PREFACE

Marketing plays crucial role in every business. It is the basic reason for the existence of a business organization. Hundred years ago, most of the firms were production oriented but after 1950, the shift to marketing was so emphatic that the manufacturers first took into consideration the customers wants and then manufactured the goods accordingly. In the 21st century, marketing occupies the prime importance in the social economic development of all nations. Modern marketing begins with the customer, not with production cost, sales and finally it ends with the customer satisfaction and social well being. Presently companies all over the world are witnessing an unlimited potential for global business and marketing development. In various countries, markets are rapidly changing from seller’s market to buyer’s market and due to continuous changes in the market and changing buying behavior of customer, the companies are facing lot of problems & they are still in dilemma that how to satisfy the needs of their customers, how to delight them, which strategy should be adopted? Etc. It is noticed that considering the above problems companies have started focusing on adopting unique and best marketing practices to retain the customer & to increase their market share. They have realized that, if they want to sustain and grow, they will have to innovate in every aspect.

The Indian automobile companies presently facing a problem of heavy competition. They are in dilemma that how to cope with this competition and which marketing strategy will be useful to maximize the sales and to retain the customers. To sustain in the competition, Indian automobile industry is currently going through a technological change where each company is engaged in changing its technologies, activities, strategies and processes to maintain the competitive advantage and provide customers with the optimized products and better services.

Indian automobile industry has achieved marvelous achievement in the recent years. The Indian automobile sector contributing nearly 5 percent to the country’s GDP and 17-18 percent to the kitty of indirect taxes to the government. This sector is providing direct and indirect employment to over 13 million people. The total turnover of Indian automobile industry in year 2010-11 was USD 73 billion (Rs.3,27,300 crore). The Indian automobile industry is currently manufacturing 11 million vehicles and exports about 1.5 million every year. Factors like rise in middle class population, rising
income level, availability of finance from banks, rising per capita income, changing lifestyle have resulted in increase in sales volumes of automobile sector.

To cope up with stiff competition and sudden change in market what is needed is that the automobile companies should adopt innovative marketing, branding strategies. Also in such a challenging atmosphere, it is must that an automobile market must be customer oriented, alert, positive and innovative. The present study discusses the various branding, advertising, marketing, sales promotion, pricing, distribution and customer care strategies adopted by Maruti Suzuki India Limited & Hyundai Motor India Limited in the context of Indian automobile scenario. The present study also highlights the performance of Maruti Suzuki and Hyundai Motor during 1997-2009 in terms of production, export, domestic sales, market share etc.

Hyundai Motor & Maruti Suzuki is the leading automobile companies in India which occupies prominent place in Indian automobile market due to its innovative & distinct marketing, brand positioning and promotional strategy. As a part of strategy & to tap the rural customer, Maruti Suzuki promoted its brands through rural events like Gramin mahotsav & by campaigning like video on wheels. Maruti’s Suzuki presently promoting its brands with the help of social networking sites like face book, twitter. As a part of strategy, Hyundai motor has launched its products equipped with latest technology with a feel of comfort. The customer’s preferred Hyundai vehicles because of its advanced technology and comfortness. Hyundai motor’s few unique marketing strategies includes Hyundai Utsav, miles and smiles rally.

The present research study also discusses that, Maruti Suzuki and Hyundai motor should clearly focus on proper marketing mix & suitable marketing strategies at the right time. Also those companies should promote their brands in rural areas through local news papers. The study also focuses that with an object to delight the customers, Maruti and Hyundai should offer their car with some value added services to the customers in reasonable price. Maruti & Hyundai should note that whether the customer is satisfied with the after sales service or not. Lastly both the companies should focus on customer delight rather than just customer satisfaction.

It really gives me immense pleasure in presenting my Ph.D Thesis entitled, “A Study of Performance Evaluation of Automobile Industry with reference to Maruti and Hyundai in Marathwada Region”.
Though this thesis is the outcome of my research and my efforts, but there are lot many peoples, friends whose contribution made this work a success.

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