

Project Dissertation Report on
STUDY OF CREATIVITY IN ADVERTISING
WITH REFERENCE OF MARUTI SUZUKI

Submitted By

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CHAPTER I

INTRODUCTION

Advertising is only one part of the progress blend, but it has been seen regularly in the general promotion blend plan. It was a very deceptive and incompetent social and praiseworthy topic in Indian culture. Advancements could be described as "co-designating all dealers has begun efforts to establish data channels and to influence to promote the size of a decent or advantageous system." Promotion is expected to support an advertising mix on a regular basis. Advancements have to be coordinated with whatever remains of a display mix, particularly item/mark choices, so that an entire advertising mixing methodology can be adequately supported.

The promotion mix is made up of four main components. They are as follows: -

1. Advertising: Advertising is the non-personal distribution of information through a paid automobile, with the sponsoring organization as the source.
2. Personal Selling: The sale of personal information involves non-personal procedures such as person-to-person interactions between members of the public and workers of the company. The information comes from the sponsoring company.
3. Other than personal sales, advertising, and publicity, sales promotion is the spread of information through a variety of activities that increase customer purchase and dealer efficiency.
4. Publicity is the dissemination of information by personal or non-personal means that is not directly paid by the organization and does not come from the organization.

BACKGROUND OF ADVERTISING

Although these advertising techniques are valuable to advise, remind and remember, the whole limited amount of time could not be spent. They were only used to get every shopper every now and then. After customers were brought into the store, the seller still used individual influence. The development of the hand press has increased the promotional possibilities. On occasion of Shakespeare, publications were published and accepted the ability to stimulate interest for existing items. The rise of the leaflet as a promotional medium was another essential occasion. The first instances of these brochures show that organizations sponsor their activities. The exercises must be altruistic. The easiness of publications and manuals allowed various distributors to experiment with various techniques

Promotion is not a science, but a craft. Adequacy of which a numerical or observational equation cannot be estimated. A few promoters claim that publicity efforts are squandering, but every sponsor certainly wants to estimate or evaluate the viability of publicity. Tests to determine whether the commercial advertising will be adequate must be done before or after promotion in the automotive industry. It is of two kinds, difficult to do before the commercial is propelled, and one is referred to as cost tests done before the ad is promoted and one is referred to as cost tests carried out after publicity efforts are propelled. The key reason to promote adequacy is to maintain a strategic distance from exotic mix-ups, to predict and expand the effectiveness of the overall quality of elective publicity procedures. It is constantly important to estimate commercial adequacy, whether it costs the sponsor any further use.

All businesses' objective is to achieve benefits, and a promoter can achieve this by expanding their businesses at profitable expenses. This is possible when the item is normally cleaned up to be the last buyer, customer, and mechanical customer group of spectators and is convinced to get it by persuading arguments. Exposure gives people something or a thought. It's an overall term that shows efforts at mass plots. As close as home incitement for an item management or specialty unit by planting huge financial messages about it or by gaining good news from video television or stage that is not supported.

Once again, publicity refers to an explicit effort to promote an explicit item or administration at a specific cost. It's a focus strategy. It is constantly deliberately supported transparently by support and includes certain expenses and is therefore paid. It is a typically non-individual correspondence about an association or its potentially beneficial elements, which is transferred by a mass medium to a specified interest group. The term attention and advertising are used synonymously in similar ways.

Advertising

The word "advertising" comes from the Latin word "experience," to which it is intended to swing. The meaning of the word 'exhibition' or 'opening of a subject that has been reported by the sponsor in order to educate the sponsor and influence him/herself

Rehash or transmit it to another person. Some magazines have appreciation. The advertiser may cover domestic and large local markets that require little or no contract effort (per individual came to). Magazines mainly offer high-quality notice printing.

The workmanship is essentially publicity "Says green.

"Advertising, from the call of children's pitch papers to the highest praise of gadgets. The item is to send a few articles or administration notice, to interest in encouraging purchases and when everything is said, to unite the man and the person who wishes to buy "There was a mistake.

Various specialists have been involved in the promotion. Part of the definitions referred to are:

"Publicization is any paid type of non-personal payment for the introduction of thinking goods or administrations through recognized support," as stated in the American Marketing Association

Indian affiliations have characterized advertising as "any paid type of non-personal presentation and promotion by distinguished support of thoughts, products or administrations." The used medium is communicated and coordinated in print.

Stanton deserves it "Promotion includes an important number of drills associated with a simple and supported messages in terms of an item, administration or thought to display a non-individual, oral or visual gathering. This message called a publicity is spread over at least one media and is paid for by the supported media.

To promote or publicize is a type of letter to showcase the crowds (lookers, persons or members of the audience; sometimes, explicit meetings) and to stimulate, influence or control people to move on or take a new step. More generally, the ideal result is to promote the behavior of our customers, although it is normal to promote politics and ideology.

TYPES OF ADVERTISING

Any medium may be used for publication for all purposes and purposes. Advertising of business Cars may be dividing lines, boards, street furniture segments, printed traffic flyers/register cards, broadcasting radio, movie and TV adverts, web advertisements, telephone calls, shopping baskets, web pop-ups, skywriting, transport stop seats, human advertisements and temples promotion, journals, papers, city advertisers, transport sides, aircraft sides ('logo planes'), in-flights or sides of air traffic.

Television AND Music in Advertising

The TV ad is generally considered to be the best promotional position for mass displays, as is reflected in the high cost of TV systems in the context of business broadcasting events. The annual U.S. Super Bowl soccer match is known as the most visible television advertising occasion. The normal cost to a solitary 32 TV spot in the middle of this fun is 3,5 million USD (starting at 2012). Some TV ads highlight a jingle or melody that people identify with the item long beforehand. Virtual ads may be incorporated through the PC's design into ordinary TV programming. It is regularly embedded in clear contexts or serves as an alternative to district councils which are of no importance to remote communications. Especially where there is no such thing, virtual boards may be embedded out of the spotlight. This system is used for broadcasting occasions in particular. Additionally, the position of the virtual item is imaginable.

Infomercials

An advertisement is a TV commercial with a long range, usually five or more minutes. The words "data" and "business" are used to portmanteau "Infomercial." The main purpose in an info publishing company is to buy a drive, so that the shopper will see the introduction and then buy the item without a telephone or web site.

Radio Advertising

Radio promotion is a form where advertising through the radio mechanism. Radio messages are transmitted from a transmitter to a receiving wire as radio waves into the air and thus into a receiving device. In lieu of airing the advertisements, the broadcast date shall be obtained from a station or system. Although radio is limited to sound, radio advocates regularly refer to that as a leverage. Radio is an extended medium found both on the air and on the web. According to Arbitron, there are approximately 241.6 million members of the radio week after week or more than 93 percent of US population.

New Automobile

Technological advancements and economic globalization have favored the growth of new communication channels and commercial messaging approaches.

Press Advertising

News portraits are published in printed media such as newspapers, magazines, and exchange diaries. All of this applies to both media with a huge audience, such as a nationally recognized newspaper or magazine, and media with a small audience. Local papers and conversations on particular issues, for example, automobile concentration. Some kind of media advertising is ordered to promote, allowing private individuals or organizations to buy a bit, with little focus on low-cost advertising. The Display Ad, which is an increasing advertising (can incorporate craft) that regularly runs in a paper segment, is another type of press promotion.

Billboard Advertising

Billboards are large structures that display publicity to passing motorists and footballers in public places. They are most typically found on major thoroughfares with a high volume of vehicular and pedestrian activity, although they can be found in any site with a significant number of viewers, such as on public transportation cars and stations, shopping malls, offices, and stadiums.

Mobile Billboard Advertising

Mobile boards are ads or advanced screens that are installed by and large vehicles. These can be for dedicated vehicles made exclusively for the transport of promotions on customer selected courses, or they can also be unusually prepared payload trucks or large flags of aircraft now and again. The newsletters are regularly illuminated; some are lit and some use spotlights. Some board displays are static, while others change; for example, they turn constantly or intermediately between many ads. Versatile presentations, including the targeted publicization and the long-term cruise, conventions,

sports opportunities, openings of shops and limited comparisons, and big ads of smaller organizations, will be used for different circumstances in metropolises throughout the world.

In-Store Advertising

Any notice put in a retail place is advertising in-store. It includes arrangement of an item in clear areas, such as at the eye-level, at the closing of passages and close check out counters (also known as POP — Purchase Point Show), an explicit product is displayed at a glance and promotions are presented in such places as shopping baskets and video shows.

Outdoor Sheltered Advertising

This style of advertising combines outdoor and indoor advertising by erecting big mobile devices (tents) in public spaces on a temporary basis. There is a strong pull on the observation, the large external publicity space promotes an interior product in order to intensify the impression. the creative decoration.

Telemarketing

Telemarketing (sometimes referred to as in-home sales or in-house telemarketing in the UK or Ireland) is an alternative method of direct marketing by which a salesman asks prospective clients to purchase products or services by phone or a subsequent face-to-face or web-based call-to-call meeting.

In addition, telemarketing can include registered sales pitches which are programmed for automatic telephone play. In recent years telemarketing has been on fire and is seen by many to be annoying.

Pioneering Advertising

Pioneering advertising aims to create a fundamental interest in an item rather than an explicit brand that is interesting to an item classification. It is necessary to illuminate potential customers about another item at the start of the selection process. The main organization which is familiar with another industry innovation need not emphasize a focused item because it only has innovation. The company must take advantage of the new innovation itself. Spearhead publicity by the organization that presents a development is usually carried out in the beginning of the item life cycle.

OBJECTIVES AND IMPORTANCE OF ADVERTISING

Advertising is the most effective means of reaching out to customers. Customers are more informed about the brands available in the market and the diversity of products available to them thanks to advertising. Everyone, even children, young and old, is exposed to advertising. It is carried out utilizing various sorts of automobiles, as well as the most appropriate ways and approaches.

Objectives of Advertising

Four main Objectives of advertising are:

- Trial
- Continuity
- Brand switch
- Switching back

1. **Trial:** companies that are generally working for this aim in their introductory phase. The test objective is to persuade the customers to purchase the new product on the market. Here advertisers make a look at products and purchase for testing through flashy and attractive ads.

2. **Continuity:** this aim is to keep existing customers attached to the product. In general, advertisers here continue to bring something new to the product and advertising so that current customers continue to purchase their products.

3. **Brand Switch:** this is mainly aimed at companies that want to attract competitors' customers. The advertisers try here to persuade the customer to change their product from the existing brand.

4. **Switching back:** this objective is for those firms that have changed to their competitors who want their previous clients to come back. Publishers use various ways to get customers back such as a discount sale, new advertising, some packaging reworking, etc.

Advertising is, in essence, a very artistic means of interacting with clients. Great communication skills and a strong ability to persuade are the most important attributes to have in order to achieve one's goals.

Importance of Advertising

In today's competitive world, advertising is extremely vital. Advertising has become a requirement for everyone in today's world, whether they are the producer, the trader, or the buyer. Advertising has a crucial role. Let's take a look at why and how advertising is so important:

- **Advertising is Important for the Customers**
Just watch TV or a paper or a radio without a warning! No, no one can imagine that any day. In customer life, promoting takes on an essential job. Customers are the general public who buy the item just after they have noticed the items on the market. Should the item not be publicized, no customer will understand what items are accessible and will never buy the item for their benefit. Interestingly enough, it enables people to find the best things for themselves, their children and their families. When you think about the size of items, you can look at items and

buy with the aim of obtaining what you want in order to spend your important cash. Publicity is therefore essential for customers.

- **Advertising is crucial for both the seller and the manufacturers of the goods.**
- **Yes, promotion is very vital for product producers and merchants, because**
 - Advertising aids in the growth of sales.
 - Advertising aids producers or businesses in identifying their competitors and devising strategies to match the level of competition.
 - After reaching a mature age, advertising aids in the creation of goodwill for the company and the acquisition of client loyalty.
 - With the help of advertising, demand for the product continues to grow, and demand and supply create a never-ending cycle.

➤ **Advertising is also Crucial for the society**

Publicity helps people to be educated. Some social issues include child labor, spiritual consumption, killing of girls, smoking, family planning, and so on. There are also publicity issues. There is, therefore, a very important role for advertising in society.

SIGNIFICANCE OF ADVERTISING

Promotion supports the dissemination of information about the advertising company, its articles, its properties and its place of access, etc. The promoter and the recipient of the message are non-individually connected. In modern times of enormous creation and extreme rivalry in the market, the centrality of the promotion has expanded. The makers and traders, the customers and the general public must be advertised. In the accompanying passages the advantages of promoting various meetings are discussed.

Benefits to Manufacturers and Traders

It pays to advertise. Advertising has become indispensable for the manufacturers and distributors because of the following advantages:

- Publicity helps to show new products. • A corporate endeavor can learn about itself and its products by advertising in general.
- It can make the general population new tastes and encourage them to purchase the new item by means of a strong promotion.
- Publicity can increase the clearance of existing items by entering new markets and attracting new customers.
- Publicity gives the objects a lasting interest. In the middle of the summer a drink could be encouraged as an important item in the battle with warmth and cool in the middle of winter.

- Help advertising to meet the rivalry powers at a business center. If an item is not continuously publicized, the competitors may use increased promotion to seize its market. Therefore, it is necessary to promote the promotion of soda pop companies in specific cases and to remind the customer of the market.
- Advertising is used to increase the altruism of the company by promising customers great quality.
- Advertising increases the company's employees' resolve. Commercial people feel happier because their job finally becomes less demanding if this item is promoted and known to society as a whole.
- Advertising promotes coordinated retail distribution of the item. Retailers are encouraged to purchase and transfer the items published.

Advertisement carries:

It is a way of buying/supporting/recognizing the auto space or time so that an object or thought is advanced. The accompanying areas develop from an attentive investigation of the above definition:

Publicization is a paid form and therefore a business. Any correspondence supported intended to promote the buyer's conduct. The promotion is not individual. The promotion is not individual. Unlike the individual movement, publicity is made non-individually via intermediaries or cars, regardless of the commercial type (Spoken, composed or visual). It is coordinated at a mass crowd and not at the person like in the immediate neighborhood. Advances in thinking, goods and undertakings Although most publicity aims to help move products; it is progressively used to promote open plot goals. With its supported specialist and sponsor, publicity is recognizable.

It reveals or recognizes the wellspring of feelings and thoughts. Publicizing hence is:

1. Impersonal
2. A communication of ideas.
3. Aimed at mass audience
4. by a paying sponsor.

The two types of mass correspondence that promote or expose and advertise. If the "paying patron" (the payable requirement) were to be disposed of, we would have the exposure component left: Notice without instalment is actually talking about attention. In these respects, the following correspondence is propagandistic, given that we are not able to accept the requirement of a "different support." It is important for us to emphasize that the promotion of thought or administrative products may include correspondence. Most of us are aware that we promote the movement of goods and companies. However, we can ignore the more important reality of moving thoughts regularly.

"Promoting any paid, non-personal introduction of thoughts, goods or administrations is, according to Wheeler, to encourage people to buy." "

As by J. Stanton, William, "Promotion involves a considerable number of exercises to show a message with straightforward support in respect of object management or thinking, which is not individually, orally or visually. This message is sent via at least one automotive and paid for with a distinguished support"

Functions of the Advertising

For some, the special mix – points of interest for the creators who create hospitality products, for example, cleaners, non-drugs, make-up, soda pops, and items of basic need – is the dominant component of advertising organizations. for some Additionally, the promotion of new items and new items is frequently utilized by automotive experts, home appliances and so on and its uses, their accessibility and so on.

Promoting can also persuade potential buyers that an item or administration of an association is better than making a product in quality, cost and so on, and can make a clear picture of it and lower the likelihood of brand exchange, despite the reduction of costs or incitement to contenders.

Advertising is highly effective in a variety of other situations, including: I when consumer knowledge of a product or service is low.

ii) When all terms in an industry's sales are increasing.

iii) When a product is brand new and integrates technical advancements, it is not as robust.

iv) When there is a primary purchasing motivation.

COMPANY PROFILE

Cars are what Maruti Suzuki builds. Experiences are what it creates.

Innovation-driven experiences, a forward-thinking approach and a commitment to make Indian roads the best. The company has been the leader of a revolution of change since the day the iconic Maruti 800 was launched in 1983. turn a country's driving necessity into its driving love.

With each new generation of Indians, however, tastes and demands continue to develop. Maruti Suzuki did not see this as a challenge, but as an inspiration to go beyond traditional car making limits. One such step in getting their cars to meet new age expectations is the infusion of design and technology.

Maruti Suzuki now has a strong eye on tomorrow's opportunities. And on this journey all are invited.

OUR VALUES



RESPONSIBLE

You can always rely on us and our network.



DYNAMISM

Always evolving with your needs



OPEN

All our actions are open and transparent.



EFFICIENT

Expertise that ensures utmost efficiency



RELIABLE

Your safety is our number one priority.

LEADERSHIP



MR. R. C. BHARGAVA

Chairman



MR. KENICHI AYUKAWA

Managing Director & CEO



MR. OSAMU SUZUKI

Director



MR. KAZUNARI YAMAGUCHI

Director (Production)



MR. R.P. SINGH

Independent Director



MS. RENU SUD KARNAD

Independent Director

History of Maruti

Maruti Udyog Limited was founded in February 1981, although production did not begin until 1983. It all started with the Maruti 800, which was based on the Suzuki Alto key car, which was the only modern automobile available in India at the time. Hindustan Ambassador and Premier Padmini were its only competitors. Originally, the Indian government held 74 percent of the corporation and Suzuki of Japan owned 26 percent. The government of India sold its entire investment in Maruti Udyog to Indian financial institutions in May 2007 and no longer owns any of the company.

Chronology Beginnings

The history of Maruti started in 1970, when, on 16 November 1970, the company was set up under the private limited liability company known as "Maruti Technical Services Private Limited." The company's stated objective was to provide technical expertise to design, produce and assemble a "completely indigenous engine car." The Companies Act was introduced in June 1971 to the company known as 'Maruti Limited' and Sanjay Gandhi became its first management manager. In 1977, "Maruti Limited" was liquidated. He died when a private test plane collapsed on 23 June 1980. Sanjay Gandhi was dead. The Indian Central government rescued Maruti Limited a year after his death and started to look for an active co-worker for a new company at Indira Gandhi's behest. The same year, Dr. V. Krishnamurthy incorporated Maruti Udyog Ltd.

Suzuki Enters

In 1982 Maruti Udyog Ltd. and Suzuki of Japan signed a License & Joint Venture Agreement (JVA). In the beginning, the main importer was Maruti Suzuki. In India's closed market, Maruti had the right in the first two years to import 40,000 fully-fitted Suzuki and only 33 percent of indigenous parts were then used. This significantly upsets local manufacturers. Some people also expressed concern that the Indian market was too small to absorb Maruti Suzuki's comparatively large production, even considering adjusting the oil and excise duty to boost sales. The Maruti 800 is finally released in 1983. The SS80 is built on a hatchback with a 796cc engine. India's first cheap automobile is the Suzuki Alto. The initial product strategy is for 40% saloons and 60% Maruti Van. In December 1983, local production begins. The Maruti Van, which used the same three-cylinder engine as the 800, was introduced in 1984, and the Gurgaon plant's installed capacity reached 40,000 units.

The Suzuki SJ410-based Gypsy, a 970cc 4WD off-road vehicle, was introduced in 1985. The original 800 was replaced by an all-new model of the 796 cc hatchback Suzuki Alto in 1986, and the business produced its 100,000th vehicle. The company began exporting to the West in 1987, with a shipment of 500 automobiles to Hungary.

Manufacturing Facilities

There are two production sites in India in Maruti Suzuki. The combined production capacity of both manufacturing facilities is 14,50,000 per annum. The Gurgaon production plant is spaced over 300 hectares, and has three fully integrated production

plants (1.2 km²). Every year, 240,000 K-series are also produced by our Gurgaon facilities.

800, Alto, WagonR, Estilo, Omni, Gypsy, Ertiga, Ritz and Eeco are manufactured by the Gurgaon factory. The Manesar factory was opened in February 2007 and covers more than 600 acres (2.4 km²). At first it had 100,000 vehicles per year of production capabilities, but in October 2008 it was increased to 300,000 per annum. The production capacity has been increased further by 250,000 vehicles, which annually amounts to 800K vehicles.

The Manesar Plant produces the **A-star, Swift, Swift DZire, SX4**, Ritz and Celerio. On 25 June

Maruti Suzuki was ordered to pay an additional Rs 235 crore to Haryana State Industries and Infrastructure Development Corporation in 2012 for improved land acquisition for its Haryana factory development. Failure to pay the sum would result in further actions and the revocation of the improved land acquisition, according to the agency. It intends to build a facility in Gujarat and has purchased 600 acres of land there

Sales and Service Network

Maruti Suzuki has 933 traders in 666 towns and towns in all the countries and territories of the union of India as of 31 March 2014. There are 3,060 stations in 1,454 cities and towns throughout India (including dealer workshops and authorised Maruti service stations). There are 30 express service stations on 30 national highways in 1436 Indian cities.

Service is the company's main income generator. Most stations are operated by franchises where the local employees are trained by Maruti Suzuki. This benchmark set by Maruti Suzuki could not be fulfilled by other automotive companies. The Express Service stations support many stranded vehicles by transmitting to the vehicle via their repairmen.

A new premium sells channel called NEXA was launched in 2015 by Maruti Suzuki. "Nexa offers a new hospitality experience from Maruti Suzuki," said Kenichi Ayukawa, managing director and CEO of Maruti Suzuki India Limited. Indian and Indian markets are changing quickly and new customer segments are emerging. We must take new measures to meet our clients' diversified expectations."

"NEXA's mission is to deliver creative value and direction so that we can respond appropriately and supply new segments of Indian customers with the experience they appreciate." Despite the fact that we will naturally improve customer satisfaction in our NEXA network, I am confident that Maruti Suzuki will appeal to a wide spectrum of customers who value caring, innovation, and personal touches.

S-Cross, India's first premium crossover, the first to be sold under NEXA in August 2015. Several more models will be launched to both channels as part of the Company's medium-term goal of 2 million annual sales by 2020.

Awards and Recognition

Maruti Suzuki was ranked thirty-seventh in 2013 and eleventh in 2014 among India's most trusted brands in the Brand Trust report published by the brand-analytic company Trust Research Advisory.

Blue Bytes News, a news research firm, ranks Maruti Suzuki as India's Most Renowned Car Company in its study Benchmark Study of the Car Industry, which was released in April 2015.

STATEMENT OF THE PROBLEM

This study will help the organization to understand the current patterns in the automotive industry. In order to develop a growing number of offers, the organization needs to look at current economic situations and to develop methods. It must enter the enormous Indian market and be offered more in this market. In order to become a real player, organizations must concentrate on agreements and deals, through the establishment of successful interests and ongoing business patterns.

OBJECTIVES OF THE STUDY

The study's aim to tackle the problem will be as follows.

- To Analyze the creativity in advertising strategy adopted by Maruti Suzuki India Limited.
- To know the reputation of Maruti Suzuki India Limited in the market.
- How Maruti Suzuki India Limited will create a good brand image in the market.
- To understand the 4 Ps used by the Maruti Suzuki India Limited in business.
- To find the potential market Maruti Suzuki India Limited.
- To know the buying process of the different consumers.
- The factors that influencing customers to purchase the products

SCOPE OF THE STUDY

The project completion could allow group showcasing in accordance with economic situation and requirements to create advertising strategy. It will also understand the present market situation and advertising substance in hardened rivalry and the current customer securing and maintenance situation. As a Board study, the important conclusions from the market study can be drawn up and the association can make a proper recommendation.

CHAPTER 2

LITERATURE REVIEW

The creative strategy generally has the following aspects, according to Chanda (1990). 1) Determining the objectives of publicity and communication 2) Ensuring the technical and results of product knowledge (3) Profile development and target audience development by demographic and psychographic studies. 4) Use the creative declaration to reassure the benefits (USP). In short, the creative strategy defines the goals of the advertisement, to whom it is intended, what proposal is to be transmitted and what feeling is left; the way it is translated and the number of media to be utilized. It certainly is the search for and discovery, in comparison with other products, of the competitive advantage of the advertised product. According to Elms (1995), 1) Message Content and 2) Message Execution are two key components of a creative strategy.

Pick, Sweeney, and Clay (1991) said that in an incidental learning environment, distinguishing (creative) slogans are more likely to be remembered and recognized. Kover, Goldenberg, and James (1995) discussed ad creativity versus ad efficiency and supported the idea that creational publicity impacts consumer emotional responses, publicity and buying intentions. The ability of a commercial to stimulate interest in buying or using something is characterized as the idea. Ads using inventive templates were more likely to be remembered, according to Goldenberg, Mazursky, and Solomon (1999), who also discovered supporting evidence. Stewart and Furse (1984) looked at the effects of ad performance elements and found that innovation and reminder have a favorable relationship.

Chanda et.al. (1990) also looks at the approach to the 'lateral thought' creative process. The computed restructuring of established thinking patterns and relationships involves lateral thinking. It is able to reorder new and unusual knowledge and thinking so that fresh and unexpected views on the subject of the author emerge suddenly. It follows unlikely, unusual patterns of thought, it mixes old knowledge and new; it adds unintended metaphors, symbols, superposed meanings, the slang words, unusual combinations of words and images, and inaccurate memoirs – these to create a new one or more things. this creative process of new connections is the result of new and unexpected relationships between people, events and things. They put it: "The fundamental principle of lateral thought is that one way to look at things is one from many other ways. Lateral thinking involves the exploration of these other ways by restructuring and reorganizing the available information.' The ability to jumble with selected items of one's life experience, according to Weilbacher (1984), is the essence of creativity in advertising, everything one knows about a product or company.

Ang and Low (2000) examine the impudence in the attitude, brand attitude and intention of buying of three dimensions of creativity (newness, meaningfulness and emotion). A three-part teeth of ad creativity (novelty, importance and interaction) and find evidence

that creative advertisements have favorable effects on response to reminder and brand attitudes were used in a follow-up study by Ang, Lee and Leong (2007). Till and Baack (2005) recently concluded that creative ads make unhelpful recalls possible, but do not support recall, intentions, or attitudes.

The Journal of Advertising that creative ads affect the emotional reactions, advertising attitudes and buying intentions of consumers. Goldenberg, Mazursky and Solomon (1999), which also produced supporting results, found that ads using creative templates would be recalled more likely. Stewart and Furse (1984) also analyzed the effects of ad performance factors and concluded that innovation has a positive connection with reminder. Ang and Low (2000) explores impudence on ad attitudes, brand attitudes and buying intent on the three dimensions of creativity (newness, meaningfulness and emotion). Ang, Lee and Leong (2007), in a follow-up study, use a three-piece definition of the concept of ad creativity (newness, meaningfulness and connectivity) and find evidence that creative ads influence responses such as reminder and brand behavior. Till and Baack (2005) recently found creative advertising to facilitate unassisted retractions, but not to support retraction, intentions or attitudes. There is a lack of research on the processing variables with respect to ad creativity. Pieters, Warlop and Wedel (2002), in one of the few exceptions, found that original advertising attracts more attention and improves brand memory. In a new study, Smith et al. (2007) examine how ad creativity has an impact on variables of treatment such as attention, motivation and the depth of processing. A detailed analysis of the positive effects of ad creativity on the consumption cognitive processing (despite closing) and emotional reactions was provided by Yang and Smith (next coming, 2009). (positive affect). However, more work is required to document in depth the effects of ad creativity.

CHAPTER 4

RESEARCH METHODOLOGY

The approach seeks to plan the methodology of the examination. This includes the general plan, the inspection technology, the information collection strategy and the method of examination.

There are two kinds of exams essentially which, as their relevance, quality, shortcomings and preconditions before legitimate types of research are chosen, are exploratory and decisive as regards an explicit issue.

Conclusive Research:

Quantitative research otherwise known; it is aimed at helping business managers to choose the right way.

At the point in time when a publicity official decides whether a strategy is accessible. The options could only be two or essentially endless. They could be characterised or just be witnessed very dubiously.

Convincing examination provides information that makes it possible for officers to make a healthy choice. In a few cases, particularly if an investigation is conducted, it may be necessary to indicate the precise decisions, in particular in cases where there are clear examinations the examination is only particularly clear and much is left to the judgement of the official.

The sort of research here is "Descriptive Research Design". This type of set-up is used to examine the working theory more accurately or to develop it from an operational point of view. The adaptability is built on, which is needed in view of the fact that the examination issue, which at the beginning is widely characterised, is gradually changed into one which is of gradually exact importance in exploratory research.

The following are the characteristics of research: –

- Flexible Design
- Non-Probability Sampling Design
- No pre-planned analytical design
- Unstructured instruments for data collecting
- No pre-determined operational processes

Sample Size

The number of respondents chosen for the survey is referred to as the sample size.

100 sample units were chosen from the market and from individual consumers.

Sampling Area:

While carrying out the sample, many People of Delhi NCR were contacted.

Data collection tool

To perform the market survey, Questionnaire is used as the research tool. The questionnaire was made up of closed-ended questions that were aimed to collect as much information as feasible.

The questionnaire consisted of a total of 20 questions. When respondents are provided options, it is easier for them to respond from those options rather than having to ponder and respond. It also takes less time. Because they keep answering, and one must tick mark the appropriate option.

Data was collected through two sources:

Primary Data: Through a questionnaire, primary data was acquired directly from clients.

Secondary Source: Some colleagues and the firm website served as secondary sources.

Sampling technique

Because all of the consumers at the sites are surveyed, convenient sampling is used.

Data Analysis

Data analysis was primarily based on information gathered from clients. Data gathered from secondary sources is also used to conduct an analysis on a single parameter. The data acquired from both primary and secondary sources was subjected to qualitative analysis.

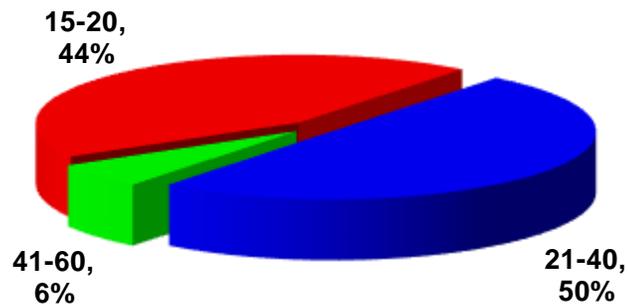
CHAPTER 4

ANALYSIS DISCUSSION AND RECOMMENDATIONS

Table - 1

Respondents were divided into groups based on their age.

Age (in years)	No. of respondents	Percentage
15-20	44	44%
21-40	50	50%
41-60	6	6%
Total	100	100%

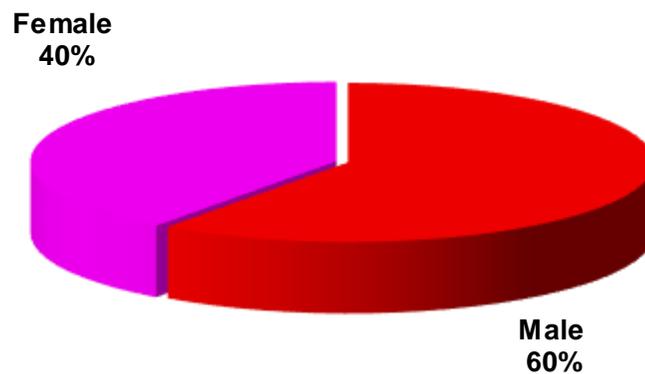


Inference: According to the graph above, 44% of respondents are between the ages of 15-20, 50% are between the ages of 21-40, and 6% are between the ages of 41-60.

Table - 2

Respondents were divided into two groups based on their gender.

Sex	No. of respondents	Percentage
Male	60	60%
Female	40	40%
Total	100	100%

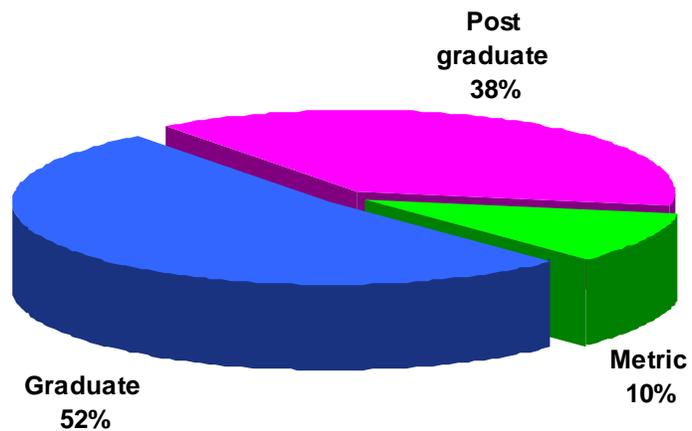


Inference: According to the graph above, 60 percent of the responders are males and 40% are females.

Table - 3

Respondents' educational qualifications were used to categorize them.

Qualification	No. of respondents	Percentage
Illiterate	-	-
Below Metric	-	-
Metric	10	10%
Graduate	52	52%
Postgraduate	38	38%
Total	100	100%



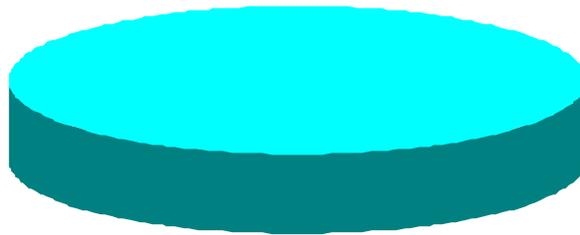
Inference:

According to the graph above, 10% of the population is matriculate, 52% is graduate, and 38% is postgraduate.

Table – 4

Q.No.1) Do you watch the advertisements?

Particulars	No. of respondents	Percentage
Yes	100	100%
No	-	-



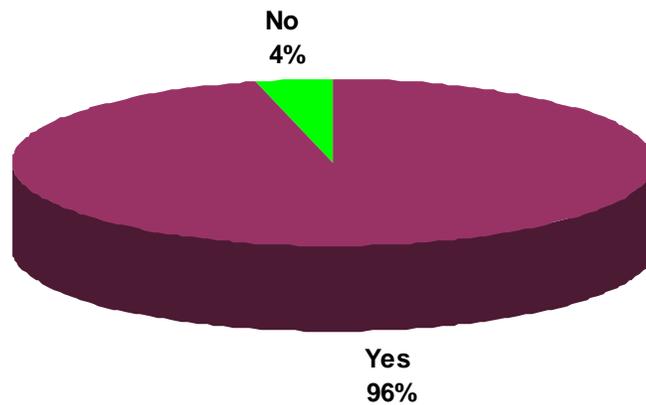
**Yes
100%**

Inference: According to the graph above, all of the respondents see the adverts.

Table - 5

Q.No.2) Do you believe that a company advertisement is necessary?

Particulars	No. of respondents	Percentage
Yes	96	96%
No	4	4%
Total	100	100%

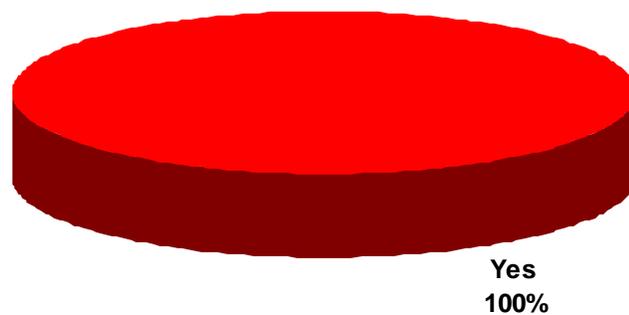


Inference: According to the graph above, 96 percent of 100 respondents believe that corporate advertisement is essential, while 4% believe that corporate advertisement is not essential.

Table – 6

Q.No.3) Have you seen the Maruti Suzuki commercials?

Particulars	No. of respondents	Percentage
Yes	100	100%
No	-	-
Total	100	100%

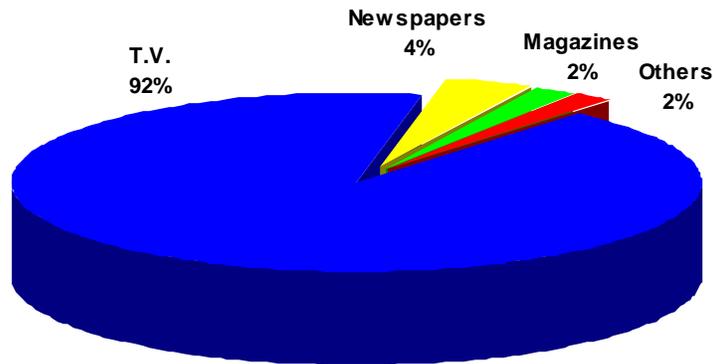


Inference: According to the graph above, all respondents have seen Maruti Suzuki commercials.

Table – 7

Q. No.4) Which media have you seen it on?

Sources	No. of respondents	Percentage
T.V.	92	92%
News papers	4	4%
Magazines	2	2%
Others	2	2%
Total	100	100%

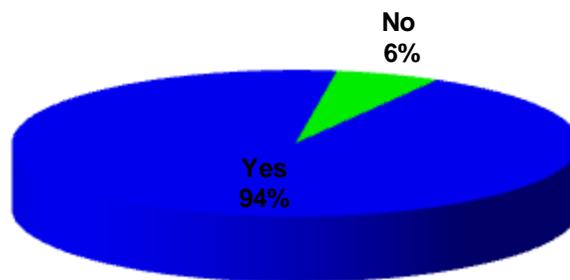


Inference: According to the data in the table above, 92 percent of respondents believe they have seen commercials on television, whereas only 4% believe they have seen commercials in newspapers.

Table – 8

Q.No.5) Do you enjoy Maruti Suzuki's commercials?

Particulars	No. of respondents	Percentage
Yes	94	94%
No	6	6%
Total	100	100%

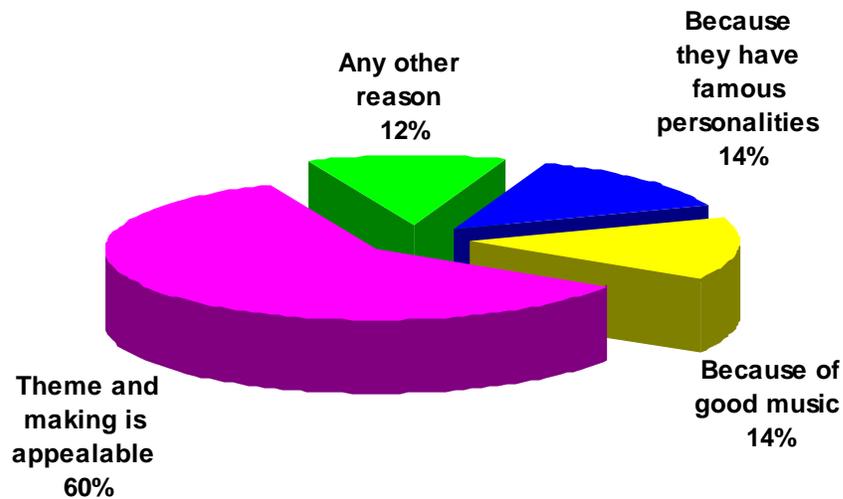


Inference: According to the above table, 94 percent of 100 respondents enjoy Maruti Suzuki ads, while only 6% dislike Maruti Suzuki commercials.

Table – 9

Q.No.6) Why do you enjoy Maruti Suzuki's advertisements?

Particulars	No. of respondents	Percentage
Because they have famous personalities	14	14%
Because of good music	14	14%
Theme and making is appealing	60	60%
Any other reason	12	12%
Total	100	100%

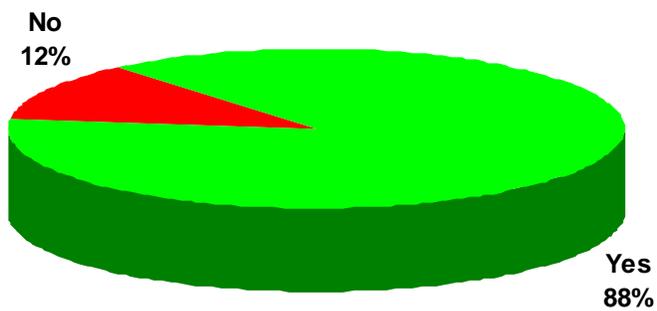


Inference: According to the graph above, 60 percent of 100 respondents appreciate the advertising because of the theme.

Table – 10

Q. No.7) Do you recall seeing a Maruti Suzuki commercial?

Particulars	No. of respondents	Percentage
Yes	88	88%
No	12	12%
Total	100	100%

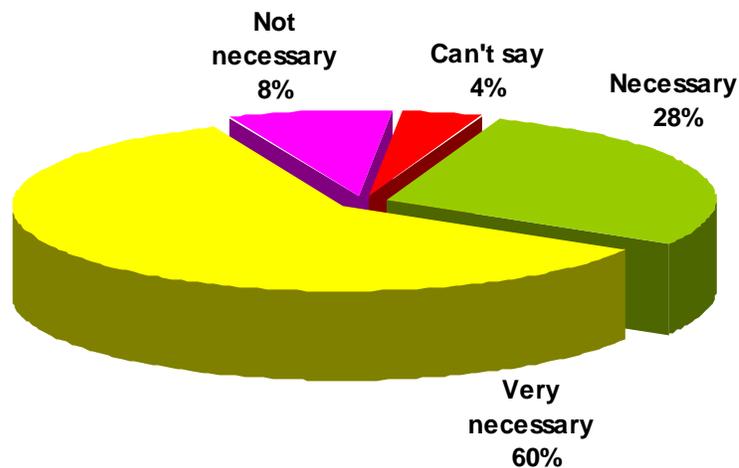


Inference: According to the graph above, 94 percent of 100 respondents recollect seeing a Maruti Suzuki advertisement, while only 6% do not recall seeing a Maruti Suzuki advertisement.

Table – 11

Q.No.8) Do you believe that advertising is crucial for product sales?

Particulars	No. of respondents	Percentage
Necessary	28	28%
Very necessary	60	60%
Not necessary	8	8%
Can't say	4	4%
Total	100	100%

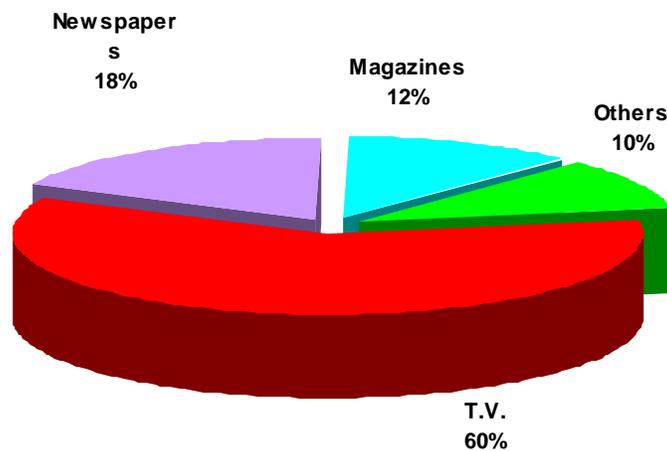


Inference: According to the graph above, 60 percent of 100 respondents believe that advertising is extremely important for product sales, while 28 percent believe that advertising is vital for product sales.

Table – 12

Q.No.9) Which media is used to show the advertisement that is required for the sale of the company's products?

Particulars	No. of respondents	Percentage
T.V.	60	60%
Newspapers	18	18%
Magazines	12	12%
Others	10	10%
Total	100	100%

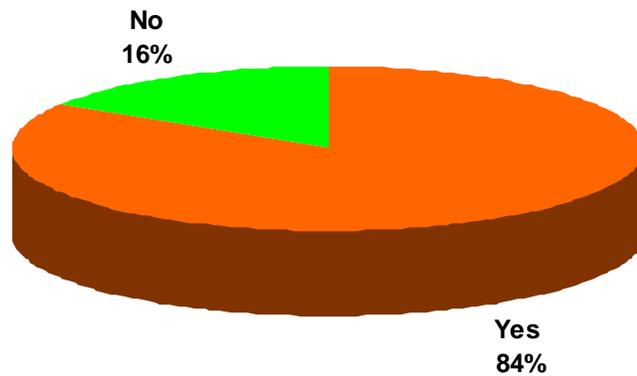


Inference: According to the graph above, 60 percent of 100 respondents believe that advertising on television is vital for the sale of a company's products, whereas 18 percent believe newspapers, 12 percent believe magazines, and ten percent believe others.

Table – 13

Q.No.10) Did Maruti Suzuki's commercials raise brand recognition and encourage people to buy their products?

Particulars	No. of respondents	Percentage
Yes	84	84%
No	16	16%
Total	100	100%

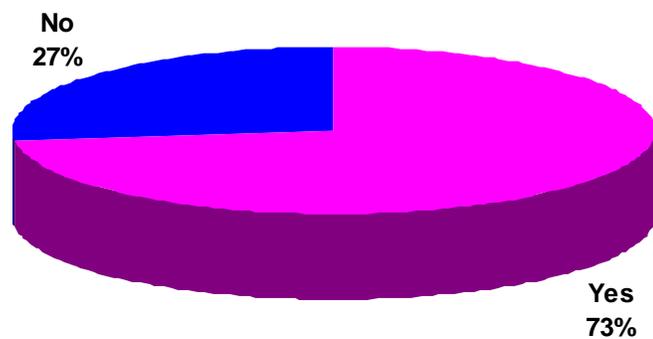


Inference: According to the graph above, 84 percent of 100 respondents felt that Maruti Suzuki advertisements raise brand recognition and encourage people to buy their products.

Table – 14

Q.No.11) Has advertising influenced your purchase of Maruti Suzuki products?

Particulars	No. of respondents	Percentage
Yes	73	73%
No	27	27%
Total	100	100%

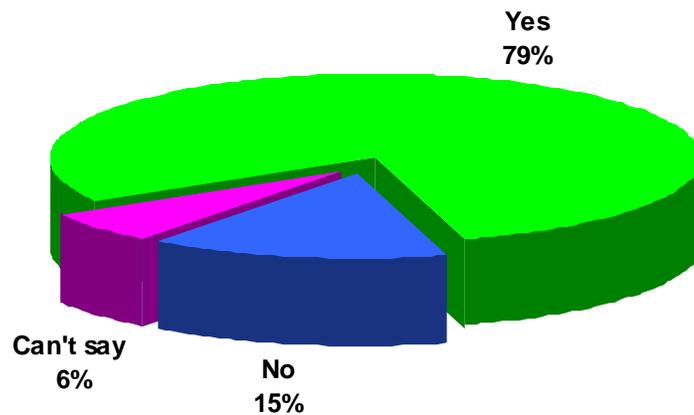


Inference: According to the graph above, 73 percent of 100 respondents believe that advertising has an impact on their purchase of Maruti Suzuki items, while 27 percent believe that advertising has no impact on their purchase of Maruti Suzuki products.

Table – 15

Q.No.13) Is it necessary to include famous people and slogans in marketing for a company's product?

Particulars	No. of respondents	Percentage
Yes	79	79%
No	15	15%
Can't say	6	6%
Total	100	100%

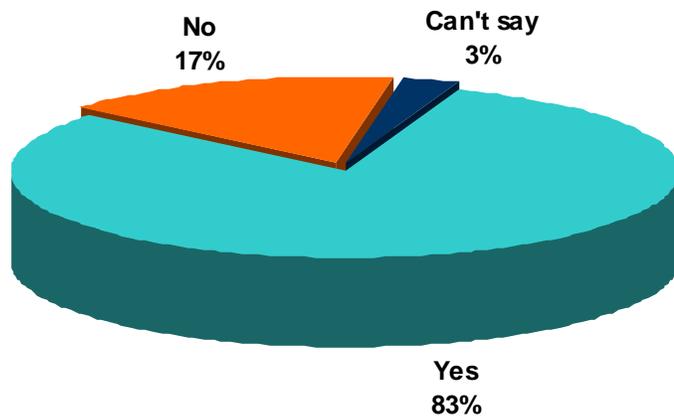


Inference: According to the above graph, 79 percent of 100 respondents believe that famous persons and slogans are required for corporate product ads, while 15% believe that they are not, and 6% believe that they can't say.

Table – 17

Q.No.14) Did the celebrity endorsements influence your brand choice?

Particulars	No. of respondents	Percentage
Yes	83	83%
No	17	17%
Can't say	3	3%
Total	100	100%

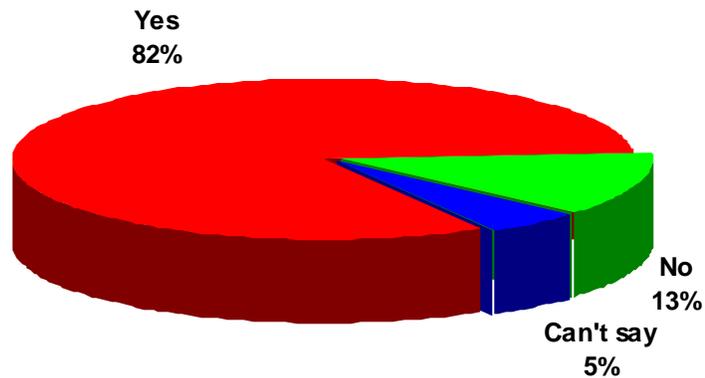


Inference: According to the graph above, 83 percent of 100 respondents stated prominent persons influence their brand choice, while 17 percent said no and 3% stated they couldn't say.

Table – 18

Q.No.15) Do you agree that when you see a Maruti Suzuki advertisement, it reminds you of the brand name when you go to buy something?

Particulars	No. of respondents	Percentage
Yes	82	82%
No	13%	13%
Can't say	5	5%
Total	100	100%

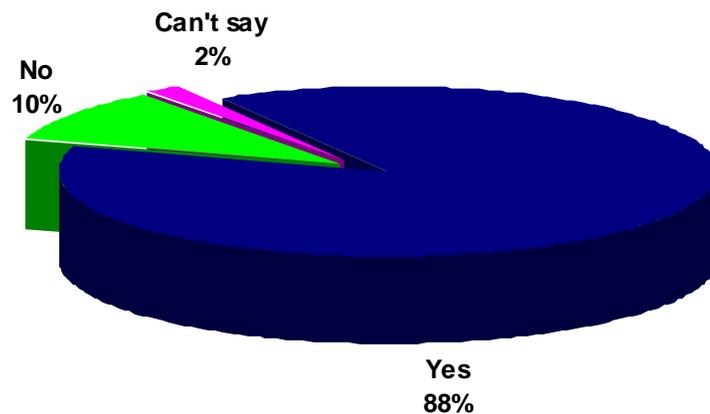


Inference: According to the graph above, 82 percent of 100 respondents believe that an advertisement reminds them of a brand name while purchasing products. While 13% of respondents believe that advertising does not remind them of the brand name while purchasing products,

Table – 19

Q. No.16) Do you believe that Maruti Suzuki advertising assist you in making better decisions?

Particulars	No. of respondents	Percentage
Yes	88	88%
No	10	10%
Can't say	2	2%
Total	100	100%

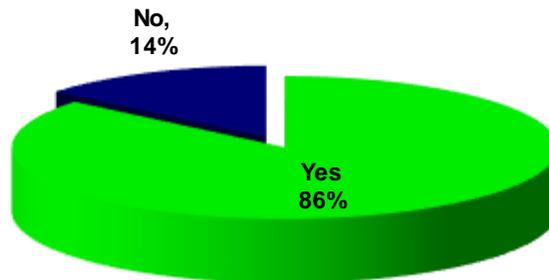


Inference: According to the graph above, 88 percent of 100 respondents believed that Maruti Suzuki advertising helps people make better decisions, while 10% disagreed.

Table – 20

Q.No.17) Are you pleased with the performance/quality of the product as advertised in Maruti Suzuki advertisements?

Particulars	No. of respondents	Percentage
Yes	86	86%
No	14	14%
Total	100	100%

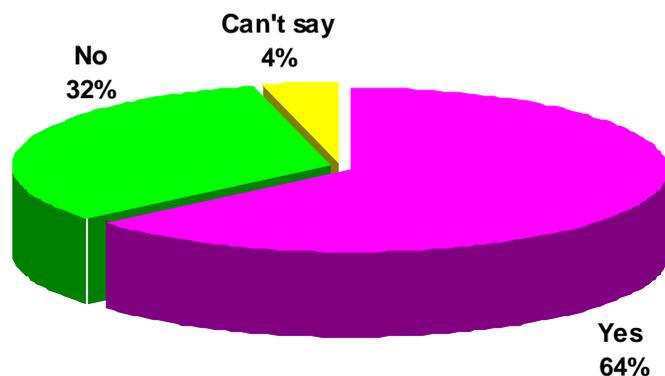


Inference: According to the graph above, 86 percent of 100 respondents are satisfied with the performance of/quality of goods as advertised by Maruti Suzuki, while 14 percent are not.

Table – 21

Q.No.18) Do you believe Maruti Suzuki advertising should be shown on a frequent basis in order to be effective?

Particulars	No. of respondents	Percentage
Yes	64	64%
No	32	32%
Can't say	4	4%
Total	100	100%

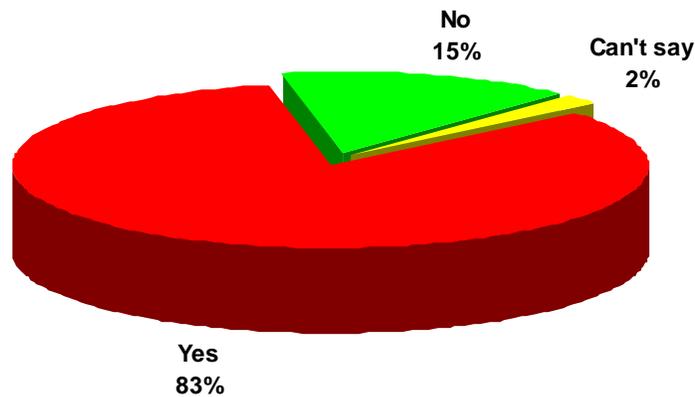


Inference: According to the graph above, 64 percent of 100 respondents believe Maruti Suzuki commercials should be broadcast on a regular basis to be effective, whereas 32 percent believe Maruti Suzuki commercials should be broadcast on a regular basis to be effective.

Table – 22

Q.No.19) Have you become loyal to Maruti Suzuki's brands as a result of its advertisements?

Particulars	No. of respondents	Percentage
Yes	83	83%
No	15	15%
Can't say	2	2%
Total	100	100%

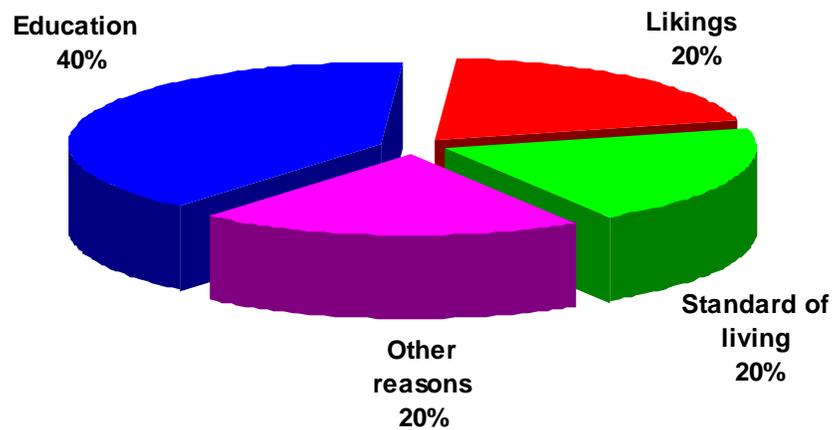


Inference: According to the graph above, 83 percent of 100 respondents believe that Maruti Suzuki commercials make them loyal to the company's brands, while 15% believe that Maruti Suzuki commercials do not make them loyal to the company's brands.

Table – 23

Q.No.20) What do you think the difference in advertising effectiveness is due to?

Particulars	No. of respondents	Percentage
Education	40	40%
Likings	20	20%
Standard of living	20	20%
Other reasons	20	20%
Total	100	100%



Inference: According to the graph above, among 100 respondents, 40% stated education is the cause for the difference in advertising effectiveness, while 20% said likings, 20% said standard of living, and 20% claimed other reasons for the difference in advertising effectiveness.

SUGESIONS

- It must be visually appealing in order for people to be drawn in to the notification.
- Because the indoor media reaches a larger number of customers, Maruti Suzuki's advertisement can also be shown on local channels and in local newspapers.
- The ad should run at a regular interval.
- Can promote is increasingly open air media since it is less expensive than other media and can reach a larger number of clients over time.
- Newspaper advertisements are no longer on the first page, implying that a commercial on FrontPage can reach more customers.
- Maruti Suzuki should conduct frequent research to determine the extent of customer loyalty.

CHAPTER 5

CONCLUSION

Below are some findings from the held survey:

- 96% of the respondents' view that ad of Maruti Suzuki is required.
- 92% of the respondents are of conclusion that they have seen the promotions on T.V.
- 60% of the respondents resemble the notices because of topic.
- 94% of respondents review the notice of Maruti Suzuki.
- 60% of respondents are see that publicizing is extremely important available to be purchased of Maruti Suzuki items.
- 60% of the respondents' view that T.V. is exhibiting the promotion is essential available to be purchased of Maruti Suzuki.
- 84% of the respondents concurred that notice of Maruti Suzuki make mindfulness about brands and make to expend item.
- 73% of the respondents' view that promoting gives impact on their utilization of vehicles.
- 79% of respondents' perspectives that well known identities and trademarks are important for notice of Maruti Suzuki.
- 83% of the respondents said that well known identities influence their image decision.
- 82% of the respondents' view that ad reminds them mark name while acquiring the autos.
- 88% of the respondents said that commercial of Maruti Suzuki causes them to improve choice.
- 86% of the respondents' view that they happy with the execution of/nature of administrations which is seen by commercial of Maruti Suzuki.
- 64% of the respondents said that promotions of Maruti Suzuki ought to be in customary time to get powerful.
- 83% of the respondents' view that ads of Maruti Suzuki make them faithful towards its brands.
- 40% of the respondents said that instruction is the purpose behind contrast of publicizing viability.

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ANNEXURE

QUESTIONNAIRE

Background Information

I) Name : _____

II) Age : _____

III) Qualification : _____

(i) Illiterate

(ii) Below metric

(iii) Metric

(iv) Graduate

(v) Postgraduate