



A STUDY ON CONSUMER PREFERENCE TOWARDS MARUTHI SUZUKI

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Abstract

Consumers make numerous buying decisions every day. Most large companies research consumer buying decisions in great detail. To answer questions about what consumers buy where they buy, how and how much they buy, when they buy, and why they buy, marketers can study actual consumer purchases to find out what they buy, where, and how much. But learning about the whys of consumer buyer behavior is not so easy. The answers are often locked deep within the consumers head.

Marketing stimuli consist of the four P's product, price, place, and promotion. Other stimuli include major forces and events in the buyer's environment: economic, Technological, political, and cultural, all these inputs enter the buyer's black box, where they are turned into a set of observable buyer responses: product choice, brand choice, dealer choice, purchase timing, and purchase amount.

These are very important for the automobile Companies to survive in the market. Unless and until without proper understanding the consumer preferences, satisfaction and attitude towards the Maruti Suzuki, it is not possible to improving current operationalization of Maruti Suzuki. The survey results may help the company to understand the consumer preferences towards Maruti Suzuki with special reference to Mitra agencies at Hyderabad.

The Mithra Agencies is an authorized dealer of all Maruti cars, which was established in the year 1988 in Hyderabad, Andhra Pradesh. The company has sold, since it's inception more than 1,00,000 cars. It's turnover is more than 100 crores per annum. It is the senior most dealer-ship in Andhra Pradesh.

The Mithra agencies has two sales outlets and four state- of- the- art workshops situated in the prime localities of the city .It has the privilege of having more than 50000 loyal customers who are repeat buyers the obvious reason for being the most tried, tested and trusted since yester years.

Key Words: Consumer Preference, Policies, Mithra Agencies, Factors.

Introduction

Consumers make numerous buying decisions every day. Most large companies research consumer buying decisions in great detail. To answer questions about what consumers buy where they buy, how and how much they buy, when they buy, and why they buy, marketers can study actual consumer purchases to find out what they buy, where, and how much. But learning about the whys of consumer buyer behavior is not so easy. The answers are often locked deep within the consumers head.

Marketing stimuli consist of the four P's product, price, place, and promotion. Other stimuli include major forces and events in the buyer's environment: economic, Technological, political, and cultural, all these inputs enter the buyer's black box, where they are turned into a set of observable buyer responses: product choice, brand choice, dealer choice, purchase timing, and purchase amount. The study of consumers helps firms and organizations improve their marketing strategies by understanding issues such as how

- The psychology of how consumers think, feel, reason, and select between different alternatives (e.g., brands, products);
- The the psychology of how the consumer is influenced by his or her environment (e.g., culture, family, signs, media);
- The behaviour of consumers while shopping or making other marketing decisions;
- Limitations in consumer knowledge or information processing abilities influence decisions and marketing outcome;
- How consumer motivation and decision strategies differ between products that differ in their level of importance or interest that they entail for the consumer; and
- How marketers can adapt and improve their marketing campaigns and marketing strategies to more effectively reach the consumer.

One "official" definition of consumer behaviour is "The study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society." Although it is not necessary to memorize this definition, it brings up some useful points:



Need of the Study

- At this competitive age, consumer preferences towards automobile gain has become the most powerful competitive advantage in automobile Industry.
- It makes a vital role in organization growth by attaining customer towards automobile company.
- This study is aimed at the consumer preferences towards automobile company. These are very important for the automobile Companies to survive in the market. Unless and until without proper understanding the consumer preferences, satisfaction and attitude towards the Maruti Suzuki, it is not possible to improving current operationalization of Maruti Suzuki.
- The survey results may help the company to understand the consumer preferences towards Maruti Suzuki with special reference to Mitra agencies at Hyderabad.

Scope of the Study

- The scope of the study is wide. The researchers disclose users belief, perception and opinions for the Maruti suzuki By receiving the users feedback for the marketing aspects of Maruti suzuki.
- The study programmed was conducted with the help of questionnaire and personal interview. The scope of the study for those who wants to get peculiar information of Maruti Suzuki.

Objectives of the Study

- To know the consumer preference level towards Maruti suzuki.
 - To study the socio-economic factors of the consumers.
 - To know the attitude and belief of the consumers towards Maruti Suzuki.
 - To know buying motives of Maruti Suzuki customers.

Research Methodology

A central part of research activity is to develop an effective research strategy or design. Methodology involves the most of suitable methods of investigations the nature of the research instruments, the sample plant and the types of data.

Research Design

A research design is the purely the frame works or plan for a study that guide the collections and analysis of the data.

Descriptive Research Design

The descriptive study is typically concerned with determining frequency with which something occurs or how two variables vary together. This study is typically guided by an initial hypothesis.

Data Collection Methods

Primary Data

Primary data is collected the well-structured questionnaire. This method of data collection is quite popular. Administering questionnaire to the respondents directly and collecting the information immediately collect the data of this project.

Sampling

Only a few units of population under study are considered for analysis and this is called sampling.

Stratified Random Sampling

Only a few units of population under study are considered for analysis and these are divided into different groups. Data is collected from 65 respondents.

Sampling Plan

Data source	:	Primary
Research approach	:	Survey
Research instrument	:	Questionnaire
Method of contact	:	Personal

Questionnaire

Data collection through the questionnaire is quite popular and it is well defined and structured in this research work.

The questionnaire is prepared in such a way that it covers comprehensive objectives of the study. Open-end, multiple choice, dichotomous questions are adopted in this research.



Research Techniques

- Simple Percentage.
- Weighted Average.

Simple Percentage

Percentage refers to a special kind of ratio percentage are used in making comparison between two or more series of data. Percentage is used to describing relationship. Percentage can also be used to compare the relative terms, the distribution of two or more series of data.

$$\% \text{ of respondents} = \frac{\text{No. of respondents}}{\text{Total respondents}} \times 100$$

Limitations

1. Limited Time

The given duration is not sufficient for conducting the survey and for effective presentation of report.

2. Small Size

The limited sample size is taken for the survey is very simple as compared to the existing market and many not resemble the views of all consumers.

3. Critical Subject Manner

The subject under taken for the report is very critical as it to understand the consumers mind and their psychology which is not so easy to do.

4. Improper Responses

Some of the respondents have give answer without rational attention. This thing obstructed to come to perfect conclusions.

5. Unavailability of Required Data

Sufficient data is not available about cars industry to know about the total market volume of the cars and sales volume of different brands in order to access the performance of different brands.

Company Profile

MITHRA Agencies Profile

The Mithra Agencies is an authorized dealer of all Maruti cars, which was established in the year 1988 in Hyderabad, Andhra Pradesh. The company has sold, since it's inception more than 1,00,000 cars. It's turnover is more than 100 crores per annum. It is the senior most dealer-ship in Andhra Pradesh.

The company boasts of being the first ISO-9001 certified automobile dealer in A.P.

The company has also to its credit a number of honors and accolades from its principal Maruti Udyog Limited. It has been awarded the All India Dealer Award for excellence in 1995 for highest growth and lifting of Maruti Esteem and 1000cc cars. Another award in 1997 was given to The Mithra Agencies 'All India Dealer Award' in category A for the highest counter sale of Maruti Spares in 1997. This company has been awarded with a special citation for maximum growth in Maruti Finance Penetration at the All India Dealers' Conference at Bangkok in 2003.

The Mithra agencies has two sales outlets and four state- of- the- art workshops situated in the prime localities of the city .It has the privilege of having more than 50000 loyal customers who are repeat buyers the obvious reason for being the most tried, tested and trusted since yester years.

The Mithra Agencies has counter business with HDFC, ICICI ,SFL CMFL, and KMPL disbursing 4 crores of car loans every month .It has been ranked All India 16th in the Balanced Score Card for 2004-05 among 230 odd dealers in the entire country by registering growth in ancillary businesses like Maruti Insurance, MGA, Maruti Finance.

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Review of Literature

Consumer Preference

Consumer preference is the study of when, why, how, and where people do or do not buy (business/product) It blends elements from psychology, sociology, social anthropology and economics. It attempts to understand the buyer decision making process, both individually and in groups. It studies characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general.

Customer preference study is based on consumer buying behavior, with the customer playing the three distinct roles of user, payer and buyer. Relationship marketing is an influential asset for customer behavior analysis as it has a keen interest in the re-discovery of the true meaning of marketing through the re-affirmation of the importance of the customer or buyer. A greater importance is also placed on consumer retention, customer relationship management, personalization, customization and one-to-one marketing. Social functions can be categorized into social choice and welfare functions.

Each method for vote counting is assumed as a social function but if Arrow's possibility theorem is used for a social function, social welfare function is achieved. Some specifications of the social functions are decisiveness, neutrality, anonymity, monotonicity, unanimity, homogeneity and weak and strong Pareto optimality. No social choice function meets these requirements in an ordinal scale simultaneously. The most important characteristic of a social function is identification of the interactive effect of alternatives and creating a logical relation with the ranks. Marketing provides services in order to satisfy customers. With that in mind, the productive system is considered from its beginning at the production level, to the end of the cycle, the consumer (Kioumarsis et al., 2009). Belch and Belch define consumer behavior as 'the process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires'.

Consumer Preference Importance

Consumer PREFERENCE means the process whereby individuals decide whether, what, when and from whom to purchase goods and services. This whole consumption preference consists of both physical and mental activities. The physical activities involve visiting a shop, examining products, selecting products eating/drinking that is the actual act of consumption.

The importance of consumer is explained as follows:

1. Helps in Production Policies

- Purchase of a particular product
- Packing of the product
- To attract the consumers

2. Helps in Price Policies

- Fixation of the prices
- Price fluctuations
- Reasonable price

3. Decision Regarding Channels of Distribution

- Goods are sold or purchase at low price must have economical distribution channel
- Selection of channels of distribution is based on the consumer preference

4. Decision Regarding Sales Promotion

- Helps in advertising media
- Helps to modify packaging
- Helps to promote gifts, discounts etc.



5. Helps in Product Development

6. Helps in Innovations of the Product

Overview of Consumer Preference

Consumer Preference

The study of exchange processes involved in acquiring, consuming, and disposing of goods, services, experiences, and ideas. The study of consumer preference (CP) incorporates theories and concepts from all of the behavioural sciences:

- Cognitive, experimental, social psychology
- Sociology
- Anthropology
- Economics - etc.,

Acquisition

The factors that influence the product/service choices of consumers. Much of CB research has focused on this stage. E.g., how did you decide to purchase one brand of car over another?

Consumption

How consumers actually use a product/service. E.g., what sorts of attitudes are you forming during the time that you own a car, and how does these affect future purchases.

Disposition

What consumers do with a product once they have completed their use of it. E.g., if you purchase a new car several years later, do you keep the old one, trade it in, sell it yourself through the newspaper, give it to a friend, or have it towed to a junk yard?

Influences on Consumer Behavior

Intrinsic

Individual, internal influence factors: personality, motivation, beliefs, attitudes, etc.

Extrinsic

External factors of influence group influences, such as culture, family, reference groups. Environmental and situational factors, such as time of day, temperature, etc.

Perspectives on Acquisition Behavior

Decision-making

Consumers move through a series of steps when making a purchase:

- Problem recognition
- Search
- Alternative evaluation
- Choice
- Post purchase evaluation

E.g., we might go through the above steps in buying an expensive product such as a car or house. In the study of consumer preference, we are less interested in whether or not this generic model is the "correct" model, and are more interested in the sorts of factors that influence this as a generic model. Hence, we are interested in the *intrinsic* and *extrinsic* influences on this model.

Experiential

People do not always make purchases according to a rational decision-making process; they sometimes buy products to have fun, create fantasies, and obtain emotions and feelings.

E.g., concerts, movies, camping: these are experiences that do not result in the ownership of a physical thing, but rather result in a pleasant (or unpleasant) memory. Why would someone go out to eat at a fancy restaurant when they could make dinner at home for less cost in money and time?

Behavioural

Environmental forces propel consumers to make purchases without necessarily first developing strong feelings or beliefs about the product.



E.g., using a coupon, responding to a contest, feeling proud when the national song is played. If the national song is played during commercials for a political candidate, we might later associate a feeling of pride with that candidate (classical conditioning) even though we otherwise know nothing substantial about the candidate.

Black Box Model

Environmental Factors		Buyer's Black Box		Buyer's Response
Marketing Stimuli	Environmental Stimuli	Buyer Characteristics	Decision Process	
Product Price Place Promotion	Economic Technological Political Cultural Demographic Natural	Attitudes Motivation Perceptions Personality Lifestyle Knowledge	Problem recognition Information search Alternative evaluation Purchase decision Post-purchase behaviour	Product choice Brand choice Dealer choice Purchase timing Purchase amount

The black box model shows the interaction of stimuli, consumer characteristics, decision process and consumer responses.^[1] It can be distinguished between interpersonal stimuli (between people) or intrapersonal stimuli (within people).^[2] The black box model is related to the black box theory of behaviourism, where the focus is not set on the processes *inside* a consumer, but the *relation* between the stimuli and the response of the consumer. The marketing stimuli are planned and processed by the companies, whereas the environmental stimulus are given by social factors, based on the economical, political and cultural circumstances of a society. The buyers black box contains the buyer characteristics and the decision process, which determines the buyers response.

The black box model considers the buyers response as a result of a conscious, rational decision process, in which it is assumed that the buyer has recognized the problem. However, in reality many decisions are not made in awareness of a determined problem by the consumer.

Information Search

Once the consumer has recognized a problem, they search for information on products and services that can solve that problem. Belch and Belch (2007) explain that consumers undertake both an internal (memory) and an external search.

Sources of information include:

- Personal sources
- Commercial sources
- Public sources
- Personal experience

The relevant internal psychological process that is associated with information search is perception. Perception is defined as 'the process by which an individual receives, selects, organizes, and interprets information to create a meaningful picture of the world'

The selective perception process,

Stage Description

- Selective exposure consumers select which promotional messages they will expose themselves to.
- Selective attention consumer's select which promotional messages they will pay attention to.
- Selective comprehension consumer interpret messages in line with their beliefs, attitudes, motives and experiences
- Selective retention consumers remember messages that are more meaningful or important to them .

The implications of this process help develop an effective promotional strategy, and select which sources of information are more effective for the brand.CV

- Information evaluation
- Purchase decision:
- Post Purchase Evaluation:
- Internal influences:
- External influences



Consumer's Decision Process

Consumer are very care full in taking decision while purchasing goods/service it includes mainly four steps(1)problem recognition(2) information search and evolution(3)purchasing processes(4) post purchasing behavior.

Consumer Preference towards Maruti Suzuki

An attempt is made in this chapter to bring out the nature and significance of complexity of consumer behaviour. Secondly, it also highlights different characteristics of consumers and the process of purchasing decision. Lastly, it throws light on various important factors which influence purchasing decision of a consumer.

Consumer is the central point and all the marketing activities revolve around him. Manufacturers produce what the customer wants. As the customer behaviour differs person to person. Consumer preference is a new field of study. Understanding the buying response of the target market is essential task of marketing under the marketing concept.

Consumer behaves in a particular manner as directed by his inner motive. The market is to study and analysis the consumer preference. Marketers find it useful to distinguish different consumer groups and to develop products & services tailored to their needs.

To say each consumer is a different segment. If one observes clearly the preference of the consumer in purchasing a commodity entirely differs from the preference of another consumer of the same product.

Factors Effecting Consumer Preference

1. Product characteristics
2. Seller characteristics
3. Situational Characteristics
4. Psychological factors
5. Cultural factors

Data Analysis and Interpretation

1. Factors Influenced to Purchase the Product of Maruti Suzuki Motors?

S. No	Particulars	Respondents	Percentage
1	Quality	28	43%
2	Price	12	19%
3	Guarantee	18	27%
4	Others	7	11%
	Total	65	100%

Interpretation: The above table reveals the quality of the product, in this table 43% of customers responds by quality and 27% of customers respond by guarantee and 19% of customer responds by price. The customers don't want to compromise with the quality. That means customers are giving primary importance to the quality n't to the price and guarantee and brands. So company has to keep this point in mind that quality should become the motto but not any other

2. Motive Elements to Purchase the Product of Maruti Suzuki Motors?

S. No	Particulars	Respondents	Percentage
1	Media	8	12%
2	Discussion	23	36%
3	Friends	16	24%
4	Need	18	28%
	Total	65	100%

Interpretation: The above table revels the most no of person this means 36% of respondents are responds with the discussion and out of 100% in the table, the 28% of customers responds by need and remaining of 24%, 12% of customers are responds by friends, media. Finally customers purchase the Maruti Suzuki motors by discussions as per above table.

3. Are you satisfied with Maruti Suzuki Motors?

S. No	Particulars	Respondents	Percentage
1	Yes	59	91%
2	No	06	9%
	Total	65	100%



Interpretation: The above table tells customers satisfaction about the product. Most of the customers can satisfy to use the product. As per our survey table, the most of members are 91% and some of customers dissatisfied with the minor problems. As per survey report 9% of customers respond to No.

4. Which Factor you Consider is satisfied you mostly Regarding Maruti Suzuki Motors?

S. No	Particulars	Respondents	Percentage
1	Features	22	34%
2	Low Maintenance	12	18%
3	Looks	23	36%
4	Service	08	12%
	Total	65	100%

Interpretation: The above table reveals the looks and features of the product. In this table the most of members are satisfied with features and looks, this two particulars responds 36%, 34% and remaining customers are responds with 18%, 12%.

5. Would you Recommend to Others Regarding Maruti Suzuki Motors?

S. No	Particulars	Respondents	Percentage
1	Definitely	30	46%
2	Probably	17	27%
3	Might & Might Not	12	18%
4	Probably Not	06	09%
	Total	65	100%

Interpretation: The above table refers to the customer can recommend to others. This is also one type of advertisement is called as personal advertisement above table tells, 46% of people responds to recommend to others and they says peace fully.

6. How often do you use the Vehicle of Maruti Suzuki Motors?

S. No	Particulars	Respondents	Percentage
1	Daily	22	34%
2	Weekly	27	42%
3	Monthly	12	19%
4	Don't Use	04	05%
	Total	65	100%

Interpretation: This table shows how often the customers typically use the vehicle. As per our survey table calculations are like this- 42% people responds to Weekly. 34% people use their vehicle daily. Most of customers are using their vehicles weekly. This calculation is high as per our survey report.

7. Are you Comfort with Maruti Suzuki Motors?

S. No	Particulars	Respondents	Percentage
1	Satisfied	34	52%
2	Neutral	17	26%
3	Dissatisfied	04	07%
4	Extremely	10	15%
	Total	65	100%

Interpretation: This table refer's to customer satisfaction of Maruti Suzuki motors and comfort of Maruti Suzuki motors most of 52% of people satisfied with this vehicles. Out of 100% the 7% people dissatisfied with Maruti Suzuki vehicles.

8. Compared to others Maruti Suzuki Motors is better?

S. No	Particulars	Respondents	Percentage
1	Much better	27	41%
2	Some better	18	28%
3	About the same	08	13%
4	Don't know	12	18%
	Total	65	100%



Interpretation: In this table, compared to other that which are available, customer can say the product is better one. As per our table 41% of people respond too much better option and 28% people responds to much some better option.

9. Your General Perception about Maruti Suzuki Motors?

S. No	Particulars	Respondents	Percentage
1	Satisfied	28	43%
2	Neutral	12	19%
3	Dissatisfied	11	17%
4	Extremely Dissatisfied	14	21%
	Total	65	100%

Interpretation: In this table out 100% of people, the 43% of people satisfied and 21% of people respond with extremely option, 19% of people sit neutrally.

10. Are you satisfied with the Design of Maruti Suzuki Motors?

S. No	Particulars	Respondents	Percentage
1	Very Good	37	56%
2	Good	18	28%
3	Average	8	13%
4	Bad	2	3%
	Total	65	100%

Interpretation: This table refer to the customer Satisfaction of design. In this table, different of Peoples give the different type of thereof. Opinions Mostly 56% of people give the Maruti Suzuki vehicles Design is (buyer product) very good and 28% of People give the good responds. 13% of people Responds average.

11. How satisfied are you with the Service of Maruti Suzuki Motors?

S. No	Particulars	Respondents	Percentage
1	Extremely Satisfied	18	28%
2	Satisfied	31	47%
3	Neutral	12	19%
4	Dissatisfied	04	06%
	Total	65	100%

Interpretation: This table reefer's to customer satisfaction about product service. This5 table show's this alienation. As per the table 28% of people were satisfied extremely and 47% of people were satisfied and 6% of people was dissatisfied with the servicing. Most 47% of people satisfied are out of 100%.

12. Are you satisfied with Executive Sales Persons of Maruti Suzuki Motors?

S. No	Particulars	Respondents	Percentage
1	Very Satisfied	32	49%
2	Satisfied	23	36%
3	Neutral	07	11%
4	Dissatisfied	03	04%
	Total	65	100%

Interpretation: This table reefer's to customer's satisfaction about the executive sales person. Most of the people were satisfied with the executive sales person performance. As per survey analysis, most of the 32% people very satisfied with sales executive person performance and 23% of people satisfied 3% of people dissatisfied with his performance.

13. How satisfied are you with the Actions taken by the Dealership to resolve your Problem?

S. No	Particulars	Respondents	Percentage
1	Satisfied	14	21%
2	Totally Satisfied	27	42%
3	Somewhat satisfied	04	06%
4	Very satisfied	20	31%
	Total	65	100%



Interpretation: In this table 42% of people totally satisfied out of 100% and 31% of people very satisfied and 21% of people satisfied. Almost 95% of people satisfied out of 100%.

14. Are you Aware of Finance and Insurance Facilities Offered by Maruti Udyog Ltd?

S. No	Attribute	No. of Respondent	% of respondent
1	Yes	51	63%
2	No	14	37%
Total		65	100%

Interpretation: From the above table 63% of respondents are aware of finance and insurance facilities offered by Maruti Udyog Ltd, and 37% of respondents are not aware of finance and insurance facilities offered by Maruti Udyog Ltd.

15. What do you feel about the Price of the Vehicle that you own?

S. No	Attribute	No. of Respondent	% of respondent
1	Very High	33	51%
2	High	24	37%
3	Affordable	08	12%
Total		65	100%

Interpretation: The above table reveals that 12% of respondent are of the opinion that the price of the car is affordable 37% of customers are of the opinion that the price of the car is high. 51% of respondent opinion is very high.

16. Would you Recommend Maruti Brands to Others?

S. No	Attribute	No. of Respondent	% of respondent
1	Yes	65	100%
2	No	0	0%
Total		65	100%

Interpretation: The above table shows that 100% of the respondents recommend Maruti brands to other. So that maruti brand has more images in the customer sence.

17. Opinion of the Influence of Brand Image on Purchase Decision

S. No	Attribute	No. of Respondent	% of respondent
1	Influenced a lot	34	58%
2	To some extent	31	42%
3	Doesn't	0	0%
Total:		65	100%

Interpretation: The above data revealed that 58% of respondent are of the opinion that the brand image influence a lot on their purchase decision and 42% respondent influence to some extent.

18. Do you want to Change your Maruti Suzuki Brand?

S. No	Attribute	No. of Respondent	% of respondent
1	Yes	55	63%
2	No	10	37%
Total		65	100%

Interpretation: From the above table 63% of respondents are not ready to change Maruti brand yet, and 37% of respondents are ready change because their family factors consideration.

19. Rank in the Order of Preference. The Following Factor Consider While Buying a Car?

S. No	Attribute	No. of Respondent	% of respondent
1	Brand	25	38%
2	Interior design	10	15%
3	Fuel efficiency	11	17%
4	Technology	9	14%
5	Price	10	15%
Total		65	100%



Interpretation: From the above table i can estimate that while purchasing car customer more prefer the brand of the car.38% of customer see brand, 15% interior design, 17% fuel efficiency technology 14% , price 15% they consider.

20. At the Purchasing Time Customer Most Focus On?

S. No	Attribute	No. of Respondent	% of respondent
1	Authorized dealer	18	28%
2	Auto finance	31	48%
3	Agent of the dealer/broker	12	18%
4	Authorized dealer & Auto finance company	04	6%
Total		65	100%

Interpretation: Above table we can estimate that at purchasing time respondents more focus on auto finance facility of the agency,48% respondents focus on it and next authorized dealer will focus 28%,dealer &broker 18%,dealer &company6% they focus .

Findings

1. It is found that the quality of the product is much influenced to purchase the product of Maruti Suzuki Motors.
2. It is found that the customers are satisfied with Maruti Suzuki Motors.
3. It is found that the customers are much comfort with the design of the Maruti Suzuki Motors.
4. It is found that the perception of the customers towards Maruti Suzuki Motors is much better than other vehicles.
5. It is found that the customers are price affordable for purchasing the Maruti Suzuki Motors.
6. It is found that the Maruti Suzuki Motors providing services much better than others.
7. It is found that the customers are influenced a lot by the brand image on the purchasing decisions.
8. It is found that the customers want to change their product Maruti brands.
9. It is found that the resale value of Maruti Suzuki Motors is high than others.
10. It is found that the customers are totally satisfied with the actions taken by the dealers to resolve their problems.

Suggestions

1. The organization should know the taste, preferences and believes of customers by interacting with them.
2. The organization should provide innovative and creative features in the products of Maruti Suzuki Motors for customer's loyalty.
3. To understand the customer's perception organization should conduct surveys periodically.
4. The organization should reduce the price of the vehicles to enhance the preference level of the customers.

Conclusions

1. It has been seen that many Hyundai car owners are shifting to Maruti Car. So, it is necessary to identify those customers who bought Maruti car 4 – 5 years ago and motivate them to buy Maruti Car.
2. Customers should also be given a chance to meet the GM of the company on a specific date and time in month and suggestions and complaints regarding the car and its service aspects.

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