

A REVIEW- RESEARCH PAPER ON CONSUMER BUYING BEHAVIOR TOWARDS MARUTI SUZUKI CARS

¹Pranay Bokade, ²Abhishek Pande, ³Dr. Meenal Pendse

¹Department of Business Management, MIT-WPU, Pune, Maharashtra, India

²Department of Business Management, MIT-WPU, Pune, Maharashtra, India

³Dr./ Prof., Department of Business Management, MIT-WPU, Pune, Maharashtra, India.

Abstract

This research was conducted with the major aim to understand consumer behaviour and preference towards cars of Maruti Suzuki in India. India is a country with a huge population, most of them have a good financial background to afford a car in a family. By understanding the market requirement of automobiles lots of automobile manufacturing companies entered the Indian market to target Indian customers. Because customer behaviour varies individually every company comes with different strategies to attract the customers. The present study throws light on various factors related to consumer buying behavior as well as satisfaction. The objective of this research paper is to know the preferences and opinions of Indian people towards Maruti Suzuki cars while buying. To understand it in a better way the data for the analysis was collected from secondary sources. The data collected from the respondents had been tabulated and then subjected to statistical analysis to enable judgments.

Keywords: - Maruti Suzuki, Consumer Behaviour, Automobile, Passenger Cars, Cars.

1. INTRODUCTION

Maruti Udyog Limited was founded by the Indian Government in 1981, merge with the Japanese automobile company Suzuki in October 1982. The first manufacturing factory of Maruti was established in Gurugram, Haryana, in the same year. Currently the Indian automobile market is crowded with lot of Indian as well as multinational brands like Maruti, Honda, Chevrolet, Skoda, Renault, BMW, Hyundai, Nissan, Audi, Fiat, Toyota & General Motors etc. Maruti Suzuki was the first company in India to mass-produce and sell more than a million cars. It is largely credited for having brought in an automobile revolution as well as it is the market leader in India. Small cars are one of the commonly used conveyances by the upper and middle-class people. Few years ago, only a few industrialists and rich people had small cars. But after the industrialization the earning capacity among the middle-class people has also increased and more people nowadays able to buy car in family. Nowadays a car is not only bought for social status but people look at it as a necessity. And where Maruti Suzuki comes in people mind to satisfy their needs and requirements.

2. LITERATURE REVIEWS

Dhruv Mathur, Avdesh Bhardawaj (2018) in their research paper they concluded that the buying behavior of the consumer about the car is dependent on the brand image of the car and manufacturer. Also, the engine type and efficiency with the strong advertising are the most dominant factors which influence the potential consumers. So, the manufacturer needs to maintain the quality and positioning the brand image in the mind of consumer with the use of an advertising and marketing which is important factor.

Dr. R. Menaka, K. Ashath (2014) in their research paper concluded that the continuous changes in the lifestyle of consumers have reason for the change in the market which leads to the globalization and integration of economies. The new consumers are difficult to segment by conventional demographic tools unless the buying behavior of the consumer is fully understood. Decision on product design, product variants, branding and distribution channels responds if the consumer preferences are predicted up to a certain extent and proper analysis of the preferences of consumers, they implement their decisions in order to satisfy the consumer in long run.

Dr Sukhvir Singh, Mr Inderpreet Singh (2018) in their research paper concluded that discounts and other offers given by companies more attract to the customers and influence the customers to buy the product and also concluded that the customers are fully satisfied with Maruti's promotional efforts and are well aware of the cars offered by Maruti. As per the analysis found that majority of the customers are using the specific brand for a very long period of time which concluded that consumer does not switch easily from one brand to another.

C. S. Gowtham Chakravarthy, Ankit Kumar (2018) in their research paper they found that customer behavior study is based on consumer buying behavior, with the customer playing the three distinct roles of user, payer and buyer. It blends elements from psychology, sociology, social anthropology and economics. It attempts to understand the buyer decision making process, both individually and in groups. Its studies characteristics of Individual customers such as demographics and behavioral variables in an attempt to understand people's wants. It also tries to assess influences on the customer from groups such as family, friends, reference groups, and society in general. Relationship marketing is an influential asset for customer behavior analysis. A greater importance is also placed on customer retention, customer relationship management, personalization, customization and one-to-one marketing.

Ranjan V Bhosle & Dr Shipra Bhatia in their research paper they found that consumer wants the qualitative product at the lower or reasonable price and the Maruti is one who stated their business very early and taking into consideration the consumer buying behavior became one of the bigger manufacturers and seller. The author concluded that people want reliable, affordable, value for money and have great service network cars and Maruti cars provided all these things to their customer. Due to this Maruti cars

create a perception of consumers about them and divert the consumer attitude toward the Maruti car and thus consumer prefer to buy Maruti cars over other brands of cars.

Dr. (Smt) N. Kamala, Smt. S. Arumuga Selvi (2020) in their study conclude that “Maruti Suzuki” car manufacturers play a major role in the automobile industry and there are more competitors like Hyundai, Honda, and Ford etc. But Maruti identify the factors that influence consumers to buy Maruti Suzuki car. Company introduce new cars with latest technologies to attract their consumers. After sales service will be considered as an important aspect before purchasing car. Hence, they focused on after sale service at lower cost than others competitors.

Dr. M. A. Lokhande, Vishal Sunil Rana in their research paper they concluded that easy availability of vehicle finance with attractive rate of interest and convenient instalments Indian passenger car Industry grow speedily. The reason behind it is that the cutthroat competition has forced the manufacturer to be innovative and responsive to the demand and need of customer and Maruti-Suzuki capture a wide market share due to its innovative strategic marketing, promotion & brand positioning, advertising strategies and substantial structuring and restructuring the strategies and uniqueness of products and services.

Dr. Gayatri Chopra (2018) in their study key finding was that there is no difference in the consumer preference across these two brands on attributes such as color, interiors and after sales service. However, the preferences of the customers varied on factors like resale value and price. The key recommendation of the research is about adopting innovative techniques by both these brands to distinguish themselves in the market and establish higher brand equity. Maruti and Hyundai both give cut-throat competition to each other in the automobile industry and are well established and trusted by their users. So, in order to get ahead of their competitor, they would have to opt for a marketing strategy that is fresh and innovative enough to lure more customers from the market since the customers that are already using their respective services are well satisfied with each of their performances.

Dr. Vishal S. Rana, Dr. M. A. Lokhande (2015) their study concludes that proper customer care strategy plays vital role in satisfying & delighting the customers. One could say that it is much more expensive to acquire new customers than retain current ones, as the costs associated with the customer recruitment are higher than those connected with customer retention. The automobile companies if wants to retain their customers for long should focus on appropriate marketing mix.

Ravi Kumar (2018) in their study brings out a clear picture between the consumer preference in context of Tata Motors and Maruti Suzuki cars on different parameters such as price of the car, fuel efficiency and maintenance, after sales service, financial services offered by the company for purchase, performance and resale value of the car. It was found that only in context of maintenance and performance there is a significant change in consumer preference between Maruti Suzuki and Tata Motors Cars. Much to the credit of excellent service centers, a longer durability of Maruti Suzuki cars and adequately trained it can be concluded that as per the consumers in Central India Maruti Suzuki cars score more than Tata Motors cars.

Rumit Kumar Sahu (2017) in the research paper he concluded that customer buying behavior comprises of all human demeanors. Only after studying and understanding the compassionate and complex consumer behavior it enables a marketer to take marketing decisions which are appropriate with consumer needs. In case of the company Maruti-Suzuki, after analyzing it is found that “self-esteem” is a factor in respect to the customer purchasing preference is the most bias factor and for capturing the market share this factor play a vital role.

Hem Lata1, Amandeep Singh (2017) the findings in their research are Maruti Suzuki is number one automobile industry in India and has changed over the time to suit the needs of their customers. Maruti is the only company in India with a lots of small car models There was positive correlation of age, education and Income with service quality during purchase, safety of car and cost of ownership. An association benefit was the most influential services provided by the dealers. Most problems faced by the customers is to drive on the bumpy road.

3. OBJECTIVES OF STUDY

- To understand the consumer buying behavior towards the Maruti Suzuki cars
- To study the factors influencing the buying behavior of consumer regarding Maruti Suzuki cars
- To know the preferences of consumer while buying the Maruti Suzuki cars
- To understand the strategies of Maruti Suzuki to attract customers

4. HYPOTHESIS

- Most of the people in India prefer to buy the Maruti Suzuki cars
- Maruti Suzuki is reliable and trustworthy is the perception of most of the people

5. RESEARCH METHODOLOGY

Research methodology is the specific procedures or techniques used to identify, select, process, and analyze information about a topic. In a research papers, the methodology section allows the reader to critically evaluate a study’s overall validity and reliability. The methodology section answers two main question: How was the data collected or generated? How was it analyzed?

In this paper the adopted methodology of research is extensive literature review of the facts and figure with respect to buying behavior of consumers, perception when they buy, factors influencing buying decision and the satisfaction after buying etc. Then data collection was made to analyze, interpret, reviewing and draw the conclusion.

6. SOURCES OF DATA

Secondary data are used in this study, which were collected from the various data base available on the internet, journal and magazines report presented by scholars, universities.

7. TOOLS USED FOR ANALYSIS

- Simple Percentage Analysis.
- Analyze of data has been done with the help of statistical tools like the tables and graphs.

8. LIMITATIONS OF THE STUDY

- The analysis of the present study has been carried out based on the information has collected from the Secondary data.
- Secondary data were collected for this study due to cost and time constrains.

9. DATA ANALYSIS AND INTERPRETATION

Table No.01 – Data Collection of 75 People

| Sr. No. | Research Design | Descriptive |
|---------|------------------------|-----------------------|
| 1 | Data Collection Source | Secondary Data |
| 2 | Sample Size | 75 |
| 3 | Tools used | Table, Graphs, Charts |

9.1 On The Basis of Geographic (Urban, Rural, Semi-Urban)

Table No.02 – People Buying Behaviour Basis of Geographic Factor

| Area | No. of Respondent | Percentages |
|------------|-------------------|-------------|
| Urban | 28 | 37% |
| Semi-Urban | 21 | 28% |
| Rural | 26 | 35% |
| Total | 75 | 100% |

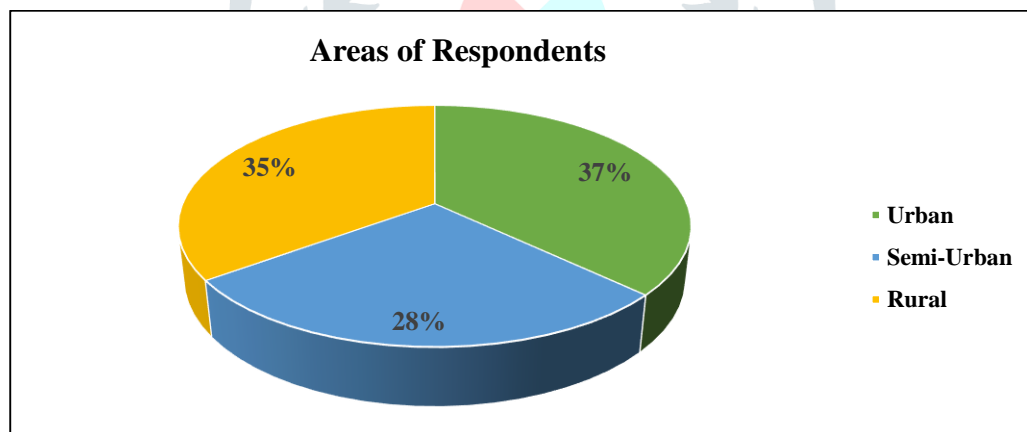


Fig.01- Area of Respond

Interpretation:

37% of respondents are living in urban area, 28% of respondents are living in semi urban area, and 35% of respondents are living in rural area. Majority (37%) of respondents are living in urban area.

9.2 On The Basis of Demographics

9.2.1. Age Factor

Table No.03 – Age of Respondents

| Age | No. of Respondents | Percentage |
|---------------|--------------------|------------|
| Below 35 | 12 | 16% |
| Between 35-45 | 22 | 29% |
| Between 46-55 | 23 | 31% |
| Above 55 | 18 | 24% |
| Total | 75 | 100% |

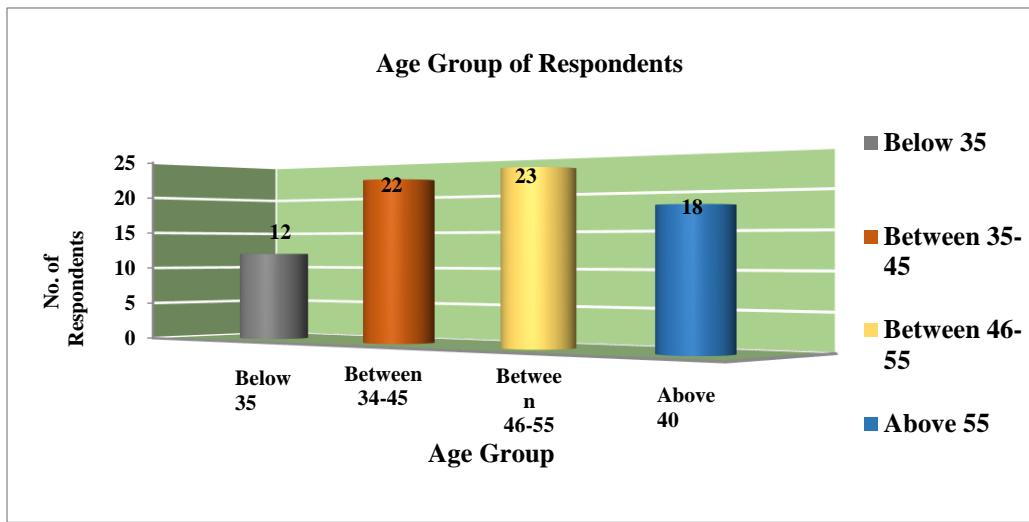


Fig.02 - Age Group of Respondents

Interpretation:

16% of respondents belong to age of below 35 years, 29% of respondents belong to age of 35-45 years, 31% of the respondents belong to age of 46-55 years and 24% of respondents belong to age of above 55 years. Majority (31%) of respondents belong to age of between 46-55 years.

9.2.2. Occupation Factor

Table No.04 – Occupations of Respondents

| Occupation | No. of Respondent | Percentages |
|--------------------------|-------------------|-------------|
| Business Persons | 23 | 31% |
| Private Sector Employees | 22 | 29% |
| Public Sector Employees | 12 | 16% |
| Agriculturists | 18 | 24% |
| Total | 75 | 100% |

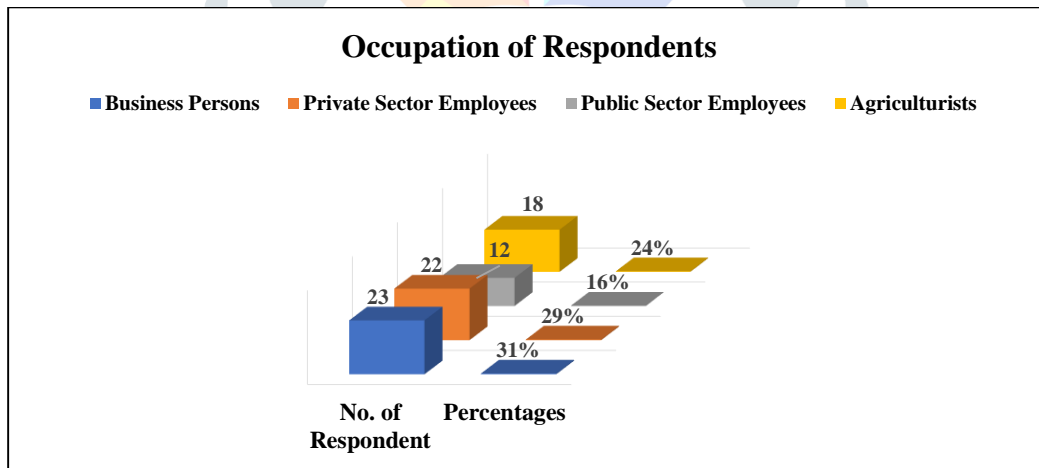


Fig.03 – Occupation of Respondents

Interpretation:

31% of respondents are employed in Pvt Sector, 29% of respondents are employed in public sector, 24% of respondents are business, and 16% of respondents are agriculture. Majority (31%) of respondents are employed in Pvt Sector.

9.2.3. Gender

Table No.05 – Gender of Respondents

| Gender | No. of Respondents | Percentage |
|--------|--------------------|------------|
| Male | 47 | 63% |
| Female | 28 | 37% |
| Total | 75 | 100% |

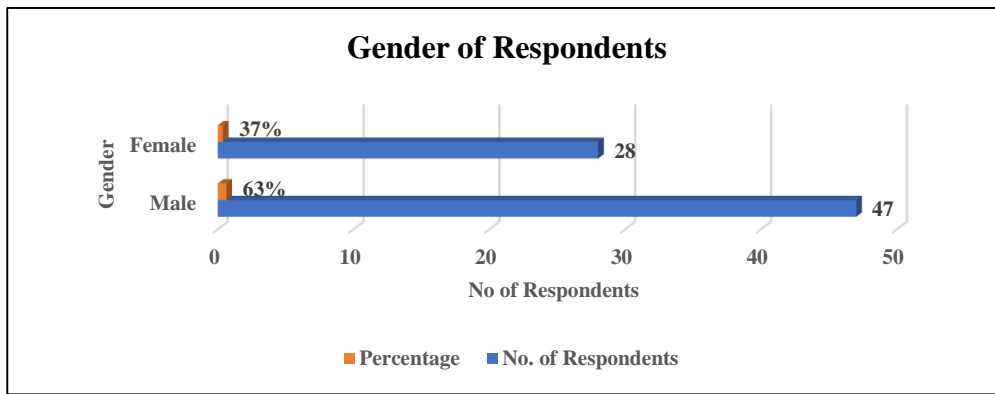


Fig.04 – Gender of Respondents

Interpretation:

63% of respondent’s male, 37% of respondents are Female. Majority (63%) of respondents are male.

9.3 Preference of Consumer While Buying Maruti Suzuki Cars

Table No.06 – Buying Behaviour As Per Different Preferences While Buying Car

| Preference | No. of Respondents | Percentages |
|-----------------|--------------------|-------------|
| Good Facilities | 20 | 27% |
| Quality Service | 22 | 29% |
| Price | 15 | 20% |
| Good Design | 18 | 24% |
| Total | 75 | 100% |

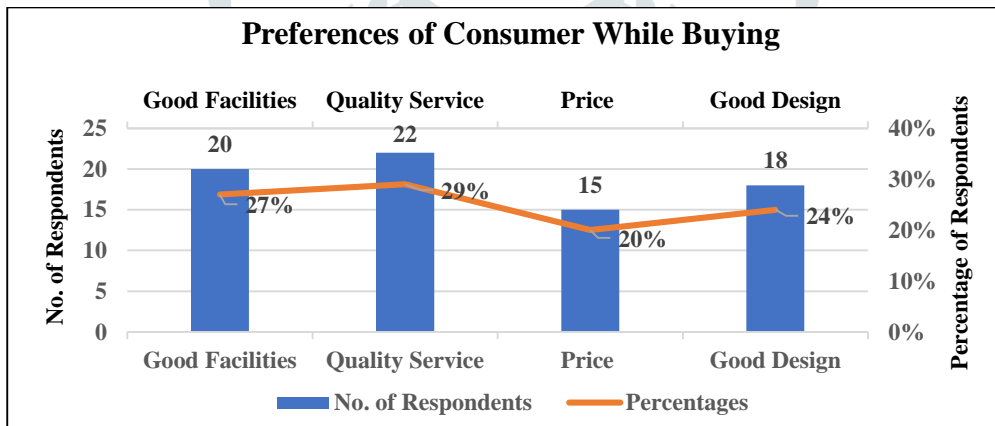


Fig.05 – Difference Preferences of Consumer While Buying Car

Interpretation:

29% of respondents prefer to buy a car for quality service, 27% of respondents prefer to buy a car good facility, 24% of respondents prefer to buy a car good design, and 20% of respondents prefer to buy a car price. Majority (29%) of respondents prefer to buy a car for quality service.

9.4 Factors Influencing While Buying Maruti Suzuki Cars

Table No.07 – Factors Influencing While Buying Cars

| Factors | No. of Respondents | Percentages |
|------------|--------------------|-------------|
| Brand Name | 17 | 23% |
| Atributes | 22 | 29% |
| Price | 23 | 31% |
| Milage | 13 | 17% |
| Total | 75 | 100% |

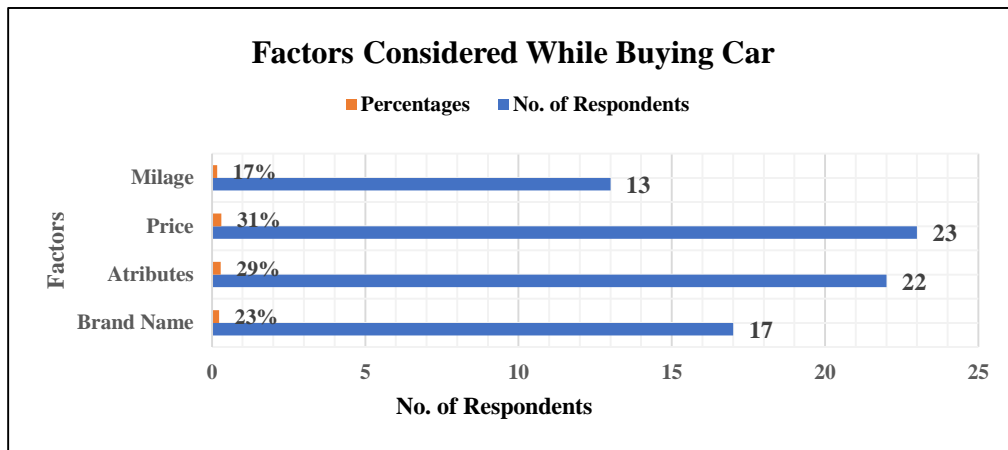


Fig.06 – Factors Considering While Buying Car

Interpretation:

31% of respondents choose their car for price, 29% of respondents choose their car for features, 23% of respondents choose their car for brand name, and 17% of respondents choose their car for mileage. Majority (31%) of respondents choose their car for price.

9.5 Services of Maruti Suzuki Compared With Others

Table No.07 – Services Provide By Maruti Suzuki As Compare To Competitors

| Service | No. of Respondents | Percentages |
|-----------|--------------------|-------------|
| Excellent | 22 | 29% |
| Very Good | 23 | 31% |
| Good | 13 | 17% |
| Average | 17 | 23% |
| Total | 75 | 100% |

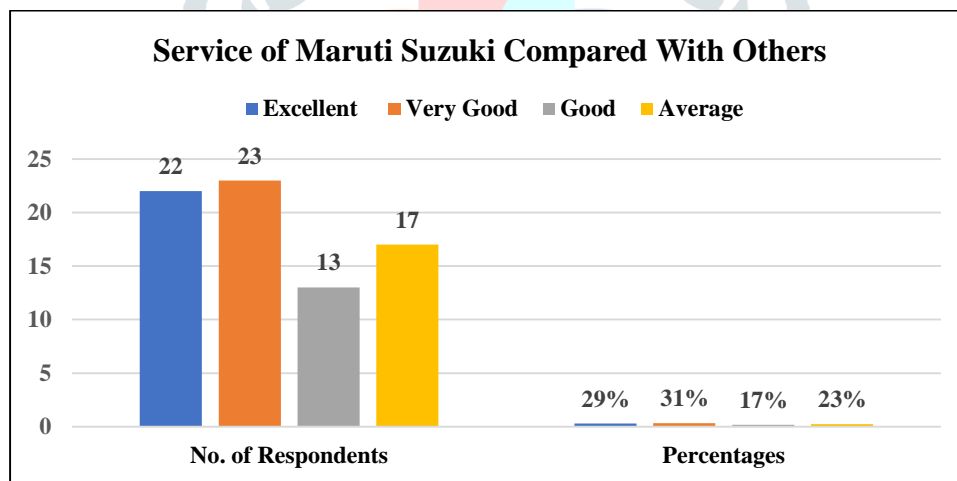


Fig.07 – Services Provide By Maruti Suzuki

Interpretation:

31% of respondents feel that the service is very good, 29% of respondents feel that the service is excellent, 23% of respondents feel that the service is average, 17% of respondents feel that the service is good. Majority (31%) of respondents feel that the service is very good.

10. HYPOTHESIS TESTING

10.1. Hypothesis 1 – Most of the people in India prefer to buy the Maruti Suzuki cars

From data analysis and interpretation, it is found that the concerned hypothesis is accepted. Because the service of Maruti Suzuki compared with other competitors are very good is the feeling of the people. Also, the price range is the factor which is more preferred by people while purchasing a car and Maruti Suzuki provide this factor to their customer. Hence people in India prefer to buy the Maruti Suzuki car. Therefore, the concerned hypothesis is positive and it is accepted.

10.2. Hypothesis 1 – Maruti Suzuki is reliable and trustworthy is the perception of most of the people

From data analysis and interpretation, it is found that the concerned hypothesis is accepted. Because most of the people before buying anything see what services offered by the company and after that take decision to buy that thing. In case of Maruti

Suzuki, the services they offered are very good is the thinking of people as per the above analysis and interpretation. Therefore, the concerned hypothesis is positive and it is accepted.

11. SUMMARY OF FINDINGS

- From the data it is found that the most of the people who prefer to buy the Maruti Suzuki cars are from urban area (37%).
- Also, it is found that most of the people are prefer to buy are male and majority out of them are belonging age group blow the 35 years
- Quality service is the most preferable factor before buying a Maruti Suzuki cars.
- Price is the most influencing factor is found when people buy the Maruti Suzuki Cars.

12. CONCLUSION

The study concluded that consumer buying behavior towards Maruti Suzuki cars is influenced by price factor. Most of the people prefer to buy Maruti Suzuki cars because of the affordability factor i.e. price, service etc. and consumers are satisfied from the services provided by Maruti Suzuki. People believe that the service cost of Maruti Suzuki Cars is less expensive as compared to other brands. Majority of the customers are using the specific brand for a very long period of time because of good quality, reputation, availabilities etc. Maruti Suzuki provides all this thing to their consumers and due to this consumer also trust the reliability of the Maruti Suzuki Cars. Technically the engine type and efficiency with good advertising with detailed features are the dominant factors that influence the potential car consumers and all these things providing is the attribute of Maruti Suzuki and hence people prefer to buy Maruti Suzuki Cars over other Brands.

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