

# The Study on Effectiveness of Brand Building with Digital Marketing Towards Sales with Special Reference to Maruti Suzuki

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**Abstract:** *The study looks at how digital marketing helps in brand building with special reference towards Maruti Suzuki. The data type to be collected here will be primary data. The questionnaire will be administered using google form. The sample size collected was 100. The methodology used is descriptive research. The data gathered is aimed at offering sufficient information to identify the effectiveness of digital marketing in brand building and increasing sales.*

**Keywords:** Maruti Suzuki

## I. INTRODUCTION

The automobile industry is the huge economic sector that operates globally which is necessary for both international trade and transportation. Maruti Suzuki is the top car manufacturer in India over the past forty years since its establishment in 1981. It has extensive nationwide network of over 4,500 facilities for servicing, guaranteeing that customers can obtain after-sales support. The biggest producer of passenger cars Maruti Suzuki India Limited (MSIL) is the section of Suzuki Motor Corporation, a Japanese company. Originally established as Maruti Udyog Limited in 1981, the firm has been instrumental in the growth of India's automobile sector. The head office of Maruti Suzuki is located in New Delhi and has its manufacturing plants in Gurugram and Haryana and its research and development facilities in Rohtak, Haryana. Maruti Suzuki has broad range of car models such as Alto, Swift, Dzire, Baleno, Vitara, Brezza and Ertiga.

## II. OBJECTIVES

- To study the current digital marketing techniques Maruti Suzuki uses to establish its brand.
- To evaluate how well these digital marketing campaigns have improved customer perception towards the brand.
- To understand customer engagement levels through a range of digital marketing platforms.
- To probe the correlation between digital brand building activities and customer purchase decision

## III. RESEARCH METHODOLOGY

- **Research Design :** Descriptive research was used to analyze the current digital marketing strategies
- **Data Collection :** Primary data was collected by questionnaire and secondary data was collected through internet, articles and blogs.
- **Tools Used :** Survey method, observation and focus group

**IV. ANALYSIS AND RESULTS**

How familiar are you with Maruti Suzuki’s digital marketing campaigns ?

- Not familiar at all
- Somewhat familiar
- Moderately familiar
- Very familiar

SHOWING THE FAMIARITY OF CONSUMERS WITH MARUTI SUZUKI DIGITAL MARKETING CAMPAIGNS

RESPONSE	NO OF RESPONDENTS	PERCENTAGE
Not familiar at all	10	10%
Somewhat familiar	25	25%
Moderately familiar	30	30%
Very familiar	20	20%
Extremely familiar	15	15%
Total	100	100%

How important do you think digital marketing is for enhancing brand perception?

- Not important at all
- Slightly important
- Moderately important
- Very important
- Extremely important

SHOWING IMPORTANCE OF DIGITAL MARKETING FOR ENHANCING BRANDPERCEPTION

RESPONSE	NO OF RESPONDENT	PERCENTAGE
Not important	5	5%
Slightly important	10	10%
Moderately important	20	20%
Very important	40	40%
Extremely important	25	25%
Total	100	100%

Maruti Suzuki effectively engages with customers through its digital channels ?

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

**SHOWING MARUTI SUZUKI EFFECTIVE ENGAGEMENT WITH CUSTOMERS THROUGH DIGITAL CHANNELS**

RESPONSE	NO OF RESPONDENT	PERCENTAGE
Strongly Disagree	5	5%
Disagree	10	10%
Neutral	25	25%
Agree	40	40%
Strongly Agree	20	20%
<b>Total</b>	<b>100</b>	<b>100%</b>

**V. FINDINGS AND IMPLICATIONS**

1. 55% of respondents are male while 45% are females
2. The largest age group is 26-35 years at 30% followed by 18-25 years at 25% 3] 60% respondents interact with digital media platforms daily
3. 30% are moderately familiar with Maruti Suzuki digital marketing campaign 5] 35% agree that Maruti Suzuki is digitally innovative brand
4. 40% consider digital marketing very important for enhancing brand perception
5. 40% agree that Maruti Suzuki digital campaign effectively communicate brand values
6. 35% agree that the digital marketing has influenced their decision to consider purchasing Maruti Suzuki vehicles

**VI. RECOMMENDATIONS**

- 1] Utilize social media platforms strategically to engage with your viewers and boost brand visibility. Focus on creating compelling content and fostering meaningful interactions.
- 2] Implement search engine optimization (SEO) techniques to improve organic visibility. This includes keyword research.
- 3] Utilize email marketing to nurture leads and maintain customer relationship
- 4] Invest in paid advertising such as google ads and display advertising in order to attract larger audience
- 5] Collaborate with influencers and industry experts to increase your credibility and reach
- 6] Experiment with new digital marketing channels and formats such as video marketing or chatbots to interact with the customers

**VII. CONCLUSION**

- 1] In the current business environment, digital marketing has become a potent instrument for increasing sales and developing brands. Companies may effectively express their brand values engage with consumers and improve brand impression by strategically utilizing a variety of digital media.
- 2] Maruti Suzuki efforts in digital marketing have yielded good outcomes in terms of customer interaction an brand building. The company digital marketing initiative have drawn in new clients, strengthen trust and build brand
- 3] The study emphasizes the value of thorough strategy to digital marketing that includes influencer relationships, social media and search engine marketing

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