A STUDY ON MARKETING STRATEGY OF KVR MARUTI SUZUKI PRIVATE LIMITED, ERODE

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Abstract: The topic of the project work is "A STUDY ON MARKETING STRATEGY OF KVR MARUTI SUZUKI PRIVATE LIMITED, ERODE" the main objective of the study is to find out the marketing strategies that could be effective to customers. The study reveals that the reason for selecting the particular brand maruti Suzuki, and how it would make changes in sales. The study also given the suggestions and recommendations to improve their marketing strategy with their consumers.

IndexTerms – **High,Low,Horizontal.**

I. INTRODUCTION

Marketing strategy is a method of focusing an organizations energies and resources on a course of action which can lead to increased sales and dominance of a targeted market niche. A marketing strategies combines product development, promotion, distribution, pricing, relationship management and other elements; identifies the firms marketing goals, and explains how they will be achieved, ideally within a stated timeframe. Marketing strategy determines the choice of target market segments, positioning, marketing mix, and allocation of resources. It is most effective when it is an integral component of overall firm strategy, defining how the organization will successfully engage customers, prospects, and competitors in the market arena. Corporate strategies, corporate mission, corporate goals. As the customer constitutes the source of a company"s revenue, marketing strategy is closely linked with sales. A key component of marketing strategy is often to keep marketing in line with a company"s overarching mission statement.

II. EASE OF USE

Marketing strategy is a method of focusing an organizations energies and resources on a course of action which can lead to increased sales and dominance of a targeted market niche. A marketing strategies combines product development, promotion, distribution, pricing, relationship management and other elements; identifies the firms marketing goals, and explains how they will be achieved, ideally within a stated timeframe. Marketing strategy determines the choice of target market segments, positioning, marketing mix, and allocation of resources.

III. RESEARCH METHODOLOGY

The methodology section outlines the plan and method that how the study is conducted. This includes Universe of the study, sample of the study, Data and Sources of Data, study's variables and analytical framework.

3.1 Population and Sample

Research selected altogether 250 respondents for the study that is from KVR maruti Suzuki at perinthalmanna.

3.2 Data and Sources of Data

The primary data was collected through survey method using structured questionnaire. Secondary data was collected from books and records maintained by personal department and also through library sources.

3.3 Statistical tools and econometric models

This section elaborates the proper statistical/econometric/financial models which are being used to forward the study from data towards inferences. The detail of methodology is given as follows.

3.3.1 Percentage Analysis

Percentage refers to a special kind of ratio in making comparison between two or more data and to describe relationships. Percentage can also be used to compare the relation terms in the distribution of two or more sources of data.

$$\text{Percentage of Respondents} = \frac{\text{Number of Respondents}}{\text{Total Respondents}} \times 100$$

3.4.2 Chi-Square Test (x^2)

After the test statistics the methodology is following the next step in order to test the asset pricing models. When testing asset pricing models related to risk premium on asset to their betas, the primary question of interest is whether the beta risk of The Chi square test is an important test amongst the several

tests of significance developed   by statistics. Chi-Square symbolically written as x^2, is a statistical measure used in the contexts of sampling analysis for comparing a variance to a theoretical variance. It can also be used to make comparison between theoretical populations and actual data when categories are used by comparing a calculated value with the table value of x^2 for degrees of freedom at a given level of significance, we may either accept or reject the null hypothesis.

Chi-square Test

TABLE   SHOWING RELATIONSHIP BETWEEN SATISFACTION LEVEL OF FREE SERVICE AND FREE ACCESSORIES PROVIDED

Free service ……………….. Free accessories Provided	Highly satisfied	Satisfied	Neither satisfied/ nor dissatisfied	dissatisfied	Highly dissatisfied	Total
Highly satisfied	5	10	0	0	0	15
Satisfied	5	135	0	5	0	145
Neither satisfied/ nor dissatisfied	5	5	5	0	0	15
Dissatisfied	0	55	0	20	0	75
Highly dissatisfied	0	0	0	0	0	0
TOTAL	15	205	5	25	0	250

Null hypothesis (H0): There is a significant relationship between satisfaction level of free service

and free accessories provided**.**

Alternative hypothesis (H1):There is no relationship between satisfaction level of free service and free accessories provided.

Oi	Ei	(Oi-Ei)2	(Oi-EI)2/Ei
5	0.9	16.81	18.67
10	12.3	5.29	0.43

0	0.3	0.09	0.3
0	1.5	2.25	1.5
0	0	0	0
5	8.7	13.69	1.57
135	118.9	259.21	2.18
0	2.9	8.41	2.9
5	14.5	90.25	6.22
0	0	0	0
5	0.9	16.81	18.67
5	12.3	53.29	4.33
5	0.3	22.09	73.63
0	1.5	2.25	1.5
0	0	0	0
0	4.5	20.25	4.5
55	61.5	42.25	0.68
0	1.5	2.25	1.5
20	7.5	156.25	20.83
0	0	0	0
0	0	0	0
0	0	0	0
0	0	0	0
0	0	0	0
0	0	0	0

C= no of columns R=no

of rows

Degree of freedom=(c-1) (r-1)(5-1)(5-1)

$$=16$$

Level of significance =5%

Table value at 5% level of significance and 8% degree of freedom is =26.296
Calculated value =159.41

Inference:

The above table shows calculated value is smaller than table value. So reject the null hypothesis. Hence there is significant relationship between satisfaction level of free service and free accessories provided.

IV. RESULTS AND DISCUSSION

4.1 Results of Descriptive Statics of Study Variables

Chi-square Test

Null hypothesis (H0): There is a significant relationship between satisfaction level of free service and free accessories provided. Alternative hypothesis (H1):There is no relationship between satisfaction level of free service and free accessories provided

C= no of columns

R=no of rows

Degree of freedom=(c-1) (r-1) (5-1)(5-1) =16

Level of significance =5%

Table value at 5% level of significance and 8% degree of freedom is =26.296 Calculated value =159.41 Inference: The above table shows calculated value is smaller than table value. So reject the null hypothesis. Hence there is significant relationship between satisfaction level of free service and free accessories provided

V.CONCLUSION:

Indian auto industry has matured over the years and expectation of foreign investors has grown leading to greater competition between the suppliers. Which the increased competition in the automobile sector, the need for clear, comprehensive and intelligent information has become paramount. Information on Indian and global market for product and service are also essential. Today from humble maruti Suzuki cars, most class encumbers the best of engineering marvel from their manufacturing. It is the matter of zeroing, as the car that will suit your budget and fit the best. The attitude and the perception of the customer points out that they are satisfied with the safety and performance measures of the maruti Suzuki models. The analysis and interpretation helped to understand the attitude of the customers towards maruti suzuki cars, and it also helped to highlight the marketing strategies followed by the dealers of KVR maruti Suzuki PVT LTD..

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