

“COMPARATIVE STUDY OF MARKETING STRATEGIES OF HYUNDAI AND MARUTI SUZUKI”

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ABSTRACT

The purpose of this research paper is to compare and contrast the marketing approaches taken by Hyundai and Maruti Suzuki, two of the top automakers in the Indian market. The article looks at a number of factors, including customer involvement, branding and promotional activities, in order to determine the parallels and discrepancies between their methods. By utilizing a blend of qualitative and quantitative research techniques, such as questionnaires, and data analysis, this investigation offers significant understanding into the efficacy of marketing tactics within the cutthroat automotive sector.

Keywords: marketing strategies, Hyundai, Maruti Suzuki, comparative analysis, automotive industry.

1. INTRODUCTION

The report's opening provides context for an in-depth examination of the marketing tactics of two well-known automakers. It starts by characterizing marketing strategy as an essential procedure that firms must follow in order to focus their resources on increasing sales and obtaining a long-term competitive advantage. A marketing strategy is essentially a written plan that includes approaches to product development, distribution, pricing, and promotion with the purpose of accomplishing particular marketing objectives within a predetermined time frame. This strategic framework functions as a core component of overall organizational strategy by dictating important decisions such target market segment selection, product positioning, marketing mix formulation, and resource allocation.

Since liberalization, the Indian automobile sector experienced significant growth and an influx of new players, which highlights the need of comprehending the methods used by major market players. Customers are faced with a multitude of options from several firms due to the abundance of offers in different areas. As a result, it is necessary to identify which organizations provide high-quality items at reasonable costs, as well as exceptional after-sales services. This calls for a thorough examination of the marketing techniques used by businesses like Hyundai and Maruti Suzuki to draw in and keep consumers.

COMMON MARKETING STRATEGIES OF AUTOMOBILE COMPANIES

1. Advertising in Newspapers and Magazines: Utilizing local newspapers like the Economic Times and magazines such as Auto Cars and Overdrive to provide detailed explanations of car features and dealer information.
2. Grand Launch Events: Organizing grand launch events, generating buzz in the market, and leveraging media coverage to provide detailed information and test drives to potential customers.
3. Exchange Offers: Providing customers with the option to exchange their old cars for new ones, making the process convenient and increasing sales for the company.
4. Brand Ambassador Endorsements: Selecting brand ambassadors like Shahrukh Khan to promote their cars, giving products a special identity and reaching wider audiences.
5. Sponsoring Reality Shows: Partnering with reality shows for increased visibility, sponsoring events like IPL and gifting cars to winners, enhancing brand recognition.
6. Mall Displays: Showcasing cars in malls to attract attention, conducting contests, and offering gift hampers to engage with potential customers.
7. Film Tie-ins: Collaborating with film productions to popularize products among the youth, as seen with Chevrolet Aveo in the movie Tara Rum Pum.
8. Personal Selling: Engaging in personal selling activities at dealerships, including individual sales, corporate sales, sales presentations, and participation in trade shows and auto fairs to directly interact with customers and generate sales.

Overview of the Company:

Hyundai

Hyundai Motor Company was founded in 1976AD. It is located in Seoul, South Korea. Chung Ju – Yung along with a few friends purchased land to erect the company in April 1946 AD. Those were the years when Korea was passing through turbulent times. The dedication of these visionary soon made him popular and within a year his repair workshop metamorphosed into a plant with almost 100 employees. Since then the company has manufactured and

exported almost 8.6 million cars over 192 Countries. Hyundai Motor Company is the parent company of Hyundai Motor India Ltd. Hyundai motor India Ltd. is producing and selling various lines of cars along with "Verna", "Grand i10 NIOS", "i20 " and "Creta".

Maruti Suzuki

Maruti Suzuki India Limited (MSIL), a subsidiary of Suzuki Motor Corporation, Japan, is India's largest passenger car maker. Maruti Suzuki is credited with having ushered in the automobile revolution in the country. The Company is engaged in the business of manufacturing and sale of passenger vehicles in India. Making a small beginning with the iconic Maruti 800 car, Maruti Suzuki today has a vast portfolio of 16 car models with over 150 variants. Maruti Suzuki's product range extends from entry level small cars like Alto 800, Alto K10 to the luxury sedan Ciaz. Other activities include facilitation of pre-owned car sales fleet management, car financing.

The Company has manufacturing facilities in Gurgaon and Manesar in Haryana and a state of the art R&D centre in Rohtak, Haryana.

The Company, formerly known as Maruti Udyog Limited, was incorporated as a joint venture between the Government of India and Suzuki Motor Corporation, Japan in February, 1981.

2. STATEMENT OF THE PROBLEM

The automotive sector is so competitive, businesses must create strong marketing plans in order to grow their market share and stay relevant. Two significant participants in the automobile sector, Maruti and Hyundai, have adopted various marketing techniques in order to meet their corporate goals. Research comparing and analyzing these two organizations' marketing methods is lacking. The purpose of this study is to evaluate and contrast Maruti and Hyundai's marketing tactics in order to ascertain how well they performed in terms of accomplishing their marketing goals and offering suggestions for development.

3. OBJECTIVE OF THE STUDY

1. To determine which company offers better cars and which company's cars customers are most satisfied.
2. To know which company offers better cars and which company cars customers are satisfied most.
3. To know the trend in Market.
4. To know what factors influence customer.
5. To know Foreseen trends and challenges.
6. To know that which are the criteria customers look for before buying car.
7. To know the future changes which will be require satisfying customer needs and wants.

SCOPE OF THE STUDY

The aim of this research is to provide a comparative examination of the marketing techniques implemented by Maruti and Hyundai, two of India's top automobile businesses.

This study's focus will be on the different marketing tactics that these businesses have used, including their pricing strategies, brand positioning, advertising campaigns, and customer relationship management techniques.

The primary objectives of this research are to ascertain the importance of various marketing approaches and assess how well they work in terms of attracting new customers, keeping existing ones, and fostering brand loyalty. The impact of various marketing techniques on consumer preferences and purchasing behavior will also be investigated in this study.

4. RESEARCH METHODOLOGY

Primary Data:-

Data was collected by doing sample size. Asking to users about their preference, Criteria while buying car and their experience with dealers and their Expectations from dealers.

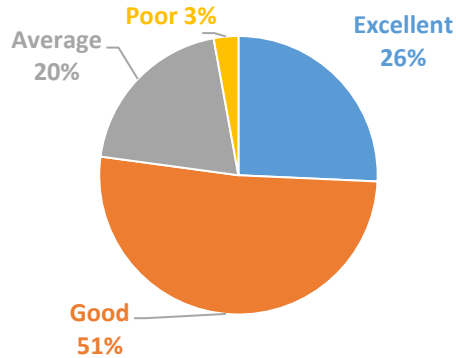
Secondary Data:-

Magazines.

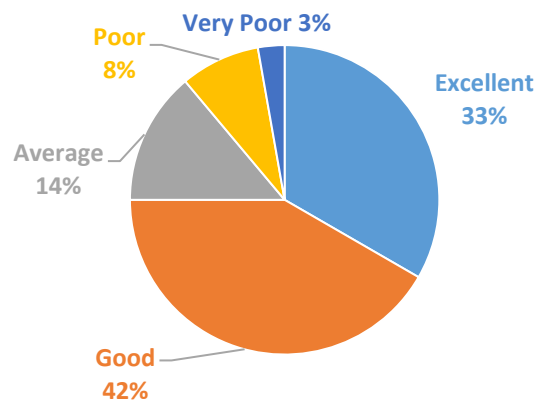
Internet.

5. ANALYSIS AND INTERPRETATION OF DATA

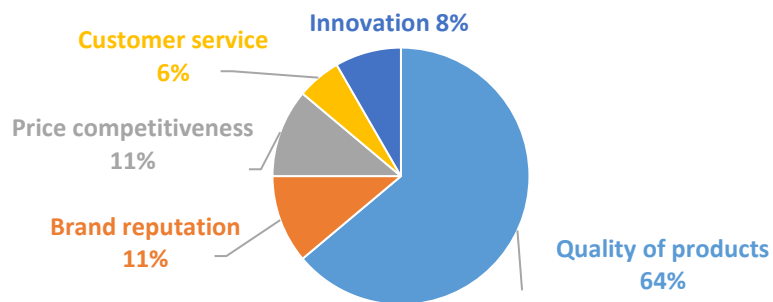
Rate the brand image of Hyundai:



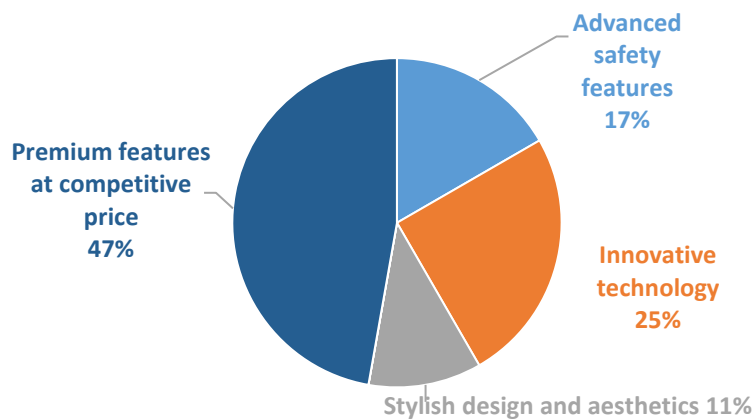
Rate the brand image of Maruti Suzuki:



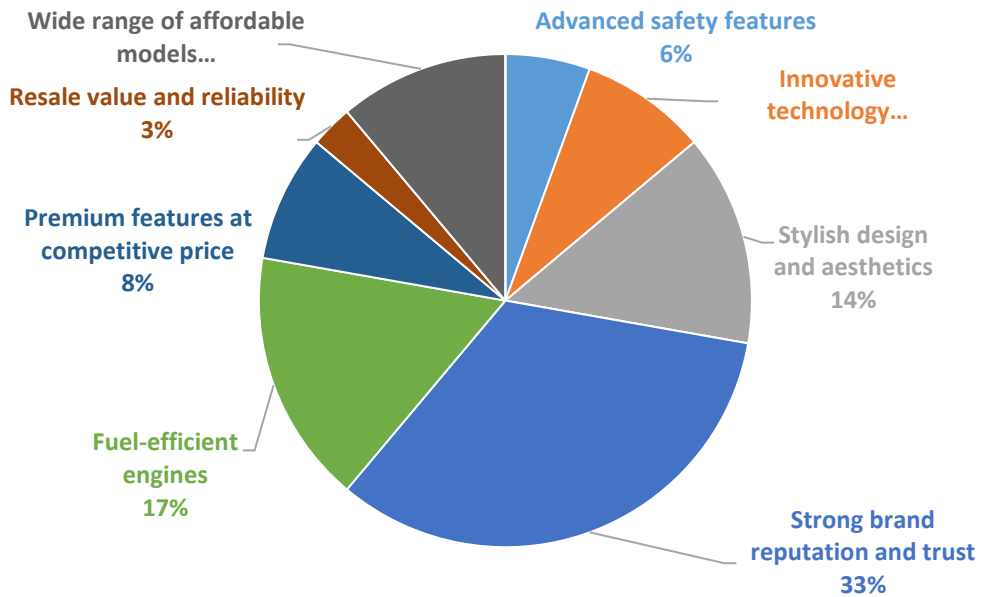
What factors influence your perception of each brand's image?



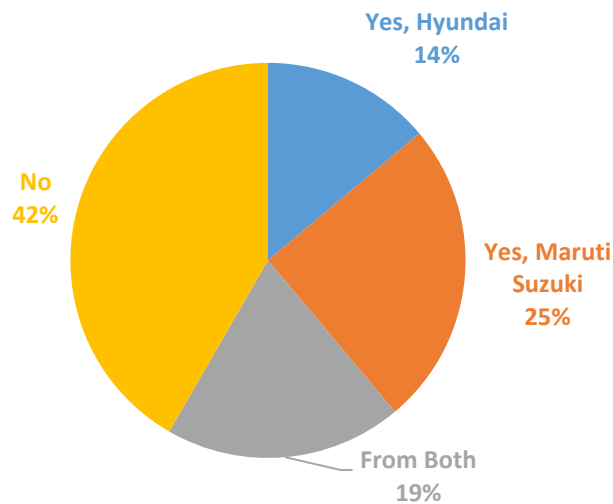
Key product offerings of Hyundai that differentiate it from Maruti Suzuki:



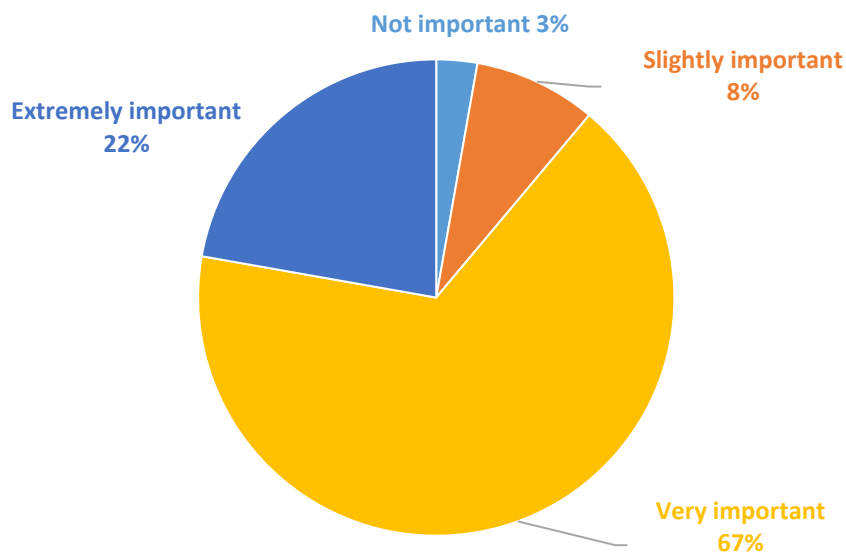
Key product offerings of Maruti Suzuki that differentiate it from Hyundai:



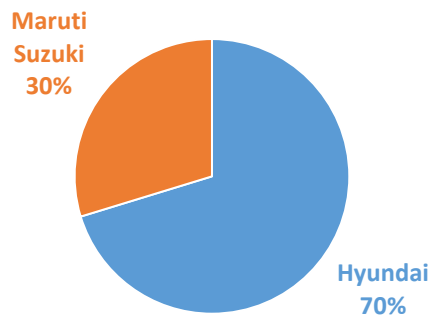
Have you ever purchased a vehicle from either Hyundai or Maruti Suzuki?



Importance of factors in influencing purchasing decision:

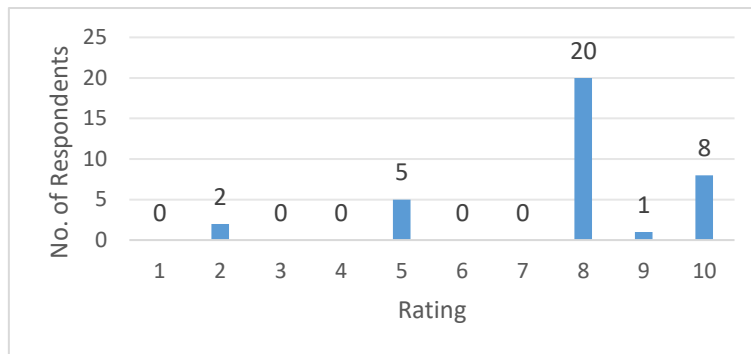


Which four wheeler brand you prefer?



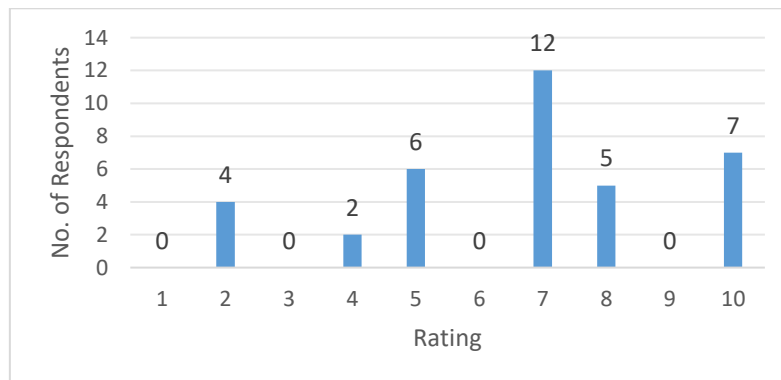
Effectiveness of Hyundai's marketing strategies:

1 (highly ineffective) - 10 (highly effective)

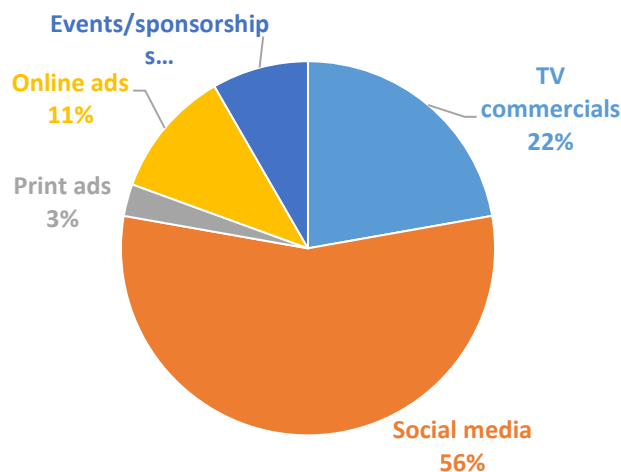


Effectiveness of Maruti Suzuki's marketing strategies:

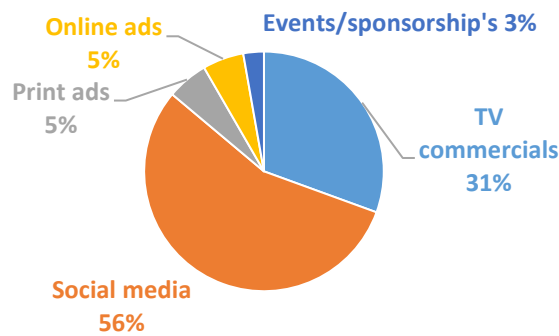
1 (highly ineffective) - 10 (highly effective)



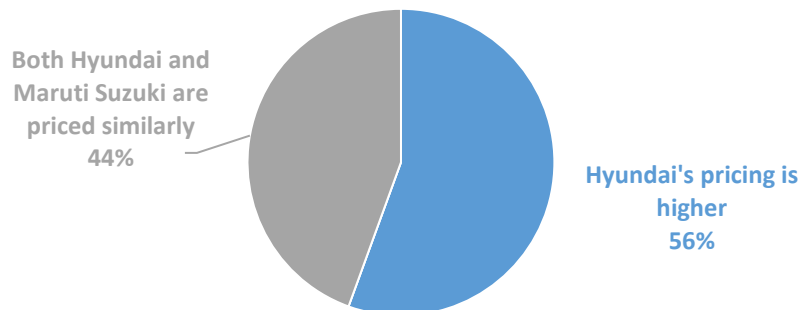
Most effective marketing channels for Hyundai:



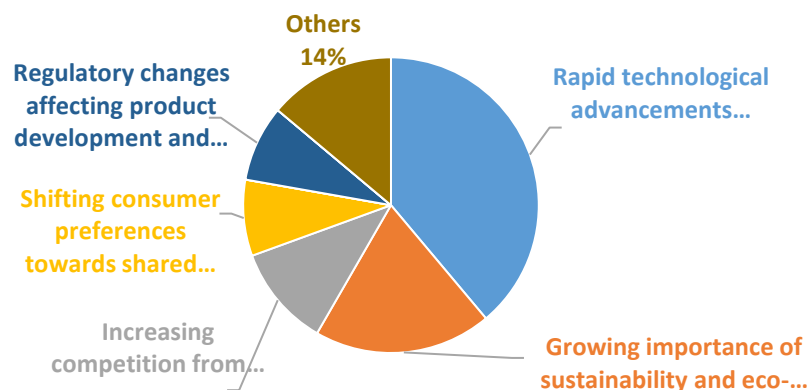
Most effective marketing channels for Maruti Suzuki:



Perception of pricing strategies:



Foreseen trends or challenges impacting marketing strategies:



6. FINDINGS

1. Demographics: The majority of respondents (67%) belong to the 18-24 age group, indicating a youthful target demographic. Additionally, 75% of respondents were male.
2. Occupation: 45% of respondents were students, 22% were business persons, 25% were professionals or employees, and 8% were from other categories like self-employed individuals.
3. Brand Perception: 51% of respondents rated Hyundai's brand image as good, while 42% rated Maruti Suzuki's brand image as good. Quality of products was the preferred factor influencing brand choice for 64% of respondents.
4. Key Product Offerings: Respondents identified "Premium Features at competitive prices" as Hyundai's key differentiator (47%), while "Strong brand reputation and trust" was Maruti Suzuki's key offering (33%).
5. Purchasing Behavior: 25% of respondents purchased cars from Maruti Suzuki, 14% from Hyundai, 19% from both brands, and 15% did not purchase cars from either brand.
6. Marketing Effectiveness: 70% of respondents preferred Hyundai over Maruti Suzuki. 55% rated Hyundai's marketing strategies as highly effective, while 33% rated Maruti Suzuki's strategies as moderately effective.
7. Preferred Marketing Channels: Social media was considered the most effective marketing channel for both Hyundai and Maruti Suzuki by 56% of respondents.

8. Pricing Perception: 56% of respondents perceived Hyundai's prices as higher compared to Maruti Suzuki, while 44% believed both were priced similarly.
9. Recommendations for Improvement: For Hyundai, recommendations included enhancing CRM systems (22%) and focusing on sustainability and CSR in marketing campaigns (19%). For Maruti Suzuki, recommendations included enhancing digital marketing efforts (33%) and utilizing data analytics for targeted advertising (28%).
10. Foreseen Trends or Challenges: Respondents identified rapid technological advancements (39%) and the growing importance of sustainability (20%) as significant trends impacting marketing strategies.

7. RECOMMENDATIONS

For Dealers:

1. Target Younger Demographic: Tailor marketing messages and campaigns to appeal to the 18-24 age group. Utilize social media and digital platforms effectively.
2. Enhance Digital Marketing: Invest in digital advertising, social media campaigns, and influencer partnerships to increase brand visibility among younger consumers.
3. Focus on CRM: Implement robust CRM systems to personalize interactions and strengthen relationships, leading to better retention and loyalty programs.
4. Highlight Hyundai's Key Offerings: Emphasize Hyundai's competitive pricing, premium features, and innovative technology to differentiate it from competitors.
5. Engage in CSR Initiatives: Align with Hyundai's CSR initiatives and communicate them to consumers to showcase the brand's commitment to social and environmental responsibility.

For the Company:

1. Invest in Digital Marketing: Allocate resources to digital advertising, social media engagement, and influencer partnerships targeting younger demographics.
2. Utilize Data Analytics: Leverage data analytics to optimize marketing strategies and deliver personalized messaging to consumers based on their preferences.
3. Strengthen CRM Systems: Upgrade and optimize CRM systems to provide personalized experiences and enhance retention and loyalty programs.
4. Emphasize Sustainability: Communicate Hyundai's sustainability initiatives in marketing campaigns to resonate with environmentally conscious consumers.
5. Address Pricing Perception: Conduct market research to understand pricing perceptions and consider strategies to address any misconceptions about Hyundai's pricing relative to competitors like Maruti Suzuki.

8. CONCLUSION

The survey findings provide crucial insights into consumer perceptions and preferences concerning Hyundai and Maruti Suzuki, highlighting the need for both companies to target younger demographics and adapt their marketing strategies accordingly. Key recommendations include focusing on digital marketing, enhancing CRM systems, and emphasizing sustainability initiatives. For Hyundai, there's a clear directive to bolster its digital presence, optimize CRM systems, and showcase its unique product offerings, particularly its commitment to sustainability. Similarly, Maruti Suzuki can benefit from improving its digital marketing efforts, leveraging data analytics for targeted advertising, and catering to the preferences of younger consumers. The importance of sustainability and CSR is underscored by consumer recommendations for both brands. Incorporating sustainability messaging into marketing campaigns and engaging in CSR initiatives can enhance brand reputation and appeal to socially conscious consumers.

Adapting marketing strategies to align with evolving consumer preferences and market trends is vital for both Hyundai and Maruti Suzuki. By implementing the recommendations outlined in the report, these companies can strengthen their competitive positions, build customer loyalty, and foster sustainable growth in the automotive industry.

9. REFERENCES

Websites

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- [2] www.hyundai.com
- [3] www.autoindia.com