

“A study of consumer attitude and their buying behavior towards Maruti Suzuki cars in Nagpur city”

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Abstract: The intent of the research paper is to find out the major factors which are responsible for influencing the preference of customer to purchase the car. The facilities, self-esteem, performance, publicity and service orientation are the factors affecting customer preference for light motor vehicle (Maruti Suzuki) cars. The factor analysis shows that facilities, self-esteem, performance, publicity and service orientation influencing the customer overall preference about light motor vehicle cars, the more factor loading is associated with the self-esteem factor. Therefore, the car manufacturers should emphasize on self-esteem factors which consist of comfort, style and model variants as by and of itself customers will have a superior recognition of aspect of the brand. The majority of customers prefer Maruti Suzuki brand of car in Nagpur city. There is tough competitions in the market so it is must to always studied and launch the cars according to the customer's preference.

Keyword: Maruti Suzuki, customer satisfaction Marketing Product Quality

I. Introduction

Consumer behaviour is the study of individuals, groups, or organizations and all the activities associated with the purchase, use and disposal of goods and services, including the consumer's emotional, mental and behavioural responses that precede or follow these activities. Consumer behaviour emerged in the 1940s and 50s as a distinct sub-discipline in the marketing area. Consumer behaviour is an inter-disciplinary social science that blends elements from psychology, sociology, social anthropology, ethnography, marketing and economics, especially behavioural economics. It examines how emotions, attitudes and preferences affect buying behaviour. Characteristics of individual consumers such as demographics, personality lifestyles and behavioural variables such as usage rates, usage occasion, loyalty, brand advocacy, willingness to provide referrals, in an attempt to understand people's wants and consumption are all investigated in formal studies of consumer behaviour.

The study of consumer behaviour also investigates the influences, on the consumer, from groups such as family, friends, sports, reference groups, and society in general.

The study of consumer behaviour is concerned with all aspects of purchasing behaviour - from pre-purchase activities through to post-purchase consumption, evaluation and disposal activities. It is also concerned with all persons involved, either directly or indirectly, in purchasing decisions and consumption activities including brand-influencers and opinion leaders. Research has shown that consumer behaviour is difficult to predict, even for experts in the field. However, new research methods such as ethnography and consumer neuroscience are shedding new light on how consumers make decisions.

II. Importance And Significance Of The Study

- Majority of the respondents own a Maruti Suzuki car and therefore it is the most preferred car.
- People think that Maruti Suzuki has a wide variety of cars to choose.
- People are satisfied with the price of Maruti cars, and are happy to spend the price to buy Maruti cars.
- Majority of respondents think that Maruti cars serve better than other brand cars.
- While purchasing a new car, fuel efficiency is the feature which people think will affect their purchase decision.
- People consider Hyundai as the biggest competitor of Maruti Suzuki cars.
- Respondents were aware of the brands quite well, and brand image is also a key point to affect the purchase decision of the customers.
- Maruti Suzuki cars have good fuel efficiency, with competitively priced and wide variety and color options.
- Majority of the respondents are happy to buy a Maruti car in the future.

Scope The Study

The scope of the study is to know the —attitude and buying behavior of customers at Nagpur City. This study will provide solutions to the management by understanding customer’s feedback.

- The reason why people opt four-wheeler.
- To know the features considered by the customers while purchasing a car.
- To know the most preferred brand by the customers.
- The scope of the study is restricted up to the Nagpur city.

Objective

- To find the impact of brand preference among Maruti Suzuki cars
- To understand the attitude and buying behavior of customers.
- To know the reasons why people opt to buy Maruti Suzuki cars.
- To know the significant attributes preferred by customers in cars.

III. Indentation and Equations

1. Research Methodology

Meaning of research:

The activity or activity of gathering information about customer’s needs and preference

1.1 Data collection

The primary or the first hand data is collected with the help of handling out the questionnaires for survey. Of these some are existing Maruti Suzuki car owners and some are new buyers. The data is collected directly from each and every customer.

1.2 SELECTION OF SAMPLE:

Sampling allows us to concentrate our attention upon relatively small number of people and hence devote more energy to ensure that the information collected from them accurate.

POPULATION: People from the city of Nagpur

SAMPLE FRAME: People who has own a four-wheeler car and prospect Buyers.

SAMPLING SIZE: 100 UNIT

SELECT THE METHOD OF ANALYSIS:

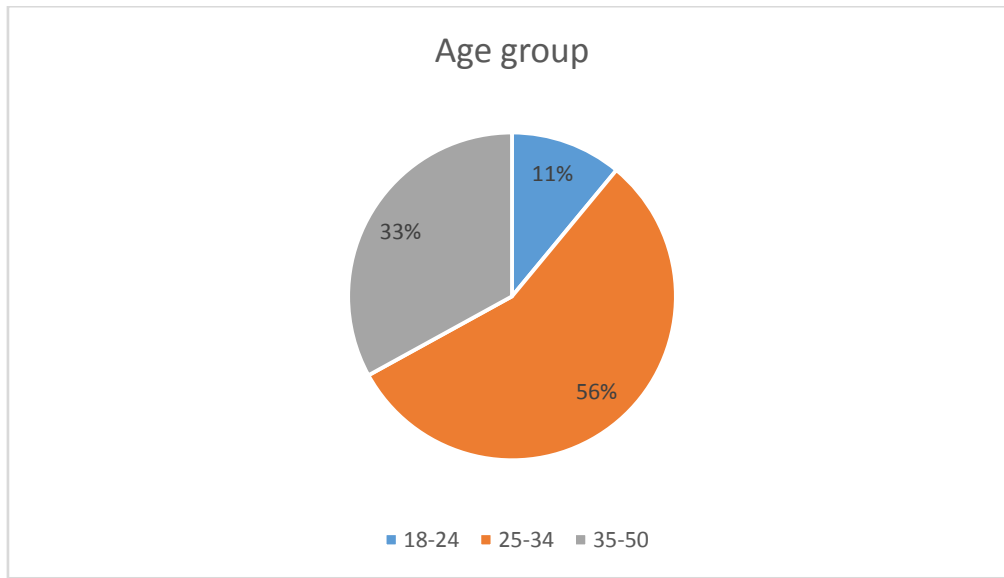
Data are useful only after analysis. Data analysis involves Converting a series recorded observations into descriptive statements and information about relationship. Hence concerned to this project method of analysis the data will be graphical method, Simple Percentage method.

IV. Figure and Tables

Data Analysis And Interpretation:

1. Which age group do you belong to?

Age Group	No. Of Respondent	% Of Respondent
18-24 yrs	11	11%
25-34 yrs	56	56%
35-50 yrs	33	33%
Total	100	100%

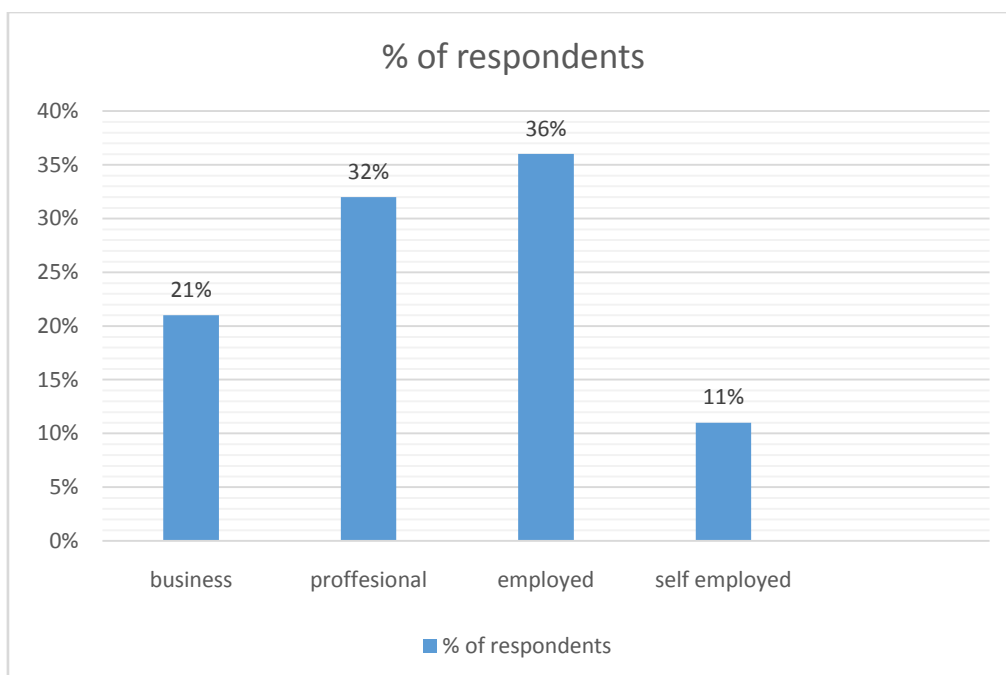


Interpretation:

With the result of the analysis, most of the existing customers are of the age of 25-34 years who owns Maruti Suzuki cars because Maruti Suzuki offers a variety of entry level cars with low affordable budget.

2. What Is Your Present Occupation?

Present Occupation	No. Of Respondent	% Of Respondents
Business	21	21%
Professional	32	32%
Employed	36	36%
Self-employed	11	11%
Total	100	100%

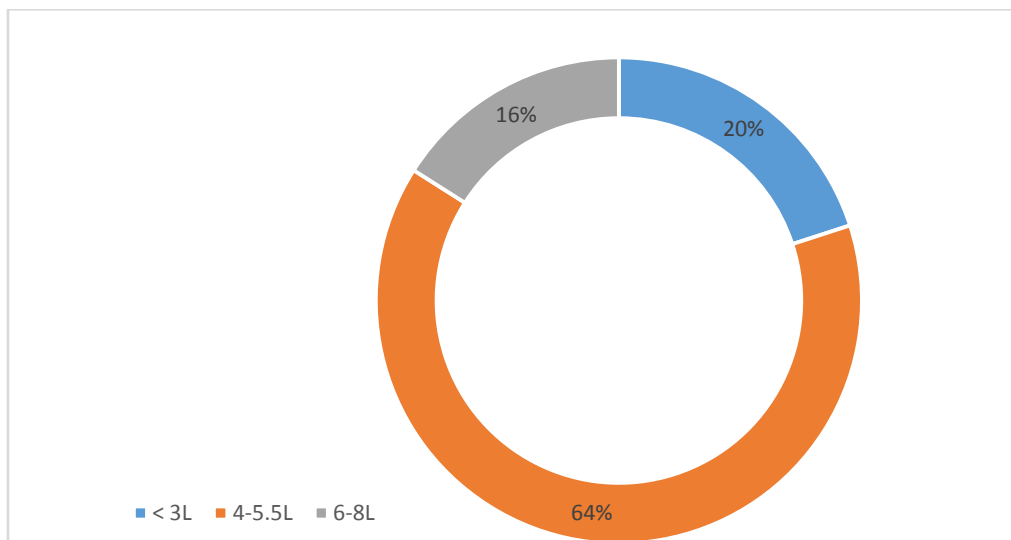


INTREPRETATION:

With the result of the analysis, the respondents who are employed and professional use Maruti Suzuki cars more as compared to the rest of the segments as professionals go for affordable vehicles with good performance.

3. What is your budget for a new car?

Purchasing power of the respondent	Number of respondent	Respondent in Percentage
<3L	20	20%
4-5.5L	64	64%
6-8L	16	16%

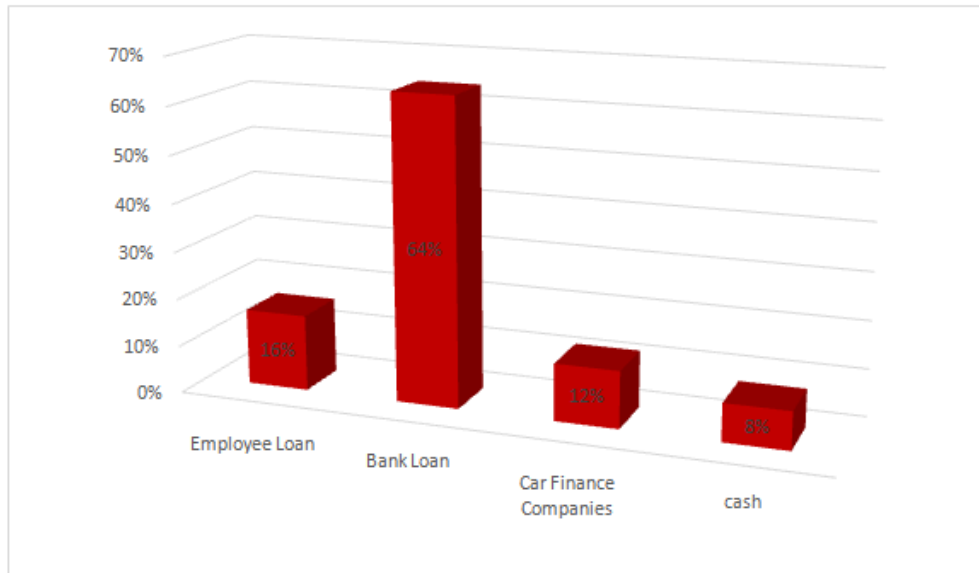


INTERPRETATION

With the result of the analysis, 64% of the Maruti Suzuki customer are having budget of 4-5.5 lakh while buying a new car.

4. Which means of Finance would you prefer?

Means of Finance	No. Of Respondents	Respondent in percentage
Employee Loan	16	16%
Bank Loan	64	64%
Car Finance Companies	12	12%
Cash	8	8%

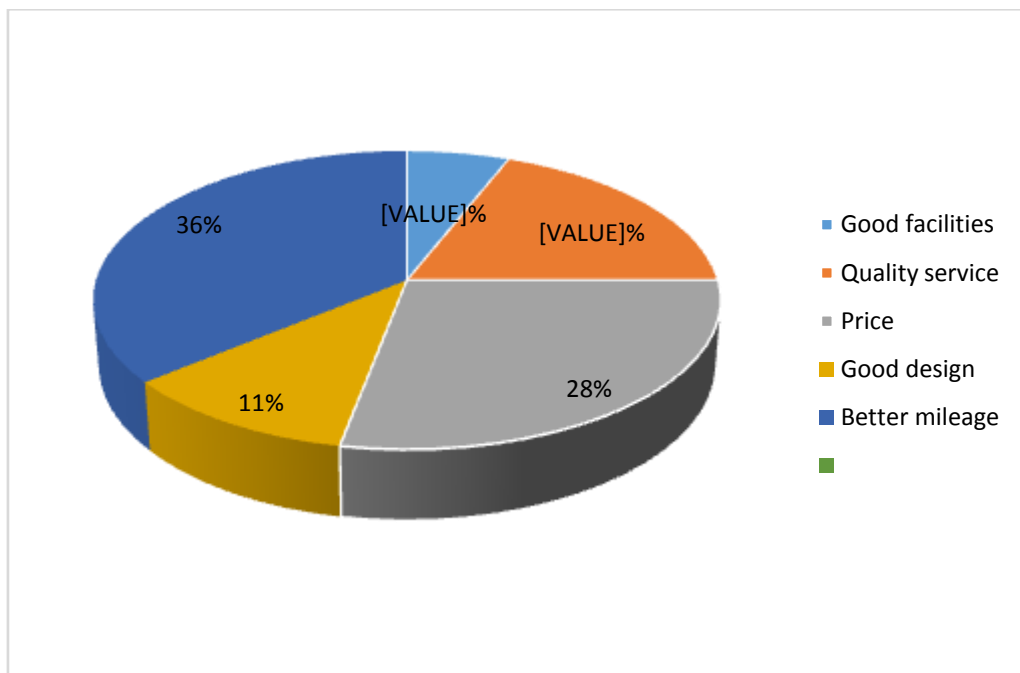


INTERPRETATION

Analysis found that 64% of the Maruti Suzuki customer takes bank loan to buy a car, while 16% are of employee loan customers, 12% are to car finance companies & 8% customers are cash buyers.

5. Why you are giving first preference to MARUTI SUZUKI while buying small car?

Options	No. of response	% of response
Good facilities	06	6%
Quality service	19	19%
Price	28	28%
Good design	11	11%
Better mileage	36	36%
Total	100	100%

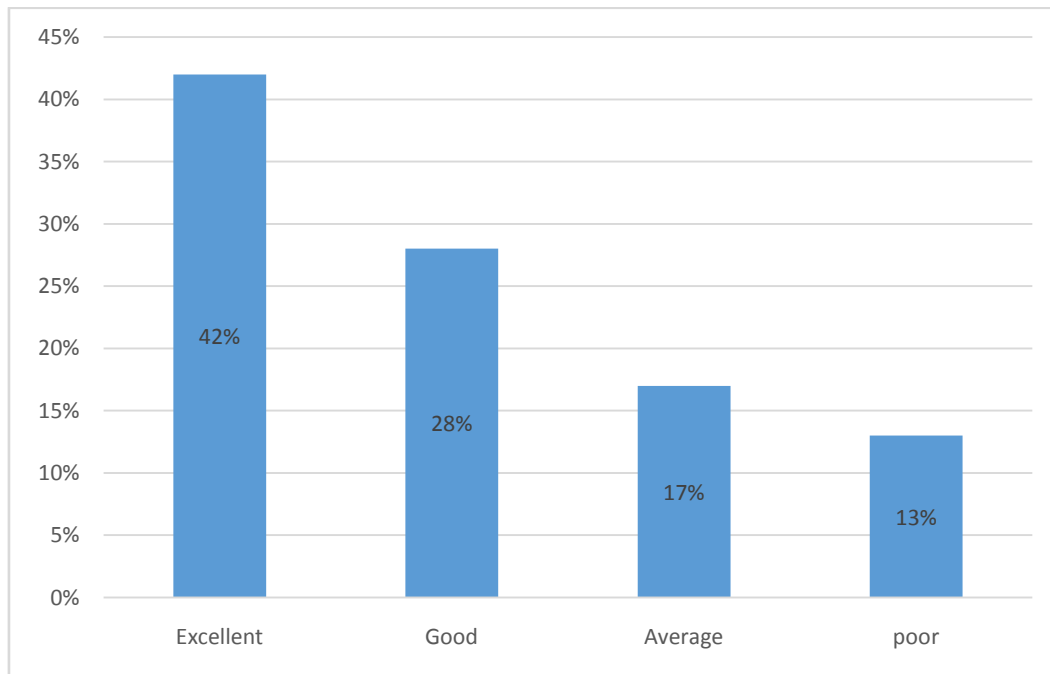


INTERPRETATION

Analysis found that 36% of the customer goes for better mileage as their first preference while buying new Maruti Suzuki car. And the remaining 64% prefer for quality service, price & good design.

6. What is your opinion about service of MARUTI SUZUKI comparing with others?

Options	No. Of Respondent	% Of Respondent
Excellent	42	42%
Good	28	28%
Average	17	17%
Poor	13	13%
Total	100	100%

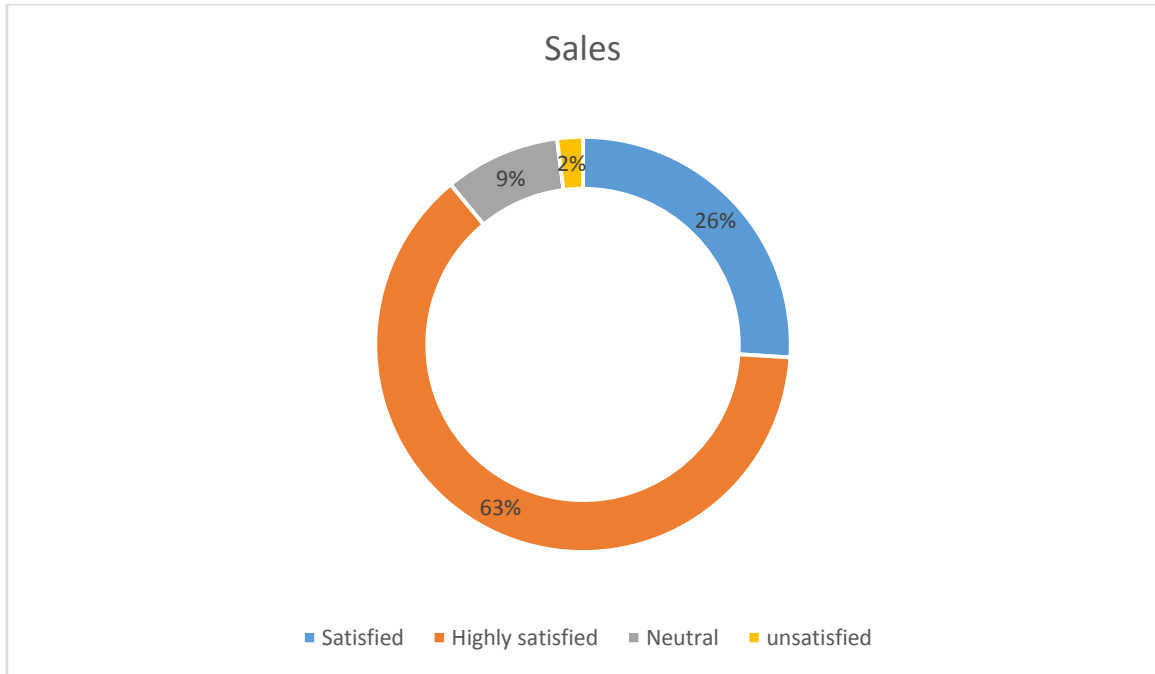


INTERPRETATION

Research found that 42 % customer of Maruti Suzuki like its service excellent, while 28% says it’s good, 17% says as average and 13% customer don’t like the service of Maruti Suzuki.

7. Are you satisfied about the price of MARUTI SUZUKI small car comparing with others?

Option	No. Of Respondent	% Of Respondent
Satisfied	26	26%
Highly satisfied	63	63%
Neutral	9	9%
Unsatisfied	2	2%
Total	100	100%

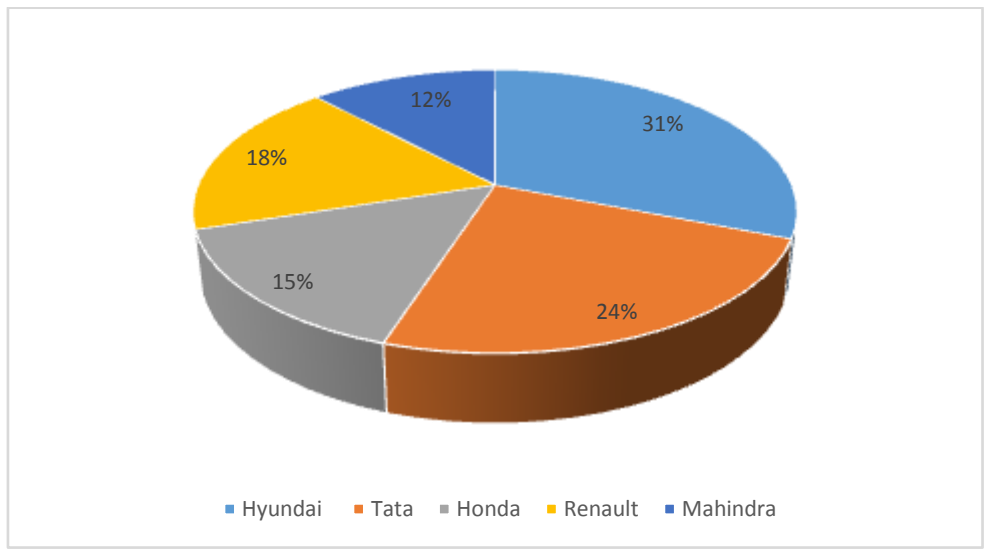


INTERPRETATION

Analysis found that 63% of the customers of Maruti Suzuki are highly satisfied with the pricing strategy of the Maruti Suzuki cars.

8. Which company is your second choice while buying small car?

Option	No. Of Respondent	% Of Respondent
Hyundai	31	31%
Tata	24	24%
Honda	15	15%
Renault	18	18%
Mahindra	12	12%
Total	100	100%

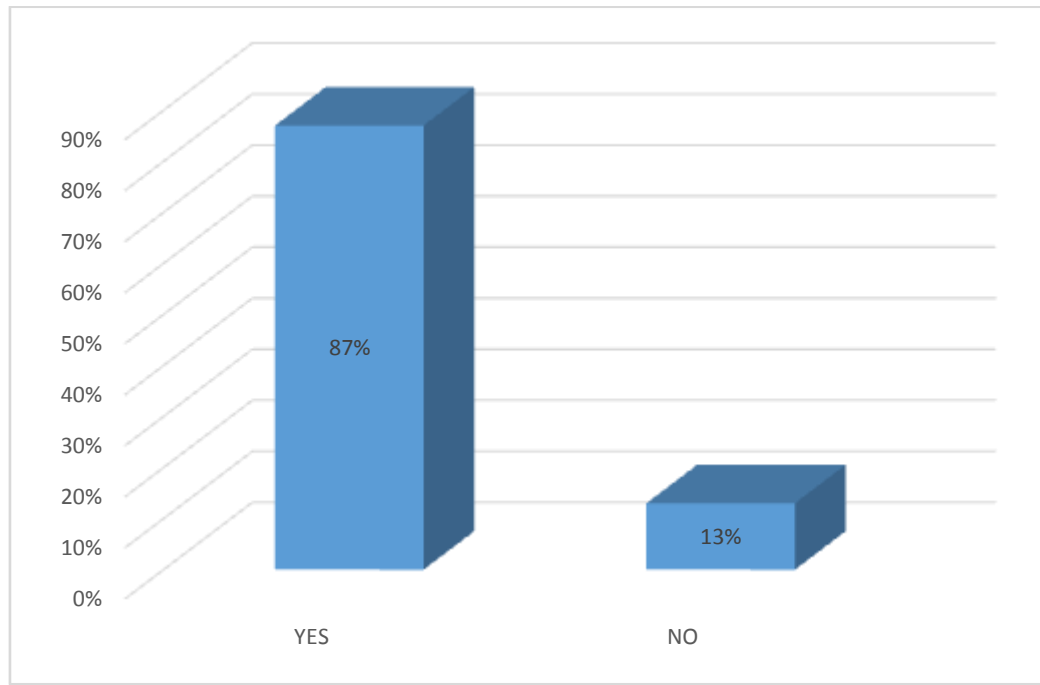


Interpretation

With the help of research, it is found that 31% of the Maruti Suzuki customers have Hyundai as their 2nd choice while buying small cars, while 24% for Tata, 15% for Honda, 18% for Renault and 12% for Mahindra’s cars.

9. Do you want any changes in small cars of MARUTI SUZUKI?

Option	No. Of Respondent	% Of Respondent
Yes	87	87%
No	13	13%
Total	100	100%

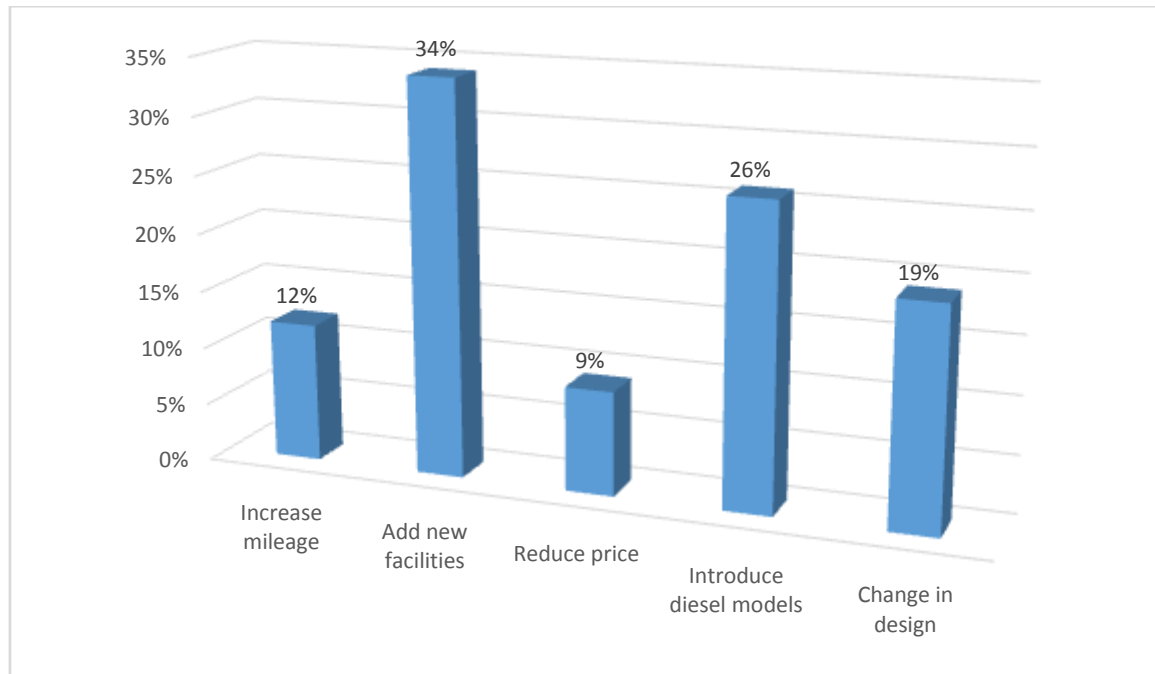


Interpretation

Analysis found that 87% of Maruti Suzuki customers wants changes in small cars. While 13% customers don't want any change.

10. What kind of changes are you expecting in the small car segment of MARUTI SUZUKI?

Option	No. of respondent	% of respondent
Increase mileage	12	12%
Add new facilities	34	34%
Reduce price	09	09%
Introduce diesel models	26	26%
Change in design	19	19%
Total	100	100%



Interpretation

In the research, it is found that 34% of the customers of Maruti Suzuki are expecting some new facilities in Maruti Suzuki cars, while 26% customers want that company should introduce diesel models to the market, 19% wants changes in design, and 12% want increase in mileage and 9% customers wants reduce in price.

V. Conclusion

Nagpur although a small city, is dwelled by middle and higher-class people in majority. Thus, the market for four-wheeler has never been a dearth here. But of all the varieties available in this segment, small cars are most preferred.

Customers in this segment want to adopt change into their life style. This has fostered entry of varieties of small cars available nation-wide to flourish in this market. This has enhanced the competition in this car segment. But Maruti with stood this competition by retaining its market share to be the highest.

The results of the survey conducted showed that Maruti Alto Brand is the most preferred car followed by Santro and it also showed the buying behaviour of customers that the most of the customer purchase car based on mileage followed by price and maintenance.

References

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