

A Study On marketing Strategies in Sibar Auto Parts Ltd at Renigunta.

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Abstract:

Marketing strategies are plans and actions developed by a company to promote its products or services and attract customers. They help businesses understand customer needs, create value, and compete effectively in the market. Effective marketing strategies include activities like advertising, pricing, promotion, and distribution to increase sales and brand awareness. This study conducted in Sibar auto parts LTD in Renigunta by taking sample size of 100 customers, for this study I use both primary & secondary data collection methods. Sibar Auto Parts Ltd is an automobile components manufacturing company located at the Industrial Estate on Renigunta Road near Tirupati, Andhra Pradesh. The company was established in 1983 and is involved in the production of aluminium die-cast automotive parts such as cylinder heads, crankcases, and cylinder blocks used in two-wheelers and other vehicles. It supplies products to various automobile manufacturers and also serves both OEM and replacement markets. The company is listed on the stock exchange and operates in the auto components industry.

Keywords:

Marketing strategies, value position, swot analysis, Types of marketing, brand positioning, Marketing strategic framework.

I. INTRODUCTION:

A marketing strategy is a long-term plan used by businesses to reach potential customers and gain a competitive advantage by understanding customer needs and wants. It outlines how a company will promote its products or services and convert prospects into loyal customers. A marketing strategy includes important elements such as the company's value proposition, target audience, brand message, and promotional methods. Businesses use different types of strategies such as print marketing, broadcast marketing, outdoor marketing, direct marketing, and word-of-mouth marketing, which are considered traditional approaches. In the modern

business environment, companies also use digital marketing, social media marketing, content marketing, influencer marketing, search engine marketing (SEM), and email marketing to reach a wider audience online.

Creating an effective marketing strategy involves several steps such as identifying clear goals, understanding the target customer profile, developing a strong marketing message, defining a budget, selecting suitable marketing channels, and tracking measurable results like sales, leads, or customer engagement. A well-planned marketing strategy helps businesses understand their customers better, build a strong brand image, and promote products to the right audience. It also supports business growth, increases sales, and strengthens customer relationships. However, marketing strategies can also have disadvantages such as high costs, the need for continuous data analysis, and the risk that campaigns may not always produce the expected results. Despite these challenges, a clear marketing strategy helps organizations use their resources effectively and achieve long-term success in a competitive market.

II. REVIEW OF LITERATURE:

1. Philip Kotler (2021)

Title: Marketing Management (15th Edition)

Contribution: Philip Kotler is often referred to as the "Father of Modern Marketing." In his seminal work, he introduced and refined the 4Ps framework (Product, Price, Place, Promotion)

and the STP Model (Segmentation, Targeting, Positioning). His recent editions include updates on digital marketing, social media, and sustainability in marketing.

Relevance: His work is foundational in both academic and corporate marketing strategy development, influencing how businesses identify market needs and fulfill them.

2. Michael E. Porter (2008)

Title: Competitive Advantage: Creating and Sustaining Superior Performance

Contribution:

Porter introduced the Generic Strategies Model – Cost Leadership, Differentiation, and Focus – which businesses use to gain competitive advantage. His Value Chain Analysis is a powerful strategic tool to identify and optimize internal activities for value creation.

Relevance: His theories guide strategic decisions on market positioning and operational efficiencies in various industries.

3. David Aaker (2014)

Title: Strategic Market Management

Contribution:

Aaker emphasized the importance of brand strategy and brand equity. He introduced tools like the Brand Identity Model and frameworks for analysing competitive advantages.

Relevance: Aaker's work helps marketers build strong brands and architectures and evaluate their market performance from a strategic viewpoint.

4. Al Ries & Jack Trout (2001)

Title: Positioning: The Battle for Your Mind

Contribution: They pioneered the concept of positioning – the process of identifying and attempting to own a marketing niche for a brand in the consumer's mind.

Relevance: This concept remains critical for product differentiation and branding in competitive markets. It laid the groundwork for niche marketing strategies.

5. Kotler & Keller (2016)

Title: Marketing Management (Global Edition)

Contribution:

This edition builds on Kotler's original principles but introduces Holistic Marketing – integrating relationship marketing, performance marketing, integrated marketing communications, and internal marketing.

Relevance: It highlights the interconnectedness of all marketing efforts and the need to deliver consistent customer value.

OBJECTIVES OF THE STUDY:

- To identify the different marketing strategies used by Sibar Auto Parts Ltd.
- To examine how marketing strategies influence purchasing decisions.
- To evaluate the effectiveness of digital platforms in their marketing.
- To analyse how they are maintaining loyal customers those who are satisfied highly.

NEED FOR THE STUDY:

Marketing strategy helps businesses differentiate themselves from competitors through unique value propositions. Managers use strategic frameworks (like SWOT, STP, 4Ps/7Ps, digital models) to make data-driven decisions. Markets evolve with technology, competition, and consumer trends. Good strategy ensures adaptability.

It helps firms decide where to invest – advertising, promotions, digital initiatives – to maximize ROI. For students and professionals, understanding marketing strategy builds skills demanded in roles like marketing manager, brand consultant, business analyst, and entrepreneur.

SCOPE OF THE STUDY:

The present study on Marketing Strategies with reference to Sibar Auto Parts Ltd. is designed to explore and evaluate the effectiveness of marketing approaches in the context of the Indian automotive components industry.

III. METHODOLOGY OF THE STUDY

RESEARCH DESIGN: Descriptive Research

Data Source:

A. Primary data:

It is the source which collects the primary data through Questionnaire and records the raw data for further analysis. Primary source is used by the face-to-face survey with the customers of the company.

B. Secondary data:

Secondary source is the internet, magazines, and old data files of the research.

Sampling Method: Random Sampling Method

Sample size: 98

$$Z = \frac{N}{1 + N(E)^2}$$

$$N = 130$$

$$E = (0.05)$$

$$Z = \frac{N}{1 + N(E)^2}$$

$$Z = \frac{130}{1 + 130(0.05)^2}$$

$$Z = 98$$

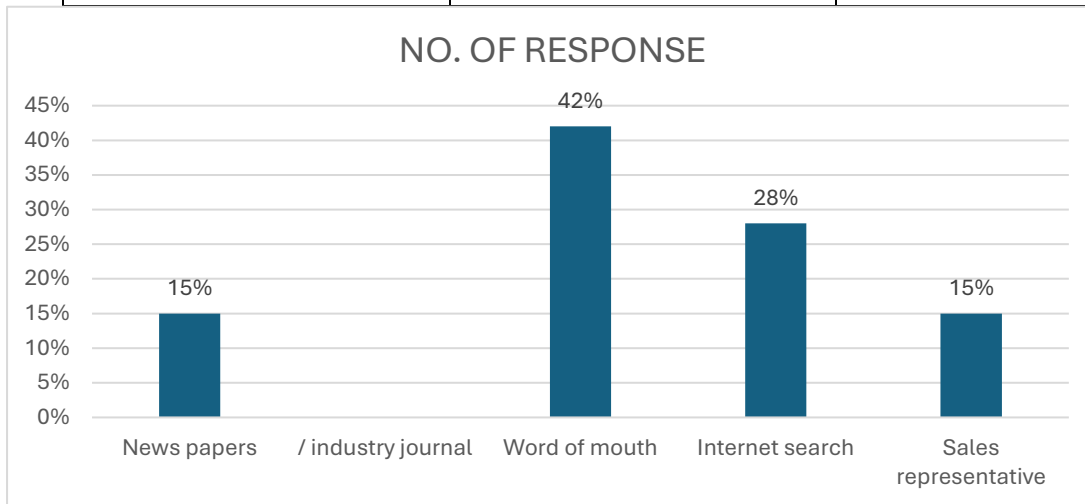
Limitations of the study:

- The study is confined to the Renigunta and Tirupathi zone only.
- Personal bias was not influenced to this study.
- The findings are based on a small sample size, which may influence the accuracy of the results.
- Limited access to financial and internal marketing data affected the depth of the analysis.

IV. Data Analysis & Interpretation:

TABLE1: SOURCES OF AWARENESS FOR SIBAR AUTO PARTS

SOURCE OF AWARENESS	NO. OF RESPONSE	PERCENTAGE
News papers / Industry journal	15	15%
Word of mouth	41	42%
Internet search	27	28%
Sales representative	15	15%
total	98	100%

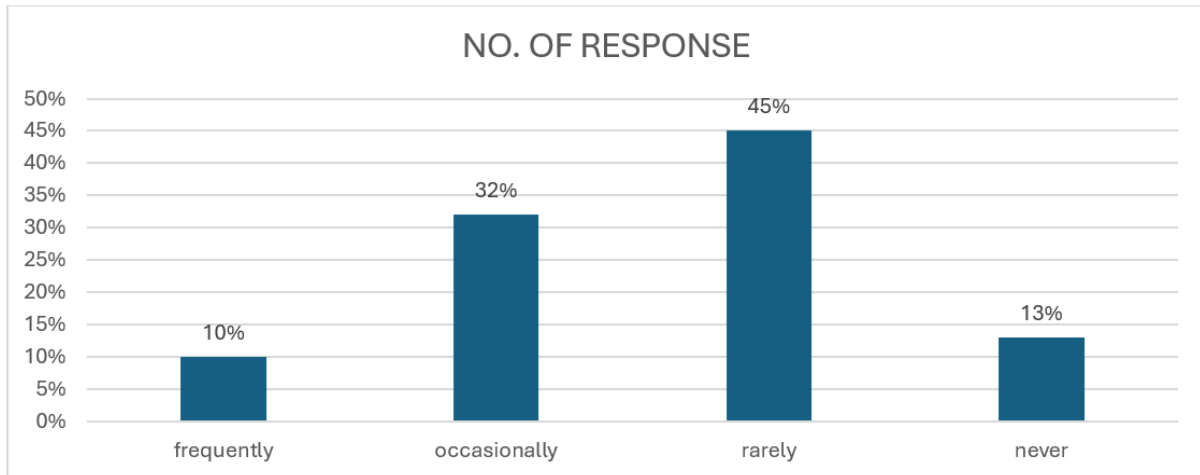


INTERPRETATION:

Word of Mouth (42%) is the primary source of awareness for Sibar Auto Parts, followed by Internet Search (28%). Traditional channels, including Industry Journals (15%) and Sales Representatives (15%), contribute equally but less significantly, indicating that the brand's growth is largely driven by industry reputation and digital discovery.

TABLE 2: SIBAR AUTO PARTS PRESENCE AT INDUSTRIAL EXHIBITIONS

RESPONSE	NO. OF RESPONSE	PERCENTAGE
frequently	10	10%
occasionally	31	32%
rarely	44	45%
never	13	13%
TOTAL	98	100%

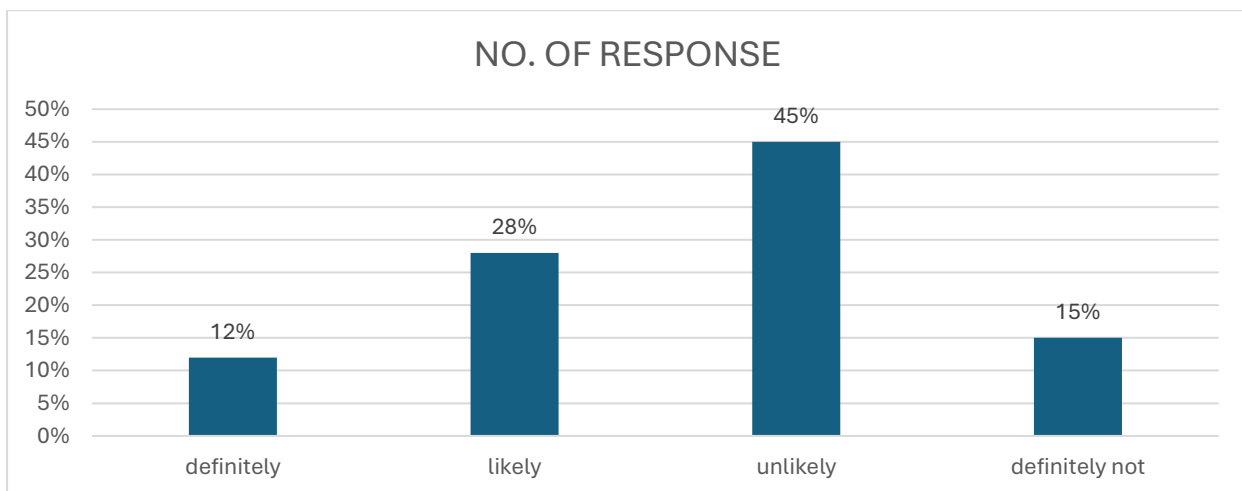


INTERPRETATION:

The most common observation is that Sibar Auto Parts is seen Rarely (45%) or Occasionally (32%) at industrial exhibitions. This suggests the company prioritizes direct OEM relationships and targeted B2B networking over a high-frequency public exhibition strategy. With only 10% reporting "Frequent" visibility and 13% noting "Never," the data indicates a selective and strategic approach to trade show participation.

TABLE 3: PROPENSITY TO SWITCH (PRICE VS. BRAND)

RESPONSE	NO. OF RESPONSE	PERCENTAGE
definitely	12	12%
likely	27	28%
unlikely	44	45%
definitely not	15	15%
TOTAL	98	100%

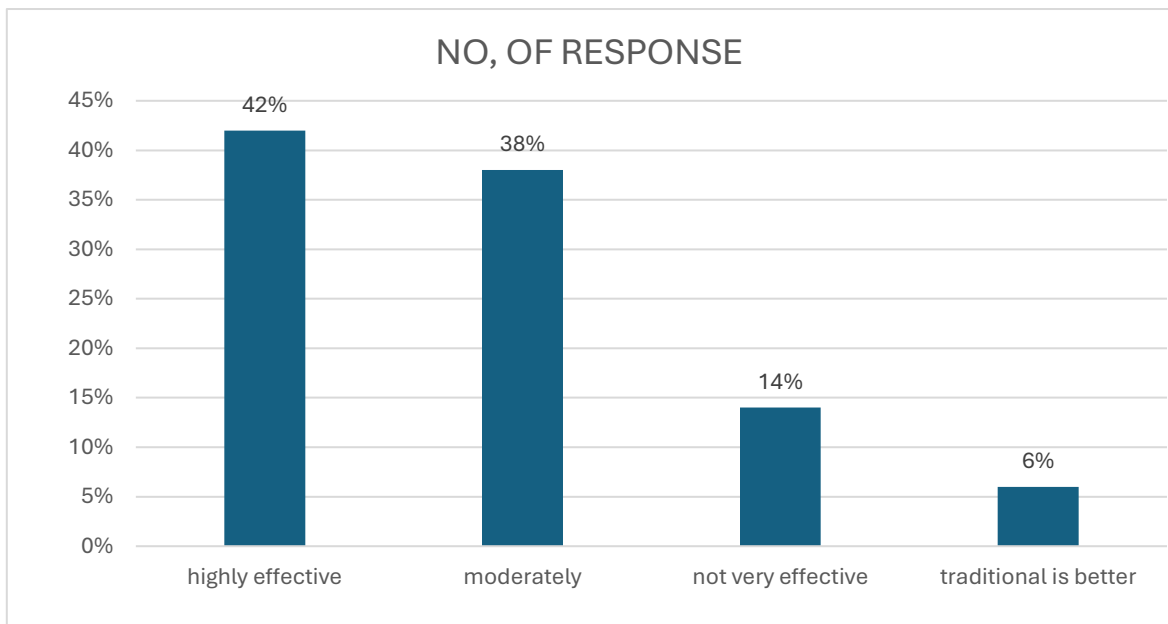


INTERPRETATION:

Sibar maintains strong loyalty, as 60% of respondents would not switch for lower prices, prioritizing established technical quality over cost. This indicates that technical superiority and OEM reputation create a value buffer that effectively resists purely price-driven competition from rivals.

TABLE 4: PERCEIVED EFFECTIVENESS OF DIGITAL MARKETING

RESPONSE	NO, OF RESPONSE	PERCENTAGE
highly effective	41	42%
moderately	37	38%
not very effective	14	14%
traditional is better	6	6%
TOTAL	98	100%

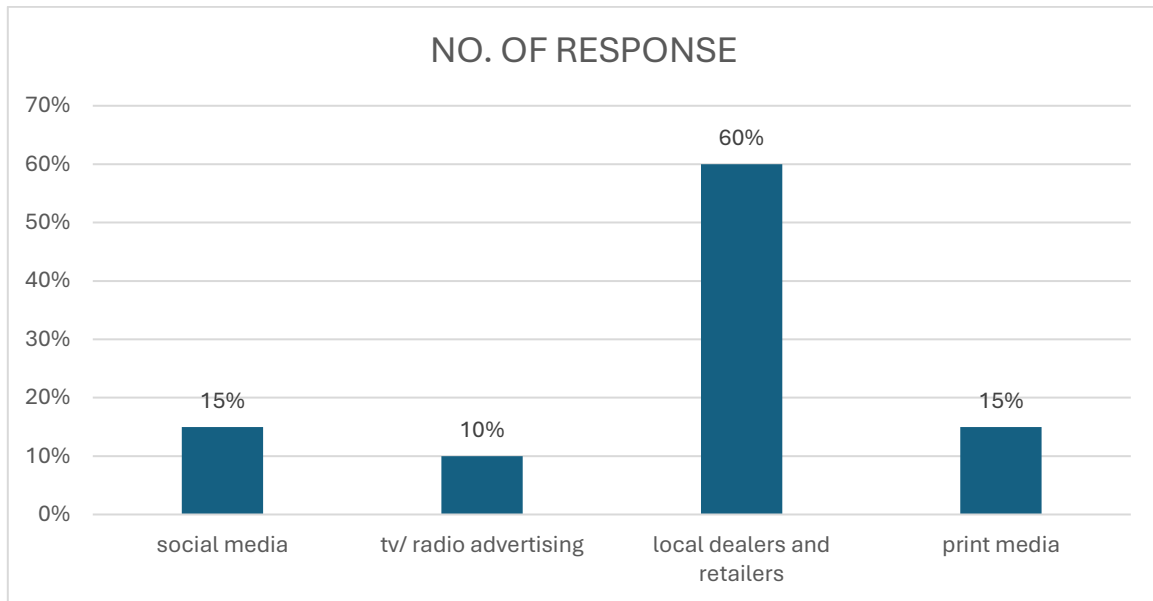


INTERPRETATION:

Digital marketing is viewed positively by 80% of respondents, with 42% considering it Highly Effective. This indicates that industrial buyers now heavily rely on digital channels for discovery, making online strategies essential for Sibar to maintain visibility and its competitive edge.

TABLE 5: MOST EFFECTIVE MARKETING CHANNEL FOR SIBAR AUTO PARTS LIMITED

RESPONSE	NO. OF RESPONSE	PERCENTAGE
social media	15	15%
tv/ radio advertising	10	10%
local dealers and retailers	58	60%
print media	15	15%
TOTAL	98	100%



INTERPRETATION:

Local dealers and retailers are the most effective channel for 60% of respondents, emphasizing the importance of point-of-sale influence in the automotive sector. Digital and print media play secondary roles, suggesting that physical presence and personal recommendations remain primary drivers.

Findings:

- Word of mouth (42%) is the major source of awareness for Sibar Auto Parts, followed by internet search (28%), showing the importance of reputation and digital presence.
- A large number of respondents (45%) stated that Sibar Auto Parts is rarely seen at industrial exhibitions, indicating limited participation in trade shows.
- Customer loyalty is strong, as most respondents are unlikely to switch to competitors even if they offer lower prices.
- Digital marketing is considered effective by most respondents for a B2B company like Sibar.
- Local dealers and retailers (60%) are the most effective marketing channel for the company.

Suggestions:

- ❖ The company should increase participation in industrial exhibitions and trade fairs to improve brand visibility.
- ❖ Strengthen digital marketing strategies such as search engine optimization and professional networking platforms.

- ❖ Enhance promotional and marketing activities to create greater awareness and influence customer purchasing decisions.
- ❖ The company should provide more detailed technical information and product documentation on the website.

V. Conclusion:

The study reveals that Sibar Auto Parts Limited has established a strong position in the automotive components industry through consistent product quality, technical innovation, and reliable OEM partnerships. Customers highly value the company’s technical features, cost effectiveness, and product reliability, which significantly influence their purchase decisions.

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