

Aida Model: An Invisible Promotional Tool – Maruti Suzuki India Limited Perspective



Vasanthi Donthi

Abstract: Promotion is a key element in putting across the benefits of your product or service to the customers. Well-designed marketing and promotional strategies ensure long-term success, bring in more customers and ensure profitability for businesses. The study is conducted to identify the most effective promotional offers of Maruti Suzuki and to evaluate the affect of promotional offers on purchasing decision of Maruti Suzuki customers. The study is based on AIDA model and the primary data is collected through a questionnaire from the sample population of 81 people chosen by random sampling method. The data collected is analyzed using pie charts, percentage bar graphs and chi-square. According to the study most of the respondents agree that effective advertisements influence their purchase decision and their attitude towards a brand. Every promotional strategy whether it is an advertisement, discount offer or hoardings usually aims for the increase in sales and profitability of the organization. Promotion is a key element in putting across the benefits of your product or service to the customers. Well-designed marketing and promotional strategies ensure long-term success; bring in more customers and ensure profitability for businesses. This proposed research is to identify the most effective promotional offers of Maruti Suzuki and to evaluate the effect of promotional offers on purchasing decision of Maruti Suzuki customers. Promotional strategies and marketing go hand in hand. Well-designed marketing and promotional strategies ensure long-term success, bring in more customers and ensure profitability for businesses. Without marketing promotions, your brand or service would not be able to garner the attention of the pre-occupied customers.

Key Words: Promotion Offers, AIDA Model, Marketing, Purchase Intention, Maruti Suzuki

I. INTRODUCTION

A promotion strategy is an activity that is designed to help boost the marketing of a product or service. It is very important as it not only helps to boost sales but it also helps a business to draw new customers while at the same time retaining older ones. It can be done through an advertising campaign, public relation activities, a free sampling campaign, a free gift campaign, a trading stamp campaign, through demonstrations and exhibitions, through prize giving competitions, through temporary price cuts, and through door-to-door sales, telemarketing, personal sales letters, and e-mails. Promotion is a reward making activity that influences people to buy and consume the products of a marketer.

Revised Manuscript Received on October 30, 2019.

* Correspondence Author

Vasanthi Donthi*, Associate Professor, Dr. B R Ambedkar Institute of Management and Technology, Baghlingampally, Hyderabad, Telangana, India.

© The Authors. Published by Blue Eyes Intelligence Engineering and Sciences Publication (BEIESP). This is an [open access](https://creativecommons.org/licenses/by-nc-nd/4.0/) article under the CC-BY-NC-ND license <http://creativecommons.org/licenses/by-nc-nd/4.0/>

The methods and means of the small scale industrial units are traditional, simple, involve less cost. To be successful such a promotional measure to influence customers, must be effective and adequate to bring desired action from the customers. At present, basically the promotional activities embrace every action on the part of marketer to communicate their product, place, price and promotion activities to their customers economically and effectively to bring desired result namely increased sales, profit and customer satisfaction. The promotional strategies are studied taking AIDAS model into consideration. The AIDA model is an advertising effect model. It describes the effect of advertising media. The sales process should be sustainably optimized on the basis of this model. It was developed by an American businessman and has been in use since the late 19th century. It has been reviewed and modified multiple times over the years, both in marketing and public relations. The acronym AIDA stands for the terms Attention, Interest, Desire and Action. **ATTENTION:** Attract the attention of the visitor with an appealing design and intuitive copy. **INTEREST:** Increase the interest of the visitor by strategically introducing benefits and advantages rather than focusing on self-praise as done in traditional marketing. **DESIRE:** Create a desire for the goal that you want your visitors to accomplish through well-knit information architecture. **ACTION:** Include elements that facilitate visitors in completing their intended task and lead your visitors to the conversion funnel.

II. LITERATURE REVIEW

Mahsa, Alireza and Kambiz (2015) have investigated the effects of sales promotion on the buyer decision making process. It was concluded in the paper that the organizations should use effective promotional tools to purposefully plan a promotional strategy with appropriate budget and give preference to more effective tools.

Ernani (2016) studied the influence of marketing mix on the AIDA model in the online purchasing products in the country of Indonesia. A primary study was conducted and path analysis method was used to analyse the data using SPSS. It was found in this study that online marketing mix should consider AIDA model in decision making process in purchasing online product.

Badhan, Modi & Dodrajka (2018) presented a conceptual paper on the marketing mix of Maruti Suzuki Pvt. Ltd.

The four Ps of marketing mix were clearly mentioned and described clearly and it was also found that Maruti Suzuki is the largest selling automobile company in India.

III. RESEARCH PROBLEM

Every promotional strategy whether it is an advertisement, discount offer or hoardings usually aims for the increase in sales and profitability of the organization. Promotion is a key element in putting across the benefits of your product or service to the customers. Well-designed marketing and promotional strategies ensure long-term success, bring in more customers and ensure profitability for businesses. This proposed research is to identify the most effective promotional offers of Maruti Suzuki and to evaluate the effect of promotional offers on purchasing decision of Maruti Suzuki customers

IV. NEED FOR THE STUDY

Promotional strategies and marketing go hand in hand. Marketing your brand or product will include different aspects of manufacturing, promoting and selling products to the customers. Promotion is a key element in putting across the benefits of your product or service to the customers. Well-designed marketing and promotional strategies ensure long-term success, bring in more customers and ensure profitability for businesses. Without marketing promotions, your brand or service would not be able to garner the attention of the pre-occupied customers

V. OBJECTIVES OF THE STUDY

1. To study the customer’s perception about advertisements of Maruti Suzuki.
2. To analyze the customer perception about promotional offers of Maruti Suzuki.
3. To identify the most effective promotional offers of Maruti Suzuki.
4. To evaluate the effect of promotional offers on purchasing decision of Maruti Suzuki customers.
5. To evaluate the factors which affect customers’ satisfaction?

VI. METHODOLOGY

Primary data has been collected with a questionnaire consisting 17 close ended questions from the sample size of 81 respondents who are selected through systematic random sampling. The secondary data is collected from websites, journals, and company brochures. The data of the study is analyzed using the Percentage Analysis and Chi-Square test of hypothesis. The questions are based on likert type of scale where the continuum of responses is from – Strongly Agree to Strongly Disagree.

VII. DATA ANALYSIS

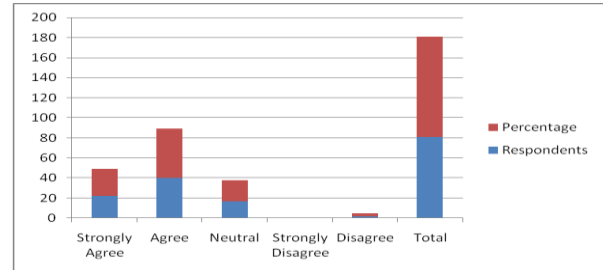
The data analysis adopted in this study is basically into four stages based on the AIDA model where, there are three questions based on ATTENTION, two questions based on INTEREST, six questions on DESIRE and lastly five questions based on ACTION.

A. STAGE – 1 ATTENTION

Q1: Advertisements of Maruti Suzuki are effective in giving exposure about the product.

Table-1 : Exposure of the Product

Responses	Respondents	Percentage
Strongly Agree	22	27.2
Agree	40	49.4
Neutral	17	21
Strongly Disagree	0	0
Disagree	2	2.5
Total	81	100

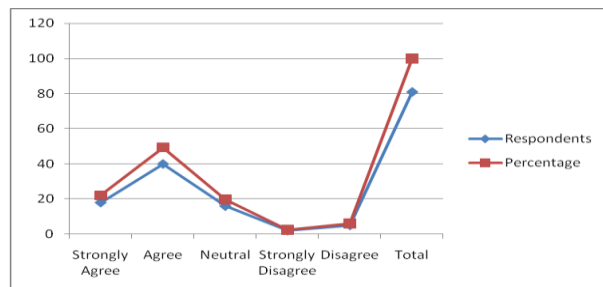


Interpretation: It is found that 76.6% of sample population agreed that there is exposure in advertisement about the product and 2.5% sample of population disagreed for it.

Q2. Advertisements of Maruti Suzuki do result in creating awareness about the product.

Table-2: Creating awareness about the product by effective advertisement

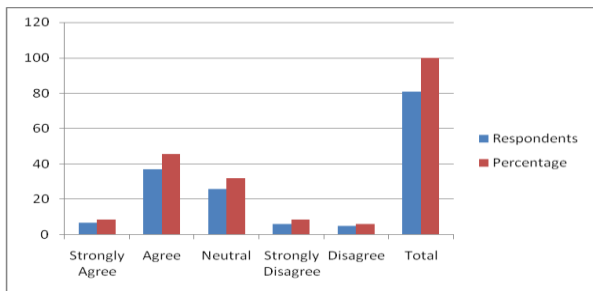
Responses	Respondents	Percentage
Strongly Agree	18	22.2
Agree	40	49.4
Neutral	16	19.8
Strongly Disagree	2	2.5
Disagree	5	6.2
Total	81	100



Interpretation: It was found that 71.6% of sample population is agreed that advertisement of products provide awareness and 8.7% of people disagreed for it.

Q3. Advertisements of Maruti Suzuki does touch emotions Table-3: Opinion of respondents about effective advertisement and touching emotions of respondents

Responses	Respondents	Percentage
Strongly Agree	7	8.6
Agree	37	45.7
Neutral	26	32.1
Strongly Disagree	6	8.6
Disagree	5	6.2
Total	81	100



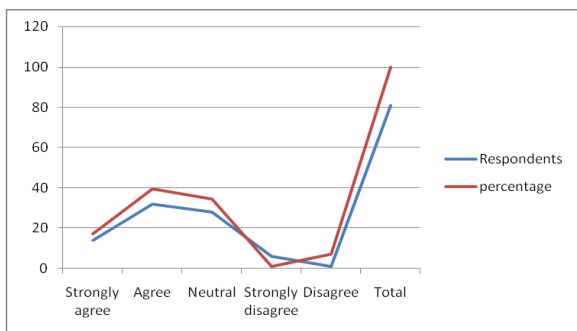
Interpretation: It was found that 54.3% of sample population agreed that advertisement touch the emotions and 13.6% disagreed for it.

B. STAGE -2: INTERESTS

Q4. Advertisements of Maruti Suzukimade me purchase the product.

Table-4: Opinion of respondents effective advertisements made them to purchase the product

Responses	Respondents	percentage
Strongly agree	14	17.3
Agree	32	39.5
Neutral	28	34.6
Strongly disagree	6	1.2
Disagree	1	7.4
Total	81	100

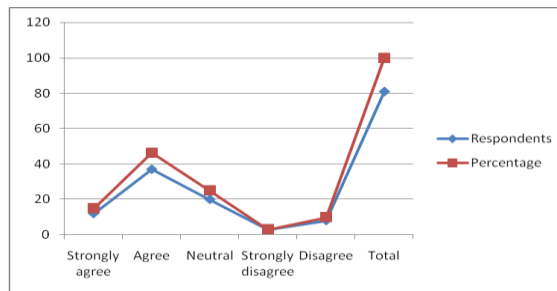


Interpretation: It was found that 56.8% of sample population agreed that advertisement make you to purchase the product 8.6% disagreed for it.

Q5. Advertisements of Maruti Suzukiare effective in changing the buyer’s attitude towards a brand.

Table-5: how effective advertisements can change their attitude towards a brand

Responses	Respondents	Percentage
Strongly agree	12	15
Agree	37	46.3
Neutral	20	25
Strongly disagree	3	3
Disagree	8	10
Total	81	100



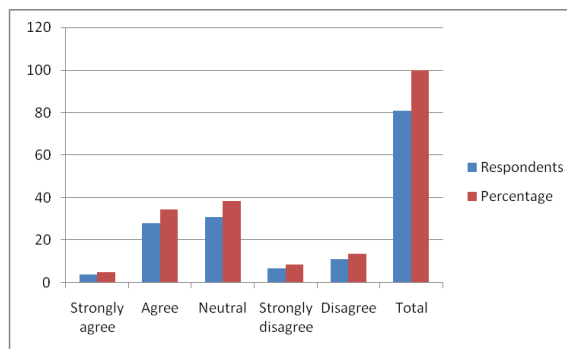
Interpretation: It was found that 61.3% of sample population that effective advertisements change attitude towards the brand and 25% of population disagreed for it.

C. STAGE-3: DESIRE

Q6. Advertisements of Maruti Suzuki motivated me to buy the product of Maruti Suzuki.

Table-6: Opinion of respondent’s effective advertisement motivates you to buy the product of Maruti Suzuki

Responses	Respondents	Percentage
Strongly agree	4	4.9
Agree	28	34.6
Neutral	31	38.3
Strongly disagree	7	8.6
Disagree	11	13.6
Total	81	100



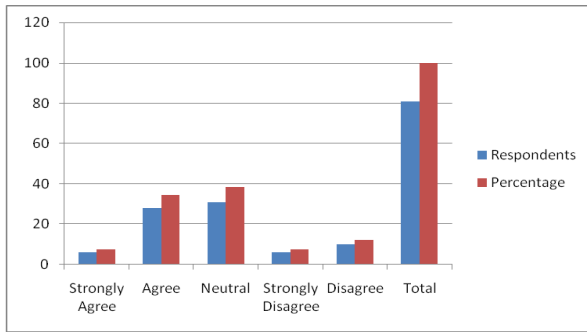
Interpretation: It was found that 39.5% of sample population agreed that advertisement motivates to buy the Maruti Suzuki product and 22.2% population disagreed for it.

Q7. Advertisements of Maruti Suzuki convinced me to repurchase the Maruti Suzuki product.

Table-7: Opinion of respondents repurchase of MarutiSuzuki product

Responses	Respondents	Percentage
Strongly Agree	6	7.4
Agree	28	34.6
Neutral	31	38.3
Strongly Disagree	6	7.4
Disagree	10	12.3
Total	81	100

Aida Model: An Invisible Promotional Tool – Maruti Suzuki India Limited Perspective

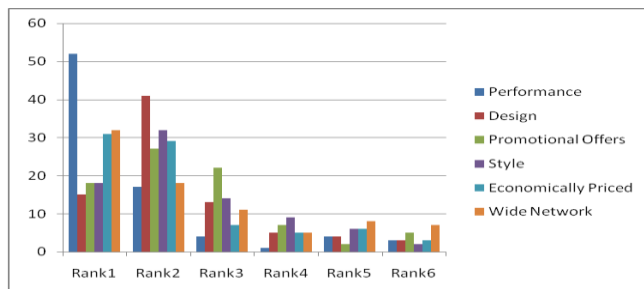


Interpretation: It was found that 42% of sample population agreed that repurchase of Maruti Suzuki made by effective advertisement and 19.7 population disagreed for it.

Q8. What do you like mostly about Maruti Suzuki cars?

Table 8: Opinion of respondent's mostly preferable factors of Maruti Suzuki

Factors	R1	R2	R3	R4	R5	R6
Performance	52	17	4	1	4	3
Design	15	41	13	5	4	3
Promotional Offers	18	27	22	7	2	5
Style	18	32	14	9	6	2
cheaply Priced	31	29	7	5	6	3
Wide Network	32	18	11	5	8	7

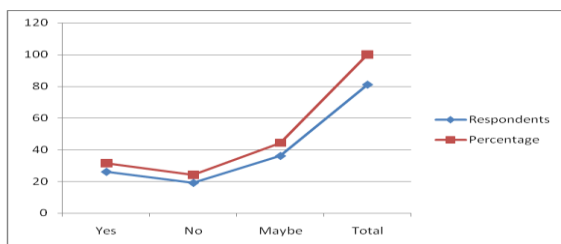


Interpretation: The most liked factors of Maruti Suzuki preferred are followed by performance, wide network, economically priced, style, promotional offers, design.

Q9. Promotional offers impressed me to buy Maruti Suzuki car.

Table-9: Promotional Offers that impresses the respondents

Opinion	Respondents	Percentage
Yes	26	31.6
No	19	24.1
Maybe	36	44.3
Total	81	100

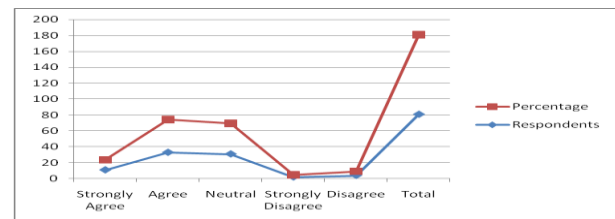


Interpretation: It was found that 31.6% of sample population agreed that promotional offers of Maruti Suzuki made the to buy it and 24.1 disagreed.

Q10. Do you think hoardings of Maruti Suzuki cars are attractive to create interest among the buyers

Table 10: Hoardings of Maruti Suzuki create interest

Responses	Respondents	Percentage
Strongly Agree	11	12.5
Agree	33	41.3
Neutral	31	38.3
Strongly Disagree	2	2.5
Disagree	4	5
Total	81	100

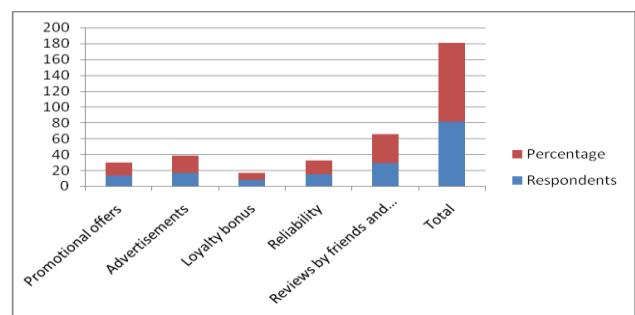


Interpretation: It was found that 53% of sample population agreed that hoardings create interest among the buyers and 7.5% of population disagreed for it.

Q11. How did you pay attention towards Maruti Suzuki?

Table- 11: Attention of respondents towards Maruti Suzuki

Factors	Respondents	Percentage
Promotional offers	13	16.3
Advertisements	17	21.3
Loyalty bonus	8	8.8
Reliability	15	17.3
Reviews by friends and relatives	29	36.3
Total	81	100



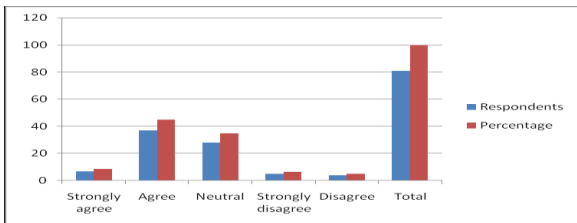
Interpretation: As per the above table the total sample of 81 respondents. Major population responded that reviews by friend and relatives rated as 36.3%.

D. STAGE-4: ACTION

Q12. The promotional program of test drive attracted me to purchase Maruti Suzuki car?

Table-12: Opinions of respondents test drive attracted them to buy the Maruti Suzuki product

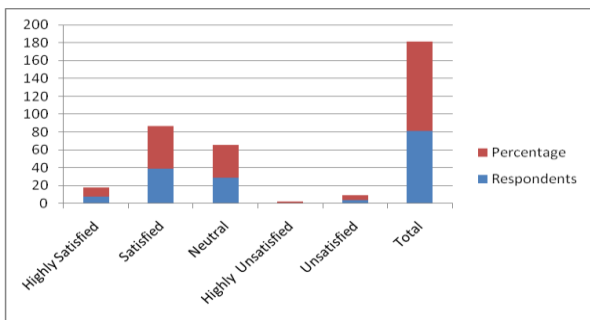
Responses	Respondents	Percentage
Strongly agree	7	8.8
Agree	37	45
Neutral	28	35
Strongly disagree	5	6.3
Disagree	4	5
Total	81	100



Q13. How are you satisfied with extended warranty policy provided by Maruti Suzuki?

Table- 13: Opinion of respondents about the extended warranty policy

Responses	Respondents	Percentage
Highly Satisfied	8	10
Satisfied	39	47.5
Neutral	29	36.3
Highly Unsatisfied	1	1.2
Unsatisfied	4	5
Total	81	100



Interpretation: It was found that 57.5% of sample population satisfied with the promotional offer (extended warranty) provided by Maruti Suzuki where as 6.2 % population are unsatisfied.

Q14. According to your preference rate the promotional offers of Maruti Suzuki ?

Table 14: Preference rate of Maruti Suzuki promotional offers by the respondents

Offers	R1	R2	R3	R4
Exchange Offer	36	27	12	5
Cash Discount	14	49	12	5
Free Accessories	20	29	25	6
Warranty	21	25	22	12

Table 15: Calculation of above table using the Chi-square

O _i	E _i	O _i - E _i	(O-E) ²	(O-E) ² /E
37	23.75	13.25	175.5625	7.392105
15	23.75	-8.5	72.25	3.042105
21	23.75	-2.75	7.5625	0.318421
22	23.75	-1.75	3.0625	0.128947
27	32.5	-5.5	30.25	0.930769
49	32.5	16.5	272.25	8.376923
29	32.5	-3.5	12.25	0.376923
25	32.5	-7.5	56.25	1.730769
12	17.75	-5.75	33.0625	1.862676
12	17.75	-5.75	33.0625	1.862676
25	17.75	7.25	52.5625	2.961268
22	17.75	4.25	18.0625	1.017606
5	7	-2	4	0.571429
5	7	-2	4	0.571429
6	7	-1	1	0.142857
12	7	5	25	3.571429
				34.85833

Interpretation: Degree of freedom: (r-1)*(c-1) = (4-1)*(4-1) = 9, Table value of 9 = 16.919, Chi-square value is 34.85833

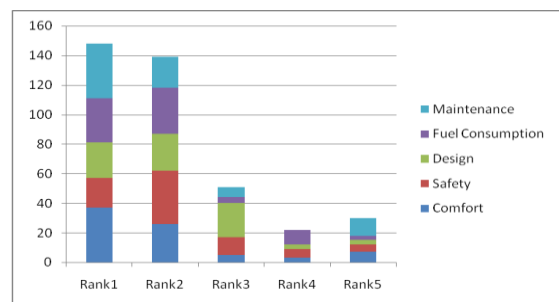
Null hypothesis (H0) There is no association between the promotional offers of Maruti Suzuki

Alternative Hypothesis (H1) There is an association between the promotional offers of Maruti Suzuki
Thus we reject H0 as calculated value is greater than table value. Therefore it is concluded that there is association between the promotional offers of Maruti Suzuki

Q15. According to your preference rank the factors below taking satisfaction into consideration

Table-16: Rank the factors taking satisfaction into consideration

Factors	R1	R2	R3	R4	R5
Comfort	37	26	5	3	7
Safety	20	36	12	6	5
Design	24	25	23	3	3
Fuel usage	30	31	4	10	3
Maintenance	37	21	7	0	12

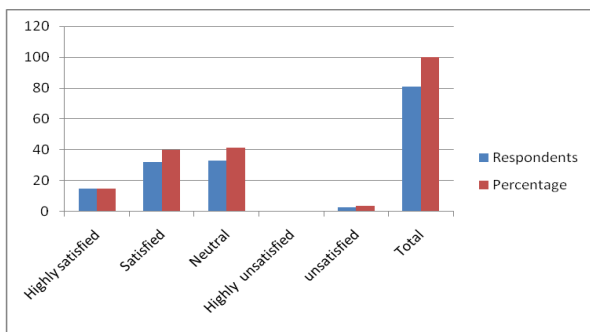


Interpretation: Among the factors given to measure the satisfaction of the customers, comfort and maintenance factors are preferred most followed by safety, fuel consumption and design.

Q16. How effective was the exchange offer provided by Maruti Suzuki?

Table- 17: Showing opinion of the respondents about exchange offers of Maruti Suzuki

Responses	Respondents	Percentage
Highly satisfied	15	15
Satisfied	32	40
Neutral	33	41.3
Highly unsatisfied	0	0
unsatisfied	3	3.7
Total	81	100



Interpretation: It was found that 55% of sample population are satisfied with the exchange offer provided by Maruti Suzuki and where as 3.7% of population dissatisfied by it

VIII. CONCLUSION

According to the survey it is concluded that Maruti Suzuki cars are most preferred and advertisements play an important role in providing exposure to the product and creating awareness about it, advertisements should be such that they motivate the customers to buy the product. It is advised that Maruti Suzuki should work on its review system process to improve its performance. The performance of the cars and the program of test drive are two major influencing factors with regard to customers of Marut Suzuki.

Based on the findings it is suggested that ad makers should make advertisements which can relate to customers emotionally and make customers purchase the product and change the attitude of customers towards a brand. Maruti suzuki should make promotional offers more attractive and use the ads which motivates customers to purchase and repurchase of Maruti suzuki product. It is also suggested that Maruti suzuki should work on review system of the organisation and program of test drive to improve its performance and sale. Maruti suzuki should revise its extended warranty policy.

IX. LIMITATIONS OF THE STUDY

The study cannot be generalized as the data has been collected only from the geographical area of Hyderabad and Secunderabad. The research is limited in nature as the study is conducted only for 45 days. Individual responses may be biased sometimes.

REFERENCES

1. DrAjoy S Joseph, Dr H Y Kamble, —Buying Behaviour of Passenger Car Customers towards Auto Finance – An Empirical Study, Indian Journal of Commerce Management Studies, vol-ii, issue -1, January 2011, pp. 66-74.
2. AsgharAfsharJahanshahi, —Study the Effects of Customer Service and Product Quality on Customer Satisfaction and Loyalty, International Journal of Humanities and Social Science Vol. 1 No. 7, Special Issue – June 2011, pp. 253-257.
3. Clement Sudhakar J., and Venkatapathy R., —A Study on Automobile Purchase – Peer Influence in Decision Making”, Indian Journal of Marketing, Vol.35, No.6, June 2009, pp.16-20. 15 DrV.K.Kaushik
4. Clement Sudhakar and Dr R. Venkatapathy, —Automobile Purchase-Peer Influence in Decision Making, Indian Journal of Marketing, June 2005, pp. 3-9.
5. Ernest Johnson and Silas Sargunam, —Attitude of Car Buyers’ Towards Imported used Cars: An Indian Empirical Study, IJCA Special Issue on —Wireless Information Networks Business Information System, WINBIS, 2011, pp. 65-71.
6. Dr.Garg R.K & Jain Sumit, Business Competitiveness: Strategies for Automobile Industry, Global Competition & Competitiveness of Indian Corporate, Kozhikode, Kerala, India, 2009, retrived from dspace.iimk.ac.in
7. DrJ.Jelsy Joseph and Hemalatha.T - "Customer Relationship Management in Passenger Car Industry" Southern Economist, Vol. 45, No. 20, February 15, 2007, pp. 30-32
8. S.Muralidhar, —Passenger Car - Distinct Signs of Maruti, the Hindu - Survey of Indian Industry, 2005, pp. 289-291.s
9. K. Maran and Dr S. Madhavi "Passenger Cars: Enormous scope for Development", Motor India -Annual Issue, August 2002, P. 92 C.
10. Nitin Joshi1, D. P. Mishra, —Environment Friendly Car: A study of Consumer Awareness with special reference to Maharashtra, Information Management and Business Review Vol. 2, No. 2, February 2011, pp. 92-98.
11. Shende, Vikram (2014), “Analysis of Research in consumer behaviour of Automobile passenger car customer,” International Journal of Scientific and Research Publications, 4(2), pp. - 1-8
12. Sarangi, Pradeeta K., ShahinBano and Megha Pant (2014), “Future Trend in Indian Automobile Industry: A statistical approach”, Journal of Management Sciences and Technology, 2(1), pp.-28-32
13. Dr P. Sathyapriya, R. P. Sugesanesh, —Factors Influencing Brand Preferences of Passenger Cars Existing Car Owners, International Journal of Marketing and Management Research, volume 2, issue 7, July 2011, pp.61-66
14. Dr S. Subadra, Dr K. M. Murugesan, Dr R. Ganapathi, —Consumer Perceptions and Behaviour: a Study with Special Reference to Car Owners in Namakkal District, APJRB volume 1, issue 3, December, 2010, pp. 21-25.
15. Dr Mu. Subrahmanian, —A study on factors critical in selection of human resource for new product development in achieving quality, cost and delivery - with reference to selected automobile industries, International Journal of Research in Commerce and Management Volume No. 2, Issue No. 5, May-2010, pp.73-84.

AUTHOR PROFILE



Vasanthi Donthi, Research Scholar, Telanagana niversity, Nizamabad-503322, Telanagana Assistant Professor, Dr. B R Ambedkar Institute of Management and Technology, Baghlingampally, Hyderabad-500044, Telangana.
e-mail ID: vasanthidonthitu@gmail.com