

# Consumer Choice With Reference To Gna Axles Limited, Hoshiarpur

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## Abstract

The consumer choice theory postulates why individuals purchase products. It means that you choose to spend your money on the things that will make you the happiest while staying within your means. The products of GNA Axles Limited are Fully Floating Axles, Fixed Axles, Stub Axles, Semi Floating Axles and Half Axles etc. 80% of trucks & tractors have GNA's axles fitted. GNA make a range for vehicles up to 25 tones capacity. The study encompasses the employees understanding regarding the company's products in the market and the attribute influencing the sale of the products with reference to GNA Axles Limited, Hoshapur.

## INTRODUCTION TO COMPANY

### 1.1 Profile of the Company

Guru Nanak Auto Enterprises Ltd., a competitive auto component manufacturing firm, was founded in 1946 by the legendary Late Sardar Amar Singh. It is located in Bundala, Jalandhar, and covers an area of 60,000 square metres with 15,000 square metres of covered space. Under the leadership of Mr. Jagdish Singh, Managing Director, the Company has grown to become the largest integrated facility of its kind in the Indian subcontinent, with a committed workforce of 600 people.

The Company expertly integrates cutting-edge technology into passenger cars, light trucks, and heavy commercial vehicles by offering cutting-edge art-to-part engineering, cutting-edge lean, flexible manufacturing with world-class infrastructure, and on-time delivery of components like rear axle shafts, brake s'cam shafts, torque bars, steel forgings, wheel spindles, and clutch shafts. The company will be at your side at every turn, offering thorough support that will enable you to save development time, improve process effectiveness, and rewrite product quality and performance standards. Computer Aided Design (I-DEAS) and Computer Aided Manufacturing (CAM) are at the heart of its high-quality completed products, as are advanced statistical techniques such as SPC, PMEA, PPAP, APQP, and MSA. This improves the company's capacity to provide defect-free products to the worldwide vehicle sector at no additional expense.

We at Guru Nanak Auto Enterprises Ltd. are committed to improving productivity and technology in order to stay on top of the quality ladder at all times, with the goal of becoming a truly global operating company. We track our progress by how successfully we respond to our clients' requirements in order to reach the highest degree of customer satisfaction.

The GNA Group is on a fast road to globalisation and growth. With a diverse product range, the company has a significant customer base that spans many sectors of the automotive industry. Along with this, the company has a consistent development pattern, even when demand in the automotive sector fluctuates.

GNA is an original equipment provider to a number of automotive manufacturers, as well as a prominent replacement market player. At GNA, quality management is a timeless notion in which changing client expectations are a driving force to go beyond standard compliance.

GNA is a firm believer in technological advancement in order to maintain a competitive advantage. This explains why traditional industrial equipment is being replaced by improved transfer links, leading in increased production and efficiency at a reduced cost. GNA's core capability is based on a strong engineering knowledge foundation and over 55 years of manufacturing expertise. GNA has gone a long way, yet the quest for perfection continues.

GNA STANDS FOR:

- Guru
- Nanak
- Auto Enterprises

## REVIEW OF LITERATURE

**Teresa Domzal, Lynette Unger (1990):** Since the global versus multinational marketing argument first arose about 25 years ago, both approaches have their advantages and disadvantages. This article gives a broad overview of the many strategies used by multinational corporations to succeed in international marketing. Looking at what is being done in the worldwide marketing and advertising industry served as the foundation for this research

**Brigitte M. M. Nicoulaud (1993)** demonstrated that the two most important consumer issues of the late 1990s were perceived to be product quality and customer knowledge. According to reports, consumer affairs programmes that focus on product quality, consumer research, and information are the most beneficial.

**Ralf Thomas Kreutzer (1993)** demonstrates the value of standardising the marketing mix inside a global marketing philosophy. A framework for analysis is presented that businesses may use to determine whether or not global marketing can help them develop competitive advantages. A segmentation notion focused on standardisation is addressed in this context.

**Peter N.C. Cooke (1996)** an assessment of value-added marketing tactics. The costs and advantages of each service in the automobile sector are analysed. A value-added strategy's effects are discussed.

**Allan Mcgrath (1998)**, Controlling marketing for productivity, according to the researcher, requires managing four important areas: strategy management, cost management, asset management, and organisation management. According to the researcher, in order to maintain customer satisfaction, healthy margins, and market share in the cutthroat 1990s, marketers must be more concerned with productivity.

**Jagdish N. Sheth (2001)** speculates on the effects of the dynamics at play in the macroeconomic environment on marketing strategy. Regional integration, technological advancements, an ideology-free world, and a borderless economy are the four that the researcher combines. As the best course of action, he suggests ten cutting-edge marketing techniques: borderless marketing, relationship marketing, mass customization, anticipatory innovation, customer-focused quality, trickle-up marketing, value-based marketing, coverage marketing, and networked marketing. He also suggests adding a fifth "P" for policy-shaping.

**M. Teresa Cardador (2014)** In both management and marketing, there has been increased interest in how people identify with organisations and how those organisations try to control those identifications. The authors contend that the relative importance of these identification management bases will vary depending on an individual's affiliation

with an organisation. The authors offer a theoretical framework for upcoming interdisciplinary research as their final recommendation to management and marketing experts.

**Subhojit Banerjee (2015)** despite the fact that marketers have long used discounts and freebies as part of their sales promotion strategies, the question of how to improve this technique still looms large. The study looks at how consumer durables and consumables are promoted. It needs to be confirmed whether it applies to additional product categories. The results can help marketers create promotional tactics, particularly in scenarios involving new product marketing and brand extension.

**Kwak, Hyokjin; Forman, Howard; Zinkhan (2016)** For academic scholars and practitioners alike, it is crucial to comprehend how consumers see corporate marketing initiatives. The findings imply that there are no appreciable distinctions between the views of US and Korean consumers about advertising. However, compared to Korean customers, US consumers had more positive sentiments toward products and pricing. Furthermore, we discover that in both nations, gender is a significant predictor of attitudes against corporate advertising. Finally, the findings imply that opinions toward pricing and advertising among Korean consumers are positively correlated with their exposure to television.

## NEED OF THE STUDY:

A gap has been found after reviewing the studies done by different professionals. In light of the expanding market and fierce competition, numerous research have been done on the effect of service quality on customer loyalty, commitment, and satisfaction. However, there hasn't been any research done yet on the company's products on the market and the factors affecting their sales in GNA. This investigation was carried out as a result of the gap that had been discovered. The need to cover the neglected areas was therefore realised.

### 3.2 SCOPE

The workers at GNA, Hoshiarpur, were the only participants in this study.

### 3.1 OBJECTIVES OF STUDY

The objective is to study the employees understanding regarding the company's products in the market and the attribute influencing the sale of the products.

## RESEARCH METHODOLOGY

### 4.1 RESEARCH DESIGN

#### Descriptive research

The research conducted is descriptive research.

### 4.2 SAMPLING DESIGN

#### 4.2.1 Sample size

The number of respondents under consideration is 27.

#### 4.2.2 Sampling Technique

Sampling technique used for this study is random sampling.

### 4.3 DATA COLLECTION AND ANALYSIS

#### 4.3.1 Data Collection

In this study primary data is used.

The various sources of information are:

1. Questionnaires from respondents.

2. Consulting with officials of the company.

#### 4.3.2 Tools of presentation and Analysis

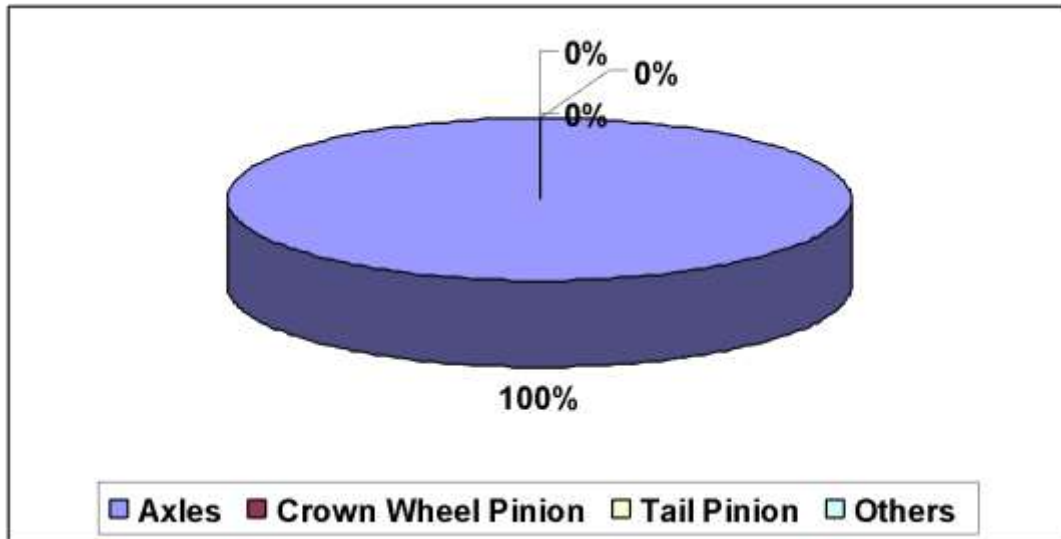
Tables and pie charts were used to analyze the data.

### DATA PRESENTATION, ANALYSIS AND INTERPRETATION

#### 1. What are the products you are selling in the market?

**Table 5.1: Products being selling in the market**

Particulars	No. of Respondents	%age of Respondents
Axles	27	100%
Crown Wheel Pinion	0	0%
Tail Pinion	0	0%
Others	0	0%



**Figure 5.1: Products being selling in the market**

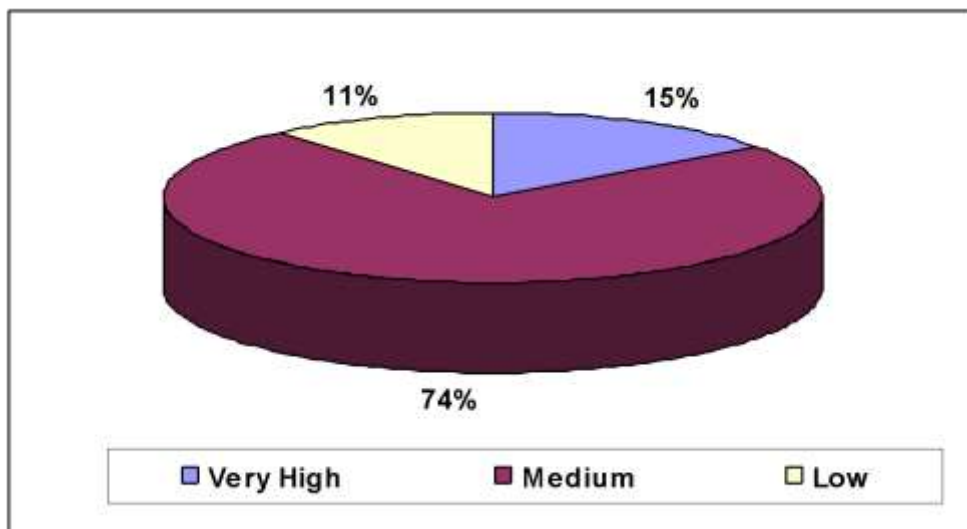
#### Interpretation:

This research study is limited to only those respondents who sell axels in the market. It is revealed from the above graph that all (100%) use to sell axels in the market.

#### 2. What is the demand level of these products in the market?

**Table 5.2: Demand level of products in the market**

Particulars	No. of Respondents	%age of Respondents
Very High	4	15%
Medium	20	74%
Low	3	11%
Total	27	100%



**Figure 5.2: Demand level of products in the market**

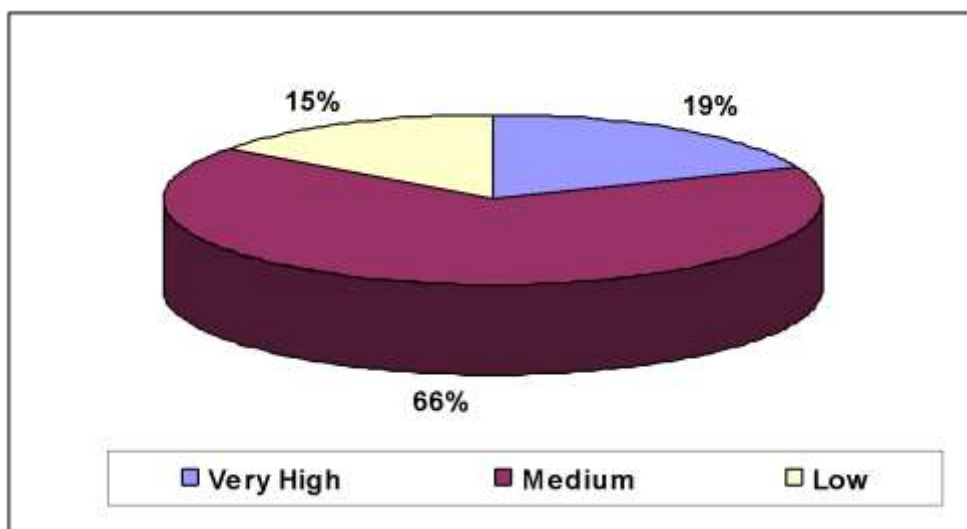
**Interpretation:**

The above question is asked to respondents with an aim to know the level of demand of axels in the market. It is revealed from the above graph that out of 27 respondents, 74% respondents favoured that there is medium level of demand of axles while 15% favoured very high and rest of them favoured low demand of axles in the market.

**3. Sale of Branded products against non branded products?**

**Table 5.3: Sale of Branded Products against non branded products**

Particulars	No. of Respondents	%age of Respondents
Very High	5	19%
Medium	18	66%
Low	4	15%
Total	27	100%



**Figure 5.3: Sale of Branded Products against non branded products**

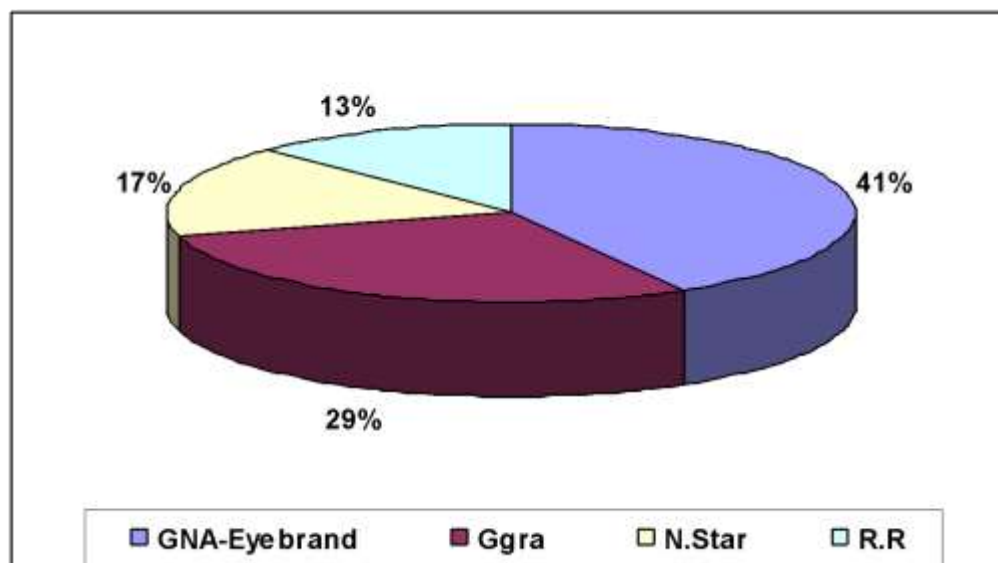
**Interpretation:**

From the above graph it is clear that out of 27 respondents, 66% respondents favoured that the sale of branded products against non products is medium while 19% favoured it as 'very high' and rest of them favoured it as low sale.

**4. Please name some brands you are dealing for these products with monthly consumption?**

**Table 5.4: Dealing of Brands with monthly consumption**

Brand	No. of Respondents	%age of Respondents
GNA-Eyebrand	10	41%
Ggra	7	29%
N.Star	4	17%
R.R	3	13%
Total	27	100%



**Figure 5.4: Dealing of Brands with monthly consumption**

**Interpretation:**

From the above graph it is clear that out of 27 respondents, 41% respondents are dealing with GNA Eyebrand while 29% are dealing with Ggra followed by 17% N.Star and rest of them are dealing with R.R. brand.

**5. Who are the bulk consumers of the products?**

**Table 5.5: Bulk consumption of the product**

Brand	No. of Respondents	%age of Respondents
Mechanics	2	7%
Shopkeepers	6	22%
Auto Company	18	67%
Others	1	4%
Total	27	100%

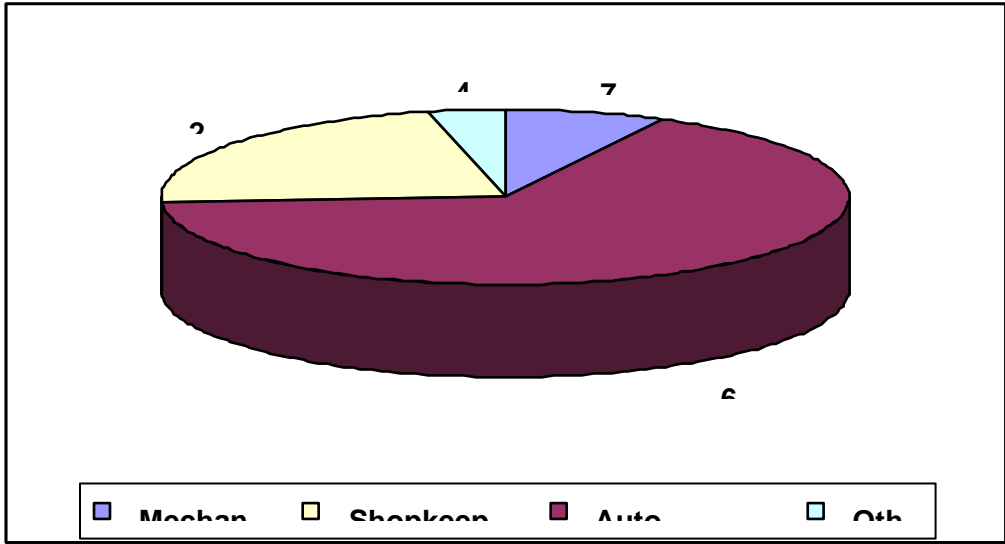


Figure 5.5: Bulk consumption of the product

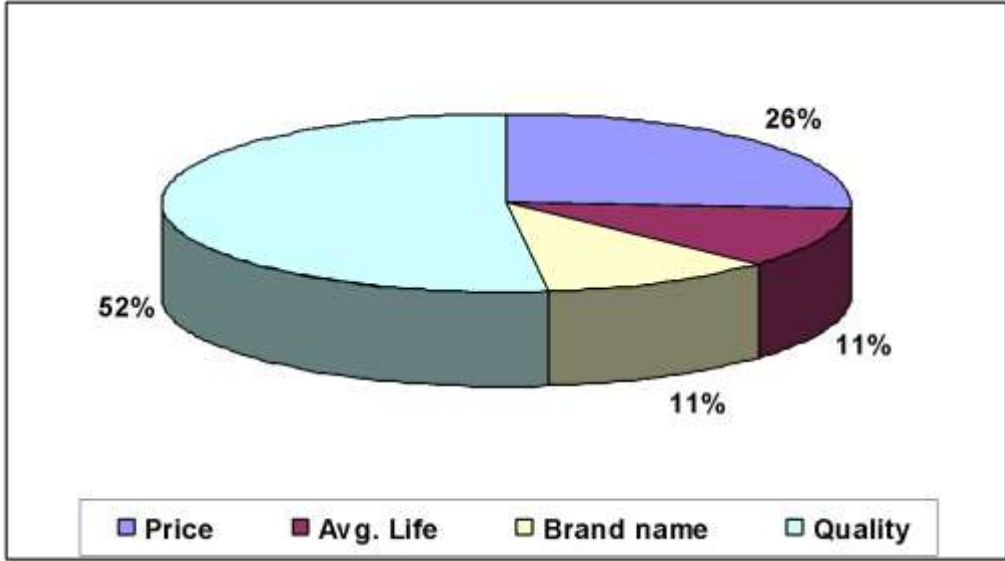
**Interpretation:**

From the above graph it is clear that out of 27 respondents, 67% respondents are auto companies while 22% customers are shopkeepers from followed by 7% mechanics and rest of them from other category.

**6. Which attribute influencing the sale of the products?**

Table 5.6: Attributes influencing the sale of the products

Particulars	No. of Respondents	%age of Respondents
Price	7	26%
Avg. Life	3	11%
Brand name	3	11%
Quality	14	52%
Total	27	100%



**Figure 5.6: Attributes influencing the sale of the products**

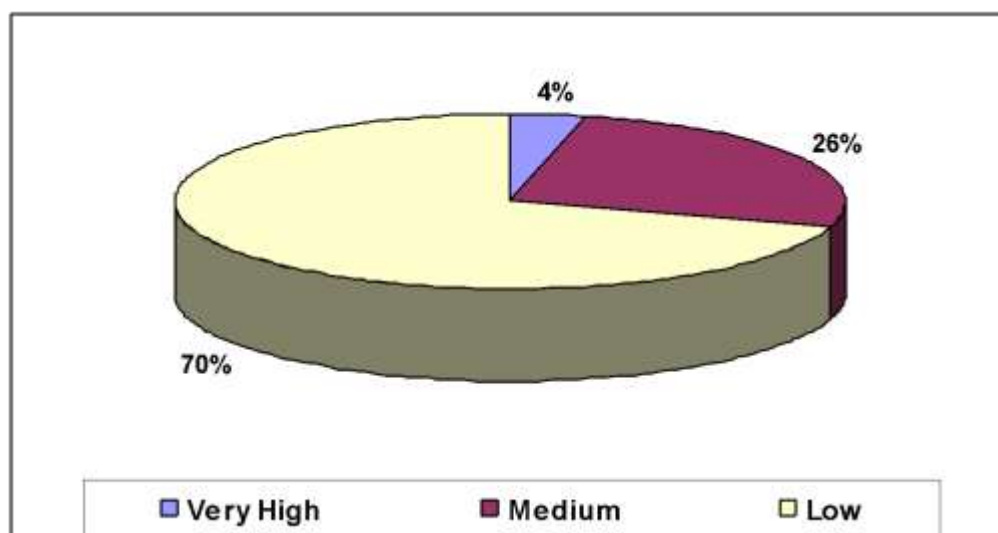
**Interpretation:**

From the above graph it is clear that out of 27 respondents, 52% respondents are influenced by quality of the product while 26% are influenced by price followed by 11% each are influenced by avg. life and brand name respectively.

**7. The extent of the complaints for these types of products?**

**Table 5.7: Product complaints**

Particulars	No. of Respondents	%age of Respondents
Very High	1	4%
Medium	7	26%
Low	19	70%
Total	27	100%



**Figure 5.7: Product complaints**

**Interpretation:**

GNA manufactures the products of high quality which are checked and tested through various inspection checks. It is revealed from the above graph that out of 27 respondents, 70% respondents have given low complaints while 26% respondents have given medium level of complaints and rest of them have given high level complaints about these products.

**8. Contribution of sales force on the sale of the product?**

**Table 5.8: Contribution of sales**

Particulars	No. of Respondents	%age of Respondents
Very high	17	63%
Medium	7	26%
Low	3	11%
Total	27	100%

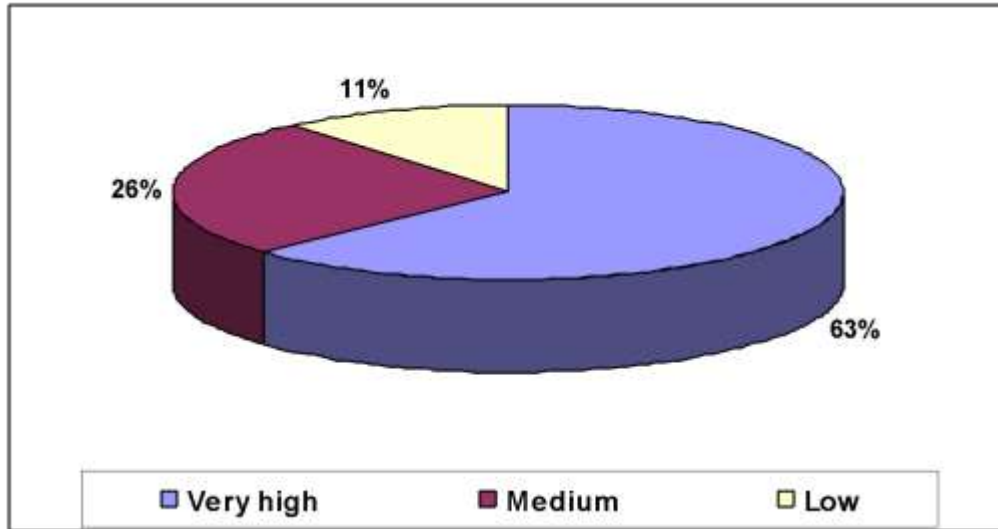


Figure 5.8: Contribution of sales

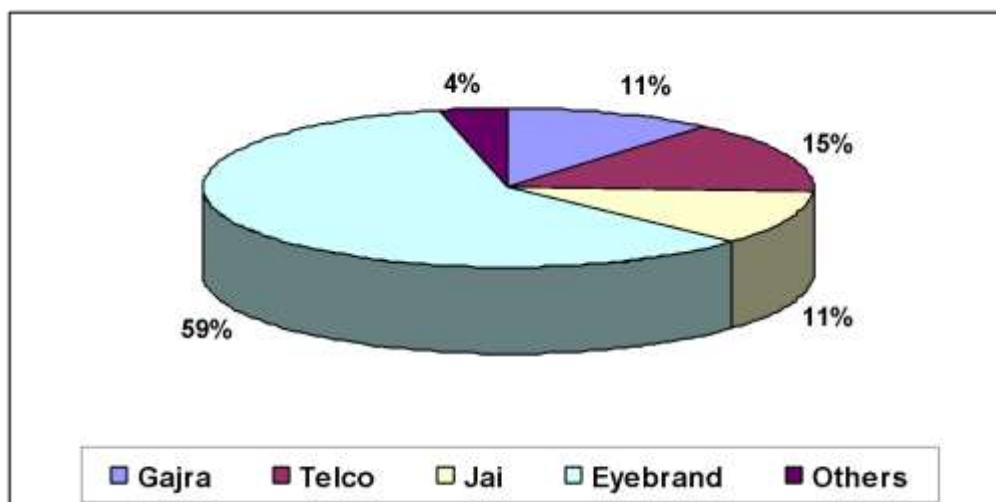
**Interpretation:**

From the above graph it is clear that out of 27 respondents, 63% respondents favoured that sales force play very high role in the sale of the product while 26% favoured medium level of role and rest of them favoured that sales force play lower level role in the sale of products.

**9. Which company's sales force highly influenced the behavior of customers for this product?**

Table 5.9: Influencing the behavior of customers by company's sales force

Particulars	No. of Respondents	%age of Respondents
Gajra	3	11%
Telco	4	15%
Jai	3	11%
Eyebrand	16	59%
Others	1	4%
Total	27	100%



**Figure 5.9: Influencing the behavior of customers by company's sales force**

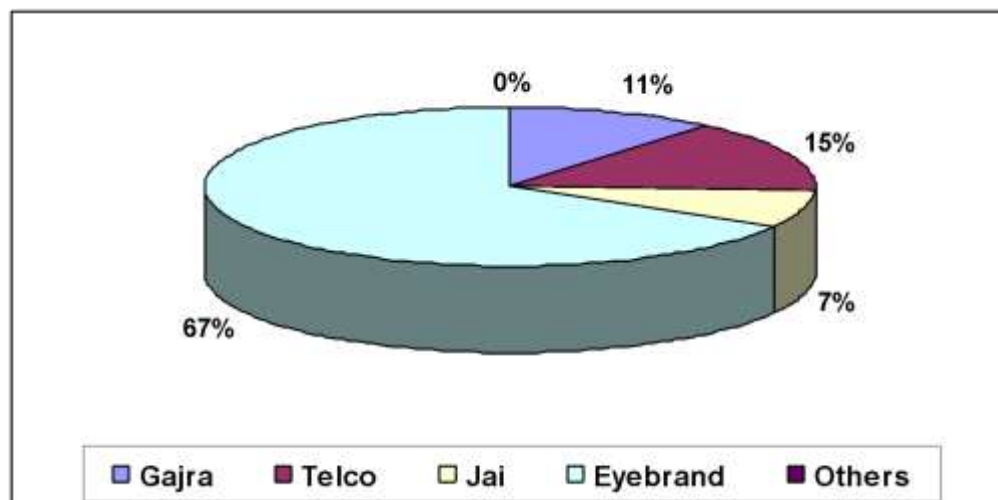
**Interpretation:**

From the above graph it is clear that out of 27 respondents, 59% respondents favoured that they are highly influenced by Eye-brand while 15% are influenced by Telco followed by 11% are influenced by Gajra & Jai respectively and rest of them are influenced by other brands.

**10. Which company has effective promotional activity on sales?**

**Table 5.10: Effective promotional activity on sales**

Particulars	No. of Respondents	%age of Respondents
Gajra	3	11%
Telco	4	15%
Jai	2	7%
Eyebrand	18	67%
Others	0	0%
Total	27	100%



**Figure 5.10: Effective promotional activity on sales**

**Interpretation:**

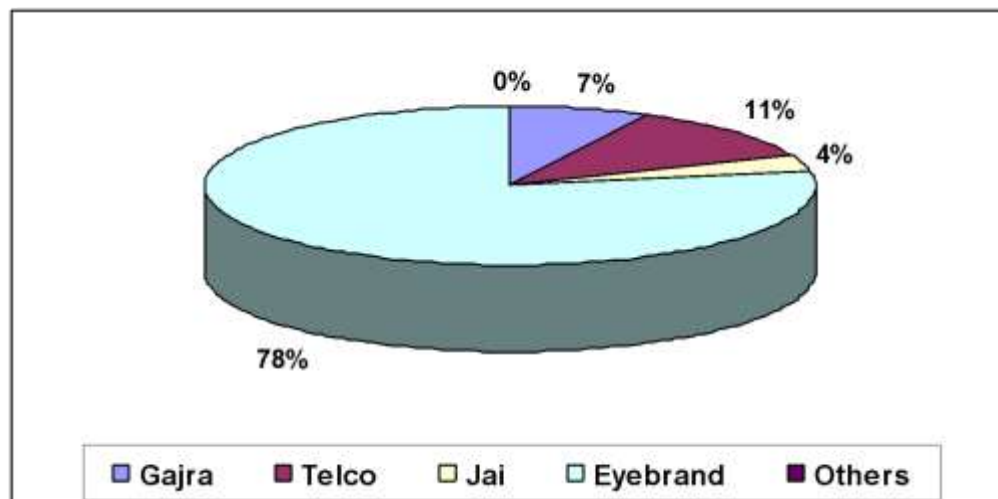
From the above graph it is clear that out of 27 respondents, 67% respondents think that Eye-brand has effective promotional activity on sales while 15% think that Teleco has an effective promotional activity followed by 11% Gajra and 7% Jai brand.

**11. Which company's product has brand loyalty?**

**Table 5.11: Brand loyalty of products**

Particulars	No. of Respondents	%age of Respondents
Gajra	2	4%
Telco	3	11%
Jai	1	7%
Eyebrand	21	78%

Others	0	0%
Total	27	100%



**Figure 5.11: Brand loyalty of products**

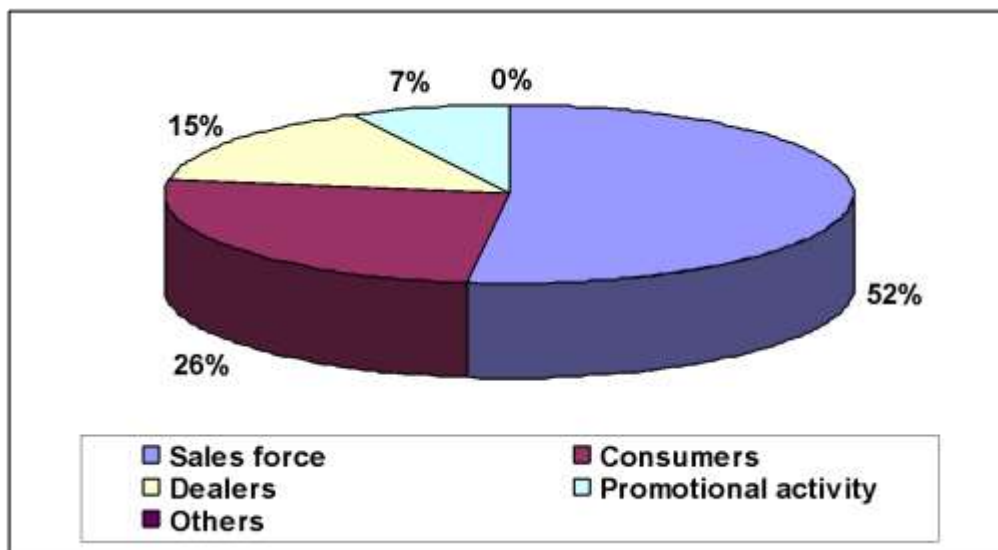
**Interpretation:**

From the above graph it is clear that out of 27 respondents, 78% respondents are more brand loyal to Eyebrand as compare to other brands. It is also revealed from the graph that 11% are brand loyal towards Telco while 7% to Jai and rest of them are loyal towards to Gajra brand.

**12. Who are the ultimate decision makers for this product?**

**Table 5.12: Ultimate decision makers**

Particulars	No. of Respondents	%age of Respondents
Sales force	14	52%
Consumers	7	26%
Dealers	4	15%
Promotional activity	2	7%
Others	0	0%
Total	27	100%



**Figure 5.12: Ultimate decision makers**

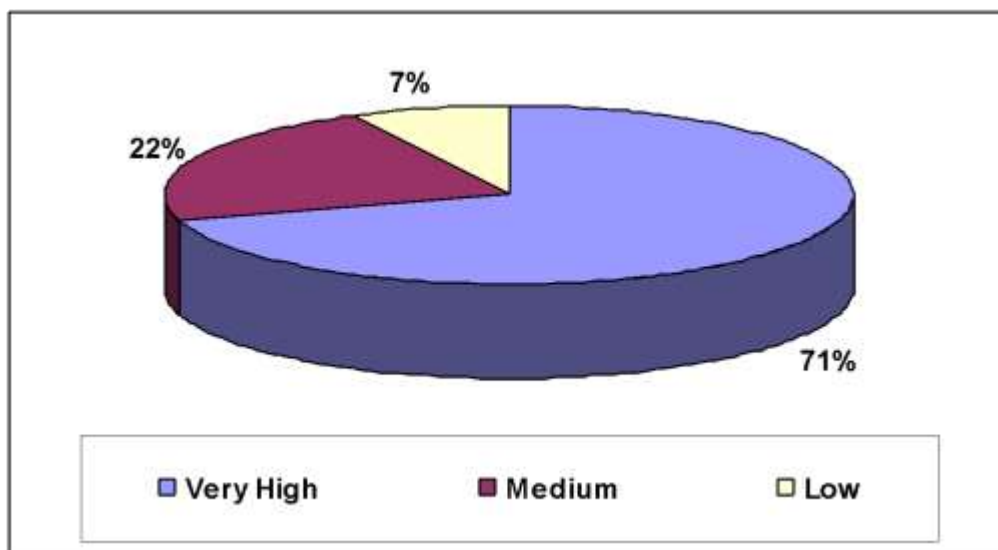
**Interpretation :**

From the above graph it is clear that out of 27 respondents, 52% respondents said that sales force is the ultimate decision makers while 26% favoured consumers followed by 15% dealers and rest of them favoured promotional activities.

**13. How much is the delicacy of the products?**

**Table 5.13: Delicacy of the products**

Particulars	No. of Respondents	%age of Respondents
Very High	19	71%
Medium	6	22%
Low	2	7%
Total	27	100%



**Figure 5.13: Delicacy of the products**

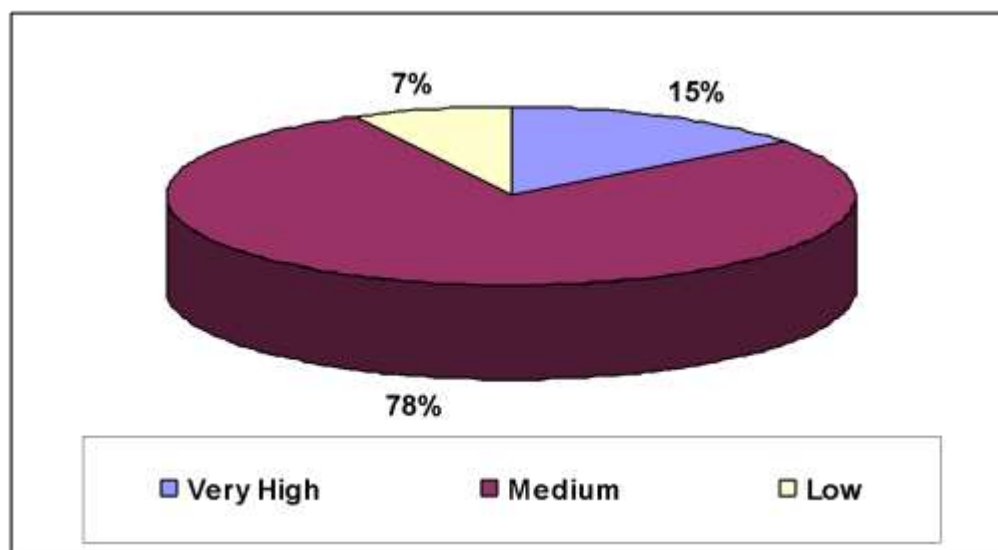
**Interpretation:**

From the above graph it is clear that out of 27 respondents, 71% respondents favoured that the delicacy of the product is very high while 22% favoured it as medium and rest of them favoured the delicacy of the product as of lower quality.

**14. What is the volume of business dealers gets from the products?**

**Table 5.14: Volume of business dealers**

Particulars	No. of Respondents	%age of Respondents
Very High	4	15%
Medium	21	78%
Low	2	7%
Total	27	100%



**Figure 5.14: Volume of business dealers**

**Interpretation:**

From the above graph it is clear that out of 27 respondents, 78% dealers get medium level of business from the products while 15% get high level of business and rest of them get lower level of business.

**FINDINGS OF THE STUDY**

After going through all the aspects in GNA Axles Limited, some pragmatic points about it are as follows:-

- (1). Limits itself to Northern India** - In order to boost the sale of GNA products in Southern India, the company should put more emphasis on advertisements.
- (2). No special policy to counter the competitor:** - The Company seems to be satisfied in itself with its sales and have no special policy to counter the competitors in the field.
- (3). No direct personal contact with the ultimate consumer :-** The company sells its products only through its dealer's network and has no retail outlets of their own which can increase confidence building in the consumer.

**(4). Safe packaging:** - The GNA Axles Limited is providing excellent packaging by safeguarding their products from every possible damage.

**(5). No fixed budget for promotional purpose:** - The company has as such no fixed budget regarding promotion of products, which do not encourage the sales staff to promote their products.

**(6). Quality conscious:** - The GNA Axles Limited is really conscious about quality standards. The quality of their products is checked and tested at every stage of production.

**(7). In touch with various association:** - The company, in order to keep abreast with the latest technology, always keep in which with the technical organizations.

**(8). Advertisement Expenditure:** - The company is not serious about its advertisements. The company should put its emphasis on advertisement to boost the sales.

## 7.2 CONCLUSION & RECOMMENDATIONS

The following recommendations can be provided after has analysis and detailed study of various aspects of marketing. These will help in the respective areas where certain drawbacks were found during the period of study.

**(1). Expansionary Policy should be adopted :-** As GNA Axles Limited is only market leader in Northern India it should diversify its market to different states of India as well as in abroad. This will increase the customer in number & the contacts will also be widened.

**(2). Should concentrate on Promotional techniques:** - The firm should increase its advertising budget and should tie up with some reputed advertising agency to get benefits of good advertising.

**(3). Should invest more in Infrastructure and new technology:** The firm should keep investing in infrastructure and new technology. This way it can keep up with the increasing demand, can complete well & avail the opportunities from time to time.

**(4). Should foresee future areas of demand:** - In order to increase its sales it should also search for potential markets where it has no dealer or distributor. Thus by attending to unrepresentative areas sales can be boosted up.

**(5). Should equipped themselves to face challenges :-** Due to globalization, any foreign competitor of MNC can enter the market and share the customer so GNA Axles Limited should equip product mix, price mix, place mix & promotion mix in such a way that they can face the challenges immediately as and when occurs.

**(6). Should use Participative Management:** - In GNA Axles Limited, polices are decided by top management, Middle & lower levels are engaged in implementing them. But to arouse the interest in successful implementation participative management should be used by them.

**(7) Should encourage Dealer & Distribution:** - They should give more incentive to encourage distributors and dealer in order to increase their sales.

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