

**Impact of Marketing Mix in the Auto Mobile Sector with  
special reference to Passenger Car Segment: A Comparative  
Study among Foreign Brands and Domestic Brands**

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**Abstract**

*Automobile industry is one of the largest markets in the world. Nowadays, automobile have become the necessity for everyone. There is a huge scope for automobiles in India, but nowadays there has been huge competition in the Indian market too. The main purpose of this paper is to compare the Indian car brands with the foreign brand in various functions like advertising expenses & strategies, positioning of a brand, market share, price, marketing strategies, brand value, etc. The data was collected and tabulated in excel sheet based on their profit after tax and market share. The four companies mainly Maruti Suzuki, TATA motors, KIA, & MG were chosen. As Maruti Suzuki and TATA motors were Indian manufactured based companies, where as KIA & MG were foreign based manufactured companies.*

**Keywords:** Marketing strategy, Marketing Mix, Consumer perception, Foreign and domestic brands

**Introduction**

Advertising is overseeing gainful client connections pulling in new clients, holding and developing current clients. Promoting isn't synonymous with SALES or ADVERTISING.

The 4P Classification of advertising blend are PRODUCT, PRICE, PLACE, PROMOTION. The idea of the showcasing blend was presented by Neil Borden in his presidential location to the AMA in 1953. He got his thought from James Culliton. The term showcasing blend in this way allude to the blend of components valuable in seeking after a specific market reaction. Has gotten wide scope of acknowledgment in past decades. Lately, in any case organizations using Marketing mix for increasing the sales of the company, expanding its business venture and earning profits. The idea of showcasing blend is one of the essential thoughts of promoting. The 4P Classification doesn't satisfy the prerequisites of good scientific categorization. The understudies in promoting need to work with an unmistakable and consistent characterization.

Jerome MCarthy an American educator in showcasing advanced the promoting blend. The advertising idea that we have examined is substantial for the two items and administrations. The showcasing blend is one of the most significance general idea, which has been created in promoting. All the variable is between related and between subject to one another. The procedures for the 4P require a few changes when applied to administrations because of the unique highlights of the administrations achieve the target markets. Companies are facing high competition, so that to run a successful business activity in the trade sector, need to do the following: to expand the range of services, sell quality goods, to pay in order to satisfy the desires of buyers, and to reduce costs

The industry is estimated to be a US\$ 34 billion industry with exports contributing 5 per cent of the revenues. The growth of the Indian middle class with increasing purchasing power along with the strong growth of the economy over the past few years has attracted global major auto manufactures to the Indian market. Moreover, Indian provides trained manpower at competitive costs making India a favoured global manufacturing hub. The Indian automobile industry is going through a technological change where each firm is engaged in changing its processes and technologies to maintain the competitive advantage and provide customers with the optimized products and services. The de-licencing of the sector in 1991 and the subsequent opening up to 100 per cent foreign direct investment (FDI) through the automotive industry. Since then almost all the global major automobile players have to set up their facilities in India taking the level of production of vehicles from 2 million in 1991 to 10.83 million in 2007-08.

Stagnation of the auto sector in markets such as Europe, US and Japan on the other, have resulted in shifting of new capacities and flow of capital to the Indian auto industry. The Indian automobile industry has been growing at the rate of 15-27 per cent over the past five years. In two wheelers industry, Indian companies are the largest manufacturers in the world. Bikes are a major segment in the industry, the other two being scooters and mopeds. Moreover, Indian car makers are earning acclaim worldwide. The home-grown automaker, MARUTHI SUZUKI has emerged as the fourth most reputed among auto companies in the world, even ahead of its parent Suzuki motor co of Japan, according to the global 200: The world's best corporate reputation list, compiled by US-based reputation institute.

The 4P of classification, the first classification is **PRODUCT** which includes quality, features, design, style, brand, packaging, label, services, warranties.

The second classification is **PLACE** which includes channels, coverage, locations, inventory, transport.

The third classification is **PRICE** which includes pricing strategy, discounts, allowances, payment period, credit items, handling charges.

The fourth classification is **PROMOTION** which includes advertising, personal selling, sale promotion, publicity, public relations, displays, credit cards.

After first advertising blend idea has been claims presented by Borden (1965) that was recommended to him by Culliton (1948), and has been refined this further and characterized the showcasing blend as a mix of the entirety of the components at a promoting troughs direction to fulfill the objective market by McCarthys (1964), various changes to the 4Ps structure have been proposed (Rafiq and Ahmed, 1995). The advertising blend has overwhelmed promoting thought, research and practice since it was presented very nearly 40 years prior (Grnroos, 1994). Showcasing blend methods for making an interpretation of advertising arranging into training (Bennett, 1997).

Since its presentation, promoting blend has been altered because of changes in buyer and authoritative dispositions in the course of the most recent couple of decades (1970s – 2010s) have every now and again incited showcasing masterminds to investigate new hypothetical approaches and extending the extent of the showcasing blend idea. Number of specialists like Grönroos, 1994; Constantinides, 2002; Goi, 2005; Möller, 2006) investigated more 'P's rather than customary 4Ps as it were. Dr. Sway Lauterbur, an educator at the University of North

Carolina, has proposed 4Cs. rather than 4 Ps. The 4 C's model of promoting is more shoppers arranged as a result of its emphasis on customers, yet it is for the most part utilized for Niche Marketing. In the period of web time, the "4 C's" is additionally confronting some problem and another showcasing device of "4 V's" is being examined for application. The "4V's" are Validity, Value, Venue and Vogue. Constantinides turned out with 4S model (web-showcasing model, WMM). It portrays web advertising procedure with four components start with "S" counting degree, site, cooperative energy and framework. In any case, the making of new '4P', '4C', '4S' and 4S's couldn't offer the most proper promoting blend device to the experts which will be commonly helpful to clients and advertisers. Each partner associated with the promoting process searches for 'Worth'. The client enters in the promoting procedure for better 'esteem' for his cash through 'Worth to Customer'. The advertisers might want to focus on the 'esteemed client'. The prime goal of any business is too looked for an incentive from the business 'worth to the advertiser'. The advertiser and client might want to keep society's advantage flawless through 'Worth to society'. So, there is have to examine whole advertising procedure through methodology of 4 Values Model to include altogether new measurement to key showcasing.

## **OBJECTIVES**

- To analyze the role of marketing mix in promoting new product or service in automobile sector (Passenger car sector in India) Foreign brands Domestic brands
- To analyze the role marketing mix in targeting new customers in automobile sector.
- To analyze the role of marketing mix in developing brand loyalty in automobile sector.
- To study the relevance of marketing mix in increasing sales, profits and retain existing customers in automobile sector.

The main aim of promotion is to persuade, inform and make people more aware of a brand, as well improving sales figures. (Raghubir & Corfman,1999) Companies use sponsorship and public relations to improve their image, financing sports, the arts, and public information services. Promotion plays a very important role in increasing the sales and turnover of the company or organization. (Williams et al.,2012) Promotion can be done in many ways through advertising, word of mouth, sponsorship.

Marketing new strategies enables us to target new customers. Before we should understand who is our customers & their wants & needs. What value proposition we offer to customers and our competition currently offering in the market and there are gaps for new entrant. Get coverage in your local paper or trade press. Give incentives to existing customers. Offer discounts on future purchases or even commission, if our existing customers introduce new customers to us. Word of mouth recommendation is the most potent form of advertising, so surpass customers' expectations where possible. Advertising on budget also helps in targeting new customers.

Current clients scour the items and administrations they wish to devour before they settle on a buy choice. We can't depend on customary techniques to create brand dedication if the clients are less educated about our items. It is difficult to keep up brand faithfulness in light of the fact that the business condition is exceptionally serious and clients are continually searching for business visionaries who will offer them the best help. In following ways we can develop the brand loyalty by engaging with customers, deliver value to customer, make sure that your brand is steady, investing in an noticeable sign project, turn to influencers to endorse our brand, emphasis on 360-gradation buyer facility last then important thing is to take feedback and adjust.

Therefore, brand mindfulness showcasing is the way toward helping your crowd become increasingly acquainted with your image and your business. Brand mindfulness is significant in light of the fact that it encourages you advance brand trust, and when individuals trust your image, they're bound to purchase as well as bound to educate others concerning your business. Numerous organizations avoid brand mindfulness advertising since it's trying to quantify — on the off chance that somebody visits your site, it's hard to check precisely how comfortable they get with your image. At the point when you can't see direct outcomes and numbers, it's trying to know whether your crusades are viable. In any case, brand mindfulness advertising impacts the subsequent stages that lead to transformations. Regardless of whether it's pursuing messages, downloading free substance, or purchasing your items, clients must be acquainted with your image first. Without brand mindfulness promoting, you hazard losing these prompts contenders who do utilize brand mindfulness advertising to showcase their brands.

The clearest method to assurance customer upkeep is to keep a consumer from departure. On the off chance that you truly focus, you can generally recognize the cyphers of your shopper's approaching takeoff. To fastening these "notice" gestures, you have to differentiate the key factors of client behavior, for instance, purchase projects, article utilization and past of customer support studies. At that point, you'll have to dissect these symbols and make a change to stop your clients before they beat. To increase profits, sales & retain customers we should lead generation, lead conversion, number of transactions, size of transaction, profit margin per sale, cost of customer acquisition, increasing client transfers, eradicate expensive facilities, decrease your disruption-smooth point, raise your values.

## **AUTOMOBILES**

Car (or vehicle) – wheeled traveler vehicle that conveys its own engine. Greatest senses of the period designate that cars are intended to run essentially on streets, to have balcony for one to six persons, normally have four haggles built mainly for the vehicle of individuals as opposed to merchandise. Starting at 2002 here remained 590 truckload wanderer cars around the world (about one car for each eleven persons), of which 140 million were in the U.S. (about one vehicle for each two individuals).

### **Classification of Automobiles**

Built on Drive: Inside automobiles: These automobiles transmit passenger, Founded on Load Size: Bright responsibility vehicle: Small motor vehicles, based on fuel use, Based on Drive of the vehicles, based on number of wheels and axle, based on type of transmission, Based on Suspension system used

## **MARUTHI SUZUKI**

### **Deals and administration organize:**

Maruti Suzuki has 3598 deals outlets across 1,861 urban areas in India. The organization expects to twofold its business system to 4,000 outlets by 2020. It has 3,792 help stations across 1,861 urban communities all through India. Maruti's vendor arrange is bigger than that of enough known organizations combined. Service is a significant income generator of the organization. The majority of the administration stations are overseen on establishment

premise, where Maruti Suzuki trains the neighbourhood staff. Additionally, The Express Service stations exist, sending over their fix man to the vehicle in the event that it is away from an ordinary help community.

Maruti Suzuki's dealers too are spending around Rs900 crore to build premium showrooms and stockyards. It's all part of a makeover Maruti is attempting to shed the dad's car image it has come to acquire over the years since its inception in 1984. A key element of the makeover is Nexa the new premium sales outlet network on which Maruti and its dealers have invested Rs2,000 crore in the past year.

Upper hand in the Marketing procedure of Maruti Suzuki –

With more than 30 years of essence in the nation, there's an image trust among the clients. Additionally, with two assembling unit in the nation, one in Gurugram and Manesar gives the brand edge over its rivals.

Components which separates Maruti Suzuki from its rivals incorporate

The Quality Advantage, Brand Trust-A Buying Experience Like No other, Quality Service Across 1036 Cities, The Low expense of Maintenance Advantage, Lowest of Cost, Technological Advantage

MSF proceeds with its solid control both in Indian market and in sends out also with the organization selling over 1.64 million vehicles to bring its piece of the pie near half in the local market and trading 4-wheelers to more than 125 nations comprehensively to turn into the biggest traveller vehicles exporter from India a year ago, deposing Hyundai Motors India Ltd. which currently stands fourth after Volkswagen and General Motors.

The organization sent out 57,300 units in the April-September period a year ago with a development of 6% from 54,008 unit a year back. MSI has additionally not just figured out how to continue its gigantic deals numbers however has likewise expanded its piece of the overall industry both in the urban and provincial market.

Circulation technique in the Marketing procedure of Maruti Suzuki –

With its two assembling units having a joined creation limit of 14,50,000 vehicles every year Maruti Suzuki has a solid seller arrange too to supplement with. Maruti Suzuki, truth be told, has been one of the absolute first organization in the nation to understand the significance of after-deals administration in high contribution item like vehicles.

The organization has the biggest circulation and after-deals administration arrange containing more than 400 deals showrooms, 1900 Authorized Service Stations traversing across more than 1190 urban areas, 30 Express Service Stations on 30 National Highways across 1,314 urban areas and more than 600 vendor workshops which are unrivaled in the nation.

The organization additionally has 280 Nexa showrooms only for premium vehicle section. To expand client contact focuses in the provincial pieces of the nation where setting up of the total vendor was extremely troublesome organization has opened augmentation counters which are worked by some seller in the city.

Brand value in the Marketing system of Maruti Suzuki –

Maruti Suzuki has figured out how to break into worldwide Top 10 brand graph for the auto segment, where it remains at ninth most important auto brand on the planet only in front of Volkswagen and behind Tesla.

Notwithstanding this Maruti Suzuki India is positioned 99th and 71st on Forbes World's Most Innovative Companies rundown and Top Regarded Companies rundown of 2018. The brand additionally includes at 366 on Global 2000 organizations of Forbes 2018.

## **TATA MOTORS**

### **Marketing Strategy of Tata Motors**

Headquartered in Mumbai Tata Motors (in the past known as TELCO abbreviation structure for TATA Engineering and Locomotive Company) are an Indian global car producing organization and an individual from Tata gathering. Items offered by the organization changes from vehicles, trucks, vans, mentors, military vehicles, sports vehicles, transports and development hardware. Goodbye Motors is positioned as 226th in the Fortune Global 500 rundown of world's greatest enterprises starting at 2016.

### **Brand Positioning**

Automobile major Tata Motors has set a goal to move to "Third position" in terms of the passenger vehicle market in a year or two, a top company official said on Saturday. "In terms of PV (passenger vehicle), the volumes have gone up. Our market position used to be seventh or eighth, we now moved to fifth position.

Brand value in the Marketing procedure of Tata Motors –

Goodbye expects to satisfy the developing needs of the car business by thinking of another scope of items. These items are made to give comfort, dependability, security, limit and incentive to the end clients. So as to remain in front of the opposition, the organization is going for immense interests in the zone of item advancement. Goodbye Nano conveys a picture of the least expensive vehicle on the planet, TATA Ace is being presented in the business vehicle advertise for grabbing the piece of the overall industry of its adversaries. Another lively vehicle Nexon with both diesel and petroleum motor is likewise pulling in clients as of now.

## Competitive analysis in the Marketing system of Tata Motors

With the Indian car showcase being stuffed with a great deal of national and universal players following a red sea system. Organizations like Hyundai, Fiat, Maruti Suzuki, Toyota and Honda are giving a solid rivalry to the brand with everybody eating each other's piece of the overall industry.

## Promotional strategy in the Marketing strategy of Tata Motors

TATA Motors carries out its promotional strategy in 2 ways:

### Over the line (ATL)

It incorporates: print promotions (paper commercials by nearby vendors, magazines), TV, Radio

### Beneath the line (BTL) Promotions:

It incorporates: trade reasonable, Rural reasonable, Loan reasonable, Society exercises, Corporate showcase exercises

### **KIA:**

Kia Motors Corporation, usually known as Kia Motors. (Korean) Hanja: IPA: lit."Kia vehicle"; adapted as KIA) is a South Korean global car maker headquartered in Seoul. It is South Korea's second-biggest car maker following the Hyundai Motor Company, with offers of over 3.3 million vehicles in 2015. As of December 2015, the Kia Motor partnership is minority claimed by Hyundai, which possesses a 33.88% stake esteemed at simply over

US\$6 billion. Kia thus is a minority proprietor of more than twenty Hyundai backups running from 4.9% up to 45.37%, totaling more than US\$8.3 billion.

### **Advertisement expenses of KIA -**

Kia Motors is part of Hyundai Motor Group. They spent over \$100 million on advertising in digital, print, and national TV in the last year. They invest in premium ad units and advertised on over 250 different Media Properties in the last year across multiple Media formats. Kia Motors launched and advertised 1 new product in the past twelve months.

### **Advertising strategies -**

They focus not only on grabbing the attention of their customers through mass media; advertising, online blogging, banners, etc. They also took several steps ahead with their under-the-line promotion strategies.

### **Positioning of a brand -**

We believe differentiated brand positioning, along with differentiated products, is the key to success, especially during the initial sales phase .... We are confident that our comprehensive preparation and execution strategy will result in a successful launch of the Kia brand in India.

### **Market share -**

South Korean carmaker Kia Motors achieved yet another feat by emerging as the third-largest carmaker of India, with a market share of 6.24 per cent in the month February 2020, according to the latest data released by the industry.

### **PRICE-**

Fixed and variable costs, competition, company objectives, proposed positioning strategies, target group & willingness to pay. Price is the cost that the customers is willing to bare for the product & the way it is made available to him. Marketers need to be very careful about the pricing objectives & methods. The price of automobiles in KIA ranges from 21,49,000 to 76,49,000.

### **Place-**

Sells the car through different appropriate outlets such as dealership and showrooms in the prime location in Nepal the authorize distributors is the KIA continental located in tinkune, Kathmandu, beside it there are dealers in Nepal Namely: Pokhara, Butwal, Nepalgunj, Narayanghat, Biratnagar.

### **MG**

MG HECTOR was propelled in India on June 27 while the booking was acknowledged from June 4, 2019. It earned 10000+ appointments in front of its dispatch which is a colossal achievement thinking of it as was entering serious Indian market just because. It got 28,000 appointments by and large and furthermore included 11,000+ more purchasers it holding up list.

### **Advertising strategies -**

MG Motors' marketing strategy revolved around clear brand positioning, coupled with worldwide coverage. The European markets were enthusiastic about its entry. In a short period of time, MG motors succeeded in emerging victorious. The company focused on customer satisfaction and optimizing sales and profit.

### **Positioning of the brand -**

At the brand night, MG announced its new brand position and slogan "My Glamour". It will rely on its UK genes and continue to develop unique character and style that moves with the times. Every industry has a ground breaker, and every era has a forerunner in fashion. MG is one of them.

### **Market share -**

Meanwhile, MG Motor India, which entered the Indian automobile market with its Hector, has opened its market share account with 1,508 units in July 2019, which gives it a UV market share of 0.52 percent and a 0.17 percent share of the passenger vehicle market.

### **Value -**

This has likewise been on point. The cost is between 14.47-20.16 lakh, which nearly equivalent to SUVs of a similar portion, for example, Tata harrier. There are anyway different variations so clients can pick as indicated by their needs. There couldn't have been

anything extra in this part since cost isn't a concern for clients who have such sort of buying power. They will spend extra if the highlight legitimizes the sticker price.

## Research Methodology

The current study is based on secondary resources from Internet, Magazines, newspapers articles & journals. A qualitative analysis is done between marketing mix variables and market share.

Secondary data includes Internet, Company reports & brochures, Magazines, Newspapers articles & journals. people get inspired by the following features to go for a particular brand, Brand awareness, Price level, Brand positioning, Advertising strategy

SL.NO	COMPANY	MARKETING MIX STRATEGIES	Compound annual growth rate	MARKET SHARE
1.	Maruti Suzuki	The <b>product strategy of Maruti</b> is that its focus is on cooking the requirements of practically all the portions... It is fixed after considering various factors such as <b>market</b> share, competition, material costs, <b>product</b> identity and the customer's perceived value of the <b>product</b> .	15.68501	50%
2.	TATA motors	<b>Marketing Mix of Tata Motors</b> analyses the brand/company which covers 4Ps ( <b>Product</b> , Price, Place, Promotion) and explains the <b>Tata Motors marketing strategy</b> . As of 2020, there are several <b>marketing strategies</b> like <b>product/service</b> innovation, <b>marketing</b> investment, customer experience etc	- 0.944858	44%
3.	MG	MG Motors' showcasing system rotated around clear brand situating, combined with overall inclusion. The European markets were excited about its entrance. In a brief timeframe, MG engines prevailing with regards to rising successful. The organization concentrated on consumer loyalty and advancing deals and benefit.	- 0.998192	4.50%

4.	KIA	Showcasing Mix of Kia Motors investigations, the brand/organization which covers 4Ps (Product, Price, Place, Promotion) and clarifies the Kia Motors advertising system. Starting at 2020, there are a few showcasing systems like item/administration advancement, advertising venture, client experience and so forth which have helped the brand develop	- 0.861369	0.52%
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	Maruti Suzuki	TATA	MG	KIA
Market Share	50%	44%	4.50%	0.52%
PAT				
Year				
2014-15	37,112	14,059.65	26,27,597	29,93,593
2015-16	45,714	14,104.18	38,77,880	26,30,600
2016-17	73,502	11,100.72	21,57,274	9,68,018
2017-18	77,218	6,063.56	7,02,919	11,55,943
2018-19	75,006	6,813.10	5,41,857	18,26,659
	2.021071352	0.4845853	0.2062177	0.6101895
	16.68501434	0.0551418	0.0018084	0.1386305
<b>CAGR</b>	<b>15.68501434</b>	<b>-0.944858</b>	<b>-0.998192</b>	<b>-0.861369</b>

The data was collected and tabulated in excel sheet based on their profit after tax and market share. The result is shown in fig 1.1 The four companies mainly Maruti Suzuki, TATA motors, KIA, MG were chosen. As Maruti Suzuki and tata motors were Indian manufacture-based companies, whereas KIA and MG were foreign based manufacturing companies. When compared the profit after tax and market share of these four companies we can conclude that Maruti Suzuki has greater profit, market share is of 50% and CAGR (compound annual growth rate) is 15.685. secondly, TATA Motors had earned highest profits, its market share is 44% and CAGR is -0.94485. Followed by MG earned descent profits, its market share is 4.50% and CAGR is -0.99819. lastly KIA as it was newly introduced to the market, its market share is 0.52% and CAGR is -0.86316.

## Discussion

The reason behind our automobile marketing mix is to compare the different strategies of Indian brands & foreign brands (in India) and how they occupy our India market by their advertising & pricing techniques. And how they promote their brand. By analyzing the Marketing Mix of these companies targeted the Indian economy and trade the suitable car for the people. In India cars are manufactured on the basis of comfort and low budget, so that middle class people can afford it. Whereas, foreign brand cars manufactured on the basis of luxury and price of the cars will be more.

Maruti Cars are Affordable, A large portion of the fragments are overwhelmed by Maruti Suzuki, moderate vehicles being the significant explanation for the achievement. Maruti car prices start (GST Included) at Rs 2.94 Lakh for the most inexpensive model in its line-up, the Alto 800. The most expensive car in Maruti's line-up is the XL6, priced at Rs. 11.51 Lakh for its top variant. In total, Maruti has 14 models on sale in India. The Maruti Swift, Maruti Baleno, Maruti Dzire are amongst the most popular cars in their respective segments. Upcoming Maruti cars in India include the S-Cross 2020, Swift 2020, Swift Hybrid, XL5, Grand Vitara, WagonR Electric, Jimny, Futuro-e, Solio The brand's picture of making moderate vehicles is solid to the point that when the organization attempted to enter the extravagance portion with vehicles like Kizashi and Grand Vitara, it flopped wretchedly. KIA is having low share in India because of neck to neck competition given by Hyundai Motor has just launched its Creta SUV in India and analysts across the world, especially those based in Korea, will be wondering if subsidiary Kia Motors will also enter this growing automotive market. After all, the two brands compete with each other in major markets such as North America, Europe and even China. When Maruti Suzuki chairman R C Bhargava said in December that cab aggregators, such as Ola and Uber, will be the company's "biggest" customer, he was probably aware of the growing sales volumes generating from this segment.

The country's biggest carmaker sold about 60,000 vehicles to these aggregators in the nine months ended December 2016, growing 67 per cent over the year-ago period. The volume of 60,000 units is also significantly higher than the 48,000 vehicles sold to aggregators in the entire FY16. No wonder then that the company is warming up to these buyers. Recently, the company offered to train 40,000 drivers for Ola and another 30,000 for Uber. These training will be done over three years and could generate several thousand new sales.

"When an individual buys a car, it runs for a few thousand kilometres every year, and the car can last for 20-25 years. With an Uber or Ola, it may run 40,000-45,000 km a year and the replacement cycle are shorter. More cars will be used and ownership spectrum will change,"

## Conclusion

The 4P Classification of publicizing mix are PRODUCT, PRICE, PLACE, PROMOTION. The possibility of the displaying mix was introduced by Neil Borden in his presidential area to the AMA in 1953. The primary goal is to investigate the job of advertising blend in advancing new item or administration in vehicle segment (Passenger vehicle division in India) Foreign brands Domestic brands, and to break down the job showcasing blend in focusing on new clients in car part. The job of showcasing blend in creating brand reliability in vehicle segment. To examine the pertinence of promoting blend in expanding deals, benefits and hold existing clients in vehicle area. In following manners we can build up the brand devotion by connecting with clients, convey an incentive to client, ensure that your image is reliable, putting resources into an eye-getting logo configuration, go to influencers to advance our image, centre around 360-degree client care last and significant thing is to take criticism and alter. The explanation for our vehicle promoting blend (Passenger vehicle fragment) is to analyse the various methodologies of Indian brands and outside brands (in India) and how they involve our India showcase by their publicizing and valuing strategies. Furthermore, how they advance their image. The showcasing blend 4p's (item, value, place, advancement) assumes a significant job in vehicle industry, their promoting technique, publicizing methodology, piece of the pie, PAT (benefit after duty), brand situating, deals and it helps in settling CAGR (compound yearly development rate). The piece of the overall industry estimation of Maruti Suzuki is half since it has 3598 arrangements outlets across 1,861 urban zones in India. The association hopes to twofold its business framework to 4,000 outlets by 2020. It has 3,792 assistance stations across 1,861 urban networks every through Indium. Maruti's seller orchestrate is greater than that of enough realized associations joined. Administration is a noteworthy salary generator of the association. An advertising methodology alludes to the strategies we actualize to advance our items and administrations to our intended interest group. It can incorporate site substance, TV and radio publicizing, and substance propelled via web-based networking media stages. Building up a compelling showcasing procedure for our business is the way to development, extension, and long-haul achievement. The test, notwithstanding, is that building up the correct advertising methodology can include a ton of hit or miss, and for private companies, the costs identified with misconception our market can be cataclysmic. The target audience for these dealerships is young and Maruti Suzuki says that nearly half of its Nexa customers are under the age of 35 and it's first time buyers who make up for 70 per cent of its total sales. Kia Motors will focus on India's middle-class in next five years. The TATA Motors targets customers largely from the rural and semi-urban markets found at the bottom of the pyramid. But marketing to

this segment has always been a challenge. This segment comprises 85% of the brand's market. MG Motor India aims to leverage the growing popularity of football across the globe to strengthen the brand's presence among its target audience of young, sporty and passionate customers. The automobile marketing mix has a scope for future research also, MG company introducing electric cars to the market where as Maruti Suzuki, TATA motors and KIA do not manufacture any electric car. The MG ZS EV (electric car manufactured by MG company) The base price of the car is 20.88 lakh onwards, Automatic Transmission, Fuel type is Electric and it has 5-seater seating capacity. So, in future we may face shortage of petrol, diesel and gas in such cases electric cars will be replaced by fossil fuels. So finally, we conclude by saying that Maruti Suzuki has a highest market share as compared to any other companies because of its major marketing strategies, advertising strategies, brand positioning and compound annual growth rate is more i.e. 15.68501434

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