



Customer Satisfaction of Defensive Marketing Strategy by Management

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Abstract — India is a bigger market for automobile industries. Despite a huge potential, this sector has not performed as expected. This sector suffers from slow growth, sometimes even negative growth has been reported. This research has made an attempt to figure out the growth of the Indian automobile industry for the next three years (till 2015-16) using statistical approach. Average growth rate of 6 to 11 percent has been reported for different categories in car segment. Due to increase in disposable income in both rural and urban sector and availability of easy finance are the main drivers of high volume car segments. This research will be helpful for the existing and new entrant car manufacturing companies in India to find out the customer expectations and their market offerings.

Indian Automobile car business is influenced by the presence of many national and multinational manufacturers. All segments in Indian Car industry were studied and found that buyer has different priority of behaviours in each segment, where as main driver for car purchase is disposable income. Value for money, safety and driving comforts top the rank in terms of customer requirement; where as perceived quality by customers mainly depends on brand image. The objective of this study is the identification of factors influencing customer's preferences for particular segment of cars. This paper also attempts to consolidate findings & suggestions to overcome present scenario of stagnancy in sales and cultivate future demand for automobile car market.

Keywords – BMW, Skoda, Audi, Jaguar

I. INTRODUCTION

India being the second most populated country in the world and the growth rate of Indian economy is also high as compared to developed countries, which attracts the presence of huge demand in the Automobile Small Car Industry. India is becoming emerging market for worldwide auto giants. For most of the people, purchasing a car is the second most important and expensive decision, next to purchase of a house; for the automotive manufacturers, first-time car buyers give them the opportunity to create positive brand image which definitely could be reflected in next coming years. Indian auto sector is one of the most vibrant industry. The automobile industry is one of India's major sectors; accounting for 22% of the country's manufacturing GDP. The Indian auto industry, comprising passenger cars, two-wheelers, three-wheelers and commercial vehicles, is the

seventh-largest in the world with an annual production of 17.5 million vehicles, of which 2.3 million are exported because consumers could make repeat car purchasing. The concept of "buying behaviour" is of prime importance in marketing and has evolved over the years. It is very important to understand consumer buying behaviour as it plays a vital role while purchasing products. Day to day human wants are growing, expectation is growing. Car Models are no exception to this behaviour.

II. MODEL OF CARS REFERENCE AND RESEARCH METHODS

For the year 2012-2013, automobile sector has shown a sluggish growth citing high ownership costs like excise duty, cost of registration, fuel costs, road tax and slow rural income growth. Over the next few years, solid but cautious growth is expected due to improved affordability, rising incomes and untapped markets. All these give a promising opportunity for automobile manufactures in India. According to Macquaire equities research, passenger vehicles sales is expected to double in the next four years and growth is anticipated to be higher than 16 percent from the past 10 years [2]. In this paper, we have made an attempt to forecast the sales, production and export trend for Indian automobile industry.

Sales according to 2014-2015

By November, 2015 aggregate new vehicle sales were at 51,256 units which meant an improvement by 201 units or 0.4% from the 51,055 vehicles sold in November last year. Overall, out of the total reported Industry sales of 51,256 vehicles, an estimated 43,564 units or 85.0% represented dealer sales, 8.1% represented sales to the vehicle rental industry, 3.9% constituted sales to government and 3.0% to industry corporate fleets.

Sales for industry new vehicle exports were at 28,112 units during November, 2015 which showed a gain of 66 vehicles or an improvement of 0.2% compared to the 28,046 export sales in November, 2014. Vehicle exports for 2015 should reach a record number of about 340 000 (2014: 276 873 export units).

S No.	Month	BMW All Models				Skoda All Models				Audi All Models				Jaguar All Models			
		2012	2013	2014	2015	2012	2013	2014	2015	2012	2013	2014	2015	2012	2013	2014	2015
1	January	43.677	46.25	49.839	51.443	40.47	38.52	45.91	45.91	51.278	50.017	56.461	54.476	1.778	1.971	2.066	1.494
2	February	39.905	39.64	41.966	48.246	37.88	33.15	39.77	39.77	45	43.274	48.169	49.51	875	1.121	1.009	876
3	March	73.793	70.663	77.73	81.927	53.34	49.61	59	50.19	83.721	76.276	81.871	87.481	4.342	4.77	5.451	4.983
4	April	55.674	54.04	55.989	60.679	41.82	40.05	50.12	62.69	61.475	66.555	67.377	69.863	1.654	2.132	2.174	2.097
5	May	58.995	54.943	55.286	56.9	45.31	42.44	51.48	54.81	66.474	63.593	66.338	62.449	1.851	2.157	2.358	2.576
6	June	64.744	59.325	64.298	71.503	49.58	46.35	52.02	51.5	69.762	63.333	64.164	75.111	2.157	2.407	2.839	3.837
7	July	43.324	49.091	53.506	57.569	34.34	39.9	51.41	60.3	59.15	58.974	63.774	70	1.497	2.115	2.221	4.158
8	August	35.71	39.033	38.416	44.849	31.37	29.68	36.06	54.63	47.297	44.109	40.564	44.11	714	983	857	2.302
9	September	65.376	70.498	69.129	78.374	43.06	50.2	51.89	5	64.729	66.467	68.307	75.144	3.704	4.037	3.958	6.648
10	October	50.996	51.681	55.019	62.38	38.87	48.17	50.25	56.84	59.092	58.779	63.451	65.419	1.441	1.703	1.865	3.365
11	November	54.591	53.862	54.458	60.688	36.74	42.01	44.52	49.43	56.311	57.876	56.382	58.898	1.763	1.813	2.002	3.574
12	December	53.944	50.63	56.522		36.66	41.31	42.44		40.732	46.083	47.426		1.634	1.754	2.048	

Table 1. DATA ANALYSIS AND FINDINGS

AUDI CAR MODELS

German automobile ingenuity goes a mile farther with an exclusive brand such as Audi. With its headquarters based in Ingolstadt, Bavaria, Germany; the classy automobile manufacturer was actually just a re-launch from its former purpose – which was, quite strangely, as a company making run-of-the-mill vehicles, as compared to its impressive line today. Nevertheless, the company is considered as the premium brand for its largest shareholder, the popular Volkswagen Group.

And nothing gets as closer for prime and choice vehicles than Audi. The name, which incidentally means “listen” in Latin (which came from the founder’s surname, August Horch, which is German for the same audible word), is meaningful, for vehicles from this brand are worth an ear – and an eye – to listen to.

Body shell – featuring a shapely body type, cars from this exclusive brand can be seen from a mile away. Best of all, it comes with a cool purpose as well: Body shells are 100% galvanized, guaranteed to keep rust away.

Drive train – one of the reasons that makes Audi really unique from other premium brands is its manoeuvrability, specifically, the use of all-wheel or front-wheel drives. The decision to use such drive trains creates a unique experience for these cars, complimenting a diverse blend of high class and fun control.

LED Daytime Lights – perhaps the best feature that anyone will remember from seeing these cars is the use of LED Daytime Running Lights. The spotted feel caused by these beams do not only illuminate what needs to be seen in the road, for it also creates a signature among drivers (and passengers as well).

III. IMPACT OF ONLINE MARKETING ON CAR PURCHASE

a. Customer mostly research Online:

Research will often help us reduce risks associated with a new product, but it cannot take the risk away entirely. It is also important to ascertain whether the research has been complete. The Internet now reaches the great majority of households and thus, online research provides new opportunity and has increased in use.

b. Photo son Online Market Sell Cars:

The growth in the Indian car market has helped the sale of both new and used cars in the country. As new cars keep getting launched frequently people with their increasing income want to own the latest cars only. There are many people who buy and sell cars within months. As upwardly mobile people want only new cars to own, they like to sell their old cars. Earlier for selling cars you needed to go to a used car dealer. It was not very convenient. It's interesting to know that now besides buying a new car, you can also go online for selling your used car.

c. Mobile / Internet Connected Cars:

Many auto websites offer facility for users to list their used cars online and sell them. For selling your used car, you first need to register with the website, then list your vehicle by filling up the details of the car. You can expect to seal the deal when any user of the site is interested in buying your car after searching the list of used cars for sale. The user will contact you through the website and you will sell your four-wheeler easily this way.

d. Problems affecting the models :

Online marketing can be effective for delivering leads, but this effort is wasted if sales processes aren't joined up with offline. This is where dealerships and manufacturers need to work together. Most of the challenges the automotive industry will face in the next 10 or 20 years

can be identified today. They are shaped by changes in the underlying economics of the auto business, from supplier through consumer, and by definition they are sufficiently broad to be of interest to all the participants in the industry.

e. Demand / Implementation of models:

The other competitive edge we need to develop is the buying experience and reputation as a local leader in customer satisfaction. This advantage is important to us because we rely on word of mouth to generate additional customers. Integrity is our difference. We will provide quarterly training and educational opportunities by sending employees to professional development training for their respective area.

Models	Year			
	2012 (Rs)	2013 (Rs)	2014 (Rs)	2015 (Rs)
BMW All Models	1.90C	2.29 C	59.40 L	1.17 C
Skoda All Models	30.25l	24.00 L	26.28 L	27.39 L
Audi All Models	49.45l	40.74 L	37.48 L	40.79 L
Jaguar All Models	1c	75.80 L	74.21 L	64.86 L

IV. EVALUATION OF THE CAR PROTOCOL

1. Customer complaint management:

Consumer complaints management takes many forms, from preventive to internal complaints-handling, external dispute resolution and comprehensive approaches. Preventive Consumer Complaints Management initiatives help build and maintain relationships by reducing the chances that problems will arise in the first place and lead to complaints.

Internal complaints-handling initiatives are techniques employed within a firm to address problems, complaints and conflicts.

External private dispute resolution techniques are used when complaints cannot be adequately handled within the firm.

2. Integrating strategy, business model, and tactics:

A business model depicts the content, structure, and governance of transactions designed so as to create value through the exploitation of business opportunities. Tactics are important, as they play a crucial role in determining how much value is created and captured by firms 'strategy is the creation of a unique and valuable position, involving a different set of activities' (emphasis added).

3. Research Methodology

The routing overhead of GPSR consists mainly of the periodic beaconing that the nodes must perform. In CAR, in addition to beaconing, nodes may initiate path discoveries and may activate guards. GPSR can be also configured to pro-actively probe the perimeter for the new routes and to use this knowledge of the local

topology to attempt to recover from greedy forwarding failure by routing around voids. In our experiments this option is switched off, since it harmed GPSR performance a lot.

GPSR and GPSR+AGF do not differ noticeably in the overhead they create. With AGF the nodes at the last hop towards the destination sometimes send a non-propagating route request in search for the destination, causing the same overhead as a single HELLO beacon. However, in all the simulated scenarios the number of these requests was less than 0.1% of the total number of beacons. Thus, here we present the data for GPSR only as representative routing overhead for both GPSR and GPSR+AGF.

Figure 1 shows the total routing protocol overhead, measured in total number of routing packets sent network-wide during the entire simulation. For the CAR protocol, the overhead is presented as a cumulative contribution of (1) beaconing, (2) path discoveries, and (3) path maintenance with the help of guards. Below we also discuss the contribution of all kinds of routing overheads to the total protocol routing overhead.

At all simulated traffic densities, CAR generates less routing overhead traffic than GPSR, although no idealized lookup is used. Even when walk around route error recovery is activated (CAR+WA), the CAR protocol overhead stays lower than for GPSR. The reasons for that are explained in the following subsections.

- a) **Beaconing overhead:** Because GPSR's (as well as GPSR+AGF) beacons are sent pro-actively, the level of routing protocol traffic depends on the number of nodes in the area (density of nodes). Thus, the beaconing overhead of GPSR grows directly proportional to the vehicular traffic density. The CAR protocol uses an adaptive beaconing mechanism, and the beaconing interval depends on the node's neighbourhood. Thus, in low traffic density scenarios, nodes beacon more frequently than in high traffic density ones. On the other hand, fewer nodes are involved in the low traffic density scenarios, as a result the beaconing overhead of CAR shows smaller dependence on the node density than the one of GPSR. The use of adaptive beaconing allows CAR to keep the average beaconing overhead from 1.5 to 3 times lower than the beaconing overhead of GPSR, without harming the performance. Moreover, when the adaptive beaconing mechanism is applied to GPSR, this protocol drops up to 30% fewer data packets.
- b) **Path discoveries overhead:** Source nodes launch PGB-based destination location discovery whenever they have data packets to transmit. Ideally only one

discovery is needed per source/destination pair; afterwards the discovered paths can be maintained with the help of guards and notifications about direction changes. In fact, route optimizations and route repairs may occur, and in our experiments on average 1.2 path discoveries are initiated in addition to the initial one. However, one path discovery broadcast even in the worst case causes much less routing overhead than the overhead created by sending one HELLO beacon by each node.

- c) Guards overhead: Guards do not add any overhead in packets, since they are appended to the HELLO beacons of nodes. Although this addition increases the HELLO beacon packet by around 20 bytes, guards have a very short life time (1-6 s) and on average are transmitted only 1-2 times by each node. An average CAR node sends around 150 beacons and needs to transmit only 2-3 guards during the simulation time

V. DISCUSSION:

The variety of motor vehicles is expanding and the market is no longer dominated by a handful of very high volume cars. Detroit automakers have been able to respond much more quickly to this demand for a range of models with the adoption of lean production. The continuous rise in price of new cars is an ominous trend for all automakers. According to the National Automobile Dealers Association, the average new-vehicle transaction price has soared from \$8,850 to \$19,200 since 1981. In 1986, the IMVP developed an innovative methodology for normalizing differences in vehicle designs and plant practices to enhance comparison of productivity among plants making different vehicles with a variety of manufacturing practices and methods. Automakers continually face the challenge to create “best in class” vehicles and maintain a corporate reputation for performance and value. To achieve this goal, they must be adept at managing the development process, including involving suppliers as design partners.

VI. CONCLUSION:

Consumer behavior consists of all human behavior that goes in making before and post purchase decisions. One can succeed in the competitive market only after understanding the complex consumer behavior. An understanding of the consumer enables a marketer to take marketing decisions which are compatible with its consumer needs. From study there are various major classes of consumer behavior determinants and expectations, namely socioeconomic, psychological, political, geographical, demographic and Product & Technology.

The Indian automobile industry has a significant growth potential given its existing low penetration levels and a fast growing economy, with a high income group of consumers. In terms of manufacturing base, India offers some significant advantages, namely a large pool of well qualified manpower, which can also be utilized in fostering local research and development, availability of enough land and other natural resources such as iron ore, coal, bauxite and a well defined legal environment. In spite of the above advantages, the Indian automotive industry still continues to be plagued by issues such as multiplicity of local taxes, cascading impact of taxes and duties, high import duties on raw materials, taxes on services in addition to corporate taxes. Incidentally road transport industry is the highest tax generating segment in the country, equivalent to 40 percent on cost. In a nutshell, road transport industry has always been saddled with pressure in terms of paying taxes and duties. In spite of above all reasons, road transport industry is considered to be the back bone of the country’s economy.

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