

# **Chapter - 12**

## **IMPORT AND EXPORT OF MARKETING**

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## **ABSTRACT**

*Ford is the market leader in the automobile industry and a major producer of vehicles built in the United States. Ford's image is based on a long history and a reputation for being a tough, trustworthy automobile manufacturer, made by American automobile. Ford Motor Company has built and marketed cars, trucks, and commercial vehicles of exceptional quality correspond these perceptions for over a century in America and around the world. Ford, on the other hand, has confronted a new problem in recent years: adapting to and changing with the digital age. Ball Busters decided to perform market research to see if Ford might succeed solely producing trucks and Mustangs in the future. Beyond that, we wanted to see how technological improvements influenced customer purchasing decisions and industry trends. The market is changing and growing, therefore we realized it was critical to examine this new environment before making any choices about the viability of our proposed plan (Newman, 2019). As a result, we came up with the following additional study questions. 1) What is the public's opinion of Ford? 2) What will be the future demand for technical advancements? And, third, what factors influence people's overall car-buying preferences? We were able to answer these questions and give recommendations after analyzing the data we collected.*

*Ford Motor industry is market leading automobile industry major producer of vehicles built in the United States. The Ford brand has a lengthy history and a reputation for being a rugged, dependable, and US vehicle that customers can 'trust'. The company of Ford Motor has been a major success in United States and all over the world for, last hundred years, producing, marketing of best quality cars, trucks, and commercial vehicles that embody these principles. Ford, on the other hand, has confronted a new problem in recent years: adapting to and changing with the digital era. To obtain primary data, we conducted both qualitative and quantitative research. A focus group interview was conducted to assess consumer attitudes regarding the Ford brand, the vehicle industry, and wider buying inclinations, as well as a Qualtrics survey based on the focus group's findings to extend the scope of consumer responses to comparable topics. We were able to dig further into Ford's choice challenge by performing research, gathering data, and analyzing the outcomes. Based on our findings, we believe Ford has a strong industry position and a bright future – provided they adjust to evolving technological expectations of customers in the near future and address perception-based disparities outlined in the following study.*

## **INTRODUCTION**

Henry Ford started Ford Motor Company in the United States. Ford is the manufacturer of American-made automobiles. Even while this is a positive, the Ford corporation has experienced a revenue reduction in recent years. In 2019 Ford Motor Company's Financial. This apparent symptom is most likely attributable to advanced growth of industry in competition. Ball Busters decided to perform research market to see

if Ford might succeed in solely producing trucks and Mustangs in the future. Beyond that, we wanted to see how technological improvements affected customer purchasing decisions and industry trends. We recognized the need of evaluating this changed environment before making this decision because the market place is both changing and developing. This choice on whether or not our proposed technique is practical (Newman, 2019). Offer recommendation, Draws conclusion regarding Ford's positions in the company and if it is realistic, just build truck, and Mustang, in the future by analyzing the data we obtained. The following report details our findings.

## **LITERATURE REVIEW**

It is necessary to be able to transport to any location quickly. This includes factors like safety, dependability, and quality, as well as the truck's additional features. Along with development of hybrid vehicles from electric, the automobile industry has grown more ecologically. Engines diesel pollute the atmosphere, which may put some interest buyers off. "In the trucking business, manufacturers prefer to avoid rather than encourage the use of electric and hybrid motors, and they are unlikely to be integrated into production in the near future" (Kiger, 2019). Consumers with difficult tasks require a vehicle with a large towing capacity. They require a vehicle capable of performing the task. Customers that are interested in purchasing a truck do so for a variety of reasons, including towing, hauling, and vehicle dependability. When it comes to promoting a new line of automobiles, trucks, SUVs, and other vehicles, the value of the desired benefits is crucial. Over the past year, the automobile industry has seen little growth and is likely to remain flat.

## **OBJECTIVE OF RESEARCH**

With a market share of 16.5 percent, General Motors dominates the automobile sector. With a market share of 14.7 percent, Toyota is not far behind. Ford is in third place, behind Toyota, with a significant market share. (Statista, 2019 | U.S. automobile market share 2018). It's vital to set yourself out from the competition. Automobile technological developments appear to be a driving force nowadays. Ford has a potential to take over the top spot in the market, but first and foremost, they must keep an eye on their rivals. Understanding what your competitors are doing allows you to fill in the gaps.

## **Methodology**

On February 21st, at 9:30 a.m., a Focus Group interview was held in the USF Library. This interview took place in a quiet study room with five members of our

group, one of whom served as the mediator. The benefits of this form of study were that it gave us with a lot of qualitative data and helped us develop concepts that we could use to focus our quantitative data. The ability to express more than one answer provided more information about our research questions' perceptions, views, and feelings. The downside was that not everyone in the group fit the target market. The members ranged in age from 19 to 22 years old. Groupthink is a possible bias that should be acknowledged; it is a phenomenon in which group members bounce ideas off each other and new perspectives are not presented. In a group situation, this is not conducive to creativity and uniqueness; nonetheless, it is impossible to quantify the real impact on study participants. We used a survey to conduct our quantitative research, which we designed and then circulated via social media. Convenience samplings is a type of data collection strategy that might contribute to sample mistake. When you ask people to close you, collect data, thus is knowing a convenience samplings.

## **Results**

Ford as a firm is seen with disdain by the general public.

Everyone who took part Everyone in our focus group was familiar with Ford Motor Company, but no one had a personal connection to it. The group's overall consensus was that they recognised Ford to be a tough and reliable car or truck that did what it was supposed to do, but that they didn't know Ford to be revolutionary, but rather traditional. The majority of the group members had either a parent or grandmother who had driven a Ford car at some point in their lives, but none of them had ever driven one. One non-American participant even claimed that they would prefer to buy an automobile built outside of the US. We noticed that, depending on the location and viewpoints of the customer, and the opinions of those around the consumer can have an impact on their decision or attitude toward a brand.

## **BIBLIOGRAPHY**

1. Website: <http://ford.com.np/> Industries Motor Vehicle Manufacturing Company size 51-200 employees Headquarters Kathmandu , Bagmati Type:-Sole Proprietorship.