

A STUDY ON THE EVOLUTION OF MARKET POWER IN THE AUTOMOBILE INDUSTRY

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ABSTRACT

Market Analysis and marketing Analysis are often confused. 'Market' Analysis is simply Analysis into a specific market. It is a very narrow concept. 'Marketing' Analysis is much broader. It not only includes 'market' Analysis, but also areas such as Analysis into new products, or modes of distribution such as via the Internet "Marketing Analysis is the function that links the consumer, customer, and public to the marketer through information - information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process. Marketing Analysis specifies the information required to address these issues, designs the methods for collecting information, manages and implements the data collection process, analyzes, and communicates the findings and their implications."

Marketing Analysis collects full information about the consumers. It finds out the needs and expectations of the consumers. So the company produces the goods according to the needs and expectations of the consumers. Marketing Analysis helps the company to make its production and marketing policies. It helps the company to introduce new products in the market. It helps to identify new markets. Marketing Analysis also collects full information about the competitors. The company uses this information to fight competition. It also helps the marketing manager to take decisions.

Marketing Analysis is a special branch of Marketing Management. It is the soul of marketing management. It is of recent origin and widely used by manufacturers, exporters, distributors and service organizations.

Marketing Analysis is very systematic, scientific, objective and organized. It has a wide scope. It includes product Analysis, consumer Analysis, packaging Analysis, pricing Analysis, etc. Marketing Analysis is a continuous process. It has a few limitations. However, a company cannot survive and succeed without marketing Analysis.

I. INTRODUCTION

THE TOPIC

A market analysis studies the attractiveness and the dynamics of a special market within a special industry. It is part of the industry analysis and thus in turn of the global environmental analysis. Through all of these analyses, the strengths, weaknesses, opportunities and threats (SWOT) of a company can be identified. Finally, with the help of a SWOT analysis, adequate business strategies of a company will be defined.[1] The market analysis is also known as a documented investigation of a market that is used to inform a firm's planning activities, particularly around decisions of inventory, purchase, work force expansion/contraction, facility expansion, purchases of capital equipment, promotional activities, and many other aspects of a company.

Markets:

The concepts of exchange and relationships lead to the concept of a market. A market is the set of actual and potential buyers of a product. These buyers share a particular need or want that can be satisfied through exchange relationships.

Marketing means managing markets to bring about profitable customer relationships. However, creating these relationships takes work. Sellers must search for buyers, identify must first create a need-satisfying marketing offer (product). It must decide how much it will charge for the offer (price) and how it will make the offer available target consumers (place). Finally, it must communicate with the target customers about the offer and persuade them of its merits (promotion).

Marketing:

Marketing is the business function that identifies customer needs and wants. Creating customer value and satisfaction are the heart of modern marketing thinking and practice. Marketing is the delivery of customer satisfaction at a profit.

Many people think of marketing only as selling & advertising. But selling & advertising are only the tip of marketing. Marketing means managing markets to bring about exchanges and relationships for the purpose of creating value and satisfying needs & wants.

Today, marketing must be understood not in the old sense of making a sale – ‘telling and selling’ – but in the new sense of satisfying customer needs. If the marketer does a good job of understanding consumer needs; develops products that provide superior value; and prices, distributes, and promotes them effectively, these products will sell very easily.

Thus, selling and advertising are only part of a larger ‘marketing mix’ – a set of marketing tools that work together to satisfy customer needs and build customer relationships.

Broadly defined, marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging value with others. In a narrower business context, marketing involves building profitable, value – laden exchange relationships with customers. Hence, we define marketing as the process by which companies create value for customers and build strong relationships in order to capture value from customers in return.

Marketing analysis:

A Marketing analysis is a documented investigation of a Market that is used to inform a firm's planning activities particularly around decision of: inventory, purchase, work force expansion/contraction, facility expansion, purchases of capital equipment, promotional activities, and many other aspects of a company.

Not all managers are asked to conduct a market analysis, but all managers must make decisions using market analysis data and understand how the data was derived. So all managers need a reasonable understanding of the tools most used for making sales forecasts and analyzing markets.

A large number of market analysis techniques are related to sales forecasting. Others are more general techniques for analyzing markets. The literature defines several areas in which market analysis is important. These include: sales forecasting, market research, and marketing strategy. Sales forecasting and market analysis are complementary skills that any marketing manager should possess

Customer Needs, Wants, and Demands:

The most basic concept underlying marketing is that of human needs. Human needs are states of felt deprivation. They include basic physical needs for food, clothing, warmth, and safety; social needs for belonging and affection; and individual needs for knowledge and self – expression. Marketers did not create these needs: they are a basic part of the human makeup. Wants are the form human needs take as they are shaped by culture and individual personality. An American needs food but wants a big mac, French fries, and a soft drink. A person in Mauritius needs food but wants a mango. Rice,

lentils, and beans. Wants are shaped by buying power, wants become demands. Given their wants and resources, people demand products with benefits that add up to the most value and satisfaction.

NEED OF THE STUDY

- The basic need of the project is to understand the service of **TOYOTA** products and identify what are the gaps in service.
- The idea behind the projects is to identify what is the brand and service range of **TOYOTA** products in Hyderabad market.
- Company wants to know whether service process is working properly or not. And are the retailers satisfied with the service practice?
- Company also wants to distinguish the availability of **TOYOTA** products and visibility in market through promotional materials.
- The need of project arises from company to improve its service practice in order to have better market placement in Hyderabad market. So, for that they needed in-depth analysis of the problems which would also generate some fresh ideas for the improvement.
- To a large extent, your ideas will be influenced by your situation. you may choose a more general business issue.
- In either case, initial ideas are likely to originate in a vague form and may lack a clear focus.
- These then need to be developed into something manageable and practical by consideration of available literature/ texts and discussion with your project supervisors once allocated

SCOPE OF THE STUDY

The study has a wider scope covering the **MARKET ANALYSIS** of the people who are using **TOYOTA** cars and it also emphasizes on the parameters like customer awareness, customer perception branding value and image. It also throws a light on the customer awareness of the automobile industry with attention to **TOYOTA**. The project covers the entire Branding features on their impact on customer. The study is conducted in India and its various states. The survey is conducted in Automobile shops situated in all regions which are exclusive in sales of **TOYOTA**.

This study that involves carrying out original research in order to meet the organization's continual need for new information for forward decision-making. And also main issues may be human, economical, functional etc., but the construction and/or application of some kind of research instrument are the focus of the study.

The analysis of the research findings (e.g. client's responses to questionnaire about changing product specifications) should take place, resulting in proposals about how to manage relevant aspects of the organization's future. A study that would need an in-depth portrayal of an accurate profile of events or situations from the business environment.

OBJECTIVES OF THE STUDY

- To know the customer perception on **TOYOTA**
- To know the customer satisfaction on **TOYOTA**
- To estimate the factors influencing the buying behavior of the customer
- To know the brand image among the customers.
- To know the brand awareness among the customers.
- Company wants to know whether service process is working properly or not.
- Company also wants to distinguish the availability of **TOYOTA** products and visibility in market through promotional materials.
- The need of project arises from company to improve its service practice in order to have better market placement in Indian market.
- Initial ideas are likely to originate in a vague form and may lack a clear focus.

- Also conduct in-depth analysis of the problems which would also generate some fresh ideas for the improvement.

II. RESEARCH METHODOLOGY

Research Design:

A research design is considered as the frame work or plan for a study that guides and helps the collection and analysis of the data.

A sound research is the basis of success of any formal research. It is said to be the blue print of the study conducted.

Nature of the Data:

The data collected for the study was mainly primary in nature. There is first-hand information which is customer opinion, towards the company products. Besides this secondary data was also collected from company brochures and company websites.

Sources of Data:

Primary data was collected from the customers who are using TOYOTA cars in Hyderabad city.

Secondary data was collected from the company brochures and company websites.

Methods of Data Collection:

The method adopted to elicit information from customers is structured questionnaire that contains close, open ended questions. The reason for choosing the questionnaire method is primarily due to the qualitative nature of the study.

Survey:

Wide range of information about customer opinion, perception, and expectation is gathered through survey from Hyderabad city.

Sampling Design:

Sample Unit: The sampling unit is customers who are using cars o TOYOTA India ltd, Hyderabad.

Sample Size: The sample size is 100 customers in Hyderabad city.

Sampling Method: Random Sampling

LIMITATIONS OF THE STUDY

As the most of the customers were Businessmen, they hesitate to give correct information.

- The time period of project is 45 days.
- Though the customers wanted to give information, they could not give as it wastes their business time.
- The accuracy of the answers depends upon the mode of interest of respondents.
- Though the customers wanted to give information they could not, as they felt it takes away their business time.
- Since this study concentrated on Brand Image towards Toyota Motors Limited (**Harsha Toyota**), no attempt was made to study other activities of the organization. Such as finance, human resource management etc.,
- The opinions of the sample may or may not depict the exact opinions of the total population.
- Care has been taken to eliminate perceptual bias from the side of the researcher and the respondents however, certain element of bias might have set in to the research.

III. REVIEW OF LITERATURE

TITLE: MARKETING MIX FORMULATION FOR HIGHER EDUCATION: AN INTEGRATED ANALYSIS EMPLOYING ANALYTIC HIERARCHY PROCESS, CLUSTER ANALYSIS AND CORRESPONDENCE ANALYSIS

AUTHOR: Hsuan-Fu Ho, Chia-Chi Hung

Abstract

The purpose of this paper is to examine how a graduate institute at National Chiayi University (NCYU), by using a model that integrates analytic hierarchy process, cluster analysis and correspondence analysis, can develop effective marketing strategies.

This is primarily a quantitative study aimed at developing a marketing mix for a graduate institute at NCYU in Taiwan. A survey using stratified random sampling was conducted, with 14 universities from four different areas in Taiwan randomly selected for the study. Two questionnaires were conducted: a Likert's five-scale questionnaire regarding school images and an analytic hierarchy process (AHP) questionnaire regarding school selection factors were administered to 640 undergraduate students. Of the total number of questionnaires, 602 (94 percent) valid school image questionnaires and 570 (89 percent) valid school selection factors questionnaires were used.

TITLE: THE ROLE OF MINDFULNESS IN ENTREPRENEURIAL MARKET ANALYSIS

AUTHOR: Jason M. Gordon , Tracey King Schaller

Abstract

The purpose of this paper is to explore mindfulness as a cognitive construct that affects the identification and processing of information during market analysis leading to opportunity evaluation. This paper draws from theory on entrepreneurial cognition and introduces the concept of mindfulness in market analysis to better understand the entrepreneurial mindset at the opportunity evaluation stage of the value-creation process.

TITLE: MARKET SEGMENTATION IN THE K-LEAGUE: AN ANALYSIS OF SPECTATORS OF THE KOREAN PROFESSIONAL SOCCER LEAGUE

AUTHOR: Sangho Kim , Euidong Yoo , Paul M. Pedersen

Abstract

This study involved analysis of the consumption behaviours of spectators in the K-League (South Korea). Its dual purpose was to cluster spectators into homogeneous groups on the basis of attitudes towards game attendance, and to define the segments obtained on the basis of the demographic and lifestyle profiles of the spectators. Multiple steps were taken to analyse the data from a survey of 967 spectators. This revealed four distinct groups - promotion-concerned, place-concerned, price-concerned and indifferent.

TITLE: THE ENTREPRENEURIAL MARKETING DOMAIN: A CITATION AND CO-CITATION ANALYSIS

AUTHOR: Sascha Kraus, Matthias Filser, Fabian Eggers, Gerald E. Hills, Claes M. Hultman

Abstract

Entrepreneurial marketing (EM) is at the brink of becoming an established discipline. To advance the field further and to better guide research efforts in different sub categories, the purpose of this paper is to examine the field's intellectual structure with the help of citation and co-citation analysis.

This paper is based on a two-stage research design. First a citation analysis is carried out through which thematic clusters are identified. In a second step a co-citation analysis is conducted to determine the intellectual structure of EM research.

TITLE: A VISUAL CONTEXT-BASED MARKET ANALYSIS OF MOBILE APPLICATION SERVICES

AUTHOR: Jieun Kim, Sungjoo Lee, Yongtae Park

Abstract

The purpose of this paper is to propose the use of a user-centric service map to facilitate the visual exploration and monitoring of user context information for proactive market analysis.

The paper supports a context-based market analysis by developing a user-centric service map which comprehensively visualizes a variety of contexts, users, and services. Empirical data were gathered from service descriptions and reviews of 100 mobile application services in the Apple App Store's lifestyle and healthcare and fitness categories.

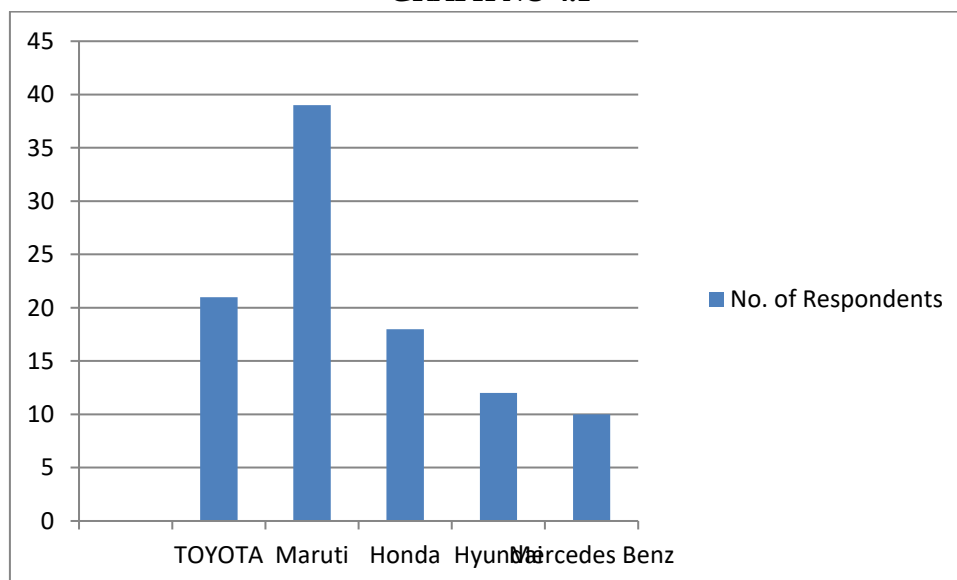
IV. DATA ANALYSIS AND INTERPRETATION

1. Name the Brand which people think first in the car industry?

TABLE NO 4.1

S.NO	Brand	No. of Respondents	% of no of Respondents
1	TOYOTA	21	21%
2	Maruti	39	39%
3	Honda	18	18%
4	Hyundai	12	12%
5	Mercedes Benz	10	10%
Total		100	100%

GRAPH NO 4.1



INTERPRETATION:

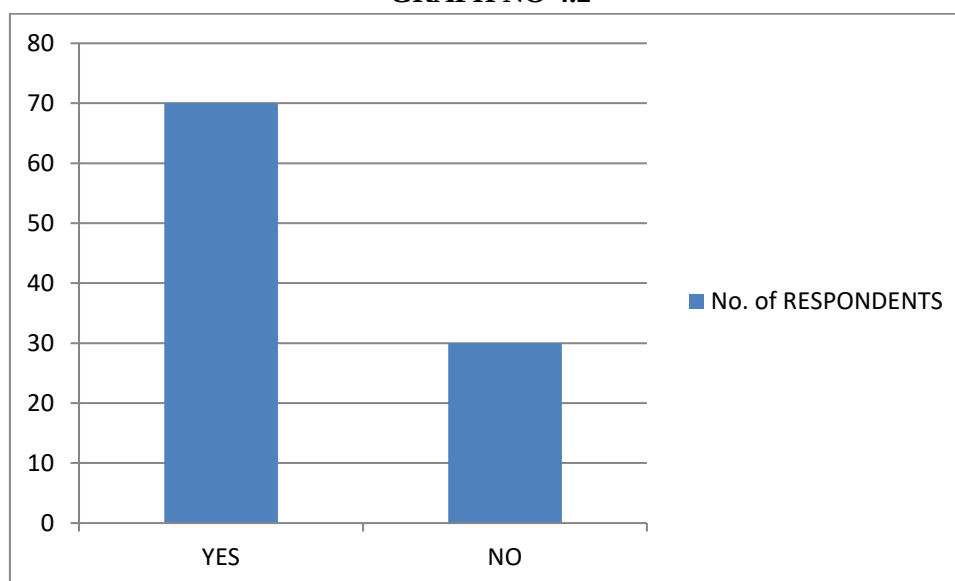
From above graph it can be stated that, 39% of the respondents are think Maruti brand first in the car industry, 21% of the respondents are think TOYOTA brand first in the car industry, 18% of the respondents are think Honda brand first in the car industry, 12% of the respondents are think Hyundai brand first in the car industry, 10% of the respondents are think Mercedes Benz brand first in the car industry.

2. Do you own a car?

TABLE NO 4.2

S.NO.	OPTIONS	No. of RESPONDENTS	% of no of Respondents
1	YES	70	70%
2	NO	30	30%
	TOTAL	100	100%

GRAPH NO 4.2



INTERPRETATION:

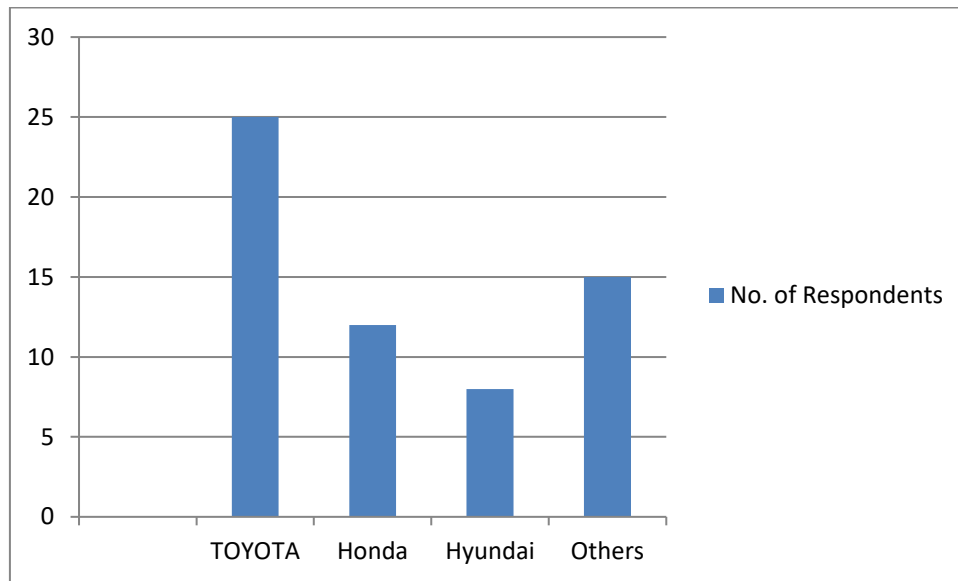
From the above chart it is clear that 70% of the respondents own a car, 30% of the respondents doesn't own a car. Inference from the analysis it is clear that 70% of the respondents own a car.

3. If yes, which car do you own?

TABLE NO 4.3

S.NO.	Options	No. of Respondents	% of no of Respondents
1	TOYOTA	25	25%
2	Honda	12	12%
3	Hyundai	08	08%
5	Others	15	15%
Total		100	100%

GRAPH NO 4.3

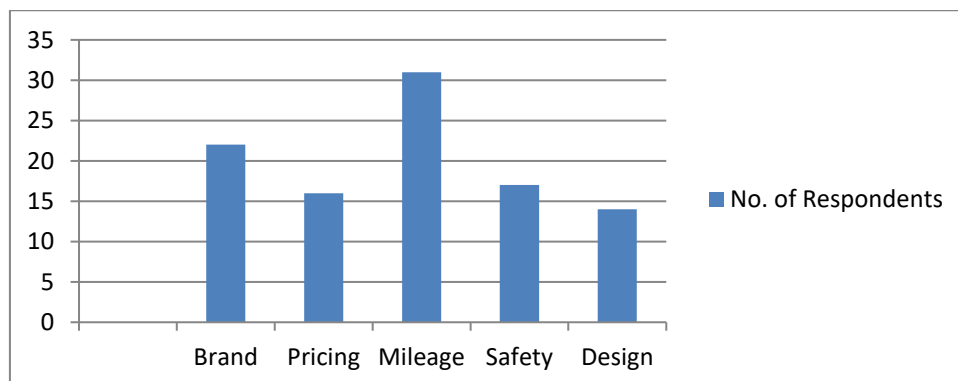
**INTERPRETATION:**

From the above chart it is clear that, 25% of the people own TOYOTA cars, 15% of the people own other cars, 12% of the people own Honda cars, 10% of the people own Toyota cars, 08% of the people own Hyundai cars.

4. What are the reasons for buying Toyota cars?

TABLE NO 4.4

S.NO.	Options	No. of Respondents	% of no of Respondents
1	Brand	22	22%
2	Pricing	16	16%
3	Mileage	31	31%
4	Safety	17	17%
5	Design	14	14%
Total		100	100%

GRAPH NO 4.4

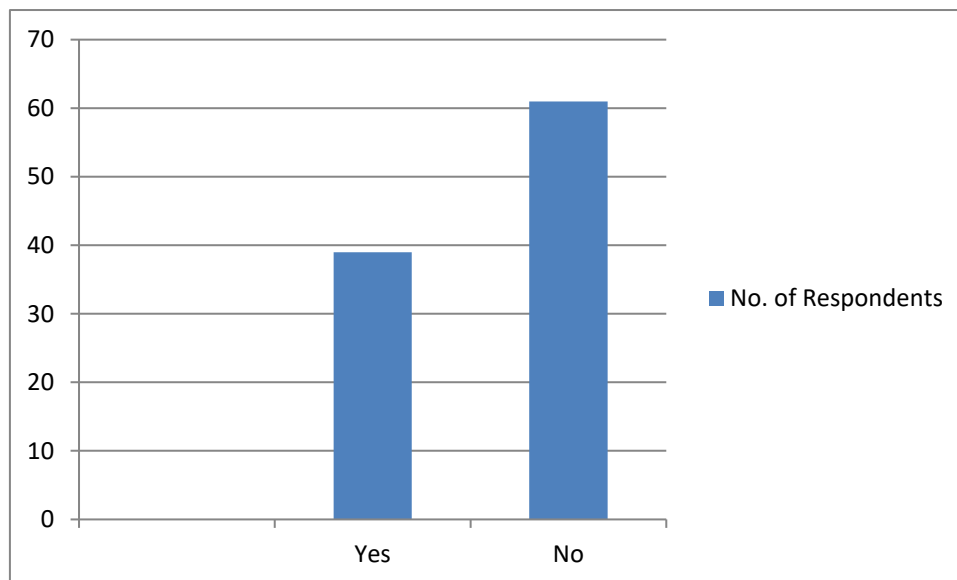
INTERPRETATION:

From the above chart it is clear that, 31% of the people preferring mileage when they are going to buy a car, 22% of the people preferring brand when they are going to buy a car, 17% of the people preferring safety when they are going to buy a car, 16% of the people preferring price when they are going to buy a car, 14% of the people preferring design when they are going to buy a car.

5. Did you test drive of TOYOTA ?

TABLE NO 4.5

S.NO	Options	No. of Respondents	% of no of Respondents
1	Yes	39	39%
2	No	61	61%
Total		100	100%

GRAPH NO 4.5**INTERPRETATION:**

From the above chart it is clear that, the test drive of TOYOTA is not taken by 61% of respondents, the test drive of TOYOTA is taken by 38% of respondents, the number of people who taken test drive of out of 100.

V. FINDINGS

- 39% of the respondents are think TOYOTA brand first in the car industry.
- From the above research it is clear that 70% of the respondents own a car.
- 25% of the people owned TOYOTA cars.
- The test drive of TOYOTA is not taken by 61% of respondents.
- Majority of respondent's is 63% of the people satisfied with performance of the TOYOTA.
- 40% of the people rated that service of the TOYOTA is average and they are not satisfied. with after sales service of TOYOTA due to huge rush at service centres.
- 54% of the people feeling that mileage of TOYOTA is same comparing to others.
- Most of the respondents is 76% are feeling comfort and convenient with TOYOTA
- 67%of respondents feeling good with the Safety and Security Measures in TOYOTA.

- 39% of the people think Endeavour is the best vehicle in TOYOTA Brand.
- 56% of respondents are feeling the pricing of TOYOTA is high.
- 63% of people don't know that TOYOTA has entered into the Limca Book of Record.
- 53% of people feeling that TOYOTA Is a Status Symbol for them.
- 58% of respondents are satisfied Good with TOYOTA.
- 30% of respondent's choice is TOYOTA among other TOYOTA brand vehicles.

VI. SUGGESTIONS

- There is a need to improve service to customers for this purpose there is a need to open another service station in twin cities. And provide best service.
- The Company should develop the promotional Strategies like Advertisement to capture more market.
- The Company needs to develop the branding strategies in a publicity point of view, because public relations are more important than advertisement.
- Toyota should continue to undertake concerted efforts to strengthen its management platform and raise corporate value.
- Toyota should also strive to establish production and supply structures to realize optimum product pricing and delivery, and to enhance the value chain to provide a wide range of customer services in each country and region.
- Toyota should aim to support industries and social infrastructures around the world by continuously supplying products and services that anticipate customers' needs in order to contribute to engendering a compassionate society.
- To support consolidated management on a global scale, Toyota should enhance the power of the workplace and diversity in the use of human resources, and strive to nurture global human resources.
- Toyota should pursue the development of environmentally conscious, energy-saving products while incorporating functions and services demanded by customers (value chain) and delivering them to the global market.
- Toyota should promote business and cost structure reforms to realize a solid
- Management platform so that it can respond quickly to the changing market circumstances.
- Toyota should also cut out layers of middle management so that engineers get more authority over what specific customer needs are answered in the design and development of a new car.

VII. CONCLUSION

The research has brought to light various facts about customer perception on branding. The questionnaire that was contact customers to obtain their feedback had helped to understand customer needs and wants and their feedback is providing to maintain better customer relationship.

- Among the communication options about customer awareness there is significance difference.
- TOYOTA is maintaining a good position in the market among its competitors.
- Almost customers preferring brand, mileage and price in buying a car.
- Among the customer perceptions about TOYOTA is significance difference. Most of the customers feel happy and satisfied with TOYOTA.
- Most of the customers satisfied with TOYOTA .
- Most of the customers rated the service is average.
- Most of the respondents are feeling comfort and convenient with TOYOTA
- Most Toyota showrooms provide special offers to the customers to increase their customer base.

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