

A STUDY ON CUSTOMER PREFERENCE TOWARDS SMALL SEGMENT CARS OF MARUTI SUZUKI INDIA LIMITED WITH SPECIAL REFERENCE TO COIMBATORE CITY

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Abstract: The project entitled “A Study on Customer Preference Towards Small Segment Cars of Maruti Suzuki India Limited With Special Reference to Coimbatore City” is carried out with an objective to determine consumer behavior about the Maruti Suzuki. Marketing makes goods useful to the society by getting them where they are wanted and transferring them to those people who want them.

Keywords – Marketing, Goods, Cars

A. INTRODUCTION:

MARKETING:

Marketing is economic process by the means of which goods and services are exchanged and their values determined in terms of money.

Objective of all economic activities is the satisfaction of human wants, use goods not provides market to the producer but to satisfy our wants as there is want goods produce undertake production and merchant established shops to sell it. The objective of every business is to give the consumers the goods they want. To achieve this, manufactures undertake production of goods. Marketing makes goods useful to the society by getting them where they are wanted and transferring them to those people who want them.

B. CONSUMER ATTITUDES:

The AUTOMATIC INDUSTRY in India is one of the largest in the world and one of the fastest globally. India manufactures over 17.5 million vehicles (including 2 wheeled & 4 wheeled) and exports about 2.33 million every year. It is the world’s second largest manufactures of motorcycles, with annual sales exceeding 8.5 million in 2009. India’s passenger car and commercial vehicle manufacturing industry is the seventh largest in the world, with the annual production of more than 3.7 million units 2010. According to recent reports, India is to set to overtake Brazil to become the sixth largest passenger vehicle producer in the world, growing 16-18 percent to sell around three million units in the course of 2011-12. In 2009, India

emerged as Asia's fourth largest exporter of passenger cars, behind Japan, South Korea and Thailand.

The supply chain of this industry in India is very similar to the supply chain i.e., from the consumers and goes through the automakers and climbs up until the third tier suppliers. However the products are channeled in every traditional automotive industry, flow from the top of the supply chain to reach the consumers.

C. OBJECTIVES OF THE STUDY

- To study the consumer behavior about the Maruti Suzuki.
- To identify the factor influencing in buying Maruti Suzuki Brand Cars.

D. LIMITATIONS OF THE STUDY

- The study was carried out only in Coimbatore city and so the finding cannot be applied to any other city.
- Customer preference is something that keeps on changing with time. Hence the finding from this study cannot be applied in future for decision making.

E. REVIEW OF LITERATURE

- ✓ Pawan Kant Munjal in the article "pole position" said "The world over, motor cycles are the leading two wheelers. It's only in Italy, India and Indonesia where you see scooters dominating. But not motorcycles are a head in India too. Due to many Indo-Jap joint ventures that pushed up sales. He graciously allocate credit to TVS- Suzuki, Kawasaki Bajaj and Escorts- Yamaha's 100-cc bike for offering well.
- ✓ According to a recent conducted by "Automobile India – A complete automobile consumer guide", which is an Automobile website dedicated to car buyers, Maruti Suzuki 800 is among the top largest selling small segment cars in India now.

F. PROFILE OF THE COMPANY

Maruti Suzuki India limited, a subsidiary of SMC, Japan, is the leader in passenger cars and multi purpose vehicles (MPVs) in India, accounting for almost 55% of the total industry's sales. The company formerly known as Maruti Udyog Limited, was incorporated as a joint venture (JV) between government of India and SMC, Japan on 24th February, 1981. The first car was rolled out from its Gurgaon facility on 14th December, 1983. Since then, it has sustained its leadership position in the Indian car market.

Maruti Suzuki is India and Nepal's number one Automobile manufacturer and the market leader in the car segment, both in terms of volume of vehicles sold and revenue earned. Until recently, 18.28% of the company was owned by the Indian government, and 54.25% by Suzuki of Japan. The BJP- led government held an initial public offering of 25% of the company in June 2003.

As of 10 May 2007, Government of India sold its complete share to Indian financial institution. With this, Govt. of India no longer has stake in Maruti Udyog.

G. ANALYSIS AND INTERPRETATION :

1. Relation Between Marital Status of the Respondents and Need or Purchase of Car

Marital status	Asset	Convenience	Others (requirement)	Prestige	Total
Married	18	69	30	15	132
	23.2	73.9	22.7	12.1	132.0
Unmarried	26	71	13	8	118
	20.8	66.1	20.3	10.9	118.0
Total	44	140	43	23	250
	44.0	140.0	43.0	23.0	250.0

2. Relationship Between Size of the Family of the Respondents and Vehicle Used by the Respondents

Size of fam	A-star	Alto	Maruti-800	Wagon R	Total
Below 3	5	14	13	27	59
	4.5	18.2	13.7	27.7	59.0
3 to 5	3	38	15	45	101
	7.7	31.1	23.4	38.8	101.0
5 to 8	9	11	22	9	51
	3.9	15.7	11.8	19.6	51.0
Above 8	2	14	8	15	39
	3..	12.0	9.0	15.0	39.0
Total	19	77	58	96	250
	19.0	77.0	58.0	96.0	250.0

H. SUGGESTIONS TO THE STUDY:

- The manufacturer may focus the attention on the sources of information from where the public get information about the car and target then in conducting promotional activities.
- Quality and brand name are two important factors, which are considered while purchase of a vehicle in the consumers mind. Hence, the organization shall provide quality products and this will enhance the brand name.

I. CONCLUSION:

Besides the economic factors, socio-cultural and life style factors have also contributed to the rapid shift in the consumption pattern of the middle class. The growth of urbanization, the breaking down of the joint family system and the rise of small families. More and more women taking to employment are the main contributed factors. These and other similar factors acting in concert have brought about a new life style among the middle class.

Thus the company thought its marketing strategy and promotional activities can dominate the auto mobile sector than its present scenario.

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