



“THE INFLUENCE OF BRAND MARKETING ON CONSUMERS EMOTION IN DIGITAL MARKETING ENVIRONMENT”

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ABSTRACT -

The launch of new car model is one of the most critical activities that automotive product and brand managers need to deal with. The challenge is to design and advertising campaign and back it up with appropriate media investment that create awareness, product involvement and motivates potential target customers to seek further information about the new model. The luxury car was introduced in the year 28th June 1926 that is nearly 96 years ago, in the country Germany.

This company is a multinational division of the German Manufacturer Daimler, and the brand is used for luxury automobiles, buses, coaches & trucks. The headquarter is Stuttgart in Germany. Our solution to the sample size issue is to collect data on exposure to various media from target customer through a representative online survey. Matching individual media consumption with the media schedule of the campaign enables as to measure the opportunities to see (OTS) by channel, which we then convert into individual level spend data as the result we have a data set with sufficient observations and variance to estimate and econometric marketing spend model. We use this model

- (1) To monitor the effectiveness of expenditures across media channels and campaigns.
 - (2) To predict advertising key performance indicators at varying budget levels.
 - (3) To identify potential cost savings from optimizing the total budget and the media mix.
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INTRODUCTION

Brand marketing strategy is a long term plan and its purpose is to increase a brand's position and positive perception in the market. The strategy can include several media channels, campaign and many tactics to reach its goals. It is also a catalyst by which customers understand purchase and eventually come to rely on a particular company or product.

Brand Marketing means promoting their own brand. The Mercedes Benz corporation is part of Daimler AG, also known as Daimler group. From the year 1926 to 1998 they were known as “Daimler Benz AG” and they are manufacturing high quality cars, buses & Motorcycles. The CEO of Mercedes Benz is Ola Kallenius.

Mercedes-Benz Company Stats

Industry - Auto Brands

Founded - 1955

Headquarters - Stuttgart

Country - Germany

CEO - Ola Källenius

Employees - 173,000

Brand Identity -

Brand identity means the individual methods used by a particular company to create a brand image. A brand image is the customer perception of the brand, the common elements of brand identity includes a brand name, slogan, colors, logo, a voice and a style. The name of the brand is a main element that reaches the minds of the customers. The most common features of a good brand names are that should be easily pronounced and memorable.

Luxury Car Market Report Highlights

Aspects	Details
Market Size By 2031	USD 1035 billion
Growth Rate	CAGR of 6.6%
Forecast period	2021 - 2031
Report Pages	398
Vehicle Type	<ul style="list-style-type: none"> • Hatchback • Sedan • Sports utility vehicle • Others
Fuel Type	<ul style="list-style-type: none"> • ICE • Electric and hybrid

Aspects	Details
Vehicle Class	<ul style="list-style-type: none"> • Entry-level luxury • Mid-level luxury • Ultra luxury
By Region	<ul style="list-style-type: none"> • North America (U.S., Canada, Mexico) • Europe (UK, Germany, France, Netherlands, Norway, Rest of Europe) • Asia-Pacific (China, Japan, India, South Korea, Rest of Asia-Pacific) • LAMEA (Latin America, Middle East, Africa)
Key Market Players	Rolls-Royce plc, Volvo Car Corporation, Aston Martin Lagonda, Daimler AG, Ferrari N.V., Volkswagen AG, INFINITI (NISSAN MOTOR CORPORATION), Tesla, BMW AG, Lexus (TOYOTA MOTOR CORPORATION)

NEED FOR THE STUDY

Mercedes Benz is the most desirable cars in the world, the main aim of the company is to reach its position as a first place in a luxury car groups. The highlight points about Mercedes Benz are that gives an excellent ride, handling, comfort, fuel economy and even entertainment. These are the aspect that make up its performance.

The benefits of working in Mercedes Benz is that it gives feeling of working at home, it gives training for success, flexible working, more free time, health management, compensation & benefits, hybrid works etc.

The common values of all Mercedes Benz cars are super design & engineering work. Mercedes Benz Research and Development India (MBRDI) is the largest research development centre for Mercedes Benz group AG outside of Germany. Their aim is to build a most desirable cars starting from India.

RESEARCH AND OBJECTIVES

Mercedes Benz Companies aim is to give customer satisfaction also show individuality and attractiveness that gives competitive advantage with other luxury cars.

Mercedes' corporate goal is to be carbon dioxide neutral by 2039. By 2025 the main function of Mercedes Benz company is to convert all their vehicle by Electric versions only.

Premium Features and Luxury on Every Mercedes-Benz. They are providing a luxury experience to the customers. That is the Mercedes-Benz value proposition.

The integrity, openness and respect, financial and social responsibility, customer focus, commitment to excellence and sustainability are some core values of Mercedes Benz company.

Mercedes Benz introduce the first petrol car in the world. Mercedes Benz is known for its automotive safety innovation. These car have few safety system such as infrared cameras, lasers, powerful radar & Mechanical Controlling Computer Systems.

REVIEW OF LITERATURE

In the year 2020, the number of units of Mercedes Benz car sale was 7,983 & the total number of luxury cars sale was 19,681 which means Mercedes Benz India share was 40.56%. In the year 2021, the number of units was 11,242 while the total number of luxury cars was 27,000 that means Mercedes Benz India share was 41.63%, and in the year 2022 total number of units was 15,822 while the total number of luxury cars sale was 35,000 that means Mercedes Benz India share was 45.37%.

From the review of literature we conclude that the major shares of sales of luxury cars are from Mercedes Benz that is a good sign.

MERCEDES-BENZ INDIA: LUXURY CAR MARKET LEADER FOR EIGHTH YEAR IN A ROW			
Calendar Year	Units	Luxury car market sales*	Mercedes-Benz India share
2022	15,822	35,000	45.37%
2021	11,242	27,000	41.63%
2020	7,983	19,681	40.56%
2019	13,786	35,274	39.08%
2018	15,538	40,788	38.09%
2017	15,330	38,989	39.31%
2016	13,231	33,296	39.73%
2015	13,502	36,207	37.29%
2014	10,201	31,912	31.96%
2013	9,003	30,166	29.84%
Total	1,25,638	3,28,313	38.26%
* Estimated luxury car market sales in India			

METHODOLOGY

Methodologies are group of methods that are used for their manufacturing process. The methods used by them are to make many innovations in their production that bring the best luxury car in the world.

Our strategy focuses on the modern luxury of tomorrow — and tomorrow's luxury is sustainable. Luxury and sustainability belong together. Making carbon-di-oxide free vehicle is one of their most ambitious plan by 2039.

The maintenance costs of Mercedes Benz are pretty expensive compare to other luxury cars. It came in second place just behind BMW's maintenance cost.

DATA ANALYSIS

In the year 2019 the number of units of Mercedes Benz sold was 13,786 & the total number of luxury car in the market sale was 35,274 units, and so the percentage wise the Mercedes Benz India share was 39.08% .

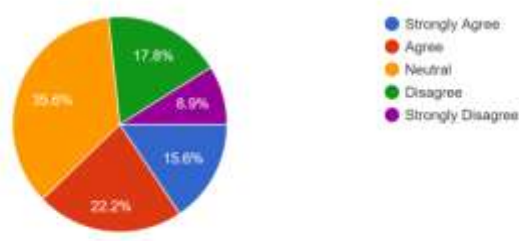
In the next year 2020 the number of units of Mercedes Benz sold was 7,983 & the total number of luxury car market sale was 19,681 units, here though the number of sales of the luxury car was reduced during the year 2020, the share of the Mercedes Benz in India was still increased than the previous year which was 40.56%.

In the year 2021 the number of units of Mercedes Benz sold was 11,242 units and the total number of luxury car in the market sale was 27,000 units, and so the percentage wise the Mercedes Benz India share was 41.63%.

In the year 2022 the number of units of Mercedes Benz sold was 15,822 units and the total number of luxury car in the market share was 35,000 units, and so the percentage wise the Mercedes Benz India share was 45.37%.

From the above detail and information, we could analysed that the Mercedes Benz India share was being increased from 2019 to upto 2022 though there was a pandemic situation in the middle of the time 2020.

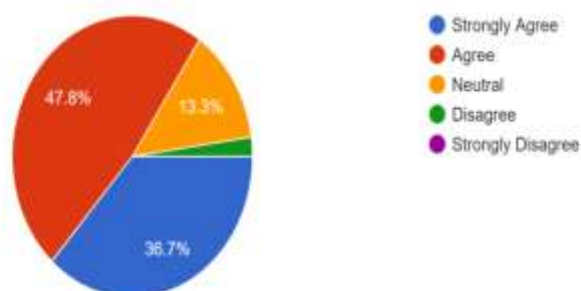
2. Is Mercedes fuel - efficient ?
90 responses



Particulars	No. Of Respondents	% of Respondents
Strongly Agree	14	15.6
Agree	20	22.2
Netural	32	35.6
Disagree	16	17.8
Strongly Disagree	8	8.9
Total	90	

3. Are Mercedes Expensive to Maintain ?

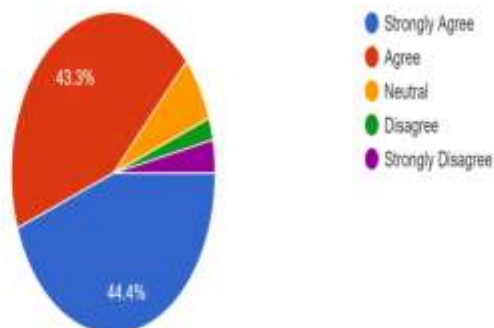
90 responses



Particulars	No. Of Respondents	% of Respondents
Strongly Agree	33	36.7
Agree	43	47.8
Netural	12	13.3
Disagree	2	
Strongly Disagree	0	
Total	90	

5. Are Mercedes Benz Good Quality ?

90 responses



Particulars	No. Of Respondents	% of Respondents
Strongly Agree	40	44.4
Agree	39	43.3
Netural	6	
Disagree	2	
Strongly Disagree	3	
Total	90	

FINDINGS & RECOMMENDATION

The reasons why people selecting Mercedes Benz among other luxury vehicles.

1. People buy Mercedes Benz as their favourite vehicle since their brand value is in first place compare to other luxury vehicles.
2. Continue with current traditions and marketing techniques.
3. Expand business market even further.
4. Incorporate new technology to further safety and that performance of vehicles.
5. Research and compare other top rated vehicles.

LIMITATIONS & IMPLICATION FOR FURTHER RESEARCH -

Mercedes Benz is one of the most reputed cars in the world. The high advanced technology and German engineering brings a high performance in this renowned vehicle. However, the Mercedes-Benz has come with enough issues to have some naysayers apart from its fan base.

Though this vehicle is one of the best luxury cars there are some issues which can be rectified by few technological way.

CONCLUSION

From all the information we collected even in the pandemic situation the sale rate of Mercedes Benz was in the top position compare to other luxury cars, also from overall sale of other cars half of the percentage sale is from Mercedes Benz that shows its excellent brand reputation for high quality, solid financial position, regular substantial investment in research and development.

The newest model in the Mercedes Benz line-up is the **AMG G 63** with a price tag of Rs. 3.30 Cr.

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