

Factors of Maruti Suzuki Print Advertisements Influencing Customers in Madhya Pradesh

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Abstract

In today's stiff competition, the automobile sector in India is witnessing tough times. The entry of global brands and technology, rising raw materials costs, withdrawal of Government benefits and the uncertainty of fuel prices, all have seemed to add oil into the fierce fire of competition. Yet one brand has overcome all these odds and has emerged as a fighting champion. Maruti Suzuki can be truly said as an automobile brand that has been able to survive amidst the tough competition in India. A major reason of its success is often credited to its focus on print advertisements. With regular print advertising, Maruti Suzuki has definitely got itself an edge as compared to others. In Madhya Pradesh, Maruti Suzuki is seen to advertise in popular Hindi- Newspapers which highlight its offers and models. The research scopes to understand the factors influencing customers with respect to print advertisements.

Keywords: Automobile Sector, Global brands, Maruti Suzuki

Introduction

About Maruti Suzuki

As a result of tie-up between Maruti Udyog and Suzuki Motor Corporation of Japan by government of India, Maruti Suzuki started operations in 1983 at Gurgaon, Haryana. The main purpose of this tie-up was to produce automobiles which could be purchased by the masses. The Company gained popularity with its flagship model Maruti 800 which is still remembered as 'Maruti' itself. The Company not only brought the much awaited change in the Indian automobile industry but played a pivotal role in liberalization, globalization and privatization.

Advertising followed by Maruti Suzuki in Madhya Pradesh

Following the 'continuous' mode of advertising scheduling, Maruti Suzuki advertises throughout the year in Madhya Pradesh. The advertising is majorly done in prominent Hindi newspapers such as Dainik Bhaskar, Patrika & Nai Dunia. Supporting advertisements targeting specific customers are done in English Newspapers such as Free Press and Times of India but the frequency is relatively low. The advertisements of Maruti Suzuki are usually very simple in which the offers are highlighted and the specific models are shown. Normally the

offers shown in such advertisements is generally festival/occasion based and in certain cases economic factors such as price hike, increase in duties and taxes are also highlighted. Maruti Suzuki also creates special offers for government officers, teachers and corporate employees occasionally.

Review of Literature

Lokhande & Rana (2013) discussed about the various Brand positioning, Advertising, Distribution strategies adopted by Maruti Suzuki to capture the market. They also highlighted the unique promotional strategies executed by the brand which included Teacher Plus Scheme, 2599 scheme, Change your life campaign etc.

Fatma & Kumari (2013) discussed about the promotion strategies applied by the Company which includes road shows to display vehicles in the pavilions during various college festivals and exhibition, radio advertisements to convey about the product features, price, qualities, etc. and print advertisements in leading newspapers. They also discussed about other print promotion tactics such as brochures, leaflets, banners and posters at public places to reach the customers. Workshops and seminars are also used to display various models of Maruti Suzuki at the same time offering test drive.

McCabe & Malefyt (2010) analyzed two past advertising campaigns for luxury cars, Cadillac and Infiniti, to show how these brands were stabilized as cultural forms at one moment in time and why one was accepted and the other rejected by consumers. They concluded that interactivity lies in the contested and negotiated meaning of things in lived experience.

Mariel & Sandonis (2004) developed a dynamic duopolistic model of advertising and price competition, in which they concluded that advertising accumulates a stock of goodwill which enters directly into the demand functions and both the cooperative and predatory effects of advertising are considered. They also presented estimations of the demand using data from the German automobile industry finally concluding that advertising plays an important role in the automobile market and has a predatory nature.

Greuner, Kamerschen & Klein (2000) examined the effect of advertising on competition in the US automobile industry. With a diverse set of data including advertising, sales, profit, and market-share figures for General Motors, Ford, and Chrysler over a 25-year period from 1970 to 1994, they concluded that advertising serves primarily to transmit information, not to create entry barriers.

Objective

- To study the factors influencing customers with respect to print advertisements of Maruti Suzuki in Madhya Pradesh.

Methodology

Research Design-

It was an exploratory research, which included an online survey with recent Maruti Suzuki advertisements for filling up the questionnaires.

Sample Size

The sample size was 150.

Tools for Data Collection

Both primary & secondary data are used in the research. A 5-point likert scale questionnaire was used to collect the primary data, whereas secondary data was collected from journals, research papers & internet sources.

Tools for Data Analysis

Factor analysis was used for data analysis in order to generate results for interpretation.

Results & Discussions

After applying appropriate tools on the data, following details were found

Cronbach Alpha gave a result of .553, which is considered acceptable for reliability.

KMO and Bartlett's test gave result of .565, which is considered appropriate for Factor Analysis.

Factor analysis provided results in which following factors were generated.

Factor 1: Ad Information

This factor comprised of:

Specification of Car (.537), Car name in Headline (.641), Benefit of Car in headline (.600) and Large Copy Size (.687)

The total factor load came out to be: 2.465

The above factor explained 15.286% variance.

Factor 2: AD CLUTTER

This factor comprised of:

Environmental/Advertisements surrounding (.558), Multiple Cars (.760) and Number of words (.536)

The total factor load came out to be 1.854

The above factor explained 10.511% variance.

Factor 3: AD DESIGN

This factor comprised of:

Visual Photographs of Cars (.663) and Illustrations (.767)

The total factor load came out to be 1.430

The above factor explained 9.907% variance.

Factor 4: AD APPEARANCE

This factor comprised of:

Quality of paper (.607), Way Car is projected (.488) and Page position(.689)

The total factor load came out to be 1.790

The above factor explains 8.286% variance.

Factor 5: AD NOTICIBILITY

This factor comprised of:

Ad size (.635) and Popular newspaper (.811)

The total factor load came out to be 1.446

The above factor explains 7.590% variance.

Factor 6: AD COPY SIZE

This factor comprised of:

Spacious text(.819)

The total factor load came out to be .819

The above factor explains 6.885% variance.

Conclusion

To connect with the masses proper advertising is a must and that is only possible if a firm is able to understand the market and its customers. In the case of Maruti Suzuki, advertising can be said as a big difference maker.

The first factor 'Ad Information' focuses on the informative aspects of the Maruti Suzuki advertisements. The readers prefer advertisements that include Car name in the headline itself and also mention the benefits in the headline.

The second factor 'Ad Clutter' focuses on the aspects surrounding the advertisement of Maruti Suzuki. The readers prefer the approach of Maruti Suzuki in which they highlight multiple car products in the advertisements. The creative approach of Maruti Suzuki of using less words in the advertisements is also preferred by the readers. In case the advertisement is placed in a page with less advertisements, then the customer tends to prefer to read the advertisement, much effectively.

The third factor 'Ad Design' focuses on the visual and illustration aspects of the advertisements of Maruti Suzuki. The illustrations of Maruti Suzuki, which tend to use colours like yellow and orange are preferred by the readers. The strategy of the company using visual photographs also holds significant importance.

The forth factor 'Ad Appearance' combines the aspects of general as well as commercial aspects of advertisement

appearance. The readers tend of prefer commercially successful newspapers such as Dainik Bhaskar, Patrika and Nai Dunia, as compared to newspapers with low readership figures. The quality of newspaper, also plays a vital role for the advertisements of Maruti Suzuki as the readers again prefer newspapers with good quality of paper used.

The fifth factor 'Ad Noticibility' combines the aspects of Advertisement Size and Popular Newspaper. The factor focuses on how noticeable the advertisements of Maruti Suzuki are. The sizes of Maruti Suzuki varying from 60CC to Half Page are very much observed by the readers and popular newspapers, which hold significant popularity in Madhya Pradesh such Dainik Bhaskar as compared to newspapers which are unpopular.

The sixth factor 'Ad Copy Size' includes the single aspect that is the spacious text included in the advertisements of Maruti Suzuki. This is very much in favour in Maruti Suzuki, as the readers are influenced very much by the large punch line and limited body copy which in return gives the overall advertisement a spacious look.

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