

# A Study on New Product Wants to Customer used by Maruti Suzuki with Reference to Cars India Private Limited

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**Abstract:- Advertising is a general term for and all forms of publicity, from the cry of the street boy selling newspapers to the most celebrate attention attracts device. The object always is to bring to public notice some articles or service, to create a demand to stimulate buying and in general to bring together the man with something to sell and the man who has means or desires to buy. Advertising has been defined by different experts. The Indian auto market is currently small with potential for dramatic growth. While the regional average is for 16.45 percent of the population to own a car, less than 1 percent of the Indian population owns one. India is estimated to have the potential to become one of the top auto component economies by 2020, according to a study by IBM. According to another study, the auto component industry in India has potential to grow at a CAGR of 13% to reach US \$ 40 billion by 2015.**

**Keywords:- Customer buying Maruti Suzuki, preferred media of Customer satisfaction and analysis Percentage.**

## I. INTRODUCTION

Advertising is a general term for and all forms of publicity, from the cry of the street boy selling newspapers to the most celebrate attention attracts device. The object always is to bring to public notice some articles or service, to create a demand to stimulate buying and in general to bring together the man with something to sell and the man who has means or desires to buy. Advertising has been defined by different experts. Some of the quoted definitions are: American marketing association has defined advertising as “any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor. The medium used are print broad cast and direct.

### ➤ Objectives of the study

#### A. Primary Objective

The primary objective of the study is to find the level of effectiveness of advertising methods used by Maruti Suzuki with reference to CARS INDIA PVT LTD.

#### B. Secondary Objectives

- To identify the most preferred advertising media among the customers.
- To find out the opinion of customer on the advertisement.
- To suggest the measures to improve the effectiveness of advertisement.

#### C. Research methodology

Methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. Research Methodology is a step by step study of a problem.

- Developing the questionnaire regarding the consumer opinion of the product.
- Optimum respondents as a sample size are chosen for the activity to resemble the entire population.
- Get the questionnaire filled by the customers in the place through interview or personal interaction.

#### D. Primary data

The Primary Data required for the study was directly collected from the respondents during January - February 2018 through structured questionnaire.

#### E. Secondary data

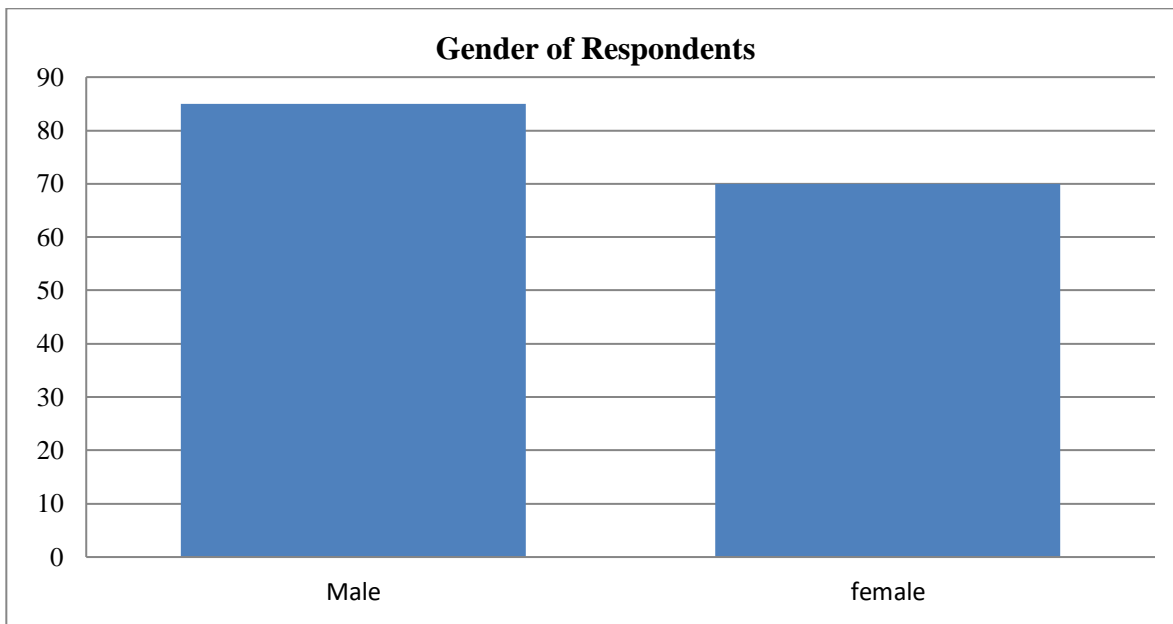
The information regarding the Indian automobile industry has been drawn from various published sources. They include Review of Literature taken from various authors, Professional business Journals and Magazines, besides the Newspapers. The data relating to Maruti Suzuki has been collected from company records.

F. Simple Percentage analysis

A. GENDER	B. FREQUENCY	C. PERCENTAGE
D. MALE	E. 85	F. 55%
G. FEMALE	H. 70	I. 45%
J. TOTAL	K. 155	L. 100

Table 1. Showing Gender of Respondents  
Source: Data collection

II. SHOWING GENDER OF RESPONDENTS



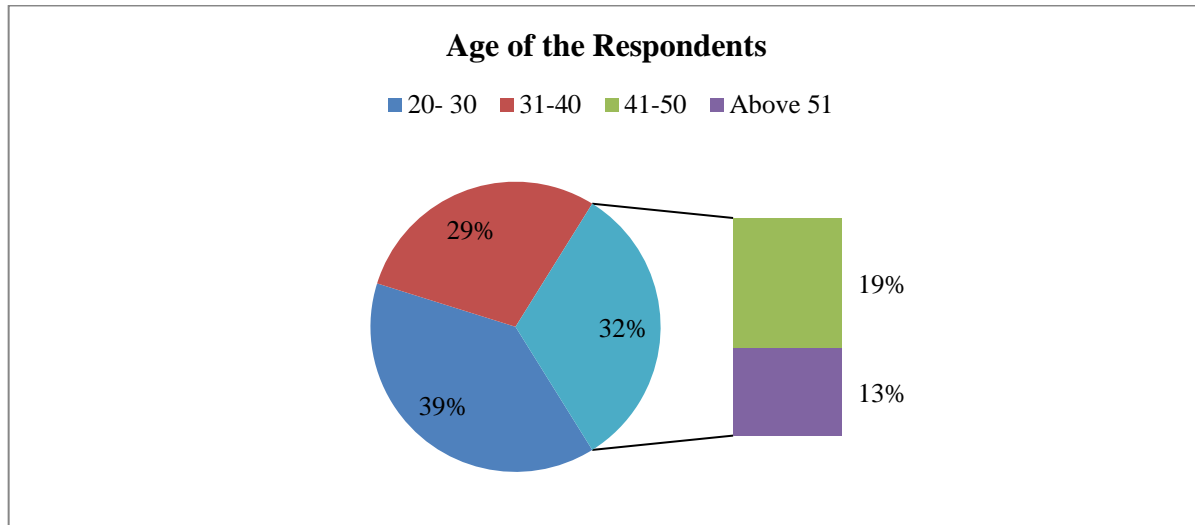
G. Inference

From the above table and chart it is found that majority of the respondents (55%) are male, followed by (45%) female respondents. The highest wants to Maruti Suzuki is male customer for safe drive and better production of customer demand and female wants for low because is not safe drive and don't like for few female.

AGE	Frequency	Percentage
20- 30	60	39%
31-40	45	29%
41-50	30	19%
Above 51	20	13%
Total	155	100

Table 2. Showing Age of the Respondents  
Source: Data collection

**III. SHOWING AGE PROFILE OF RESPONDENTS**



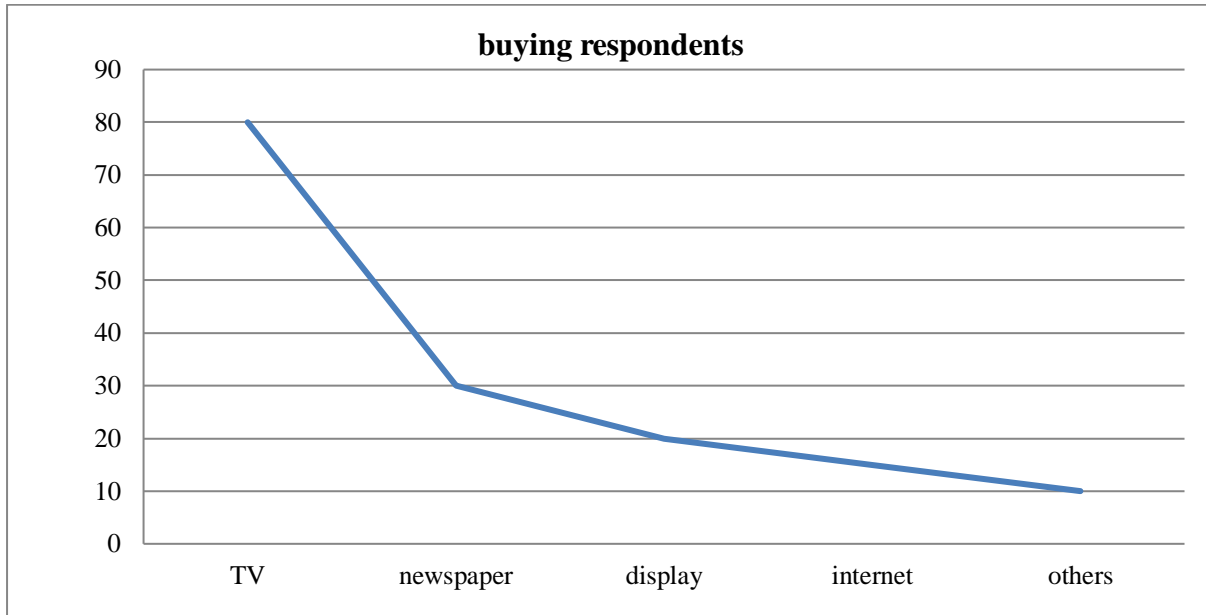
*A. Inference*

From the above table and chart it is found that majority of the respondents (39%) are in the age group of 20 to 30 years, followed by 29% of respondents in the age group of 31 to 40 years, followed by 19% of respondents in the age group of 41 to 50 years and followed by (13%) of the respondents in age group 51 and above. The better respondents of first stage in youngest people so that changes of life style for the future level and buying new product of car see that use of advertisement. The followed for next stage is middle group of people normally wants. The group of lowest stage of peoples no change and end stage people anybody no wants for in the oldest use of model.

Preferred media	frequency	Percentage
TV	80	52%
newspaper	30	19%
display	20	13%
internet	15	10%
others	10	6%
Total	155	100

Table 3. Showing respondents buying preferred media for advertisements  
 Source: Data collection

**IV. SHOWING RESPONDENTS BUYING PREFERRED MEDIA FOR ADVERTISEMENTS**



➤ *Inference*

From the above table and chart it is found that majority of the respondents (52%) prefer TV advertisements, the highest people watch the TV so, any new product introduce to the market and the research or buying easily to the customer. The followed by 19% prefer the newspaper, any people not like that the TV. The display prefers is 13%, so no constant that direct meet. The followed by 10% and 6% prefer internet and others.

**V. CONCLUSION**

In this project the main objective was to study the effectiveness of advertising for Maruti Suzuki car. This was done with the help of a questionnaire which helped to find out the view of the general public. The data acquired that most of the respondents were aware of Maruti Suzuki advertisements. When the respondents were asked about their view towards advertising in general it was found that a majority of them liked to see offbeat advertisements which were creative but simple. With the help of this study CARS INDIA Maruti Suzuki can increase effectiveness of advertising measures which may result in increased activity in relation to buying of vehicles as well as keeping existing customers as well. It is concluded that the advertising efforts taken by the Maruti Suzuki as well as CARS INDIA seems to be good.

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