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A Study on Consumer Perception towards Small Cars in Maruti Co at Palayamkottai

* R.M.THAYA M.com, M.Phil, SET, M.Ed

Assistant Professor

Sarah Tucker College

Palaiyamkottai

Research Scholar

Dept. of Commerce

Nazareth Margoschis College

Affiliated to Manonmaniam Sundaranar University, Tirunelveli

Guide : Dr.R.Santhi Salomi

Research Supervisor & Guide

Associate Professor

Department of Commerce

Nazareth Margoschis College

Pillayanmanai, Nazareth

Abstract

The automobile sector is an important performer in the global and Indian economy. As the customer's needs, expectations and the life style are changing, most of the companies adopt various techniques to satisfy the customers. The present study gives more importance to various factors related to consumer perception in relation to small cars in Maruti Company. The problems faced by the consumers are inquired and thereby their overall satisfaction is studied. The results showed that the middle class people are more satisfied with the use of small car in Maruti Company.

Key words:- Customer satisfaction, small cars in Maruti Co, Factors

Introduction:-

The automobile Industry in India is one of the largest in the world. As people needs moving from one place to another place, they are in need of some vehicles. Vehicles help the people to move from one place to another place swiftly. At present Indian automobile market is crowded with lot of Indian as well as multinational brands and Maruti Car manufacture is a top player in India. Maruti Company has introduced small cars like, Alto 800, Alto k 10, wagon – R, Ignis and celerio which look more elegant and technologically superior which makes the buyer buy them.

Objectives:-

1. To know the level of customer satisfaction on sales of Maruti Car that influences the buyer.
2. To know the motivated factors that influences to buy Maruti Car.
3. To know the customer satisfactions on performance of dealer.
4. To know the customers are satisfied with price and service network.

Scope of the Study:-

The present study is restricted to evaluate the sales performance of small cars of Maruti Company at Palayamkottai and suggest remedial measures for its growth and success.

Methodology:-

The data for this study is collected through both primary and secondary source. The primary data is collected by supplying the questionnaire to the respondents and by direct personal, observation. Secondary data is collected through journals, publications, text books, magazines and internet resources.

Sample size:-

Sample size opted for this study is 75 respondents from Palayamkottai. The respondents are selected by convenience random sampling basis as a true representation of the entire respondent by supplying questionnaire.

Need of the Study:-

The increased income level of the middle class family motivates and fulfilled their dream of owning a car through purchasing a small car, which is more convenient for the Indian road condition and financial capacity of the middle and lower – middle category of the respondents.

Review of Literature:-

Vijayakanth, Santhosh and Rao (2014) studied about 'Customer satisfaction index in multi brand car service centre across Karnataka quantitative research design was adopted in this study. Descriptive statistics were used for data analysis. The sample size was 100. The study found that personal car users across Karnataka were satisfied with the services offered by the Multi brand service centre. The study also exposes that satisfied percentage was more than dissatisfied.

Company Profile:-

Maruti Suzuki India Limited, formerly known as Maruti Udyog Limited, is an automobile manufacture in India. It was established in February 1981, though the actual production commenced only in 1983. It is a subsidiary of Japanese automobile and motorcycle manufacturer Suzuki Motar Corporation. In the year 1980, the Maruthi 800 was India's first "People Car". In the year 2015 Maruthi Suzuki launched a new premium sales channel called NEXA. It contributes (provides) a new experience of hospitality from Maruthi Suzuki. Indian market and Indian society are fast changing a new segments of customers are emerging and new initiatives are taken to meet diversifying expectations from customers. The mission of NEXA is to offer innovative value and direction so that the new segments of the Indian customers are responded and offer them the experience which they value.

Definition:-**Customer Satisfaction:-**

Customer satisfaction is a marketing term that measures how products or services supplied by a company meet or outshine a customer's expectation. Customer satisfaction is important because it provides marketers and business owners with a metric that they cause to manage and improve their business.

Analysis and Interpretation:-

Table 1 describes the demographic profile of the respondents.

S. No	Variables	Category	No. of respondents	Percentage
1.	Gender	Male	52	69
		Female	23	31
		Total	<u>75</u>	<u>100</u>
2.	Marital Status	Married	48	64
		Single	27	36
		Total	<u>75</u>	<u>100</u>
3.	Age	30 and below	8	11
		31-40	32	42
		41-50	24	32
		51-60	5	7
		Above 60	6	8
		Total	<u>75</u>	<u>100</u>
4.	Literacy level	School Level	12	16
		U.G Level	35	47
		P.G Level	20	27
		Professionals	8	10
		Total	<u>75</u>	<u>100</u>
5.	Size of the family	Small (1-2 members)	20	27
		Medium (3-4 members)	42	56
		Large (5-6 members)	8	11
		Very Large (Above 6 members)	5	6
		Total	<u>75</u>	<u>100</u>
6.	Occupation	Government employee	32	43
		Private employee	14	19
		Entrepreneur	22	29
		Professional	7	9
		Total	<u>75</u>	<u>100</u>
7.	Monthly Income	Below 20000	7	9
		20001-30000	28	37
		30001-40000	20	27
		40001-50000	15	20
		Above 50000	5	7
		Total	<u>75</u>	<u>100</u>

8.	Influence to purchase	Family	15	20
		Advertisement	35	47
		Friends and Relatives	25	33
		Total	<u>75</u>	<u>100</u>

Source: Primary data (n= 75)

The above Table shows that out of 75 respondents 69% are male, 64% of the respondents are married, 42% of the respondents are up to 31-40 years, most 47% of the respondents are up to U.G level, 56% of the respondents are Government employee, 37% of the respondents has the monthly income from Rs. 2000/- 30000, and 47% of the respondents are influenced by advertisement to purchase the car.

Table 2 shows the preference of customers on small car offered by the Maruti Company

S. No	Name	No. of respondents	Percentage
1.	Alto 800	28	37
2.	Wagon R	20	27
3.	Ignis	7	9
4.	Celerio	5	7
5.	Alto k 10	15	20
	Total	75	100

Source: - Primary data (n= 75)

From the above Table it is clear that 37% of the respondents prefer Alto 800, 27% of the respondents prefer wagon – R, 20% of the respondents prefer Alto K10, 9% of the respondents Prefer Ignis and 7% of the respondents prefer celerio car.

Table 3 shows the consumer perception towards small car in Maruthi Company

S. No	Reasons	SA	A	N	DA	SDA	TM Total Mean	MS Mean Score	Rank
1.	Maintenance cost	52	17	03	02	01	342	4.56	IV
2.	Fuel Consumption	52	17	02	02	02	340	4.53	III
3.	Easy Availability of Spare Parts	51	17	03	02	02	338	4.51	VI
4.	Vehicle Model	53	14	02	04	02	337	4.49	VII
5.	After Sales Service	54	13	02	05	01	339	4.52	V
6.	Great Resale Value	52	20	01	01	01	346	4.61	II
7.	Perfect for Indian Roads	48	20	03	03	01	336	4.48	VIII
8.	Economical Price	54	18	01	01	01	348	4.64	I
9.	Attractive Colours	45	17	04	04	05	318	4.24	XII
10.	Customers Service	47	19	05	03	01	333	4.44	IX
11.	Pick Up	46	16	07	04	02	325	4.33	X
12.	Central Locking System	46	21	03	02	03	327	4.36	XI

Source: Primary data (n=75)

SA – Strongly Agree A – Agree N- Neutral DA – Disagree.

From Table 3 it is clear that majority of the respondent prefer maruti car as it is more economical in price, and is suitable for middle class family. Second rank is given for its resale value, because the Maruti cars have greatest resale value in the market. Third rank is given for its fuel consumption. The fuel consumption in these cars are very low. Fourth rank is given for its maintenance cost, which is very low. Fifth Rank is given for its after sales service. After sales of car, three free services are given. Sixth rank is given for its Easy availability of spare parts. Seventh rank is given for the vehicle model. Eighth rank is given for its perfectness in Indian roads. Ninth rank is given for customer's service. Tenth rank is given for its pick up. Eleventh Rank is given for the facility for central locking system. Twelfth rank is given for its attractive colours.

Findings:-

- ❖ Hence it is concluded that 69% of the respondents are male.
- ❖ 64% of the respondents are married.
- ❖ 42% of the respondents are between the age group 31-40.
- ❖ 47% of the respondents are under graduates.
- ❖ 43% of the respondents are Government employees.
- ❖ 37% of the respondents are earning the monthly income between Rs. 20001-30000.
- ❖ 47% of the respondents are influenced advertisements to buy the car.
- ❖ Majority of the respondents prefer these car because of its economical price.
- ❖ Majority of the respondents prefer these cars because of its great resale value.
- ❖ Majority of respondents satisfies of its maintenance cost and after sales service.

Conclusion:-

The automobile Industry has made huge impact on different segments of the society. The present study analysed the factors that induces (influence) the customers to buy Maruti cars and their satisfactory. This study concludes that the consumer behaviour influences in marketing the Maruti cars Automobile companies should conduct meetings periodically to frame innovative strategies.

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