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A STUDY ON PERCEPTION OF PEOPLE TOWARDS TATA MOTORS & MARUTI SUZUKI

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ABSTRACT

The study looked at how consumers felt about the automotive industry and two specific businesses, TATA MOTORS and MARUTI SUZUKI. India has a sizable population, and the majority of its citizens are well off enough to be able to buy a car for their family. Additionally, India has a sizable automobile market. Two names stand out in India's automotive sector without a doubt: Maruti Suzuki and Tata Motors. The emphasis on cost and the plan to make it simple to buy the cars are two important factors in the company's success. Both businesses are vying for domination in Central India while also making every effort to make it as simple as possible for customers to buy cars. Therefore, it becomes crucial to comprehend consumer preferences for both brands in a market, which are both valued highly by the industry as a whole. The study used a questionnaire that included questions about the cost of the car, its fuel efficiency, how well it was maintained, the after-sales services the company gave, the financial services it provided for the purchase, its performance.

Keywords : customers , perception , tata motors , Maruti Suzuki , automobile.

INTRODUCTION

ABOUT CONSUMER AND CONSUMER BEHAVIOUR :

A consumer is one of the most important aspects of marketing because they are generally the center of all marketing initiatives and activities. Any person or organization that buys a product or contracts for services for personal use is referred to as a customer. Consumer preference, a very broad but frequently used term, in its most basic sense refers to the consumer's preference for one brand over others on the market when it comes to a product or service.

ABOUT INDUSTRY :

Indian auto mobile industry is all set to play the same role in the indian economy . indian automobile industry is one of most modern , growing and vibrant auto mobile market . in india maruti suzuki and tata motors are one of the leading automobile manufactures and the market leaders in four wheeler's segment , both the term of volume of vehicles in market.in this industry for be successful , images and symbols must relate to and indeed exploit the needs, values and lifestyles of consumers in such a way

that the meanings involved give added values, and differentiate the brand from other brands. In the automobile industry the core function of the brand is to provide convenience and clarity in decision making, providing a guarantee of performance and communicating a set of expectations, thereby offering certainty and facilitating the buying process.

OVERVIEW OF WORLD MARKET :

Around 806 million vehicles and light trucks were in use in 2007, and they used more than 980 billion litres (980,000,000 m³) of gasoline and diesel fuel annually. For many developed countries, the automobile serves as the main form of transportation. By 2014, one-third of global demand, according to the Detroit office of Boston Consulting Group, will be in the four BRIC countries (Brazil, Russia, India and China). In the meantime, the automotive sector has slowed in developed nations. It is also anticipated that this trend will continue, particularly as younger generations (in highly urbanised countries) choose other forms of transportation over owning a vehicle. Iran and Indonesia are two additional markets for automobiles that have promise.

A group of major automakers, including GM, Ford, Volvo, BYD Auto, Jaguar Land Rover, and Mercedes-Benz, and the governments of 24 developed nations made a commitment to "work towards all sales of new cars and vans being zero emission worldwide by 2040, and by no later than 2035 in leading markets." Major auto-producing countries like the US, Germany, China, Japan, and South Korea, along with Volkswagen, Toyota, Peugeot, Honda, Nissan, and Hyundai, did not make a commitment.

ABOUT TATA MOTORS :

Tata Motors is India's largest automobile company and is part of the USD 100 billion Tata group founded by Jamsetji Tata in 1868. The group is regarded as one of the most reputable industrial companies not just in India but also internationally. Tata Motors' primary idea and model of responsible business behaviour is to "give back to society." By providing clients with cutting edge auto technology packaged for power performances and lowest life-cycle costs, it has significantly contributed to the evolution of the Indian commercial vehicle scene. Tata Motors vehicles are engineered for the highest levels of performance, connectivity, and comfort. India, the UK, Italy, and Korea are home to its R&D Centers. The team works hard to create innovative goods that perform up to the standards of the younger generation.

ABOUT MARUTI MOTORS :

Maruti Suzuki began operations in Gurgaon, Haryana, in 1983 as a result of a partnership between Maruti Udyog and Suzuki Motor Corporation of Japan. The fundamental goal of this collaboration was to create cars that the general public could afford. The company's flagship model, the Maruti 800, which is still known simply as "Maruti," helped it become well-known. The Company was instrumental in liberalisation, globalisation, and privatisation in addition to bringing about the long-awaited revolution in the Indian automotive industry.

REVIEW OF LITERATURE

Rao and Kumar (2012) in their study concluded that the satisfaction of customers depends upon safety, dealer service, customer relationship and availability of spares along with other aspects. Kotwal (2009) focused on the importance of the aspects of space, comfort and luxury of a mid-sized car. He also focused on the technological advancement and affluence aspects which are in general provided by numerous global automobile brands in India.

Doyle (2002) in his study based on emotional and functional reasons for customer brand preference, concluded that people

preferred reputed brands to display lifestyle, interest, value and most importantly wealth. Pitcher (1999) concluded that the aspect customers tend to prefer global brands and habitually if use those brands has invariably made the impact of global brands more effective. The factors discussed were perceived value addition for the customer along with quality. Customer's self-perception was defined as cosmopolitan, sophisticated and modern.

Dichter (1962) focused on the aspect of country of origin and its crucial role in the success of the product, by concluding that the country of origin acts as a critical aspect from which customers can infer beliefs about the product based upon their beliefs about the country from which the product originates. Jeuland and Shugan (1983) in their study on price and quality relationship concluded that price is an indicator of the quality. Consumers are encouraged to raise the quality of their product. They also believed that delivering a good quality of goods is the right image among and uses of the product. Loudon and Bitta (1984) in their study viewed that buying behaviour is the decision process and physical activity which the individuals engage in when evaluating, acquiring, using and disposing of goods and services.

Haneef et al. (2006) in their study which also focused on automobiles suggested that consumer behaviour is influenced strongly by cultural, social, personal and psychological factors. Cultural factors include the set of basic values, perceptions, wants and behaviour learned by a member of society from the family and other important institutions. The social factors include consumer's family, small group, social roles and status. The personal characteristics such as buyer's age, lifecycle stage, occupation, economic situation and lifestyle influence a buyer's decision. A person's buying choices are further influenced by four major psychological factors: Motivation, Perception, Learning, Beliefs and Attitudes.

Suresh and Raja (2006) studied by critically measuring customer satisfaction with small cars. In this study, the customer satisfaction is measured by using the following variable attributes under different dimensions, namely, after sales service, ability to understand customer needs, behaviour and knowledge of the mechanics, warranty, prompt delivery, 24 hours customer care, information about the cars, horse power, engine capacity, power steering, technology, fuel capacity, acceleration, easy finance, convenience and accessibility, ground clearance, easy processing and documentation, price, discount and rebates, fuel efficiency, maintenance cost, luggage capacity, safety measures, model and colour of the car, music accessories, engine pickup, availability of spares, cost of labour and spares.

Dorsch et al., (2000) studied Consumer choice behaviour using the five-step process (need information search- evaluation of alternatives- purchase-post-purchase evaluation) problem solving paradigm or through the progression of consumer choice from a product class to brand choice. John and Pragadeeswaran (2013) found out that demographic factors like age, gender, education, status influenced the buying process.

OBJECTIVE OF STUDY

- To understand the services awareness among the customer for their vehicle .
- To compare the after sales services provided by tata motars and Maruti Suzuki.
- To compare the factors that affects the consumer perception for buying Maruti Suzuki cars and Tata Motors Cars in Central India.

RESEARCH METHODOLOGY

1. Research Design :

Research design provides the clue that holds the research project together . A design is used to structure the research , to show how all of the major parts of the research project – the sample or groups , measures , treatments or programs , and methods of assignment – work together to try to address the central research questions .

2. source of data :

During the beefing we were informed the purpose of the research .

All the terms in questionnaire were explained in detailed.

3. Data collection method :

Data can be collected by different intranet websites of the organizations .

In Maruti Suzuki showroom the servicing department used to provide the information and data when required.

In such surveys mainly questionnaire is used as an effective tool for data collections .

✓ Primary data

Primary data is collected directly from the respondent through questionnaire method .

4. Sampling design :

Sample design is the specific plan of collecting the data from the present target people. In this project we were supposed to collect the data from individual who had goes to the servicing four wheeler vehicles .

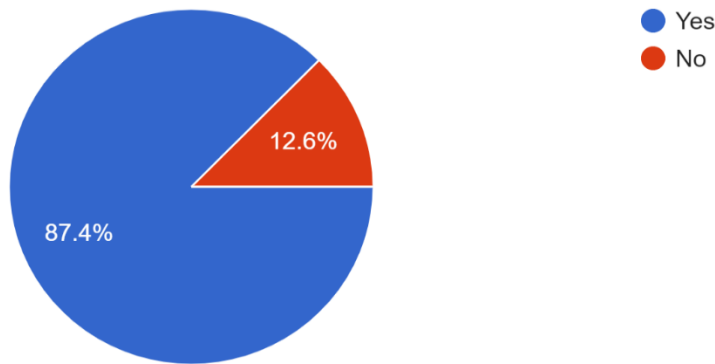
5. Sampling method:

We are utilizing the random sampling data collection method. The listing strategy utilized for the investigation of the task was purposive. The sample was randomly selected in such a way that the most extreme conceivable review region ought to be covered.

RESULTS AND DISCUSSION

1. AWARENESS ABOUT AUTOMOBILE INDUSTRY :

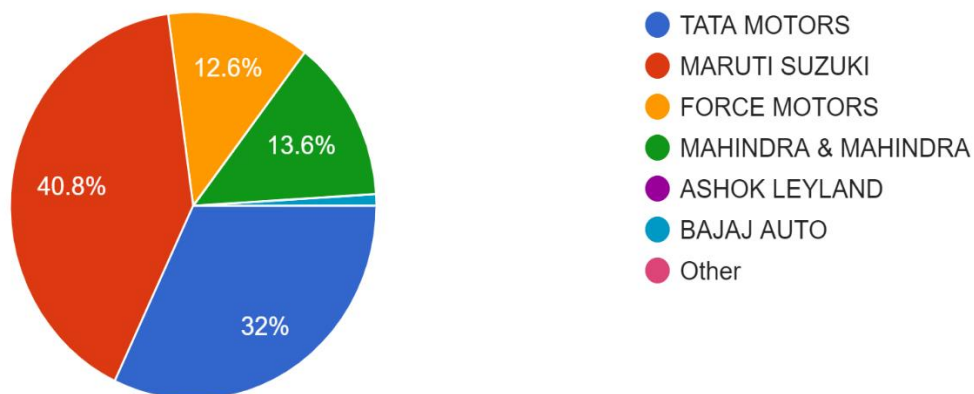
VALID	FREQUENCY	PERCENT	VALID PERCENTAGE
yes	24	87.4	87.4
No	79	12.6	12.6
total	103	100	100



Interpretation : according to analysis of awareness about autoimole , there are 87.4 % people are aware about what is this sector while 12.6 % people are unaware about this industry.

2. PEOPLE'S FIRST CHOICE AMONG INDIAN AUTOMOBILE COMPANIES :

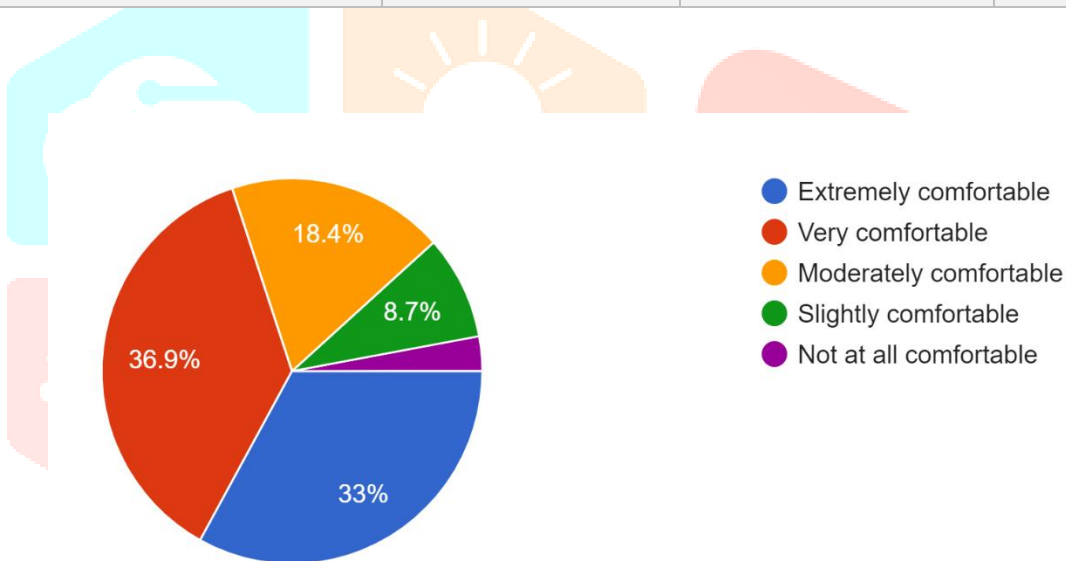
valid	frequency	percent	Valid percentage
TATA MOTORS	33	32	32
MARUTI SUZUKI	42	40.8	40.8
FORCE MOTORS	13	12.6	12.6
M AND M	14	13.6	13.6
ASHOK LEYLAND	0	0	0
BAJAJ AUTO	1	1	1
OTHER	103	100	100



INTERPRETATION : on the basis of the general data conducting about first preference car for own choice we get this amount of data regarding to the companies . here tata motors gets 32% out of 100. Maruti Suzuki on highest preference at 40.8%. force motors gets 12.6% . 13.6%for Mahindra & Mahindra .

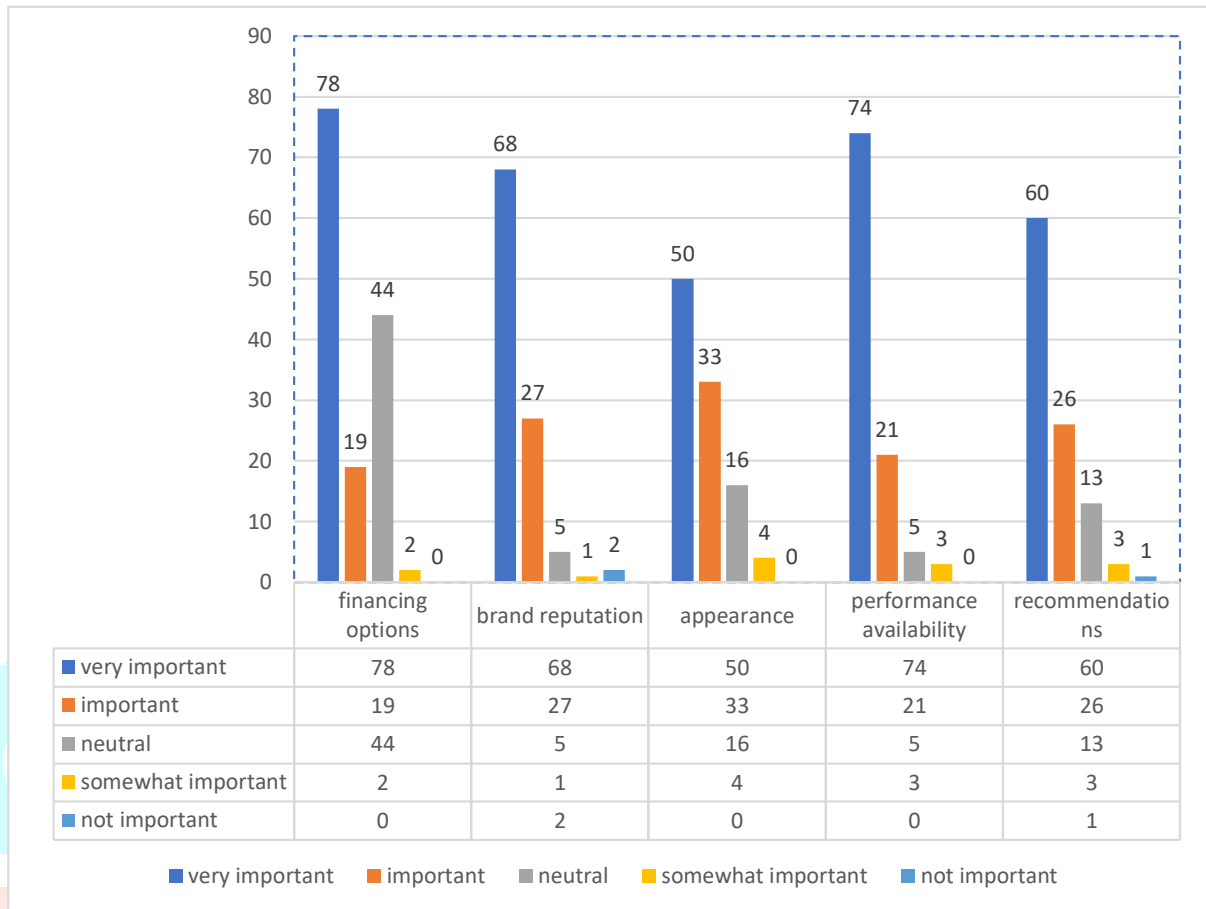
3. HOW COMFORTABLE PEOPLE FEELS NEGOTIATING THE PRICE OF AN AUTOMOBILE :

valid	frequency	percent	Valid percentage
Extremely comfortable	19	33%	33%
very comfortable	38	36.9%	36.9%
moderately comfortable	19	18.4%	18.4%
slightly comfortable	9	8.7%	8.7%
not at all comfortable	3	2.9%	2.9%



INTERPRETATION : according to the result of analysis about price negotiating , 36.9% people are very comfortable about price negotiating while 33% are extremely comfortable . 8.7% people are slightly comfortable . 18.4% people are moderately comfortable .

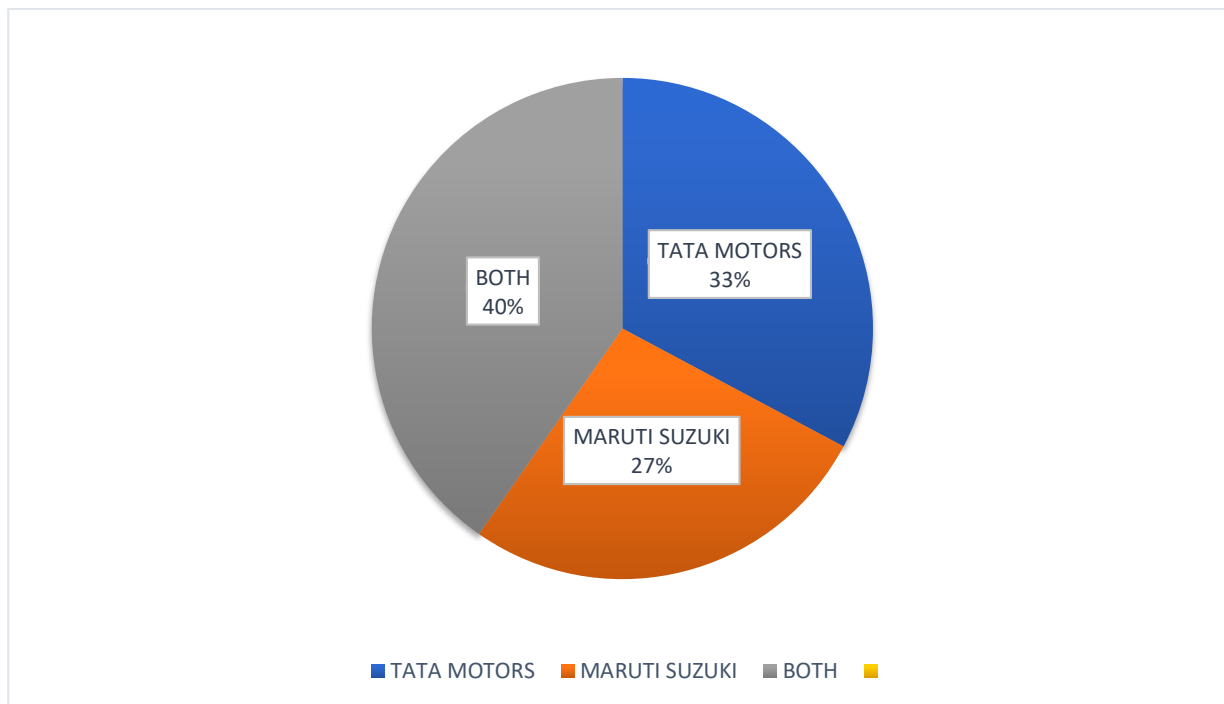
4. ACTOR AFFECTING REGARDING BUYING PROCESS :



INTERPRETATION : according to our research people believe that finance is very important for buying automobile . brand reputation is also a very important part, people consider the performance availability on a high note. Recommendations are based on the person's nature and believes as you can see in graph.

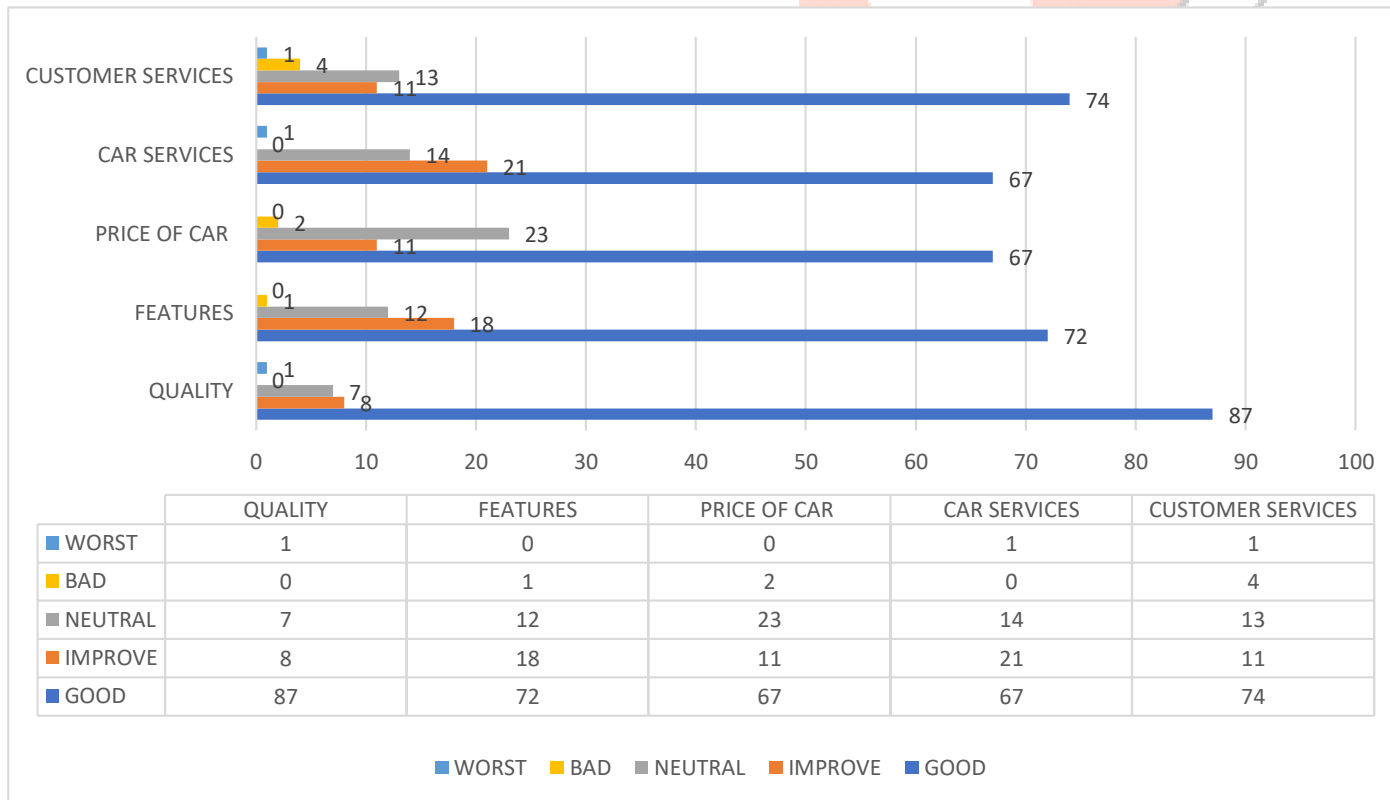
5. BETTER FUEL EFFICIENCY :

VALID	FREQUENCY	PERCENT	VALID PERCENTAGE
Tata motors	34	33%	33%
Maruti suzui	27	27%	27%
both	42	40%	40%



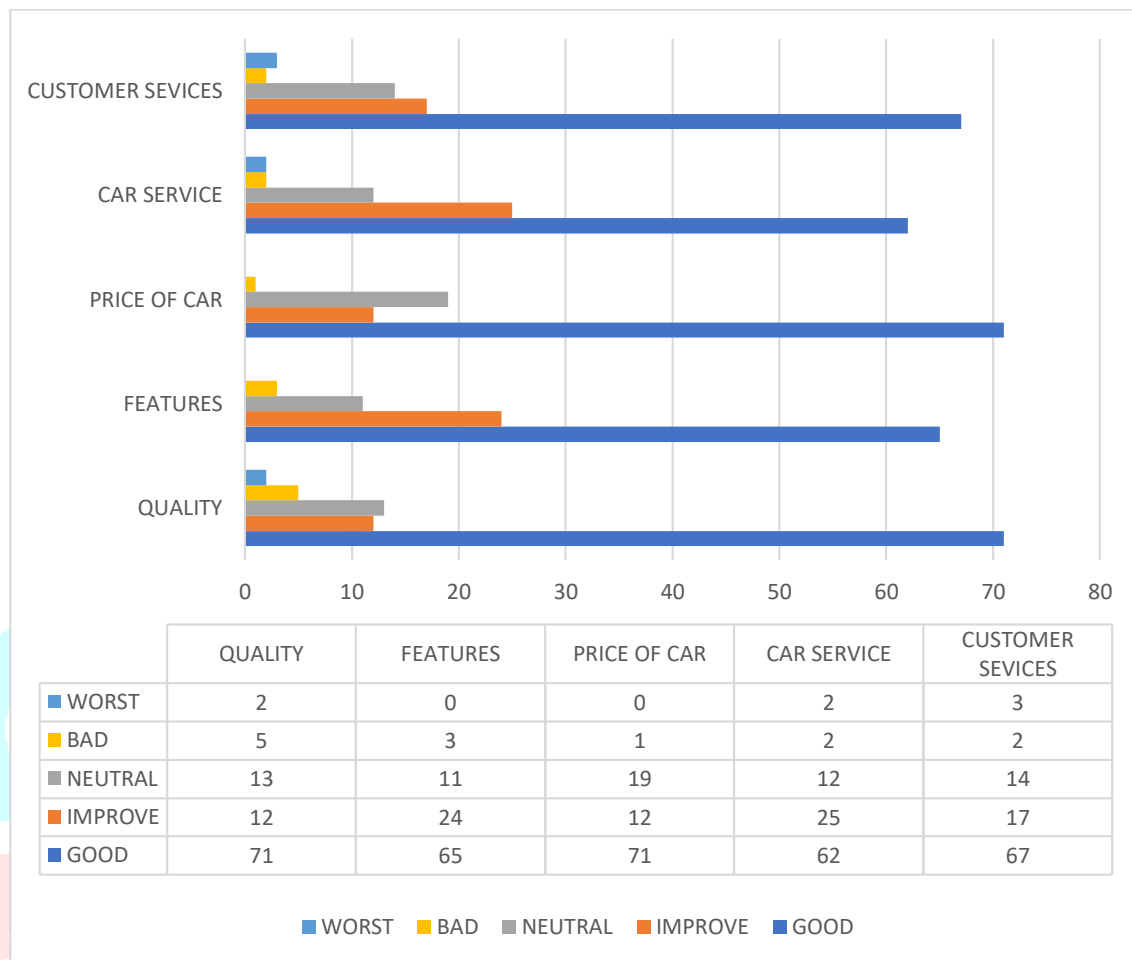
INTERPRETATION : majority of people believes that both brand have a good fuel efficiency . 33% people says that tata motors have better fuel efficiency . while 27% people says maruti suzuki have a good fuel efficiency . 40% says both have good fuel efficiency .

6. REVIEW ON TATA MOTORS :



INTERPRETATION : based on our research we can say that majority of people says tata motors have good customer services, car services , price of car , features , quality . some of about 15% people says to improve the all things . and 71% believes on good conditions of car .

7. REVIEWS ON MARUTI SUZUKI :



INTERPRETATION : according to our research 65% customer of maruti says that the customer services , car services , price of car , features , quality is good . 17% people says to improve all this things . 15% says neutral for this things . 2.5 % people says bad quality and all for maruti .

CONCLUSION :

The study provides a clear comparison of customer preferences between Tata Motors and Maruti Suzuki vehicles based on a number of factors, including cost, fuel efficiency, upkeep, after-sale services, and financial services provided by the business. for the car's cost of purchase, its functionality, and its resale worth. After the sample (a representation of the population of Central India) was analysed, it was discovered that there is only a significant difference in customer preference between Maruti Suzuki and Tata Motors Cars in terms of maintenance and performance. It can be deduced that Maruti Suzuki cars outperform Tata Motors cars in Central India, thanks in large part to superior service centres, longer vehicle durability, and qualified technicians. For an important Customers tend to favour the brand Tata Motors over Maruti on performance-related factors. Since performance is a qualitative parameter, Maruti Suzuki must put a lot of emphasis on it because, in the long run, if the performance is not or only tangentially related to the company it can face great challenges which can be very difficult to overcome. For the remaining parameters there is no significant change in consumer preference between both the brands.

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