CHAPTER IV

PROMOTIONAL STRATEGIES OF AUTOMOBILE INDUSTRIES IN INDIA

Promotion is the major component of a company’s total marketing mix along with product planning, pricing and distribution. When planning the total promotional program in a company, management must ordinarily make use of the campaign concept. “A campaign is a co-ordinate series of promotional efforts built around a single theme or idea and designed to reach a predetermined goal”. The term “campaign” is often in connection with advertising and it seems more appropriate to apply the concept of a campaign first to the entire promotional program. Then the total promotional campaign can be subdivided into its advertising, personal selling and sales promotion components.

In developing a promotional campaign company should establish the campaign goal as to aim at consumer of their product, segmenting the market according to their product or services. Geographically a company has local regional and national campaign depending upon the availability of funds and objectives. The factor which should influence the promotional mix are the amount of money available for promotion,
nature of the market, nature of the product and the stages of the product's life cycle.

**Determination of Promotional Mix**

Management of a company has to determine what combinations of advertising, personal selling and other promotional tools will make the most effective promotional program for a company. The factor that influencing the promotional mix are the amount of money available for promotion, nature of the market, nature of the product and the stage of the product's life cycle.

**Funds Available**

Regardless of what may be the most desirable promotional mix, the amount of money available for promotion is the real determinant of the mix. A business with ample funds can make more effective use of advertising rather than an enterprise with limited financial resources. Small or financially weak companies are likely to rely on personal selling, dealer displays, or joint manufacturer-retailer advertising. The lack of money even forces a company to use a less efficient promotional method. As advertising can carry a promotional message to far more people and at a lower cost per person than a sales force can.
Nature of The Market

The decision on the promotional mix has been influenced to a great extent by the nature of the company’s market. This influences the geographical scope of the market, concentration of the market and the type of customer.

**Geographical Scope of The Market:** Personal selling may be adequate in a small local market, but as the market broadens geographically, greater reliance must frequently be placed on advertising.

**Concentration of The Market:** The total number of prospective buyers is one consideration. The fewer potential buyers there are the more apt a seller is to stress personal selling rather than advertising. Another consideration is the number of different types of potential customers. A market that is concentrated is one type of customer or industry will call for a different promotional mix from that required when a firm sells to many different customer groups. As a company selling its goods nationally, it may find its market concentrated in relatively few spots. In this type of market concentration, emphasis on personal selling may be feasible, where as it would be unrealistic if the potential customer were widely distributed all over the country.
Types of Customers: The promotional strategies are influenced by whether the business is aiming its sales campaign at industrial users, household consumers, or middlemen. As a promotional campaign aimed at retailers will contain a great percentage of personal selling that will a program designed to attract household consumers. In many situations the middlemen may strongly influence the promotional strategy used by a manufacturer.

Nature of The Product

Consumer products and industrial goods frequently required different strategies, within the category of consumer goods, a promotional mix is influenced by whether the product is generally considered a convenience, shopping or specialty item. In industrial goods installations are not promoted in the same way as operating supplies. Company marketing convenience goods normally rely heavily on manufacturers advertising, in additional to using dealer displays. As of industrial goods, the promotional strategy behind installations usually features heavy emphasis on personal selling.

Stages of Product Life Cycle

Promotional strategies for a product are influenced by the life cycle a stage of a product is in at any given time. The detail in the advertising strategies of the automobile industries is discussed further.
Advertising Objectives

Effective advertising planning is an extension of the basic marketing plan and its objectives is derived from it from the overall marketing objectives, the advertising goals or communication objectives are designed. If the marketing objective states that the market share should increase from 25 percent to 35 percent within 12 months, the advertising objective could state that to achieve such a marketing objective, advertising or communication goal could be to increase recall of brand through advertising or increase consumer awareness about the brand. Renowned author Russel H. Colley's book titled defining *advertising goals for Measured Advertising results.* "The advertising objectives as an advertising goal is a specific communication task to be accomplished with a specific audience in a specific period of time." The advertising goals have been classified as:

*Information Objective:* which is most pertinent in the pioneering stage of a product life cycle, where it is important to educate the consumer about the product.

*Persuading Objective:* Is important in the competitive stage when a company needs to build brand preference via a competitive brand.
Reminder Objective: Is applicable in the retentive or maturity stage to ensure that brand remains top of mind with the consumers. The advertising objectives include.

- Creating a specific position or image for a product.
- Reinforce the positioning of a brand.
- Build brand awareness.
- Generate consumer trials
- Inform and educate the customer about a product/service, its usage and benefits.
- Build corporate images.

Market

Market segmentation is the process of dividing the consumers or market into distinct groups of potential buyers with homogenous needs. Importantly, market segmentation is an approach whereby the customer receives the key focus. In segmenting the market firstly company should identify a specific market and the needs of the customers within it and then attempt to satisfy those needs. To draw an analogy, it is the ‘rifle’ Vs ‘shot gun’ strategy i.e. pinpointed targets and focused plans Vs broad target and scattered efforts.

At all people do not buy all types of products because of their income, style, behaviour, life style and age. As people in different
income groups differ in their wants and ability to spend. Therefore, for many technology driven and expensive product it might makes sense to concentrate one’s efforts on the upper income group⁶.

Automobile Industry has divided its market on the bases of income group, behavioral aspects, life style, purchasing power and age. As Maruti 800 was focus to the middle class and price conscious segment where as Tata Safari or Honda City for upper class affluent people. The Survey commissioned by BBC world and ORG-Marg in six cities of 1400 respondent shows that Ford Ikon has a higher popularity among 25-34 years old where as, Honda City is more popular in the 35-44 age group and the oldies in the age bracket of 45-54 prefer a Maruti Zen⁶.

Sub-divide a market by introducing more characteristics moving beyond segments into niches a market segment is a gross slice of the market where high income car buyer or a market niche is a smaller, specially formed segment as high income car buyers who want trendy, rough, high performance car. Where as a segment usually attracts several competitors, a niche typically attracts fewer competitors. As if Maruti Suzuki is selling its car in all major segments where as Hindustan Motors (Ambassador) is aiming at the niche of the hi-powered car.
Promotional Strategies of Automobile Industries in India

Factor for Segmentation the Market

The factors for segmenting the market include Geographic, Demographic, Psychographic and Behavioural.

Geographic

Geographic segmentation calls for dividing the market into different geographical units such as nations, states, regions, cities, rural and urban areas. A company can decide to operate in one or a few geographical areas or operate in all but pay attention to local variations in geographic needs and preference. As the tractor manufacturer concentrated their market to rural areas whereas car manufacture concentrated their market to the urban areas. As the survey conducted by ORG-Marg in six cities shows that buyers of Mumbai and Chennai were more skewed towards vehicle performance, while the buyers of Delhi and Bangalore give greater weightage to comfort and the user in Kolkata and Hyderabad were more inclined towards the vehicle design. And as the automobile Industry conduct the advertising campaign on the basis of the product attribution on the following feature mentioned.
Demographic Segmentation

Demography stands for the study of population. Demographic segmentation consists of dividing the market into groups on the basis of demographic variables such as age, sex, family size, family lifestyle, income, occupation, education, religion, race and nationality. As demographic variables are the most popular basis for distinguished customers groups, since a person's wants, preferences, attitude, opinions are often highly associated with demographic factors. As Hyundai's four-year-old car Santro giving a new and fresh positioning as the old positioning of the Santro as a "family car" is being changed to that of a "Smart" car for young people. The new advertising campaign feature by Pretty Zinta a young and vibrant Bollywood actress along with brand ambassador Shah Rukh Khan. As Hyundai motors shifted Santro a fresh new positioning from a complete family car to a Sun Shine Car denoting "a fresh new attitude and a changing your life positioning" as Pretty Zinta the sun shine girl as represent this fresh new positioning and attitude. According to Hyundai executives the average age of a car owner has decline from around 30-35 three years ago to 25-30, primarily because of changing lifestyles, cheap and easily available finance. As the buyers are young though promoting the Santro as a family car, it promoted as a car that can
change the life of a young person. Pretty Zinta play an important role in the make over as the physical embodiment of Shine and however Shah Rukh Khan continues to remain the brand ambassador for Santro.

**Psychographic Segmentation**

In psychographics segmentation, buyers are divided into different groups on the basis of social class, lifestyles, like and dislikes and other personality characteristics. People within the same demographic group can exhibit very different psychographics profiles. As Hero Honda Motors aimed its ‘Ambition bike’ at the rebel inside each teenager who is trying to fight the laid down norms of society and has a ambitions personality in them. As advertising campaign of Mercedes E class aiming to the class of an outgoing life style.

**Behavioural Segmentation**

Behavioural segmentation, where one analyses the consumer’s usage related behaviour or response to a particular product, such as benefits sought, use occasions, usage frequency, user status (i.e. heavy user, non-user, light user) under this type of segmentation, consumers are divided on the basis of their knowledge, attitude, use, or response to a product. It is been noticed that during the time of festivals an Indian consumer buy product specially during Diwali and Christmas.
The manufacturer during that time emphasized their product to these customers by providing special discount offers and rebate. The Hyundai motor aimed its Santro by its advertising message as “Merry Christmas and a sunshine filled new year”\textsuperscript{11}.

**Targeting**

It is this very process of evaluating various market segments and the opportunities that each offers before deciding on how many and which segments to serve. Therefore targeting is essentially a two-stage process it involves.

- Evaluating the market segment
- Selecting the market segments, considering opportunities and resources

**Selecting the Market**

Selecting the Market considering the following steps;

**Single Segment Concentration**

A company can select one single segment. The reasons for this could be limited resources, specialisation desired, limited wish or simple image. This form of segment selection by Hindustan Motor, which through “Mitsubishi Lancer” has selected the segment of upper class market.
Selective Specialisation

The company selects a number of segments based on their profitability as also the company's own objectives and resources. Selecting multi-segments to service helps a firm in spreading risk i.e. even if one segment stops growing, the company has other segments to fall back on. As Hyundai Motors, which has different models of cars, like Hyundai Santro, Hyundai Sonata, Hyundai Accent these all models are targeted to the different class of the society as Hyundai Santro has been targeted to the price-valued conscious people whereas the Hyundai’s Sonata targeted to the luxury class people.

Production Specialisation

In this option the company specialises in producing a particular product type, which it sells to various segments. This involve providing different models with variation for different customer needs as Maruti's Zen model like Zen LX, Zen VX Zen VXi as Zen Lx does not having power steering or power window whereas as Zen VXi does have.

Full Market Coverage

The Company serves an entire market with a wide range of products. As Maruti Udyog Ltd., which is serving the complete market as Maruti 800 to middle class people whereas Alto, Zen, Wagon R to
Promotional Strategies of Automobile Industries in India

upper middle class people and whereas Esteem and Belano to the luxury class people.

**Message**

As company has divided its market and targeted there product to the particular classes of people and the company to communicate an advertising message to the targeted audience. According to Ravi Gupta an advertising professional say in designing an effective message the following things must include by company, it should relevant to the target audience, the message should be short simple and crispy, it should sharply focusesed and talks of key benefits, it must be memorable, as it involve the prospect of the company and its focus on the objectives of the company. A study conducted found that the effect of the creativity factor in a campaign is more important than the amount of money spent.

The message must be created keeping in mind the segment being addressed as evaluate some of the most memorable campaigns by Hindustan lever’s “Surf” that “Surf Ki Kharidaari mein hi-Samajhdari hai” or the latest “Dhoondhte reh jao ge” campaigns or “Utterly Butterly Delicious by Amul” are some of the advertising which have high recall value.
The Theme of the Message

Every advertising must communicate a focused message, which is in keeping with the objectives. And there are certain considerations must take into account as the status of the product, as it a new concept or just another brand. If new brand, then the message must focus on the features, usage and applications. On the other hand advertising for a product facing competition in its category will emphasize the advantages and benefits over other. There is also an advertising that attempts to create a specific positioning like the Hyundai's Sonata car is positioned as a premium luxury car for the higher society. The advertising messages use various appeals in order to attract the target segment.

- **Emotional Appeal:** The message uses emotions like love, care, humor, pride, fun, Joy and guilt. As the advertising message made by the Maruti 800 as it appeal as the family car without it there is nothing in the family.

- **Rational Appeal:** The messages are more products specific in nature and therefore focus on quality, economy, value or performance. As the launching advertising for Ambassador 1800 ISZ on television. The advertising message focused about the new engine, the gear system and breaking system.
Promotional Strategies of Automobile Industries in India

• **Moral Appeal:** It stirs up the sense of belonging the product of our nation. As the advertising campaign by Bajaj Auto as “Hamare Bajaj” and Hero Honda Motors as “Desh Ki Dhadkan”. This advertising does not talk of the products attributes as how it work, why is it better than other scooters or motor cycles. It only highlight that Bajaj or Hero Honda is cutting across all age groups, cultures and regions and is everyone’s favourite. There is no detailed message in the advertising, all that the advertising says is “Hamara Bajaj” or “Desh Ki Dhadkan”. The focus is more on reinforcing the presence of a product in the market, besides this it may also highlight or build corporate image and thereby favourably enhance the product perception.

**Presentation of the Advertising Message**

As the theme of the advertising message is being ready to focus to the particular segment then for the presentation of the advertising message by the advertiser must consider. How to draw the attention of the targeted audience so that it get noticed, inspite of the clusters of advertising, generate interest in the advertising by the consumer so as to make the consumer involved enough and gain a favourable reaction and the most to memorable the advertising message, so the message must be easily recall and maximum awareness about the product. The elements, which put together work
towards building an interesting and memorable advertising, include visuals, music, colour, models and copy.

• **Visuals:** Audience while turning the pages of magazines or newspapers or watching television many a time, stop to see certain advertising. Which may attract the audience by the size of the advertising, length of the advertising, the layout or the scene portrayed. As TELCO launch its “Indica” released full-page colour advertisement in national dailies and magazine, presently Indica advertised on dailies and newspapers with different variant of colour and with the different angle.

  As advertising presented by the Ambassador in the magazines which shows that Ambassador is moving on the desert where there is no vehicle or even the people, or as the advertising presented by the Ford Ikon where it shows that it moves on the high mountains or even on the hilly river and presenting it by saying the “Josh Machine”.

• **Colour:** To build an interesting and memorable advertising use of bright colour or black and white. Advertising in a coloured magazines makes the advertising stand out, as Telco Indica advertising released in a magazines, which was all in black and white except the car were coloured that bring creative attraction of the audience towards the car.
Some of the advertising use an interesting contrast of black and white clips mixed with some coloured visuals.

- **Model:** The model may catch a viewer's attention because the viewers may associate with them and may aspire to be like them. The model is a credible advisor for a product category and also helps in enhancing the corporate image. Use of actual consumers or "real people" for referrals also builds strong association with the target market as Fiat Palio advertising featured by Tendulkar, Maruti Versa by Amitabh Bachchan and his son Abhishek Bachchan and Hyundai's Santro been featured by Shah Rukh Khan and Pretty Zinta that attract viewers and influence them. As Hyundai's Motor positioning of the Santro Car as a "family car" earlier and now been changed to "a smart car for young people". Since the company promoting the Santro car for the young people and the promotion campaign being done by the brand ambassador Shah Rukh Khan and vibrant Bollywood actors Pretty Zinta being as a sunshine girl in the Bollywood and represent the fresh new positioning of Santro car as a car that can change the life of a young person.

- **Copy:** This is the actual message, delivered either verbally or in written form. In the print medium, advertising, copy bears the following components.
Promotional Strategies of Automobile Industries in India

- **Headline:** It is the first thing read and must catch the interest of the consumer. A headline could be curiosity invoking, may promise a new benefit or may just use distinctive statement to catch attention. They are typically big and bold, as they need to stand out. As the advertising message of Maruti Udyog Ltd. used a bold headline "3 times in a row". As Maruti Udyog had received No. 1 name plate in the customer satisfaction in the J.D. Power Asia Pacific study for year 2000, 2001 and 2002.

- **Body Copy:** This follows the headlines and presents details about the products or services and explains the promise of the headline. In the launch advertising of Telco's Indica, the copy, spoke of the unique feature fuel efficiency, mechanical, powerfulness and efficiency and it then went on to explain in detail the benefits to the customer.

- **Sign off line:** It may be a summing up of the advertising message or a definite positioning statement as the Opel Corsa’s "Aucting baby" the detail of the advertising messages of different automobile are as given in the table 4.1.
**Table: 4.1 Advertising Messages of Indian Cars**

<table>
<thead>
<tr>
<th>Manufacturing/Brand</th>
<th>Advertising Message</th>
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| Alto                | "Its known to be the strongest form of temptation"  
|                     | "The Hottest little Car"  
| Baleno              | "Sleek, Silent, Spirited"  
|                     | "Japanese performance finally meets European styling"  
| Gypsy               | "There is a gypsy in everyone"  
| Wagon R             | "Mood elevator for the pedal-happy"  
| Versa               | "Two luxury car in one. The whole story told in one Breath"  
| Mistubishi Lancer   | "Nothing drives lie a lancer"  
| Honda (Honda Siel Car India Ltd.) | "The Power of Dreams"  
| Honda City          | "It’s a heady mix of power and economy even nature will approve"  
| Fiat Siena          | "Take control Driven by passion"  
| Opel Corsa          | "Aucting Baby"  
| Ford Ikon           | "The Josh Machine"  
| Tata Indica         | "With due apologies to small cars, size does matter so do power, economy safety and style"  
| Hyundai Santro      | "A complete Family Car"  
|                     | "The Sun Shine Car"  

*Source: India Today, AutoIndia, Overdrive, Businessworld etc.*
Media

The 1990’s are an era of media boom time for advertisers. Not so long age, the Indian media scene was much different. Television was yet to into its own, radio was popular, newspapers and magazines reasonable circulated. Today it is totally different picture. Consumers watch anything from Doordarshan to Star, Zee, Sony, CNN and Video cable consumer have an option of at least two newspapers in all A and B class cities. And there are magazines galore from saving and society to Manorama and India Today to Business World and Advertising and Marketing Magazine and of course cinema or the omnipresent hoarding and kiosks. These advertising media that the major automobile industry that use is mainly the class magazines, newspapers, dailies, billboards, hoardings, radio and television. The main emphasis of the advertising media is class magazines i.e. Business Today, Advertising and Marketing, Outlook, Auto India, Overdrive, Film fare and important daily news papers are The Hindustan Times, The Times of India, The Hindu, The Tribune, apart from the above print media the other media that were adopted by the automobile industries were big hoardings, banners, neon signboards, danglers, posters, wall painting and brochures. The electronic media used by automobile Industry were mainly Television and Internet.
Consumer Satisfaction Ranking

J.D. Power Asia pacific conducts customer satisfaction research and consulting in the automobile Industry. The survey conducted by the J.D. Power Asia pacific on the consumer satisfaction during the year 2000, 2001 and 2002 were Honda Siel and Maruti Udyog share the top ranking in the customer satisfaction with the score of 115, four index point better than the Industrial average according to the 2000 India customers satisfaction index study. Compared to 1999, Maruti Udyog improves by 3 index points while Honda Siel’s Consumer satisfaction index (CSI) score has declined by 6 index points. Where as during 2001 Maruti had ranked better than all by 119 points which is 4 index more than that of 2000 and increase 6 index more than that of the industrial average 113 index and on the other hand Honda Siel had also increase from 115 to 117 during 2001 which is 4 index more than of the industrial average and by year 2002. The Maruti Udyog was the top among the all by 124 indexes, which is 5 indexes more than that of the previous year 2001 followed by the Hyundai motor by 118, which is 3 indexes more than that of the industrial average.

Maruti Udyog leads the industry on service advisor and service performance, two factors contributing more than 50 percent to consumer satisfaction index (CSI). In comparison, Honda Siel
maintains its industry-leading performance on problem experienced and service timing. Hindustan Motors (Mitsubishi Division) rank third with a CSI score of 113, 114, 116 during 2000, 2001 and 2001 respectively followed by Hyundi Motors with the score of 112 during 2000. These two round out the makes performing above the industry average. For both makes, a low number of problems experienced is an area of strength. Additionally, Hindustan Motors (Mitsubishi Division) records close to industry-leading performance on service advisor, while facility appearance is strength for Hyundai.

General Motors, Daewoo, Mahindra, Ford, Fiat and Telco rank below the Industrial average in 2000, 2001 and 2002 Consumer Satisfaction Index (CSI) ranking, respectively all these makes have witness a decline in their CSI scores compared to 1999 except General Motors, Which has maintained its 1999 except performance. All the makes rank below the Industrial average perform poorly on the problems experienced and service performance factors, which account for more than 60 percent of customer satisfaction. Graphic representation is made in fig. 4.1.
Fig. 4.1 Consumer satisfaction ranking

Promotional Strategies of Automobile Industries in India

The study finds service standards having a great impact on customers satisfaction. While individual dealership standards may vary in detail, J.D. Power Asia Pacific measures dealer execution of 15 core standards performance during the services process. The study shows significant increase in the implementation rates for these activities. For example, in 1999, only 35 percent of customers were contacted after service and 53 percent received a copy of their work order before starting service. The corresponding implementation rates in 2001 are much higher at 55 percent and 72 percent during 2002.

The survey includes responses from 2348,3067 and 31811 during 2000, 2001 and 2002 respectively who were new-car owners of more than 20 different models representing 11 different makes. The factor determines customer satisfaction performances are (in order of important): problems experienced, service advisor, service performance service timing and facility appearance.

The Changing Promotional Strategy with Product Life Cycle

Parallel to the stages of the product life cycle (PCL), which are introductory, growth, maturity and decline, there are stages through which advertising passes. These stages are pioneering, competitive, and retentive. Representation of the changing
promotional strategies along with the product life cycle is made in fig. 4.2.

**Fig. 4.2: Advertising stages in the product life cycle**

- **Sales**
- **Time**
- **Introductory**
- **Growth**
- **Maturity**
- **Decline**
- **Pioneering or Competitive**
- **Competitive**
- **Retentive**
- **No Advt.**
Pioneering Stage

In the introductory stage of the product life cycle, when a product is of a new kind or a pioneer in the market or is an innovation over similar existing market or is an innovation over similar existing products, consumer’s awareness is at its lowest. However, in the pioneering stage, the company educated the consumer about the new concept and communicated as the strengths in the product, telling them that the product exists, how it may be used. In this stage a seller must stimulate primary demand-the demand for a type of product-as the demand for a type of product-as contrasted with selective demand-the demand for a particular brand. As a scooter is known product but scooter like Kinetic Honda introduced with unique features like the “ignition start system” made it a new product. Normally, heavy emphasis must be placed on personal selling, trade shows are used extensively in the promotional mix, rather then call on each customer individually, the company can promote its new product at a home show, automobile show, or some other type of trade show, where the prospective customers will come to the seller’s exhibit. Manufacturers rely heavily on personal selling in attracting middleman to handle a new product. As with the launch of Telco’s Indica during 1997, the heavy promotional campaign was made in the major newspapers,
magazines and on television and it also made heavy advertising campaign in the Auto Expo, which was held during the month of November at New Delhi.

**Competitive Stage**

Competitive stage is the second stage of the product life cycle i.e. the growth stage, competition make an appearance and starts giving the innovator a run for its money. At this point, a consumer’s concern is not what the product can do or what is it all about but rather, the consumer wonders which is a better brand. Prior to the launch of Hyundai’s Santro, Maruti’s 800cc car and Zen dominated the car market with over 72 percent market share. With Santro, entering the arena, customer got another option lower in cost better in performance. The battle become tough and Maruti’s launched Alto. Maruti’s Udyog ltd. (MUL) had also slashed its price of different models with around 12000 to 38000. In this scenario the consumer wants to know which is a better brand and why is it better. The advertising of Maruti, talks of the advantage it has over the other brands the unique differential benefit that it offers.

In this stage therefore, the stance shifts to highlighting of advantage over competition and may become comparative in nature. In recent years, such advertising has become extremely aggressive with
companies openly taking their competitor's name and highlighting its own strengths over the competitors. In the competitive stage of advertising have the following characteristics.

➢ Helps the consumer to answer, which brand is the best to buy and why is this brand better.

➢ Creates a preference for brand over competitors.

➢ Highlights the advantages or unique differential benefits of the brands.

➢ Helps the consumer to "Evaluate Options".

**Retentive Stage**

A product in the maturity stage of its life cycle is well established, has gained consumer loyalty beside wide scale acceptance. Therefore, the comparative approach in the advertising message is under played, since consumer do not want to know about the product usage or its advantages and benefits over competitive brands. On the contrary, the advertising in the retentive stage takes the role of maintaining its existing consumers by reinforcing its pressure in the mind of the consumers. As the “Hamara Bajaj” advertising campaign, the advertising does not talk of the scooters attributes, how it works, why is it better than other scooters. It only highlights that Bajaj is cutting across all age groups, cultures and
regions and is everyone's favourite. There is no detailed message in the advertising; all that the advertisement says is "Hamara Bajaj", the focus of retentive advertising is more on reinforcing the presence of a product in the market. Besides this it may also highlight or build corporate image and there by favourably enhance the products perception. Retentive advertising is today also talk the route of social and humanitarian causes to establish or build corporate image as "Plant more trees" or "Keep your city clean" advertising undertaken by Maruti Udyog Ltd. (MUL).

**Decline Stage**

Finally in the decline stage of the product’s cycle the advertising may be absolutely minimal or none at all since the return on the advertising rupee is likely to be nil from a dying brand\(^{15}\).
Advertising Preference in Automobile Industries

The survey commissioned by BBC world and conducted by ORG-Marg in six cities by 1400 respondents show’s that Hyundai Santro’s advertising was like the most by 27 percent followed by Maruti Zen by 14 percent, Maruti 800 by 9 percent, Ford Ikon by 6 percent, Maruti Esteem by 5 percent, TATA Indica by 3 percent, Daewoo Matiz by 3 percent, Honda City by 1 percent and Tata Safari by 1 percent. The graphic representation of the data is shown in fig. 4.3.

Fig. : 4.3 Advertising Preferences

Source : BBC World & ORG-Marg Wheels Survey
The survey finds out the advertising awareness by the following respondents on the different automobile and find that the Hyundai Santro was awarded by 49 percent followed by Maruti Zen by 37 percent, Maruti 800 by 31 percent, Maruti Esteem by 28 percent, Tata Indica by 24 percent, Ford Ikon by 19 percent, Honda City, Tata Safari and Daewoo Matiz by 7 and 6 respectively the graphic representation of the advertising awareness is presented in fig. 4.4.
The survey also shows that Maruti 800 enjoys the highest brand recall among all the cars in the Indian car market by 79 percent, the single largest selling car with a market share of 80 percent. Zen is a close second at 76 percent, followed by Santro at 73 percent, Maruti Esteem at 60 percent, Ford Ikon at 51 percent, Tata Indica at 43 percent, Daewoo Matiz at 31 percent, Honda city at 22 percent and Tata Safari by 20 percent, the presentation of the data is shown in fig. 4.5.

Source: BBC World and ORG-Marg Wheels Survey
The survey also find out that the most admired car among post-purchase is Maruti Zen followed by Maruti Esteem and Maruti 800 and the most admired car before purchase were Maruti 800 followed by Hyundai Santro, Maruti Zen, Maruti Esteem, Tata Indica and Ford Ikon. The graphic representation of the data has been mention in fig. 4.6.

![Fig. 4.6 Most Admired Cars](image)

*Source: BBC World and ORG-Marg Wheels Survey*
In brief the promotion is the major component of a company's total marketing mix along with product planning, pricing and distribution. The factor that influence the promotional mix are the amount of money available for promotion, the nature of the market, the nature of the product and the stages of the product's life cycle. The advertising goals of automobile are generally, to build up of a particular brand, information dissemination about sales, service or event and advocating of a particular cause. The advertising massages used by the automobile industries were based on the emotional and rational appeal in order to attract the target market.

It is observed that the day-by-day number of new models and brands are being launched in the market. It is hard to survive in the market alone with advertising only. In such situation, direct or database marketing is being used as an effective tool to improve the market share.

Market share penetration and consumer purchase behaviour are the criteria that are taken in consideration when manufacturer set out to build successful brands, creating and build new brands could be a costly proposal. The easier way out for the manufacturer is to introduce variants and brand extension of well-established brands in its profile.
Promotional Strategies of Automobile Industries in India

Another important drawback is that the media used by the car manufacturer are mainly the print media i.e. magazines and newspapers. Car manufacturer should focus to electronic media, which has brought the drastic change in the global market.

It has been felt that emotional appeal is effective for the product of daily uses and small items. But purchasing a car involves a large amount of money. At this point of time, man thinks rationally and therefore it can be said that the focus should be given on rational appeal rather than emotional appeal which is now a days used by almost every car manufacturer.

References:

2. Ibid. p. 415.
5. Ibid. pp. 61-62.


15. Ibid, pp. 149-152.


17. Ibid