

## A STUDY ON BUYER BEHAVIOUR TOWARDS MARUTI CARS IN ERODE CITY

Dr.P.Parimaladevi\*

### INTRODUCTION

Cars are a part of people's lives. These automobiles bring convenience and ease to our lives because it helps us go from one place to another without breaking a sweat. Cars are very useful during emergencies. For example, hospitals make use of ambulances. Lastly cars are very important in terms of safety. With the use of cars, we can avoid those unwanted accidents that always happen on streets and sidewalks. Also, during rainy days and hot summers, cars can keep us dry or cool. Indeed, cars play a vital role in our lives and life is just too impossible without it.

The history of the automobile begins as early as 1769, with the creation of steam engined automobiles capable of human transport. In 1807, the first cars powered by an internal combustion engine running on fuel gas appeared, which led to the introduction in 1885 of the ubiquitous modern gasoline- or petrol-fueled internal combustion engine. The year 1886 is regarded the year of birth of the modern automobile - with the Benz Patent-Motorwagen, by German inventor Carl Benz.

The first car ran on India's roads in 1897. Until the 1930s, cars were imported directly, but in very small numbers. An embryonic automotive industry emerged in

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\* Assistant professor of commerce (CA), Vellalar College for women (Autonomous), Erode-12.

India in the 1940s. , Maruti Suzuki India Limited (MSIL) dates back to the year 1981 in its origins, when it was known as Maruti Udyog Limited (MUL) and 18.28% of its shares were under the ownership of the Indian government.

Suzuki Motor Corporation, which was a renowned automobile and motorcycle manufacturer back then, just like it is today, had a 54.2% stake in the company right from the beginning and it continues to hold the same till date although the 18.28% stake that was owned by the Indian government was sold off to some financial institutions of the country in 2007 after which the company was renamed as Maruti Suzuki India Limited.

### **STATEMENTS OF THE PROBLEM:**

The purpose of conducting this research is to get the actual idea about the experiences of customers and their satisfaction level with Maruti Suzuki cars. in this study, the researcher has made an attempt to analyse the buyer behaviour towards maruti cars, this study provides answer for the following queries.

- 1) What type of car is preferred by consumer?
- 2) What factor influence the customer to choose a particular type of car?
- 3) What are the problems faced by the consumer towards the usage of car?

### **OBJECTIVES OF THE STUDY:**

- To examine the buyer behavior to Maruti Suzuki cars.
- To find out customer expectation towards Maruti Suzuki.
- To study the factors those satisfy and delight the customer.
- To know the customer problems towards Maruti Suzuki's cars.

### SCOPE OF THE STUDY:

- The study is individual oriented. The study is done only in Erode city.
- This study covers how customers are motivated with sales promotion techniques.
- It aims to know the customers view about the price, quality and availability of product.

### LIMITATIONS OF THE STUDY:

- The result and the analysis made in this study depend fully on the information given by the respondents.
- The data given by the respondents are limited to their own perception, opinion, emotion, knowledge, feeling and awareness.
- The data collected for the study are quantitative being subject to personal bias of the respondents.
- Due to the time constraints the sample size was limited to 100 respondents, the findings might not be applicable to the total population.

### SOCIO-ECONOMIC PROFILE OF THE RESPONDENTS

The respondents have been distributed on the basis of socio-economic factors such as their age, gender, educational qualification, occupation, monthly income.

#### Percentage Analysis – (Table-1)

- Majority 86% of the respondents are Male category.

- Majority 65% of the respondents belongs to 25-45 years of the Age Group.
- Majority 42% of the respondent are come under the category are UG Degree.
- Majority 35% of the respondents are Private Employee.
- Majority 39% of the respondents belong to income of Rs10000/-15000/- category.
- Majority 24% of the respondents are having Maruti Suzuki Omni.

#### PROFILE OF THE RESPONDENT BASED ON THEIR BUYING ATTRIBUTES

The profile of the respondent based on their buying attributes of the respondents.th purpose of purchase, using, preference, type, mileage, service, mode of purchase, influencing sources and problems faced by the respondents in using maruti cars are considered as variables in the present study.

##### Percentage Analysis – (Table-1)

- Majority 40% of the respondents are get information about the car through their Relative and Friends.
- Majority 39% of the respondents were having white color car.
- Majority 50% of the respondents are spending Rs 500 to 1000 per month for maintenance.

- Majority 52% of the respondents bought the car for save the time.
- Majority 53% of the respondents are using petrol.
- Majority 43% of the respondents were chosen 15 to 20 km mileage category.
- Majority 86% of the respondents are satisfied with engine condition of their car.
- Majority 80% of respondents are feeling that good when compare to other company cars.
- Majority 81% of respondent's opinion that seating condition is good.
- Majority 66% of respondents are purchase their car by the cash payment.
- Majority 38% of the respondents were their car buying on festival season.
- Majority 68% of respondents are go for company/dealer service.
- Majority 64% of the respondents are having no problem in their car.
- Majority 42% of the respondents are spending Rs.1500 to 2000 per month for fueling their car.
- Majority 37% of the respondents are using maruti car for 4 to 6 years.
- Majority 41% of the respondents were giving preference to brand.

## BRAND PREFERENCE OF RESPONDENTS

The brand preference of the respondent's depends upon the attributes of Maruti car.

## ATTRIBUTES OF MARUTI CAR

The importance given by consumers towards various attributes of maruti car differs from one individual to another individual.

The attributes of maruti car are as follows,

- quality
- capacity
- price
- company/dealer service
- more mileage
- model
- easy handling
- low maintenance cost
- number of operating facility
- save time

### WEIGHTED AVERAGE SCORE RANKING METHOD (table-2)

The respondents' opinion regarding the usage of maruti car is analyzed by applying weighted average score ranking technique. The average rank analysis is performed to identify the priority of the different category of the consumer performance in maruti cars based on the consolidated priority of the respondents. The average rank is calculated and the final rank is fixed based on the criteria

lesser the average rank more is the priority on the various aspect relating personal factors.

Among the various factors, low maintenance cost is ranked first with the weighted score of 284, and design is ranked second with the weighted score of 259; it is followed by easy handling which is ranked third with the weighted score of 231 and with the weighted score of 226 mileage is ranked fourth by the respondents.

The majority of the respondents are first ranked with the weighted score of 284, for low maintenance cost.

## CONSUMER OPINION AND FACTOR INFLUENCING THE LEVEL OF SATISFACTION

According to the opinion level, the sample respondents are classified into three categories.

- High
- medium
- low

## CHI-SQUARE ANALYSIS:

The chi-square test has been used to find out the relationship between the socio economic factors and opinion level of the sample respondents.

In this study, the majority of the respondents' opinion level is high with the usage of maruti car.

- 12% of the respondents' opinion level is highly satisfied high with usage of

maruti car.

- 86% of the respondents' opinion level is satisfied with the usage of maruticar.
- Remaining 2% of the respondents' opinion level is low with the usage of maruti car.

Result of chi-square test :( table-4)

- Age, educational qualification, occupation, family monthly income of the respondents does not influence the level of satisfaction.
- Fuel and mileage covered influence the level of satisfaction of the respondents.

## SUGGESTIONS

The researcher suggested the following suggestion in order to improve satisfaction of the consumer of maruti.

- Light setting in the car can be improved.
- Free service offered by the company and the dealers should be extended for some more times.
- Different colors of the car can be introduced.
- The car should be strengthened in term of weight.
- Alterations should be done whenever necessary.
- The company should keep in mind the need and taste of young generation.



- Company can improve the promotional strategy of product
- New car should be launched with airballoon without optional.

Table1: Profile of the respondents-percentage analysis

Demographic factors		No of respondents	Percentage of respondents (%)
Age	Below 25 years	21	21
	25-45 years	65	65
	45-55 years	13	13
	Above 55 years	23	23
Gender	Male	86	86
	Female	14	14
Education qualification	School level	23	23
	UG level	42	42
	PG level	29	29
	Others	6	6
Occupation	Government employee	13	13
	Private employee	35	35
	Business man	29	29
	others	23	23
Monthly income	Below Rs.10000	17	17
	Rs.10000 to15000	39	39
	Rs.15000to20000	25	25
	Above Rs.20000	19	19

model	MARUTI Suzuki 800	11	11
	MARUTI Suzuki Omni	24	24
	MARUTI Suzuki Alto	15	15
	MARUTI Suzuki Alto 800	8	8
	MARUTI Suzuki Eeco	3	3
	MARUTI Suzuki Zen Estilo	3	3
	MARUTI Suzuki Wagon R10	12	12
	MARUTI Suzuki A Star	24	24
	MARUTI Suzuki Ritz	3	3
	MARUTI Suzuki Swift	17	17
	MARUTI Suzuki Swift Dzire	5	5
	MARUTI Suzuki Gypsy	0	0
	MARUTI Suzuki Ertiga	2	2
	MARUTI Suzuki S*4	3	3
	MARUTI Suzuki Kizashi	1	1
	MARUTI Suzuki Grand vitara	0	0
Using period	1 to 3 years	35	35
	4 to 6 years	37	37

	7 to 9 years	20	20
	Above 9 years	8	8
Influencing source	Relatives	40	40
	Advertisement	35	35
	friends	23	23
	others	2	2
color	Silver	22	22
	White	39	39
	Vermillion red	7	7
	gray	16	16
	black	15	15
	Others specify	1	1
purpose	Necessity	33	33
	Save time	52	52
	status	15	15
preference	price	16	16
	brand	41	41
	quality	35	35
	others	8	8

Usage of fuel	petrol	53	53
	diesel	15	15
	gas	32	32
mileage	Below10km	3	3
	10 to 15 km	33	33
	15to 20 km	43	43
	20 km & Above	21	21
Level of satisfaction	Highly satisfied	12	12
	satisfied	86	86
	dissatisfied	2	2
Mode of purchase	Cash	66	66
	Installment	34	34
service	Company /Dealer service	68	68
	Private Service	32	32

Table 2: BRAND PREFERENCE OF RESPONDENTS

WEIGHTED AVERAGE SCORE RANKING METHOD

Factor	Weighted Score	Rank
Design	259	2
More Mileage	226	4
Easy Handling	231	3
Low Maintenance Cost	284	1

FACTORS INFLUENCING THE LEVEL OF OPINION

Table-3: TOTAL OPINION LEVEL OF THE RESPONDENTS

Opinion level	No. of Respondents	Percentage
Highly Satisfied	12	12
Satisfied	86	86
Dissatisfied	2	2

Table-4:CHI-SQUARE TEST RESULT

Factors	Calculated Chi-Square Value	Table Value @5% Level	Degree of Freedom	Result
Fuel	140.56	9.488	4	H <sub>0</sub> Rejected
Mileage Covered	233.86	12.592	6	H <sub>0</sub> rejected

## CONCLUSION

In the present day world the buyer are playing the major role as the custodian of the manufacturing units. The various functions of automobile industries particularly the Maruti car units should protect the interest of its customers. In modern India the importance of automobile manufacturing units likes Maruti car are clear from their share in the developments of the economy as well as the developments of the buyers. The above mentioned suggestions should be following promptly so that the consumers will come up with higher satisfaction. The buyer wants safety, long-life and higher performance of maruti car feel satisfied over the vehicle.

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