Project Report on

"A STUDY ON THE MARKETING STRATEGIES AND ITS IMPACT ON SALES WITH SPECIAL REFERENCE TO MARUTI SUZUKI TRUE VALUE MANGALORE"

Submitted by

Ashish

4AL21BA009

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAVI

In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Mr. Guruprasad Pai

Asst. Professor, MBA Dept

AIET, Mijar.

EXTERNAL GUIDE

Mr. Shivaprasad A

HR manager

Mandovi Motors, Mangalore

ALVA'S
Education Foundation

PG Department of Business Administration

Alvas Institute of Engineering and Technology, Mijar, Moodbidri.

2023

MANDOVI MOTORS PRIVATE LIMITED
(AUTHORISED MARUTI SUZUKI DEALER)
Arvind Bldg., Balmatta Road, 'Hampankatta, Mangalore - 575 001
✆ Service: 0824-2410123, 9845 7 12 365
Fax: 0824-2422877 E-mail: service@mandovi.net Website: www.mandovimotors.in
GSTIN No.: 29AACCM4309H1ZI C.S.T.: 30167840 dt. 22-02-1999, STC No.: AACC M 4309 H ST001

Caring for Customers

Ref: MANG/HRD/ 4410/2023-24
Date: 19/08/2023

TO WHOM SO EVER IT MAY CONCERN

This is to certify that, **Mr. Ashish (Reg. 4AL21BA009)** studying 2nd year MBA in ALVA'S Institute of Engineering & Technology Mijar, Moodbidri, D.K- 574225 has undergone Project work on "A Study on the Marketing strategies and its impact on sales of Maruti True Value with special reference to Mangalore region "at our organization from 18th April,2023 to 30th May,2023

During the tenure we found him to be sincere, hardworking, and efficient with good Conduct and aptitude to gain knowledge.

We wish him all the success in his future career.

For Mandovi Motors Private Ltd

MANDOVI MOTORS PVT. LTD. Ph: 2410123 MANGALURU

Shivaprasad A
Manager- HR

SERVICE ABOVE SELF

ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

(A Unit of Alva's Education Foundation ®,Moodbidri)
Affiliated to Visvesvaraya Technological University, Belagavi
Approved by AICTE, New Delhi & Recognised by Government of Karnataka
Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that **ASHISH** bearing **USN 4AL21BA009** is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report titled **"A STUDY ON MARKETING STRATEGIES AND ITS IMPACT ON SALES WITH SPECIAL REFERENCE TO MARUTI SUZUKI TRUE VALUE MANGLORE"** is prepared by him under the guidance of **Mr. Guruprasad Pai, Assistant Professor,** PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

Signature of Internal Guide **Mrs. Priya Sequeira** **Signature of Principal**

Shobhavana Campus, Mijar, Moodbidri -574225, Mangalore, Karnataka, India
08258-262724 (O), 262725 (P) principalaiet08@gmail.com www.aiet.org.in

DECLARATION

I ASHISH, hereby declare that the Project report entitled "A STUDY ON THE MARKETING STRATEGIES AND ITS IMPACT ON SALES WITH SPECIAL REFERENCE TO MARUTI SUZUKI TRUE VALUE MANGLORE" prepared by me under the guidance of Mr. Guruprasad Pai, Assistant Professor, PG Department of Business Administration, Alvas Institute of Engineering and Technology, mijar Moodbidri and external assistance by Shivaprasad A, HR Manager of Mandovi Motors Mangalore.

I also declare that this Project work is towards the partial fulfilment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum.

I have undergone a summer project for a period of six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Signature of the student

Place: Mijar

Date: 6/09/2023

ACKNOWLEDGEMENT

I wish to express my sincere thanks to our respected Principal, Dr. Peter Fernandes and deep sense of gratitude to Mrs. Priya Sequeira, HOD Department of MBA, Alvas Institute of Engineering and Technology, Moodbidri for their kind support and encouragement in completion of the project Report.

I would like to thank Mr. Guruprasad Pai, Asst. Professor, Department of MBA, Alvas Institute of Engineering and Technology, and external guide Mr. Shivaprasad A, HR Manager Mandovi motors Mangalore, who gave me golden opportunity to do this wonderful Project in the esteemed organization, which helped me to learn various concepts.

Finally, I express my sincere thanks to my Parents, Friends and all the Staff of MBA department of AIET for their valuable suggestions in completing this Project Report.

List of Contents

CHAPTER NO	TITLE	PAGE NO
EXECUTIVE SUMMARY		
1	INTRODUCTION	1-9
2	CONCEPTUAL BACKGROUND AND LITERATURE REVIEW	10-21
3	RESEARCH DESIGN	22-24
4	ANALYSIS AND INTERPRETATION	25-52
5	FINDINGS, SUGGESTIONS AND CONCLUSION	53-56
BIBLIOGRAPHY		
ANNEXURE		

Index showing list of tables and Graphs

Table. No	List of Table	Page No's
4.1	Table showing classification regarding "Gender"	26
4.2	Table showing classification of respondents regarding "Age group"	27
4.3	Table showing classification of respondents based on Income level.	28
4.4	Table showing classification of respondents based on Occupation of the respondents.	29
4.5	Table showing classification of respondents of people owning Pre owned vehicle.	30
4.6	Table showing classification of respondents how they know about Maruti True Value	31
4.7	Table showing classification of respondents whether the showroom attracted them.	32
4.8	Table showing classification of respondents display advertisement is easy to buy the products in Mandovi motors.	33
4.9	Table showing classification of respondent's kind of marketing strategies attracted them	34
4.10	Table showing classification of attitude towards Mandovi's advertisement	35
4.11	Table showing classification of type of marketing message is most likely to capture your attention.	36
4.12	Table showing classification on how respondents measure the success of a marketing strategy of the company.	37-38
4.13	Table showing classification about the respondent's degree of satisfaction with effectiveness of personalised marketing message.	39
4.14	Table showing classification of respondents based on impact of online reviews and ratings on purchasing decisions.	40

4.15	Table showing classification of respondents depending on the impact of test drives on purchasing decisions	41
4.16	Table showing classification of respondents based on the impact of influencers recommendation of purchase decision.	42
4.17	Table showing classification of respondents based on customer trust on ads.	43
4.18	Table showing classification that marketing strategies employed by Maruti Suzuki True Value have influenced your decision to consider purchasing a pre-owned vehicle.	44
4.19	Table showing classification of respondents based on the brand reputation on purchase of pre-owned vehicles of Maruti true Value.	45
4.20	Table showing classification of respondents on the level of satisfaction with the information and transparency of Maruti True Value.	46 - 47
4.21	Table showing classification of improvements or additional services in Maruti Suzuki True Value in terms of marketing strategies or customer experience.	48
4.22	Table showing classification rating the overall reputation of Maruti Suzuki True Value.	49

Graph No	List of Graphs	Page No's
4.1	Graph showing classification regarding "Gender"	26
4.2	Graph showing classification of respondents regarding "Age group"	27
4.3	Graph showing classification of respondents based on Income level.	28
4.4	Graph showing classification of respondents based on Occupation of the respondents.	29
4.5	Graph showing classification of respondents of people owning Pre owned vehicle.	30
4.6	Graph showing classification of respondents how they know about Maruti True Value	31
4.7	Graph showing classification of respondents whether the showroom attracted them.	32
4.8	Graph showing classification of respondents display advertisement is easy to buy the products in Mandovi motors.	33
4.9	Graph showing classification of respondent's kind of marketing strategies attracted them	34
4.10	Graph showing classification of attitude towards Mandovi's advertisement	35
4.11	Graph showing classification of type of marketing message is most likely to capture your attention.	37
4.12	Graph showing classification on how respondents measure the success of a marketing strategy of the company.	38
4.13	Graph showing classification about the respondent's degree of satisfaction with effectiveness of personalised marketing message.	39
4.14	Graph showing classification of respondents based on impact of online reviews and ratings on purchasing decisions.	40

4.15	Graph showing classification of respondents depending on the impact of test drives on purchasing decisions	41
4.16	Graph showing classification of respondents based on the impact of influencers recommendation of purchase decision.	42
4.17	Graph showing classification of respondents based on customer trust on ads.	43
4.18	Graph showing classification that marketing strategies employed by Maruti Suzuki True Value have influenced your decision to consider purchasing a pre-owned vehicle.	45
4.19	Graph showing classification of respondents based on the brand reputation on purchase of pre-owned vehicles of Maruti true Value.	46
4.20	Graph showing classification of respondents on the level of satisfaction with the information and transparency of Maruti True Value.	47
4.21	Graph showing classification of improvements or additional services in Maruti Suzuki True Value in terms of marketing strategies or customer experience.	48
4.22	Graph showing classification rating the overall reputation of Maruti Suzuki True Value.	49

Executive Summary

This research study investigates the correlation between marketing strategies employed by Maruti True Value and their subsequent impact on sales performance. Maruti True Value, a prominent player in the used car market, faces intense competition and dynamic consumer preferences, making effective marketing strategies crucial for sustained growth and profitability.

The study adopts a comprehensive approach, encompassing both quantitative and qualitative research methods to analyse the multifaceted aspects of marketing strategies and their influence on Maruti True Value's sales. Successful market positioning and branding strategies, such as emphasizing trust, reliability, and quality assurance, have contributed significantly to Maruti True Value's sales growth. Customers perceive the brand as a trustworthy source for buying used cars.

Leveraging digital marketing channels has expanded Maruti True Value's reach and engagement with a tech-savvy audience. An effective online presence has led to increased customer inquiries and conversions. The establishment of robust CRM systems has improved customer retention rates and word-of-mouth referrals. Personalized services and follow-ups have bolstered customer loyalty.

This research underscores the critical connection between strategic marketing initiatives and sales performance in the used car market. Maruti True Value's ability to adapt to changing market dynamics, employ effective digital strategies, maintain a strong brand image, and prioritize customer relationships has proven instrumental in driving sales growth.

As the automotive industry continues to evolve, this study provides valuable insights for Maruti True Value and other market players seeking to optimize their marketing strategies to achieve sustained success in the highly competitive used car segment. Further research could explore the long-term impacts of specific marketing campaigns and delve deeper into customer segmentation for even more targeted marketing efforts.