuki has two manufacturing facilities in India. Both manufacturing facilities have a combined production capacity of 14,50,000 vehicles annually. The Gurgaon manufacturing facility has three fully integrated manufacturing plants and is spread over 300 acres (1.2 km²). The Gurgaon facilities also manufacture 240,000 *K-Series* engines annually. The Gurgaon Facilities manufactures the 800, Alto, WagonR, Estilo, Omni, Gypsy, Ertiga, Ritz and Eeco.

The Manesar manufacturing plant was inaugurated in February 2007 and is spread over 600 acres (2.4 km²). Initially it had a production capacity of 100,000 vehicles annually but this was increased to 300,000 vehicles annually in October 2008. The production capacity was further increased by 250,000 vehicles taking total production capacity to 800,000 vehicles annually. The Manesar Plant produces the A-star, Swift, Swift DZire, SX4, Vitara Brezza, Ritz, Baleno and Celerio. On 25 June 2012, Haryana State Industries and Infrastructure Development Corporation demanded Maruti Suzuki to pay an additional Rs 235 crore for enhanced land acquisition for its Haryana plant expansion. The agency reminded Maruti that failure to pay the amount would lead to further proceedings and vacating the enhanced land acquisition. It plans to set up a plant in Gujarat and has acquired 600 acres of land.

In 2012, the company decided to merge Suzuki Powertrain India Limited (SPIL) with itself. SPIL was started as a JV by Suzuki Motor Corp. along with Maruti Suzuki. It has the facilities available for manufacturing diesel engines and transmissions. The demand for transmissions for all Maruti Suzuki cars is met by the production from SPIL.

Industrial relation :-

Since its founding in 1983, Maruti Udyog Limited has experienced problems with its labor force. The Indian labour it hired readily accepted Japanese work culture and the modern manufacturing process. In 1997, there was a change in ownership, and Maruti became predominantly government controlled. Shortly thereafter, conflict between the United Front Government and Suzuki started. In 2000, a major industrial relations issue began and employees of Maruti went on an indefinite strike, demanding among other things, major revisions to their wages, incentives and pensions.

NATURE OF THE COMPANY OWNERSHIP:-

Maruti Suzuki is a public limited company listed on the Bombay Stock Exchange Limited and National Stock Exchange of India Limited. SMC is the majority shareholder with 54.21% equity stake in the Company. For the shareholding pattern of the Company, refer to page 50 of the Corporate Governance section of the Annual Report.

ORGANISATIONAL STRUCTURE:-

Maruti Suzuki has a multi-tier management structure, comprising a Board of Directors at the top, followed by five business vertical heads reporting to the Managing Director. The business verticals of the Company are Marketing & Sales, Engineering, Production, Administration and Supply Chain. For more information on the organisational structure and the leadership team of Maruti Suzuki, refer to page 38 of the Corporate Governance section of the report.

MANUFACTURING FACILITIES:-

Maruti Suzuki has two manufacturing facilities in Haryana, one each at Gurgaon and Manesar, with a combined manufacturing capability of over 1.25 million vehicles per annum, which is much beyond the installed capacity of 1 million vehicles.

GURGAON PLANT: -

The Gurgaon facility contains three fully integrated plants with a combined installed manufacturing capacity of over 700,000 vehicles per annum. It also has a state-of-the-art K-series engine casting plant with a capacity of 7.80 lakh engines per annum.

MANESAR PLANT: -

The Manesar facility was started in February, 2007 and has one plant with a capacity of 300,000 vehicles per annum. Two more plants are presently under construction at Manesar.

R & D CAPABILITIES: -

The Company is gradually enhancing its R&D capabilities. It has over 1,000 R&D engineers. The R&D team is working closely with SMC engineers on new product design and development. It has also initiated work on setting up a test course for R&D purposes at Rohtak, Haryana

SUPPLIERS BASE:-

The Company has worked through the year with its suppliers to develop new products, refresh existing ones and achieve higher localization levels to reduce costs. As on 31st March, 2013, the Company had a supplier base of 260, including 19 joint venture companies where the Company holds a strategic equity stake.

DOMESTICS SALES AND SERVICE NETWORK: -

Over the years, the Company has expanded its sales and service network to cover the length and breadth of the country. Amongst car manufacturers in India, Maruti Suzuki has the largest sales and service network. As on 31st March 2013, it had 933 sales outlets in 668 cities and 2,946 service workshops in 1,395 cities. The service network of the Company includes dealer workshops, Maruti Authorized Service Stations (MASS's), Maruti Service Masters (MSMs) and Maruti Service Zones (MSZs).

Besides selling and servicing vehicles, the Company provides its customers services like automobile finance, genuine spare parts and accessories, extended warranty and certified pre-owned cars. The Company had 353 True Value pre-owned car outlets in 208 cities as on 31st March, 2013.

Export sales & markets

Maruti Suzuki's first export assignment was a batch of 500 cars to Hungary in September, 1987. Since then, the export portfolio of the Company has been consistently expanding. In the reporting year, the Company exported to 78 countries in Europe, Asia, Latin America, Africa and Oceania.

In 2012-13, the Company's export sales stood at 138,266 units; 42% of the sales came from the European markets. Cumulatively, the Company has exported 863,380 cars.

OBJECTIVES OF THE STUDY

OBJECTIVES OF THE STUDY

- To understand the impact of sales promotion on its sales volume.
- To find out the tool and techniques of sales promotion that is used in Maruti Suzuki.
- To identify the factors influencing to buy the product from Maruti Suzuki.
- To know the level of satisfaction towards the sales promotional activities carried out by Maruti Suzuki.
- To identify the reason of dissatisfaction if any

HYPOTHESIS

HYPOTHESIS

H0 – Sales promotion strategies used by Maruti Suzuki are not very effective and most of the Customers are not satisfied with strategy.

H1 – Sales promotion strategies used by Maruti Suzuki are very effective and most of the Customers are satisfied with strategy.

SCOPE OF THE STUDY

SCOPE OF THE STUDY

- The importance of marketing mix applied by company to the market share.
- The effect of the company that effect on sales and consumers behavior.
- The various technology adopted by the company and future requirement of implementation in technology that satisfied the customer need.
- The areas covered under the research are MARUTI SUZUKI in Nagpur region.

REVIEW OF LITERATURE

REVIEW OF LITERATURE

Mahsa, Alireza and Kambiz (2015) have investigated the effects of sales promotion on the buyer decision making process. It was concluded in the paper that the organizations should use effective promotional tools to purposefully plan a promotional strategy with appropriate budget and give preference to more effective tools.

Ermani (2016) studied the influence of marketing mix on the AIDA model in the online purchasing products in the country of Indonesia. A primary study was conducted and path analysis method was used to analyse the data using SPSS. It was found in this study that online marketing mix should consider AIDA model in decision making process in purchasing online product.

Badhan, Modi&Dodrajka (2018) presented a conceptual paper on the marketing mix of Maruti Suzuki Pvt. Ltd. The four Ps of marketing mix were clearly mentioned and described clearly and it was also found that Maruti Suzuki is the largest selling automobile company in India.

Suganya R et al (Jan 2012) in her research paper highlights the effect of brand equity on consumer purchasing behavior on car. The paper speaks that brand plays vital role in car sales, not only to attract but also to retain customers. The author concluded that brand awareness and perceived quality proved to influence the brand loyalty. Also brand loyalty and brand association affect customers attitudes towards brand.

Singh et al (2013) study showed various factors affecting customer satisfaction towards Maruti Suzuki. Exceptional customer service results in greater customer retention, which in turn results in higher profitability. Customer loyalty is a major contribution to sustainable profit growth. Measuring customer satisfaction provides an indication of how successful the organization is at providing products or services to the marketplace. It also concluded that all the factors considered in the study have significant effect on the overall satisfaction of the customers. It conducted that satisfaction levels for pricing attributes (such as Car price, discounts and service charges) are generally lower than product related attributes.

Ranjith et al (2013) focused on the customer's brand loyalty and satisfaction towards Maruti car. Maruti Suzuki India Limited is India's leading & largest passenger car manufacturer which accounting for nearly 50 per cent of the total industry sales. Customer loyalty is a major contribution to sustainable profit growth to achieve success. This study found that Maruti Udyog Ltd has various brands of car, but majority of respondent prefer Omni. They are satisfied with price, band, image, convenience, appearance quality and require less maintenance cost.

Williard hom et al (2000) classified two types of customer satisfaction model which is macro

model which means placing the customer satisfaction in between the set of related constructs in marketing research and the second one is micro model which explains the elements of customer satisfaction.

Kavita Sasimath et al (2016) the study of Customer satisfaction has received an extensive attention in the management literature since the inception of the subject itself. The basis of these studies lies in the fact that the satisfaction of the customer is the basic essence for which the business and its profits exist. This outlines various literary works being conducted in the area of customer satisfaction in general and customer satisfaction in automobile service sector in particular. The literary works primarily are classified on the basis of customer, customer satisfaction; works which integrates customer satisfaction into automobile service sector, service quality, etc.

RESERCH METHODOLOGY

RESERCH METHODOLOGY

A research design is a framework or blueprint for conducting a research project. The research design used for this project is a descriptive research design as it is used in describing facts and characteristics of a sample population under observation. In this project, it is used to describe the key motivator of individual employees and to determine their various motivational profiles. Research is a systematic effort to achieve the truth. Research is a careful, systematic & scientific investigation or inquiry for search of new facts in any branch of knowledge. In short, "Research is systematized effort to gain in new knowledge."

Research as “ the manipulation of things, concepts of symbols for the purpose of generalizing to extend, correct or verify knowledge, whether that knowledge aids in construction of theory or in the practice of an art.”

According to Kerlinger :

Research design is a plan, structure and strategy of investigation conceived so as to obtain answer to research questions and to control variance.

According to Green and Tull :

A research design is a specific method and procedure for acquiring the information needed. It is the overall operational pattern or framework of the project that stipulates what information's is to be collected from which sources by what procedures.

Research methodology

Research methodology is purely and simply the framework or a plan for the study that guides the collection and analysis of data. Research is the scientific way to solve the problem and it's increasingly used to improve market potential. This involves exploring the possible method, one by one, and arriving at the best solution, considering the resources at the disposal of research.

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done systematically. In that various steps, those are generally adopted by a researcher in studying his problem along with the logic behind them. It is important for research to know not only the research method but also know methodology. "The procedures by which researcher go about their work of describing, explaining and predicting phenomenon are called methodology." Methods comprise the procedures used for generating, collecting and evaluating data. All this means that it is

necessary for the researcher to design his methodology for his problem as the same may differ from problem to problem. Data collection is important step in any project and success of any project will be largely depend upon how much accurate you will be able to collect and how much time, money and effort will be required to collect that necessary data, this is also important step.

Research steps:-

- Study about organization
- Setting of objective
- Instrument-design(questionnaire)
- Main study
- Tabulated and cross tabulation
- Analysis and interpretation
- Findings
- Conclusion
- Suggestion and recommendation

Research Design

A research design is the specification of methods and procedure for acquiring the information needed. It is over – all operation patterns or framework of the project that stipulates what information is to be collected from which source by what procedure, it is also refers to the blue print of the research process.

Research design consists of:

- A clear statement of the research problem.
- Procedure and techniques to be used for gathering information.
- The population to be studied.
- Method to be used in processing & analyzing the data.

There are four types in research design:

- Exploratory of formative study
- Diagnostic study
- Experimental study
- Descriptive study

Descriptive Study

A study, which wants to portray the characteristic of a group of individual or situation, is known as descriptive study.

Different types of research design

A research design may broadly be classified into three main categories

- **Explanatory research:** in the case of explanatory research, the focus is on the discovery of the ideas.
- **Descriptive research:** Descriptive studies are undertaken in many circumstances. When the research is interested in knowing the characteristics of certain group such as age, sex, educational level, occupation or income etc.

This is further being classified into two main characteristics:

- **Cross sectional studies:** a cross-sectional study is concerned with a sample of element from a given population. Thus it may deal with household, dealers, retail stores, or other entities.

RESEARCH TECHNIQUES

A researcher is using descriptive research for the research.

RESEARCH METHOD

A researcher is using Descriptive research method for the research.

SAMPLING METHOD

Probability sampling is based on the fact that every member of a population has a known & equal chance of being selected.

SAMPLE SIZE

The sample size is 50 Respondents

SAMPLE AREA :-

The sampling area is Nagpur.

DATA COLLECTION

Data collection plays an important role in research work. Without proper data available for analysis you cannot do the research work accurately.

TYPES OF DATA COLLECTION

There are two types of data collection methods available.

1. Primary data collection
2. Secondary data collection

1. Primary data

The primary data is that data which is collected fresh or first hand, and for first time which is original in nature. Primary data can collect through personal interview, questionnaire etc. to support the secondary data.

Following are the methods of primary data collection.

- **Observation method-** in this method a good report establishment of respondent with researcher plays a very important role. The researcher is present in the Company from where he makes observation and from there he collects the relevant data according to the careful observation of respondents state of mind, integrity of thought , emotional stigma attached, aggressive and other related tendencies and the physical postures of the respondence forms the core of this observation methods.
- **Interview method-** it is systematic method by which one person enters more or less imaginatively into the inner life of another who is generally a comparatively stranger for me.
- **Questionnaire-** it is the method by which we can make a group of employees by dividing them in various subject or asking them question about their life style and their problems. This method is popularly used in the industry to find out the majority of the people like their job or how much they are happy with their wages and other welfare facilities.

2. Secondary data collection method

The secondary data are those which have already collected and stored. Secondary data easily get those secondary data from records, journals, annual reports of the company etc. It will save the time, money and efforts to collect the data. Secondary data also made available through trade magazines, balance sheets, books etc. This project is based on primary data

collected through personal interview of head of account department, head of SQC department and other concerned staff member of finance department. But primary data collection had limitations such as matter confidential information thus project is based on secondary information collected through five years annual report of the company, supported by various books and internet sides. The data collection was aimed at study of Job analysis and job evaluation of the company.

Types of sampling

Types of sampling used in the survey were simple random sampling. In this method, the sampling units have chosen randomly from the total employees at all the levels in the organization.

RESEARCH INSTRUMENT

Questionnaire:

Questionnaire refers to a device of securing answer to a finally arranged list of questions .

Questionnaire design:

- Open-ended
- Close ended
- Dichotomous questions
- Multiple questions

Open ended questions:

In this questions, the respondents answer in his own words. This type of questions is used rarely because it is difficult to weight the result.

Closed ended questions

This questions in which respondents is gives a limited number of alternatives from which he has to select the one that most closely matches his opinion or attitude

Dichotomous questions:

A dichotomous question refers to one. This offers the respondents a choice between only two alternatives and reduces the issue to its simplest form.

Multiple questions:

A multiple choice question refers to one. Which provides several set alternatives for its answer? These types of questions are asked on demographic section by the researcher.

The data collected through questionnaire response method analyzed in the following manner:

- Raw data was coded and tabulated
- The tabulated data was covered into percentage to show the percentage of opinion

among respondents.

DATA ANALYSIS & INTERPRETATION

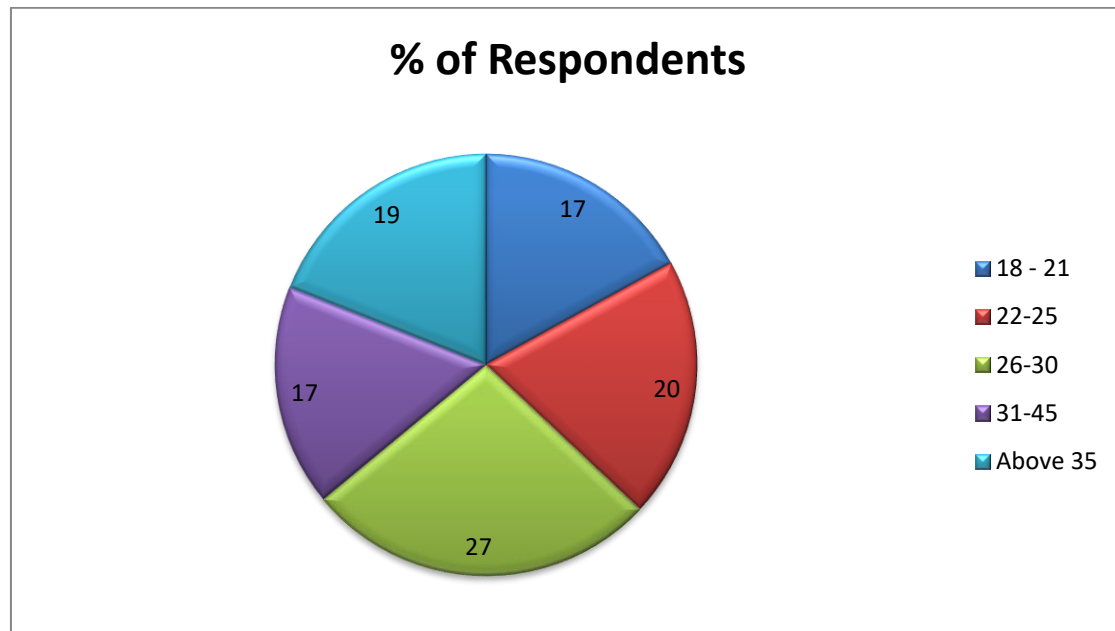
DATA ANALYSIS & INTERPRETATION

1) Classification of respondents based on age

Response

Particulars	No. of Respondents	% of respondents
18 – 21	9	17
22 – 25	10	20
26 – 30	14	27
31 – 45	9	17
Above 35	8	19
Total	50	100

Graphical Representation



INTERPRETATION :-

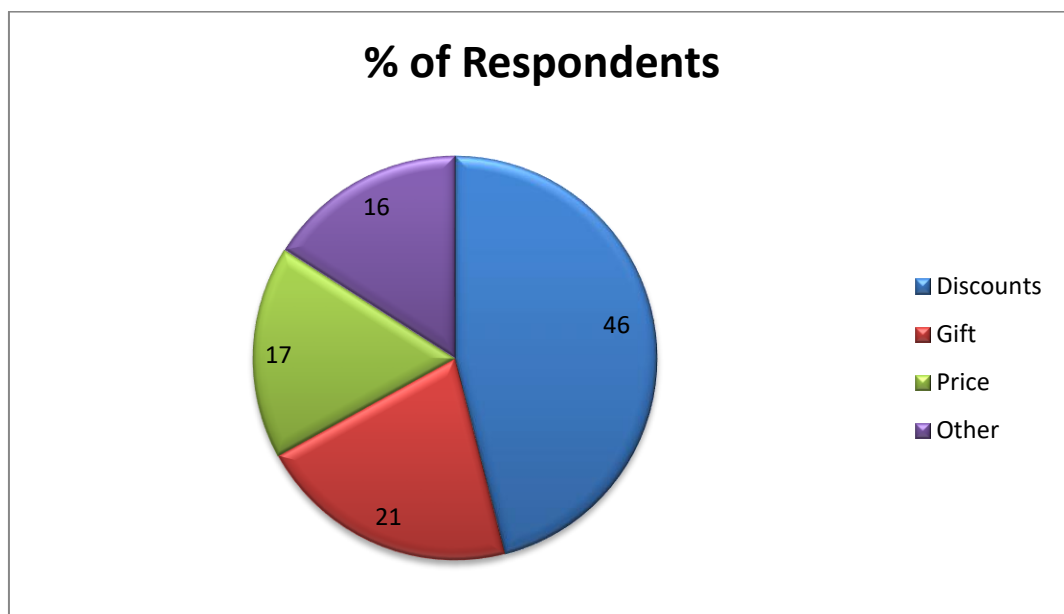
From the above graph out of 100% respondents, Majority (27%) of the respondents are in age of 26 – 30, 20% of the respondents are in the age of 22 – 25, 19% of the respondents are in the age of above 35, 17% of the respondents are in the age of 21-25 & 18-21.

2) Sale promotional activity attracts you more

Response

Particulars	No. of Respondents	% of respondents
Discounts	23	46
Gift	10	21
Price	9	17
Other	8	16
total	50	100

Graphical Representation



INTERPRETATION :-

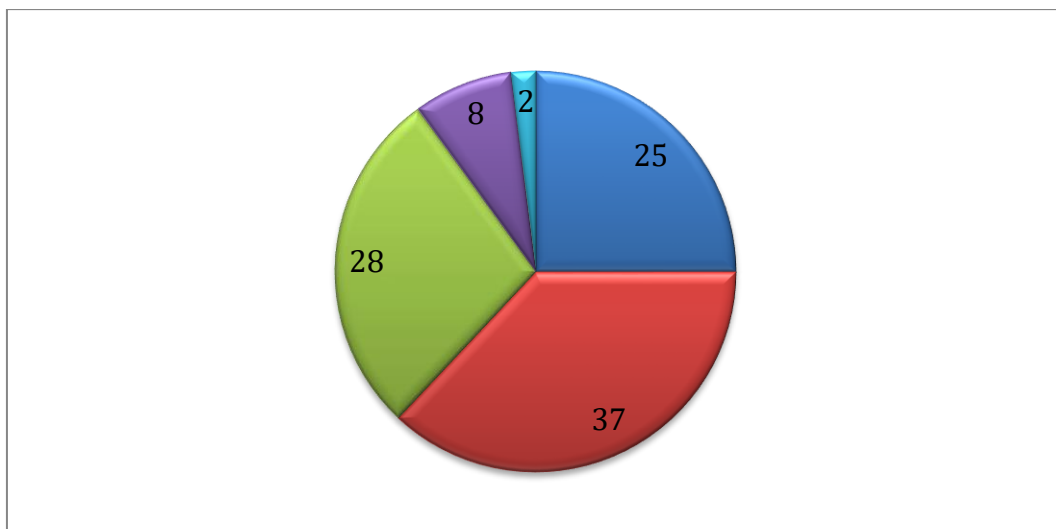
From the survey it is evident that 42% are attracts by offer, 36% are attracts by Discounts 10% are attracts by Gift, 9% are attracts by price and 03% are attracts by other promotional activities in MARUTI SUZUKI.

3) Thought about the price of the products

Response

Particulars	No. of Respondents	% of respondents
Highly satisfied	12	25
Satisfied	19	37
Neutral	14	28
Dissatisfied	4	08
Highly Dissatisfied	1	02
Total	50	100

Graphical Representation



INTERPRETATION :-

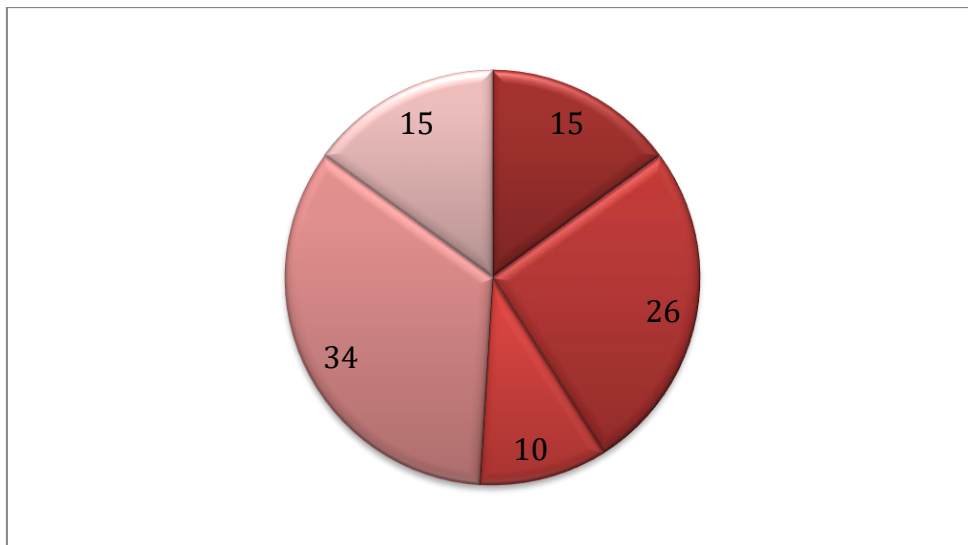
From the survey it is evident that 37% of the respondents are satisfied, 28% of respondents Neutral 25% are highly satisfied, 08% of respondents are dissatisfied and 02% is highly dissatisfied regarding the price of the products in MARUTI SUZUKI.

4) Sale promotional activities the customer satisfied more in MARUTI SUZUKI.

Response

Particulars	No. of Respondents	% of respondents
Payback Offer	7	15
Monthly Savings	13	26
Gift Voucher	5	10
Big Day offer	17	34
Other	8	15
Total	50	100

Graphical Representation



INTERPRETATION :-

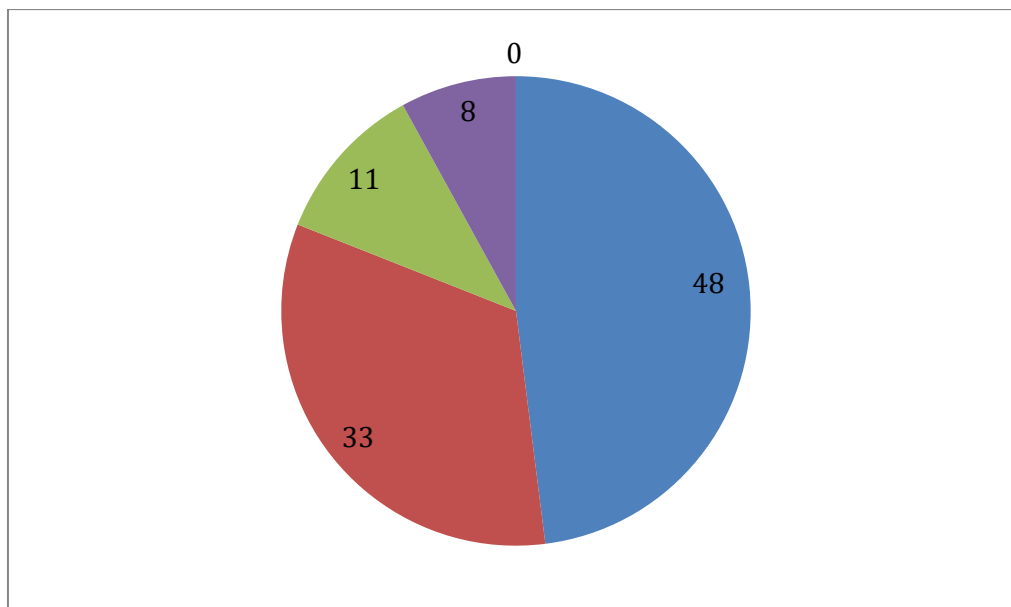
From the survey it is evident that 34% of the respondents are satisfied in monthly saving offer, 15% are satisfied with Payback Offer, 15% of respondents are satisfied with other promotional scheme and 10% is satisfied with Gift voucher.

5) The approach of sales representative in MARUTI SUZUKI.

Response

Particulars	No. of Respondents	% of respondents
Excellent	24	48
Good	16	33
Average	6	11
Poor	4	8
Very Poor	0	0
Total	50	100

Graphical Representation



INTERPRETATION :-

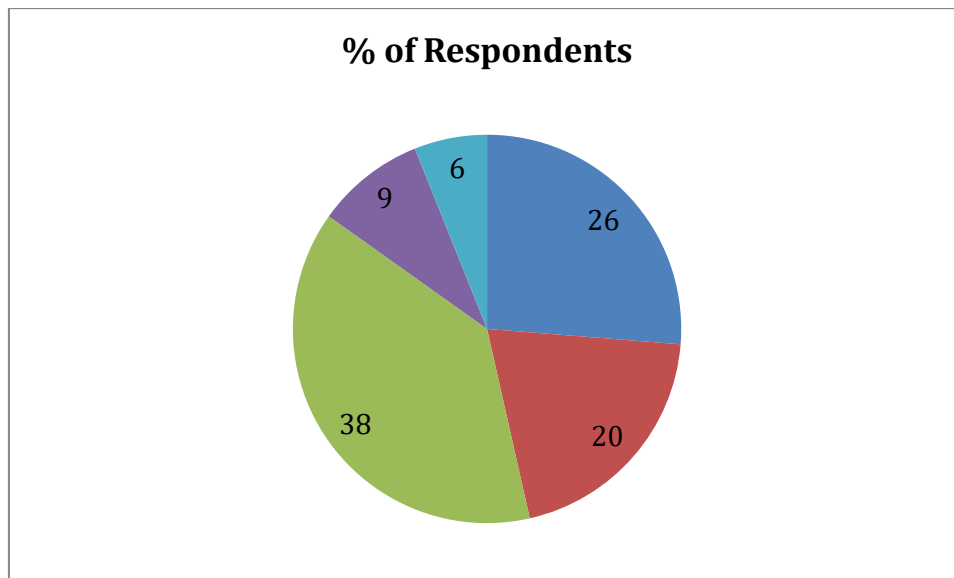
From the survey it is evident that 48% of the respondents are Excellent, 33% of respondents good, 11% are average and 08% of respondents are poor regarding the approach of sales representative in MARUTI SUZUKI.

6) **Satisfaction levels with the sales promotional activities carried out by the company.**

Response

Particulars	No. of Respondents	% of respondents
Excellent	13	26
Good	10	20
Average	19	38
Poor	5	09
Very Poor	3	06
Total	50	100

Graphical Representation



INTERPRETATION :-

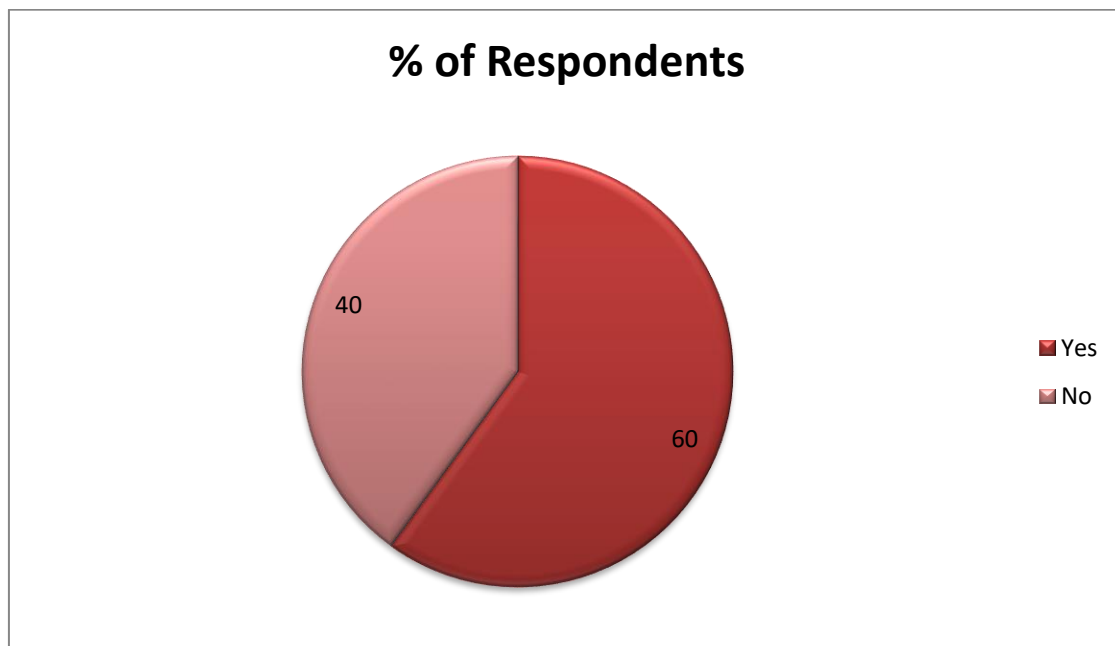
From the survey it is evident that 38% of the respondents are Neutral 26% of respondents highly satisfied 20% are satisfied 9% of respondents are dissatisfied and 6% is highly dissatisfied regarding satisfaction levels with the sales promotional activities carried by the company.

7) Customer consideration about promotional schemes while purchasing a products.

Response

Particulars	No. of Respondents	% of respondents
Yes	30	60
No.	20	40
Total	50	100

Graphical Representation



INTERPRETATION :-

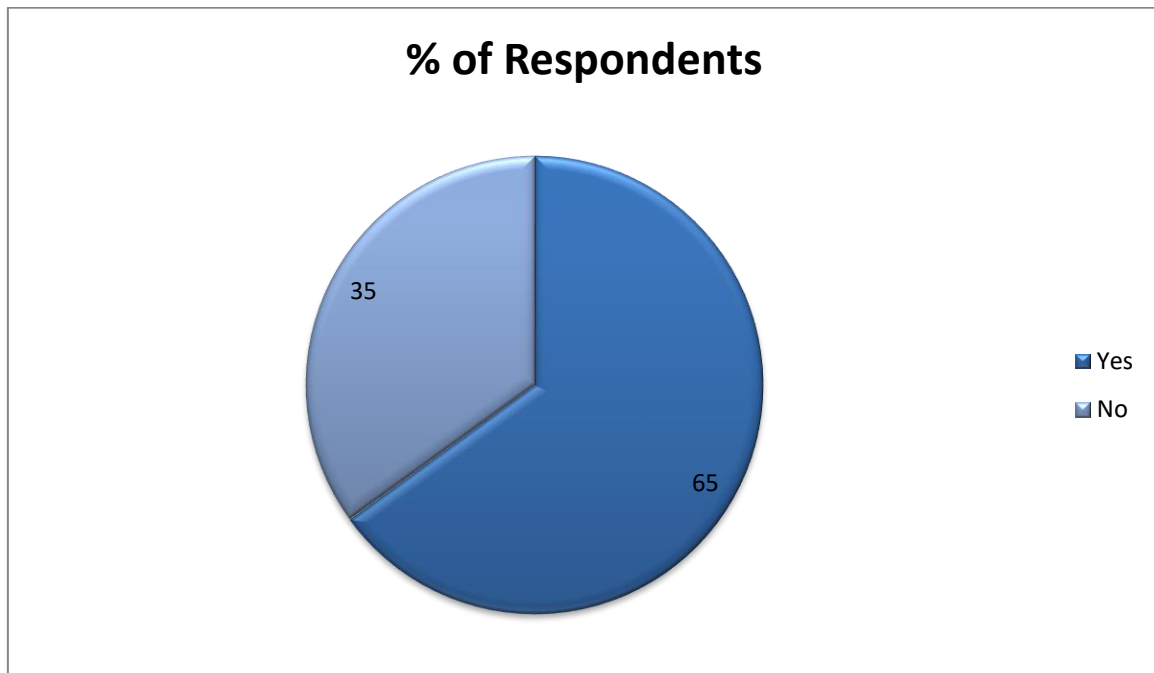
From the survey it is evident that 60% of customer consider promotional schemes and remaining 40% are not considering it.

8) Signage or display convey about the product

Response

Particulars	No. of Respondents	% of respondents
Yes	32	65
No.	18	35
Total		100

Graphical Representation



INTERPRETATION :-

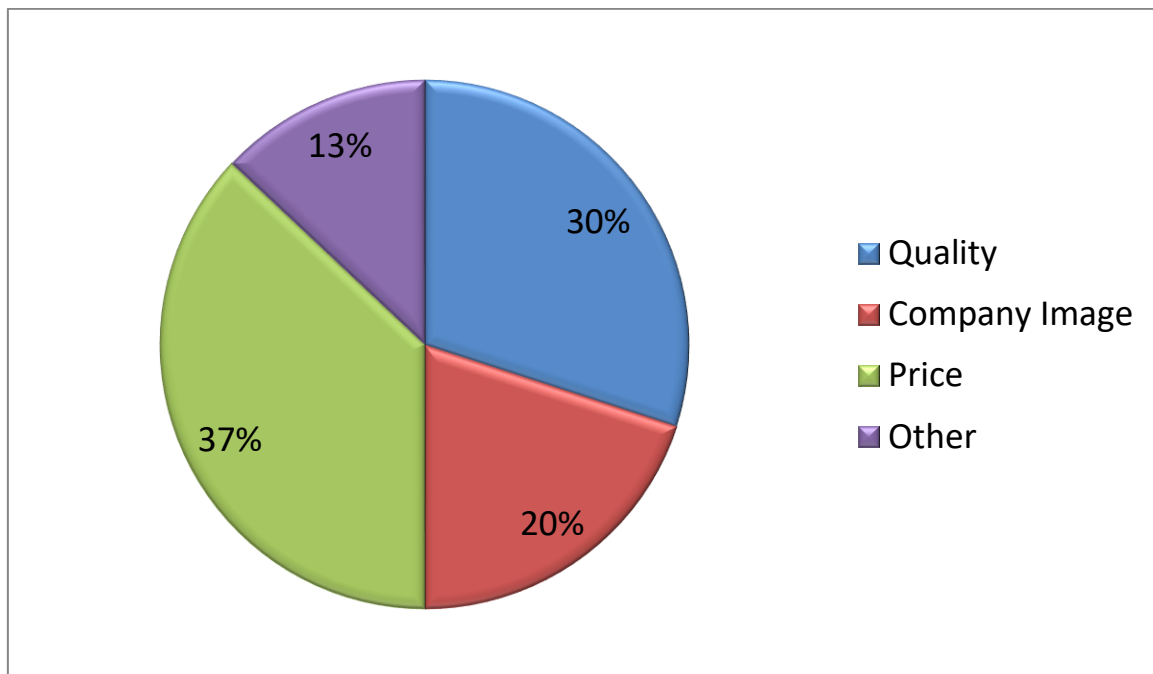
From the survey it is evident that 65% of customers can understand by signage or display and remaining 35% are not considering it.

9) Which Factors normally consider while purchasing a product in MARUTI SUZUKI.

Response

Particulars	No of Respondents	% of Respondent
Quality	15	30
Company Image	10	20
Price	18	37
Other	7	13
Total	50	100

Graphical Representation



INTERPRETATION:-

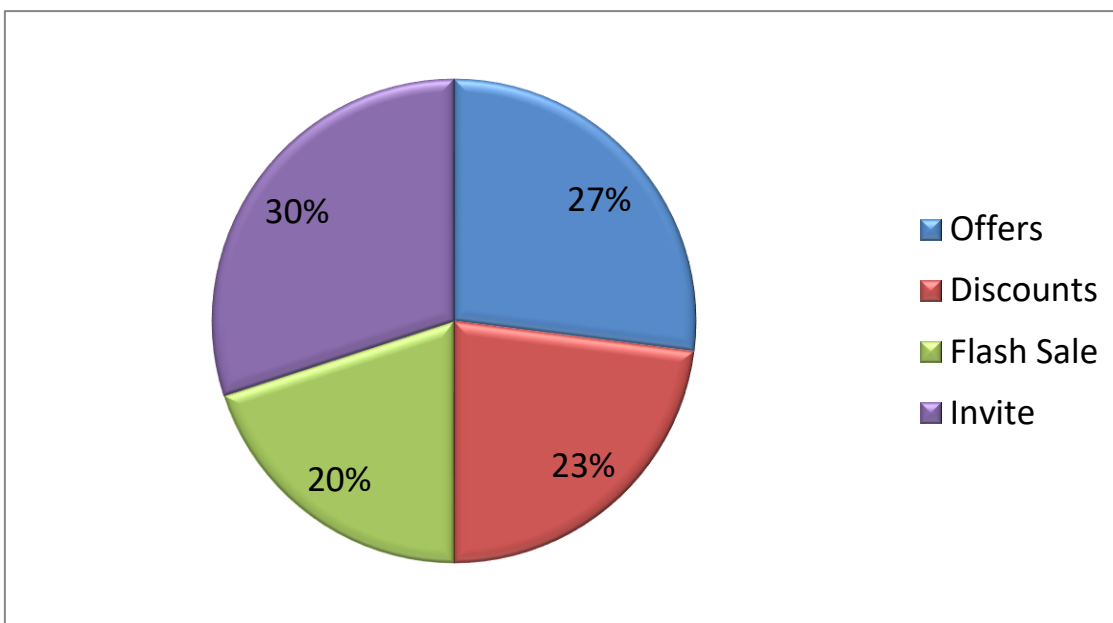
From the table we interpreted that, 11 people I.e. 37% of the total respondents purchase products due to its pricing following 30% of total for quality, 20% respondents due to company image and rest 13% is due to some other reasons.

10) Sale promotional activity that attracts you more towards the MARUTI SUZUKI.

Response

Particulars	No of Respondents	% of Respondent
Offers	13	27
Discounts	12	23
Flash sale	10	20
Invite	15	30
Total	50	100

Graphical Representation



INTERPRETATION:-

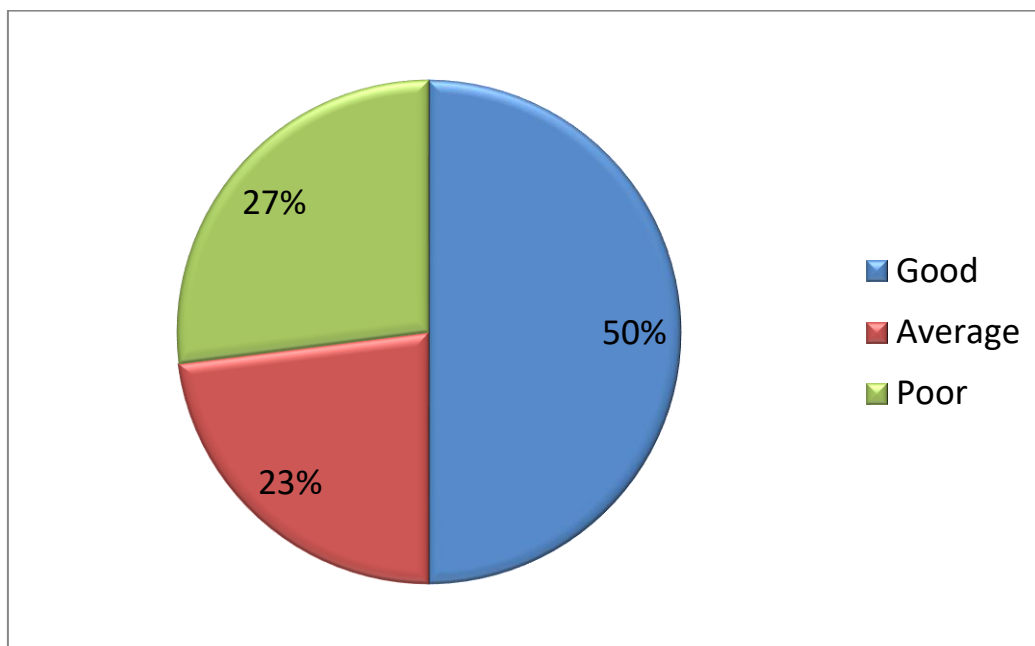
From the table we interpreted, The 9 respondents I.e. 30% of the total are attracted to the invite promotional system following 8 respondents I.e. 27% of people are attracted to the offer promotional system, 23% are attracted because of discounts and lastly 20% respondents are because of flash sale promotional activity held by MARUTI SUZUKI.

11) How does MARUTI SUZUKI. have consumer relation with its customer?

Response

Particulars	No of Respondents	% of Respondent
Good	25	50
Average	11	23
Poor	14	27
Total	50	100

Graphical Representation

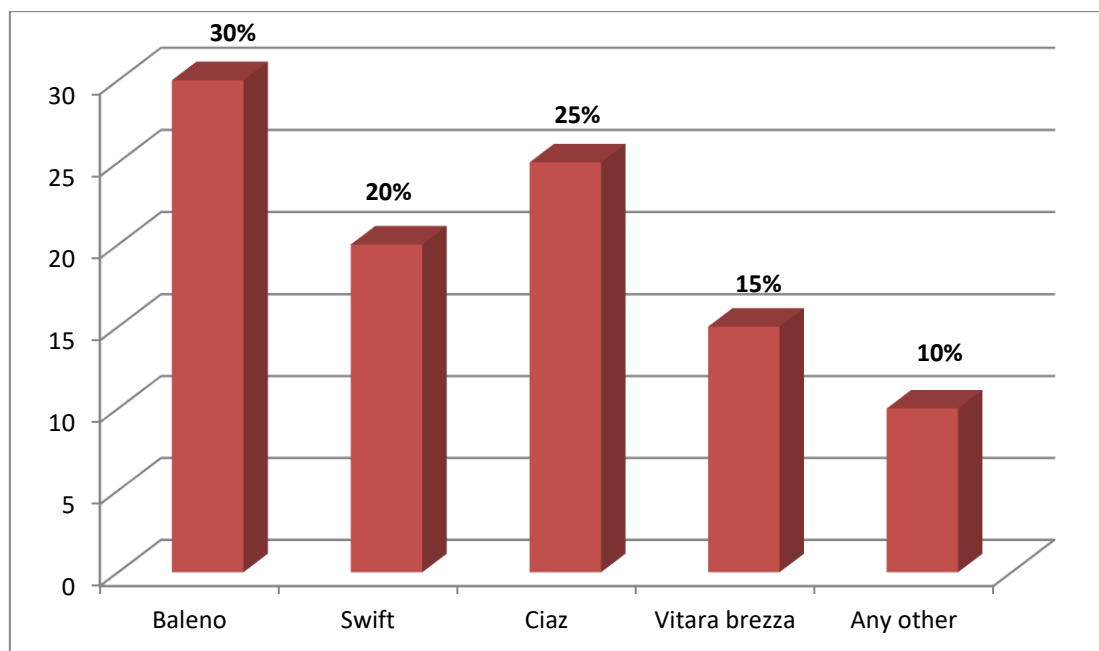


INTERPRETATION:-

From the table it is interpreted that, 15 respondents I.e. 50% of the respondents felt that relation between consumer and company is quite good, 27% of respondents felt its quite poor in consumer relation, 23% felt its average on consumer relation.

12) Which is your favorite car in Maruti Suzuki?

Car Name	Percentage
Baleno	30
Swift	20
Ciaz	25
Vitarabrezza	15
Any other	10

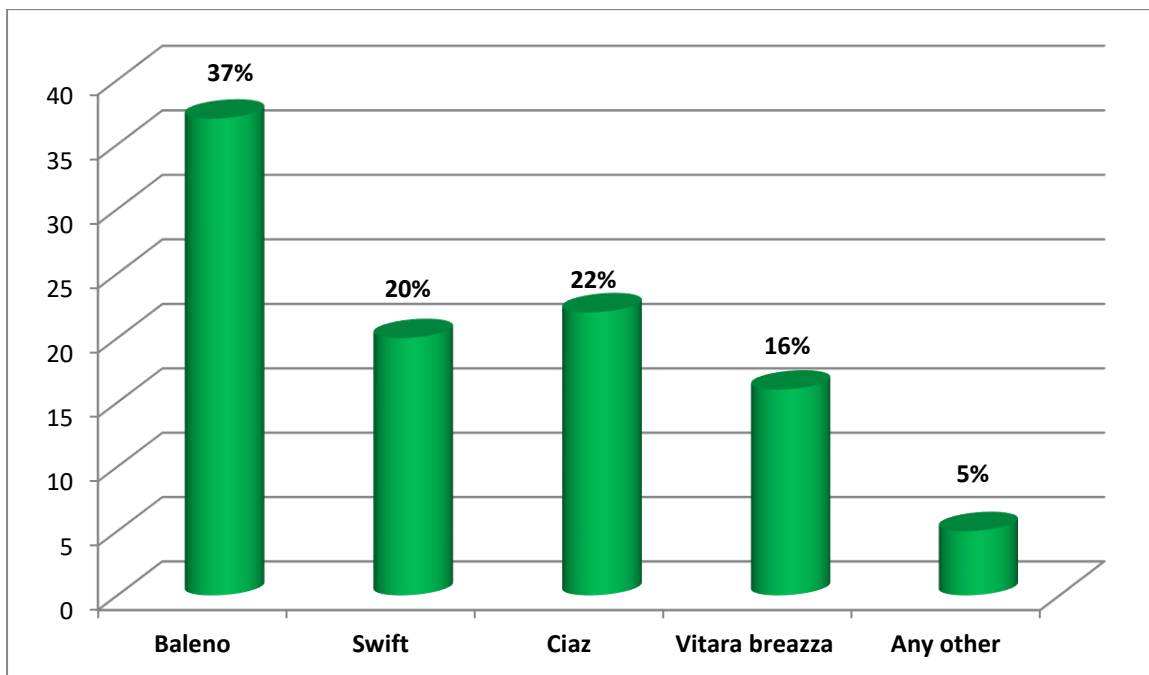


INTERPRETATION :-

From the above graph is 30% Peoples Favourate the Beleno In Maruti Suzuki because the facility & quality of product is improve, 20% are swift is also favorite in market, 25% claz is favorite in car and 15% Peoples like the Vitarabrezza Car and 10% Peoples like in Other Cars.

13) Which particular brand of Maruti Suzuki are you using currently?

Brand	Percentage
Baleno	37
Swift	20
Ciaz	22
Vitarabrezza	16
Any other	05

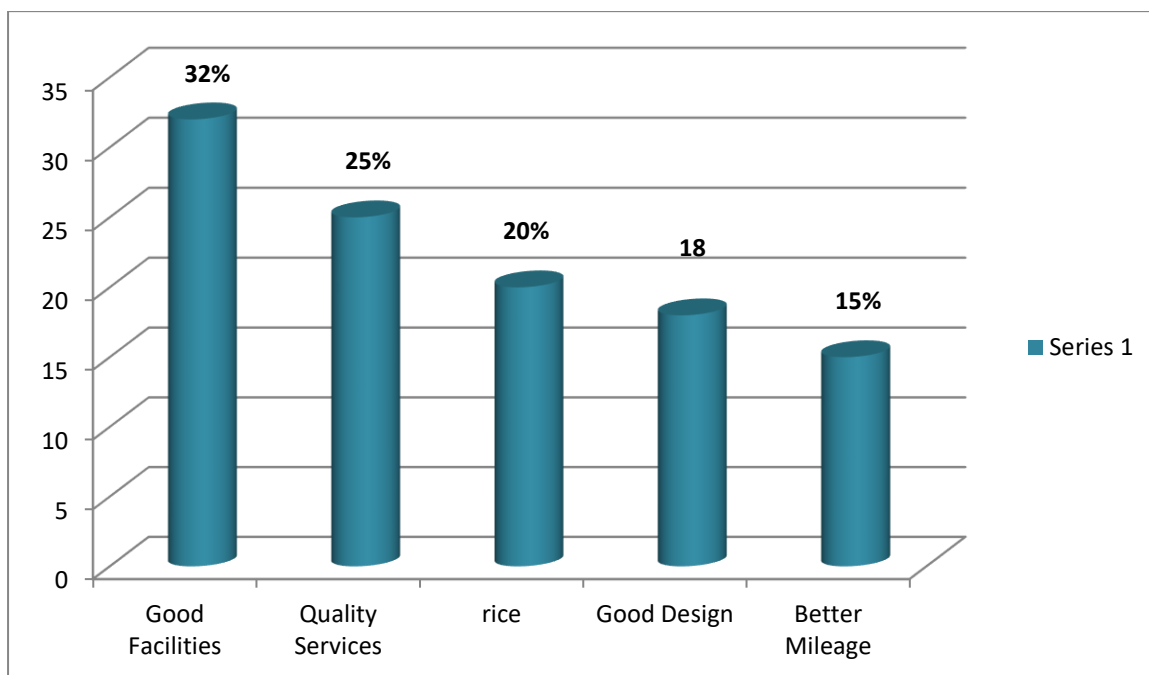


INTERPRETATION:-

From the above graph is 37% Customer are using the Baleno car in maruti Suzuki brand, 20% Peoples are using Maruti Suzuki Swift, 22% Peoples are using Ciz car, 16% using the brand of Vitara brazza and 05% using the any other brand.

- 14) Why you are giving first preference to MARUTI SUZUKI while buying small car?

Preference	Percentage
Good Facilities	32
Quality Service	25
Price	20
Good Designs	18
Better Mileage	15

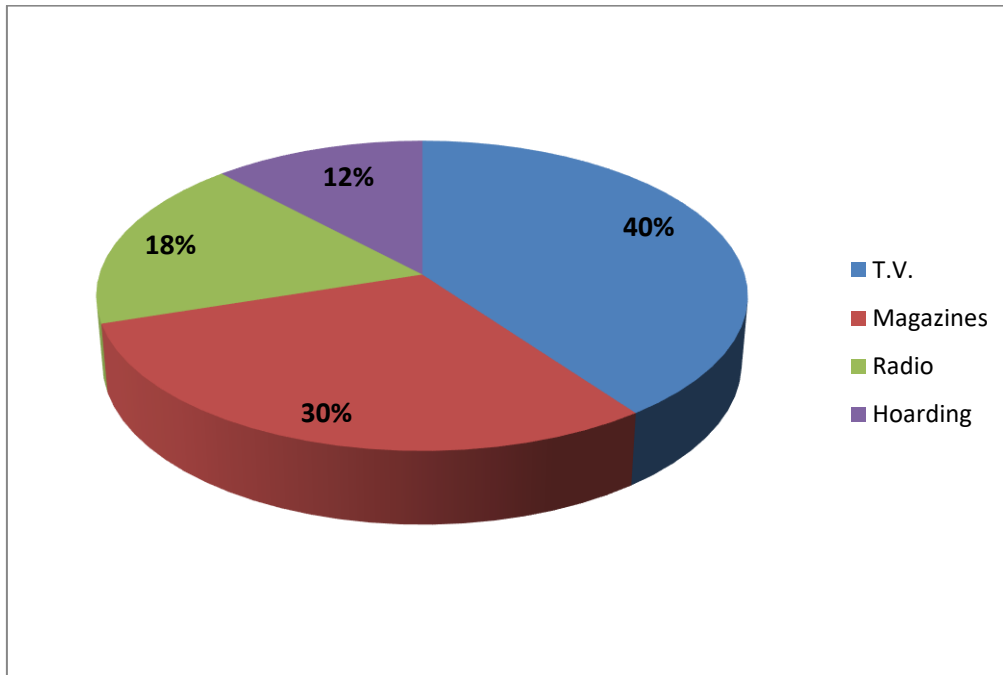


INTERPRETATION :-

32% Customer satisfied Good Facilities are provide by the Nexa Baleno and customer is preference in the facilities, 25% Peoples are preference in Quality of Brand, 20% Customer satisfied the price of Nexa baleno, 18% customers satisfied the car design and 15% customers satisfied the Car Mileage is better than other cars.

15) Which promotional media is influencing you to buy cars?

media	Percentage
T.V.	40
Magazines	30
Radio	18
Hoarding	12

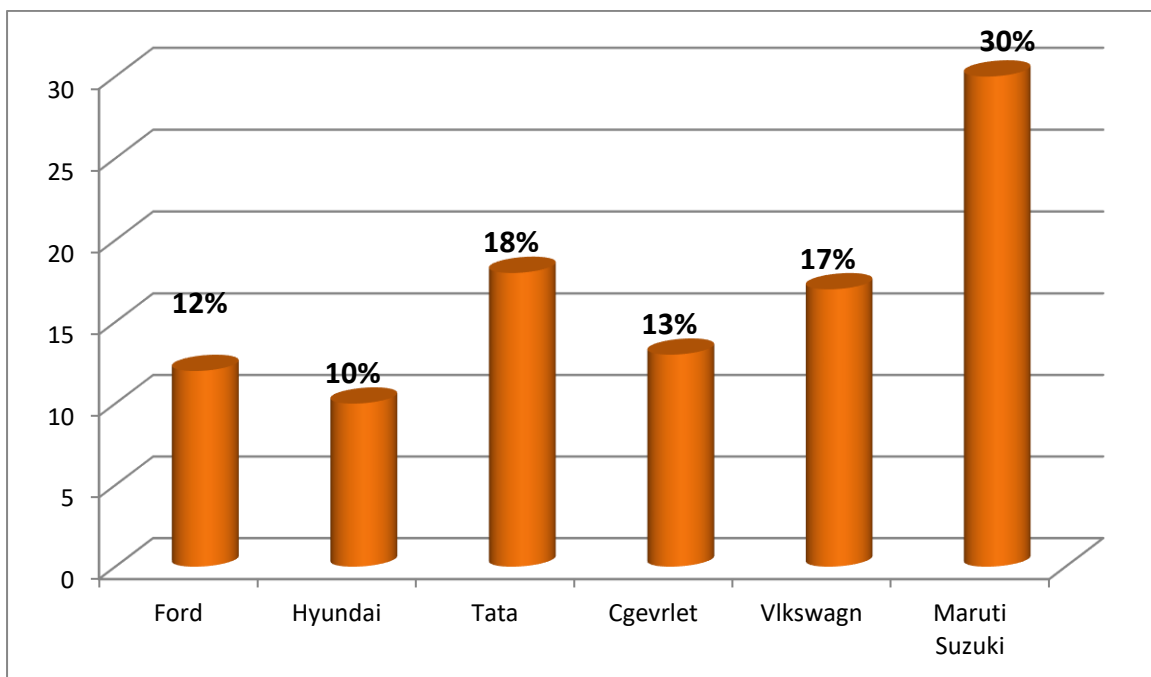


INTERPRETATION :-

Promotion is important part of marketing in Media or TV etc, 40% advertisement or promotion in the Nexa baleno is influence of the car, 30% is Advertisement in Magazine in Newspaper or other business Advertisement, 18% Promotion is Radio and 12% advertising the Hoarding.

16) Which company is your second choice while buying a car?

Company	Percentage
Ford	12
Hyundai	10
Tata	18
Chevrolet	13
Volkswagen	17
Maruti Suzuki	30



INTERPRETATION :-

From the above the graph is for 30% Peoples are buying the Maruti Suzuki company is better because the Facilities is provided by the customer, 10% Peoples are choice the brand of Hyundai, 18% Customers are choice the brand of Tata Motors, 13% Peoples are buying the Chevrolet and 17% customers are choice the brand of Volkswagen because the facilities & car Size is small.

FINDINGS

FINDINGS

- From the above graph out of 100% respondents, Majority (27%) of the respondents are in age of 26 – 30, 20% of the respondents are in the age of 22 – 25, 19% of the respondents are in the age of above 35, 17% of the respondents are in the age of 21-25 & 18-21.
- From the survey it is evident that 42% are attracts by offer, 36% are attracts by Discounts 10% are attracts by Gift, 9% are attracts by price and 03% are attracts by other promotional activities in MARUTI SUZUKI.
- From the survey it is evident that 37% of the respondents are satisfied, 28% of respondents Neutral 25% are highly satisfied, 08% of respondents are dissatisfied and 02% is highly dissatisfied regarding the price of the products in MARUTI SUZUKI.
- From the survey it is evident that 34% of the respondents are satisfied in monthly saving offer, 15% are satisfied with Payback Offer, 15% of respondents are satisfied with other promotional scheme and 10% is satisfied with Gift voucher.
- From the survey it is evident that 48% of the respondents are Excellent, 33% of respondents good, 11% are average and 08% of respondents are poor regarding the approach of sales representative in MARUTI SUZUKI.
- From the survey it is evident that 38% of the respondents are Neutral 26% of respondents highly satisfied 20% are satisfied 9% of respondents are dissatisfied and 6% is highly dissatisfied regarding satisfaction levels with the sales promotional activities carried by the company.
- From the survey it is evident that 60% of customer consider promotional schemes and remaining 40% are not considering it.

CONCLUSION

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In my 60 Days study on the sale's promotional activities and its effectiveness at MARUTI SUZUKI. I have concluded the following.

- The quality delivered by MARUTI SUZUKI. is quite good
- Its unique way of promoting its product really attracts the consumer
- The promotional offers or the promotional discounts held by MARUTI SUZUKI. on a particular season or even in a festive season do attracts the consumer
- The pricing policy of MARUTI SUZUKI. is quite satisfactory and this led to the main reason for the company rapid growth.
- MARUTI SUZUKI. at present requires to review it marketing and distribution strategies specially concentrating on retailer's queries. It already is one of the most renowned household brands in the country.
- Increase more advertisement about the product could prove to be more fruitful.
- Hence all it needs to do is to take full advantage of this fact. If the company works out it marketing strategies for its products thoughtfully and calculative it will not be long before MARUTI SUZUKI. becomes the market leader which it presently is in all the sectors.

SUGGESTION

SUGGESTIONS

- It could venture into corporate tie-ups at its various outlets.
- Undertaking Smartphone at par base but MARUTI SUZUKI. should also concentrate in various other electronic appliances to improve its brand image.
- Conduct some giveaway of the new product launched as a promotional basis
- Set up some mini outlets to go offline rather than only selling its product through E-commerce.
- Company should also focus on the offline markets rather than concentrating only on an E-commerce market.
- Whatever methods the company chooses to employ, interactive communication should be given high priority.

LIMITATION

LIMITATIONS OF THE STUDY

- Study is limited to Nagpur region.
- Study is limited and to MARUTI SUZUKI
- Study is limited to 2021-2022
- Study is limited to 50 respondents.

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- Mr. K K Goyal (Sales Manager) Corporate Office
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Websites:

- www.MARUTI SUZUKI.s.com
- www.MARUTI SUZUKI.susa.com
- www.google.co.in

ANNEXURE

QUESTIONNAIRE

- 1) **Classification of respondents based on age**
 - 18 – 21
 - 22 – 25
 - 26 – 30
 - 31 – 45
 - Above 35

- 2) **Sale promotional activity attracts you more**
 - Discounts
 - Gift
 - Price
 - Other

- 3) **Thought about the price of the products**
 - Highly satisfied
 - Satisfied
 - Neutral
 - Dissatisfied
 - Highly Dissatisfied

- 4) **Sale promotional activities the customer satisfied more in MARUTI SUZUKI..**
 - Payback Offer
 - Monthly Savings
 - Gift Voucher
 - Big Day offer
 - Other

- 5) **The approach of sales representative in MARUTI SUZUKI.**
 - Excellent

- Good
- Average
- Poor
- Very Poor

6) Satisfaction levels with the sales promotional activities carried out by the company.

- Excellent
- Good
- Average
- Poor
- Very Poor

7) Customer consideration about promotional schemes while purchasing a products.

- Yes
- No

8) Signage or display convey about the product

- Yes
- No

9) Factors normally consider while purchasing a product in MARUTI SUZUKI..

- Quality
- Company Image
- Price
- Other

10) Sale promotional activity that attracts you more towards the MARUTI SUZUKI..

- Offers
- Discounts
- Flash sale
- Invite

- 11) How does MARUTI SUZUKI have consumer relation with its customer?**
- good
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- 12) Which is your favorite car in Maruti Suzuki?**
- Baleno
 - Swift
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- 13) Which particular brand of Maruti Suzuki are you using currently?**
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- 15) Which promotional media is influencing you to buy cars?**
- T.V.
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- 16) Which company is your second choice while buying a car?**
- Ford
 - Hyundai
 - Tata
 - Chevrolet
 - Volkswagon
 - Maruti Suzuki