



A Study On Factors Influencing Consumer Buying Behaviour And Challenges Encountered By Maruti Baleno Car Owners

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CHAPTER I

INTRODUCTION AND DESIGN OF THE STUDY

1.1 INTRODUCTION

Maruti Suzuki's Baleno exemplifies a strategic approach to influencing consumer decision-making processes in the automotive sector. Through a combination of product innovation, targeted marketing, and customer-centric initiatives, Maruti Suzuki effectively shapes consumer perceptions and preferences, establishing the Baleno as a top contender in the competitive hatchback segment. This brief overview will explore key elements of Maruti Baleno's approach to influencing consumer decision-making, highlighting its success in capturing market share and driving consumer loyalty.

The Maruti Baleno, a popular hatchback in the Indian automotive industry, adopts a comprehensive method to influence consumer decision-making processes. With its sophisticated features, dependable reputation, and elegant form, the Baleno deliberately addresses several phases of the consumer decision-making process.

The Baleno's introduction of cutting-edge technology and contemporary design components is at the core of its appeal, drawing customers in from the moment they lay eyes on it. The aerodynamic shape, powerful lines, and eye-catching LED headlights of the Baleno create a sophisticated and stylish first impression. This overview lays the groundwork for additional investigation and invites prospective purchasers to learn more about the car's features.

1.2 STATEMENT OF THE PROBLEM

Maruthi Baleno car play a vital role in human life. The best mode of transport for family is a Four-wheeler and is a need for everyone in the family. As people want increase their standard of living, the production and usage of Maruthi Baleno car have also substantially increased. The customer's preference for Maruthi Baleno is based on his taste and priorities. In a market-oriented economy, the consumer expects the right type and the right quality of goods at the right time and at the right price. As a result of the new licensing policy and allowing foreign collaboration, number of high technology and fuel-efficient Maruthi Baleno's are manufactured. In this context, this study is an attempt to find out answers to the following questions.

1. What are the socio-economic characteristics of the sample respondents?
2. What is the factor influencing the buying behaviours of consumers regarding Maruthi Baleno car?
3. What are the problems faced by the consumers with the Maruthi Baleno car?

1.3 OBJECTIVE OF THE STUDY

- To study the socio - economic characteristics of the sample respondents.
- To study the factor influencing the buying behaviours of consumers regarding Maruthi Baleno car.
- To find the problems faced by the consumers with the Maruthi Baleno car.

1.4 SCOPE OF THE STUDY

The study will focus specifically on Coimbatore city, considering its unique demographic, economic, and socio-cultural characteristics that may influence consumer behaviour. Analysis of different consumer segments within Coimbatore city based on demographic variables (age, income, occupation, etc.), psychographic variables (lifestyle, personality, values, etc.), and behavioural variables (purchase frequency, brand loyalty, etc.). Maruti Baleno's current market positioning in Coimbatore city compared to its competitors, considering factors such as brand perception, pricing strategy, product features, and distribution channels.

1.5 LIMITATION OF THE STUDY

- The research is based on Questionaries collect on the respondent
- This study is focused with special reference to Baleno users
- This study period for research is December (2023) to March (2023)

1.6 RESEARCH METHODOLOGY

Research methodology is a method to solve the research problem systematically. It deals with the cognitive process imposed on research by the problems arising from the nature of its subject matter. It involves gathering data use of statistical tools, interpretation and draw conclusion about the research data. Research methodology is the description, explanation and justification of various methods of conducting research.

1.6.1 RESEARCH DESIGN:

The study will use a Quantitative research design, and a Sampling of Baleno users are selected from the area Coimbatore district using convenient sampling technique. Data will be collected using Questionnaires that will be distributed among the Baleno users to collect information on the following variables demographic information such as name., age, gender and Baleno's approach to influencing consumer Decision-Making.

1.6.2 AREA OF THE STUDY:

The area covered under this research is Coimbatore City.

1.6.3 STUDY PERIOD:

The study period for research is December (2023) to March (2024) 4 months.

1.6.4 DATA COLLECTION INSTRUMENTS:

The instrument used for collecting the primary data is QUESTINNARE. The questionnaire was framed to collect the bulk of data from respondents. Questionnaire is the set of questions put forward for the respondents to answer. This is a technique for collecting the primary data.

Primary data

Primary data means original data that has been collected specially for the purpose in mind. It means someone collected the data from the original source first hand. Data collected this way is called primary data.

In this study questionnaires is used as a primary data which are collected from the respondents. Interview and mailing techniques also used to collect primary data.

1.6.5 STATISTICAL TOOLS:

The following statistical tools have been used to analyze the primary data.

- Simple percentage method.
- Weighted average method.
- Ranking analysis.

1.7 CHAPTER SCHEME

They Projects report is Classified into five Following Chapters

Chapter I

The first Chapter of the article contains the introduction section, which comprise the study's introduction Statement of the Problem, objectives, research methodology, Limitations, and Chapter scheme.

Chapter II

The review of Literature is Covered in the Second Chapter

Chapter III

The third Chapter provides an overview of study's theoretical foundation

Chapter IV

Data Analysis and Interpretation are presented in the Fourth Chapter

Chapter V

The Prepared summary of Findings, Suggestion and Conclusion are in the Fifth Chapter

CHAPTER II

REVIEW OF LITERATURE

Dr. T. Priyadharshini, Mr. K . Harish (2021)¹ According to this study Maruti is one of the most preferred brands by majority of the customers. The present study also has fulfilled all the objectives. The study has helps to find out important factors which influence buying behaviour Maruti car. In order to improve the production and sales operation the Maruti car manufactures has to follow the above said suggestions. Most of customers are very much satisfied with regard to style/colour, safety, engine performance and driving comfort.

THAYA, R.M, SANTHI SALOMI.R (2020)² To conclude that majority of the customers prefer Maruti Baleno because it has a feel of a big car at decent price, owe some exterior design and it has a lot of leg space. The present study made an attempt to highlight the factors that influences the customers to buy Maruti Baleno and their level of satisfaction. The Maruti Company should take necessary promotional measures to increase its sales and to compete with its competitors in the current market conditions.

Pranay Bokade, Abhishek Pande, Dr. Meenal Pendse (2020)³ The study concluded that consumer buying behaviour 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.

Dinesh S, Surulivel S.T, Rengarajan V, Ananthi.M (2019)⁴ The research was able to study the brand personality dimensions of Maruti Baleno. The customers attributed Maruti Baleno brand personality as rugged, sophisticated and excitement. The brand personality items relevant to rugged dimension for Maruti Baleno are outdoorsy, masculine, tough and rugged. The brand personality items relevant to sophistication dimension for Maruti Baleno are corporate, reliable, secure, and confident. The brand personality items relevant to excitement dimension are young, unique, up-to-date, imaginative and independent.

Dr.C.V. Chandrasekaran M, Mrs.N.R.Prabha (2016)⁵ After the detailed analysis of the study, it is the time to bring this exhaustive study to a meaningful conclusion. India carmakers have shown remarkable agility to cope with global players. The expected rise in income levels of rural people, wide choice of models, and easy

¹ Dr. T. Priyadharshini, Mr. K . Harish (2021), **A Study on Customer Satisfaction Towards Maruti Suzuki Cars To Coimbatore City**, EPRA International Journal of Multidisciplinary Research, ISSN: 2455-3662, Volume: 7, Issue: 8.

² THAYA, R.M, SANTHI SALOMI.R (2020), **A Study on Consumer Preference Towards Maruti Baleno In Palayamkottai**, International Multidisciplinary Innovative Research Journal- An International refereed e-journal, ISSN: 2456-4613, Volume: V, Issue: 1.

³ Pranay Bokade, Abhishek Pande, Dr. Meenal Pendse (2020), **A Review- Research Paper on Consumer Buying Behaviour Towards Maruti Suzuki Cars**, Journal of Emerging Technologies and Innovative Research, ISSN: 2349-5162, Volume: 7, Issue: 4.

⁴ Dinesh S, Surulivel S.T, Rengarajan V, Ananthi.M (2019), **Brand Personality Determinants Of Maruti Suzuki Baleno**, International Journal Of Scientific & Technology Research, ISSN: 2277-8616, Volume: 8, Issue: 10.

⁵ Dr.C.V. Chandrasekaran M, Mrs.N.R.Prabha (2016), **A Study on Customers Preference and Satisfaction of Cars in Coimbatore City**, Original Research Paper, ISSN: 2250-1991, Volume: 5, Issue: 8.

availability of finance at low interest rates will drive growth in passenger car segment and future looks even brighter. The study brings out the fact that there is a great attitudinal and structural change in the rural market; and marketers need to concentrate the greener pasture called rural market.

R. Dharmaraj (2020)⁶ According to this study Consumer behaviour mainly depends on human behaviour that goes in making purchase decisions an understanding of the consumer behaviour enables a marketer to take marketing decision which is compatible with its consumer needs. There are four major classes of consumer behaviour determinants and expectations, namely, cultural, socio-economic, personal and psychological. From the discussions made in the previous chapters, there are certain Maruti car product attributes that are identified in the study as influencing the purchase decision and satisfying the consumers. Maruti Company should concentrate on these features.

Dr. T. Dhanabalan, Dr. K. Subha, R. Shanthi, A. Sathish (2018)⁷ The present research aimed to examine the factors affecting customers' purchase decision of cars in Tamil Nadu. For this, the relationship among brand, price, quality, design, utility, technical consideration and customer perceived value towards customers' purchase decision of cars were analysed with the proposed research model. Thus, the research contributes the literature with manifold effects of antecedents of customer purchase decision. It was understood from the results of the research that the targeted research variable customer perceived value was positively influenced by brand, price, quality, design, utility, technical consideration.

Varad Nerurkar, Prashant Barge, Vimal Bhatt, Shailesh Rastogi, Bhakti Agarwal (2023)⁸ The results of this study may change if the sample contains equal percentages of the consumers for all the demographic factors. This study shows that the male percentage is more than double that of female responses. For education, less than 12th education responses are almost nil. However, there are people in society who dominates the purchase of a car (mainly Mahindra Cars by Uneducated Farmers from some geographic regions in India). If such samples are available in the study, the results may vary. Regarding the occupational variable, this research is dominated by 82% full-time employees and Self-Employed people. The results may vary if the sample contains more part-time employees and other types such as students, retired and unemployed due to some reasons like a pandemic.

⁶ R. Dharmaraj (2020), **A Study on Consumer Behaviour towards Maruti Cars in Vellore District, Tamil Nadu**, International Journal of Management, ISSN: 2321-4643, Volume: 7, Issue: 4.

⁷ Dr. T. Dhanabalan, Dr. K. Subha, R. Shanthi, A. Sathish (2018), **Factors Influencing Consumers' Car Purchasing Decision In Indian Automobile Industry**, International Journal of Mechanical Engineering and Technology, ISSN: 0976-6340, Volume: 9, Issue: 10.

⁸ Varad Nerurkar, Prashant Barge, Vimal Bhatt, Shailesh Rastogi, Bhakti Agarwal (2023), **Factors influencing Consumer Decision To Purchase A Car**, Marketing and Management of Innovations, ISSN: 2218-4511.

M. Jalaja, Dr. Santhapalli Gautami (2023)⁹ In the automobile industry as there is tough competition, Conditions of competition are changing rapidly and companies that strategize and react to these changes promptly and quickly are the most successful. Due to technological developments, physical differences between products have decreased. Differentiation should be made on the meaning's products bear instead of on their physical features.

Siddharth Sengar (2019)¹⁰ The study in this article focused to understand the customer perception towards the light commercial vehicle in the urban and rural region and is intended to help marketing managers to increase sales of a light commercial vehicle in both of the regions. The scope of the study was to find out various contributing factors when decisions are made from the perspective of the light commercial vehicle users.

Dr.Abhimanyu Kumar, Anshu Taunk (2018)¹¹ According to this study Consumer behaviour consists of all human behaviour that goes in making before and post purchase decisions. One can succeed in the competitive market only after understanding the complex consumer behaviour. An understanding of the consumer enables a marketer to take marketing decisions which are compatible with its consumer needs. From study there are various major classes of consumer behaviour determinants and expectations, namely socioeconomic, psychological, political, geographical, and demographic and Product & Technology.

Dr. Shaik Shamshuddin, Dr. T.Venkateswarulu (2021)¹² The research concludes that consumer awareness about cars has increased, and they can make decisions about which brand to buy and what type of promotions are available in various categories. They make planned purchases of quality cars that are branded from renowned brands. They can collect full information about the Car through television advertisements and shift to other vehicles if not satisfied.

⁹ M. JALAJA, Dr. SANTHAPALLI GAUTAMI (2023), **Factors influencing on Buying Behavior of Customers of Small Cars in Rayalaseema region, Andhra Pradesh**, Journal of Emerging Technologies and Innovative Research, ISSN: 2349-5162, Volume: 10, Issue: 3.

¹⁰ Siddharth Sengar (2019), **Quantifying the Factors Influencing Buyer's Purchase Decision in the Light Commercial Vehicle: A Study Conducted In the Pune Region**, International Journal of Recent Technology and Engineering, ISSN: 2277-3878, Volume: 8, Issue: 1.

¹¹ Dr.Abhimanyu Kumar, Anshu Taunk (2018), **Factors Influencing Buying Behaviour of the Consumers: A Study of Four Wheeler Passenger Tourist Cab State of Uttarakhand**, International Journal of Research in Humanities and Social Studies, ISSN: 2394-6288, Volume: 5, Issue: 4.

¹² Dr. Shaik Shamshuddin, Dr. T.Venkateswarulu (2021), **A Study On Consumer Buying Preference Of Cars With Reference To Selected Cities From Telangana And Andhra Pradesh**, EPRA International Journal of Multidisciplinary Research, ISSN: 2455-3662, Volume: 7, Issue: 6.

Reetika Bhardwaj, Vinod Kumar Bishnoi (2019)¹³ Over the years, Indian automobile sector has grown at a fast pace and is expected to continue this progress further. The surging middle class consumer entices the global manufactures towards India. The key growth drivers of the automobile industry highlighted by the studies were consumers 'rising disposable income, improving road infrastructure, easy financing schemes to name a few. Besides that, Governments 'policy initiatives in form of Automotive Mission Plan 2016-2026, Make in India also contributed towards the development of the industry.

Dr. Alpana Vaidya, Ameya Patil, Ajay Vaidya (2021)¹⁴ A car is now considered as a necessity and the number of cars bought is expected to increase over the next few years. With the growing number of brands and companies entering into the markets, it's necessary to recognize the needs and preferences of consumers so that products and services are tailored to their needs and requirements. This can allow consumers to make an easy and smooth purchase while companies and brands make optimum use of their resources. It can be said that buying behaviour of cars is influenced by a number of factors like parking space, family use, familiar brands, advertisements better offers and comfort to name a few. Car dealers and manufacturers should keep these factors in mind while manufacturing or marketing cars for better outcomes.

CHAPTER III

PROFILE OF THE STUDY

3.1 INTRODUCTION

The Baleno, a flagship model by Maruti Suzuki, combines sleek design with impressive performance. Launched in 2015, it offers a spacious interior, advanced features, and a fuel-efficient engine. Safety features like dual airbags and ABS ensure a secure ride. With its dynamic appearance and customizable options, the Baleno sets a new standard in the premium hatchback segment, delivering a perfect blend of style, performance, and comfort.

¹³ Reetika Bhardwaj, Vinod Kumar Bishnoi (2019), **Role of Consumers' Perception and Attitude in Car Buying Behaviour**, International Journal of Management, IT & Engineering, ISSN: 2249-0558, Volume: 9, Issue:4.

¹⁴ Dr. Alpana Vaidya, Ameya Patil, Ajay Vaidya (2021), **Car Buying Behaviour in India**, Journal of Emerging Technologies and Innovative Research, ISSN: 2349-5162, Volume: 8, Issue: 8.



3.2 UNDERSTANDING CONSUMER BEHAVIOUR

The study will start by delving into the nuances of consumer behaviour in the automotive industry, with a particular emphasis on the variables that affect consumers' decisions to purchase cars. The research will employ a blend of qualitative and quantitative techniques to acquire a deeper understanding of consumer preferences, motives, pain spots, and decision-making processes.

3.3 ANALYSIS OF MARUTI BALENO'S MARKETING STRATEGIES

This section of the study will examine the brand's value proposition, competitive differentiation, and consumer resonance as it relates to Maruti Baleno's marketing strategies and campaigns. This analysis will cover a range of marketing channels, such as digital marketing, experiential marketing, social media interaction, and traditional advertising.

3.4 ANALYSIS OF INNOVATION AND PRODUCT FEATURES

Maruti Baleno's strategy for influencing consumer choices heavily relies on the innovations and characteristics of its products. The research will look at Maruti Baleno's technical innovations, design cues, safety features, and personalization choices and evaluate how they affect consumer attitudes and buying patterns.

3.5 CUSTOMER ENGAGEMENT INITIATIVE EVALUATION

The experiences and perceptions of consumers are greatly influenced by the customer engagement efforts of Maruti Baleno. The purpose of the study is to assess how well customer engagement initiatives—such as test drives, dealership experiences, after-sales care, and loyalty programs—work to promote brand loyalty and encourage repeat business.

3.6 IMPACT OF EXTERNAL FACTORS

Consumer decision-making processes can be greatly impacted by external factors such as market trends, the competitive environment, economic situations, regulatory regulations, and technology breakthroughs. The investigation will look at how these outside variables affect Maruti Baleno's tactics and approach, finding opportunities and problems for the company.

3.7 RECOMMENDATIONS AND FUTURE DIRECTIONS

Maruti Suzuki will get recommendations for improving its strategy for influencing consumers' decision-making processes based on the study's findings. These suggestions, which aim to improve Maruti Baleno's standing in the industry and promote sustainable growth, might include tactical alterations, creative projects, and topics for additional study.

CHAPTER – IV

DATA ANALYSIS AND INTERPRETATION

In this chapter the analysis and interpretation of the study is presented based on the opinion samples 130 respondents through a questionnaire containing 25 questions.

4.1 Simple percentage method:

The Percentage Analysis is used, mainly to find the distribution of each category as the value are expressed in percentage, it facilitates comparison. It is the method to represent raw stream of Data as a percentage for better understanding of collected data.

FORMULA

$$\text{Percentage of respondent} = \frac{\text{Number of respondents}}{\text{Total number of respondents}} * 100$$

The information given by the Baleno users will be influenced by their personal profile like age, educational qualification, and so on so, to have an idea on their personal profile a percentage analysis was carried out.

TABLE 4 .1.1
TABLE SHOWING THE DISTRIBUTION OF RESPONDENTS
BASED ON GENDER

Gender	Frequency	Percent
Female	56	43.1
Male	74	56.9
Total	130	100.0

(Source: Primary Data)

INTERPRETATION:

Table 4.1.1 presents the distribution of respondents based on gender in the study. Out of a total of 130 respondents, 56 were female, accounting for 43.1% of the total sample, while 74 were male, constituting 56.9% of the total sample.

CHART NO 4.1.1
CHART SHOWING THE DISTRIBUTION OF
RESPONDENTS BASED ON GENDER

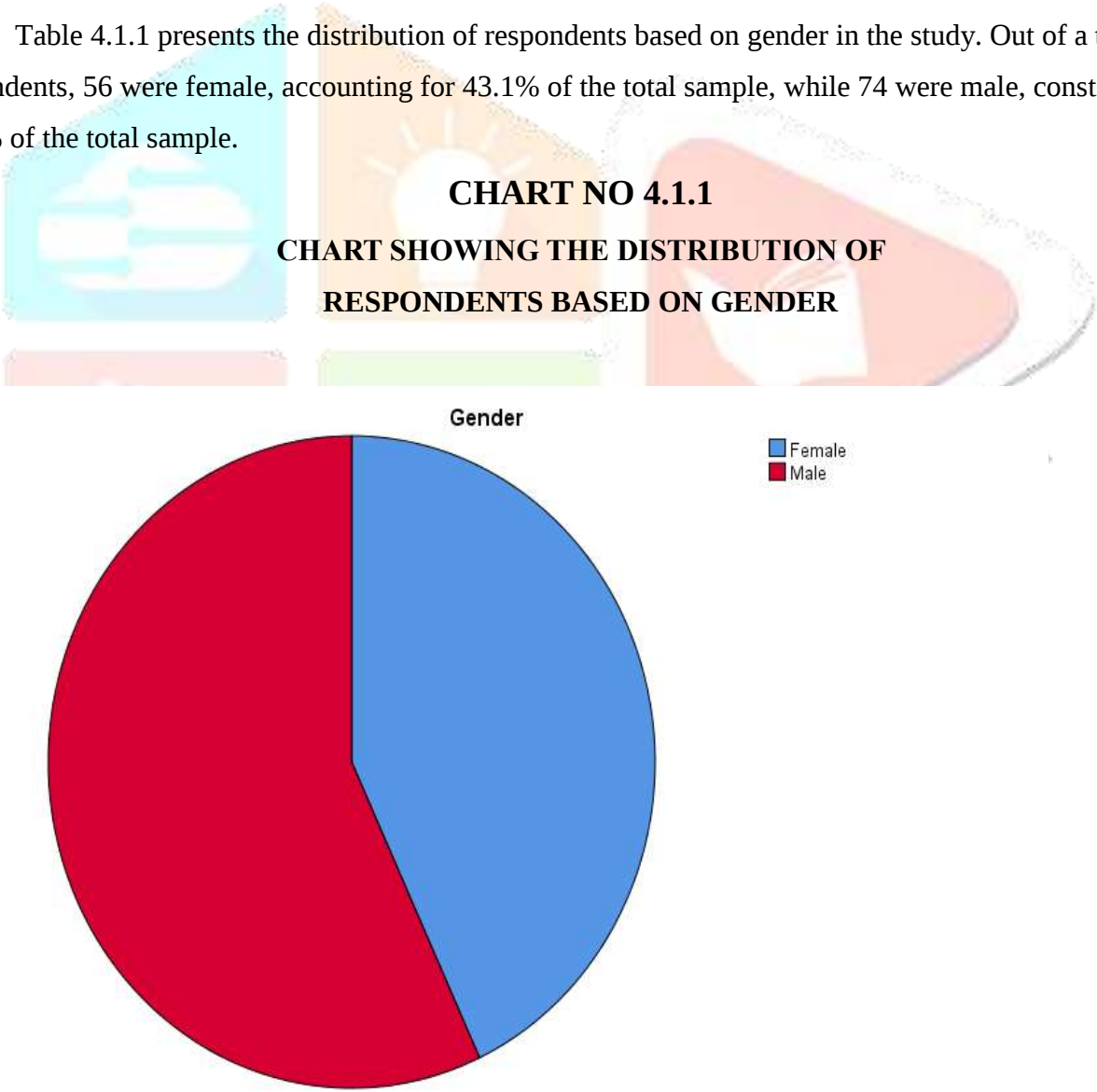


TABLE NO.4.1.2

**TABLE SHOWING THE DISTRIBUTION OF THE
RESPONDENTS BASED ON AGE**

Age	Frequency	Percent
18 - 25	86	66.2
25 - 35	39	30.0
Above 35	5	3.8
Total	130	100.0

(Source: Primary Data)

INTERPRETATION:

Table 4.1.2 illustrates the distribution of respondents categorized by age groups in the study. Among the total 130 respondents, the majority, comprising 86 individuals, fell within the age range of 18 to 25 years, representing 66.2% of the total sample. Following this, 39 respondents, accounting for 30.0% of the total sample, were between the ages of 25 to 35 years. Additionally, there were 5 respondents aged above 35 years, constituting 3.8% of the total sample.

CHART NO 4.1.2
CHART SHOWING THE DISTRIBUTION OF
RESPONDENTS BASED ON AGE

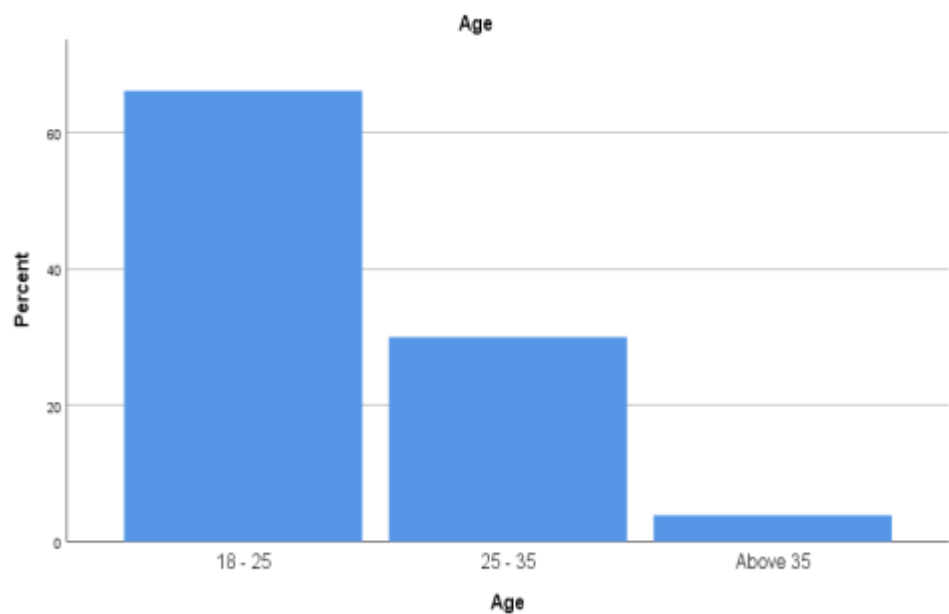


TABLE 4.1.3
TABLE SHOWING THE DISTRIBUTION OF THE
RESPONDENTS BASED ON EDUCATION QUALIFICATION

Education Qualification	Frequency	Percent
Graduate	64	49.2
Post Graduate	40	30.8
Professional	21	16.2
Others	5	3.8
Total	130	100.0

(Source: Primary Data)

INTERPRETATION:

Table 4.1.3 summarizes the distribution of respondents based on their educational qualifications. It shows that among the 130 respondents, 49.2% were graduates, 30.8% were post-graduates, 16.2% were professionals, and 3.8% fell into the "Others" category.

CHART 4.1.3

**CHART SHOWING THE DISTRIBUTION OF
RESPONDENTS BASED ON EDUCATION QUALIFICATION**

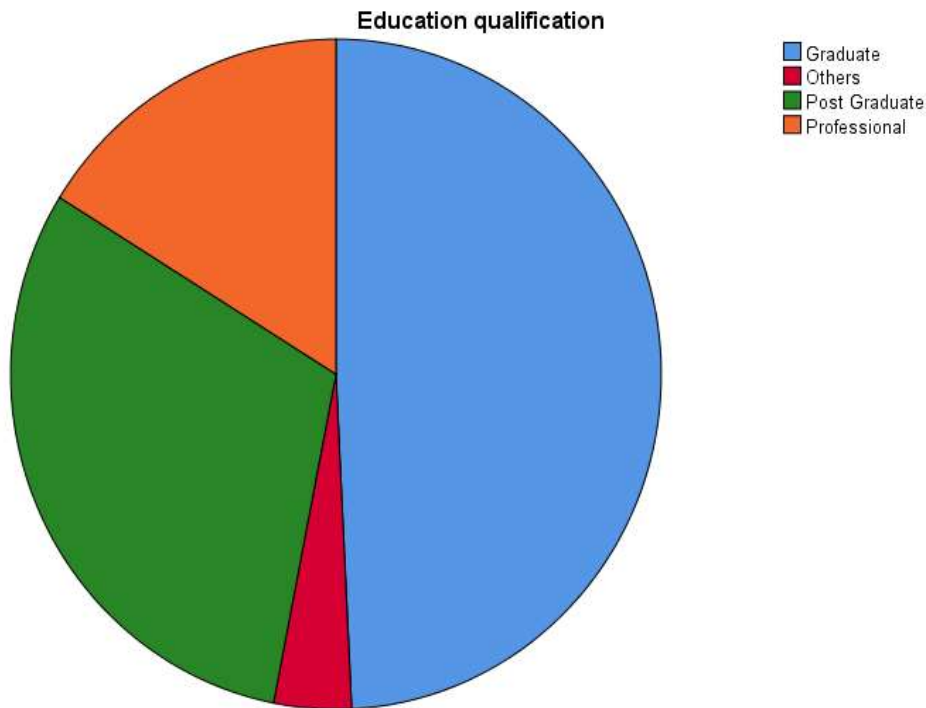


TABLE 4.1.4

**TABLE SHOWING THE DISTRIBUTION OF THE
RESPONDENTS BASED ON TYPE OF FAMILY**

Type of Family	Frequency	Percent
Joint	44	33.8
Nuclear	86	66.2
Total	130	100.0

(Source: Primary Data)

INTERPRETATION:

Table 4.1.4 shows that a majority of 66.2% of the respondents are Nuclear, and 33.8% of the respondents are Joint.

CHART 4.1.4

CHART SHOWING THE DISTRIBUTION OF
RESPONDENTS BASED ON TYPE OF FAMILY

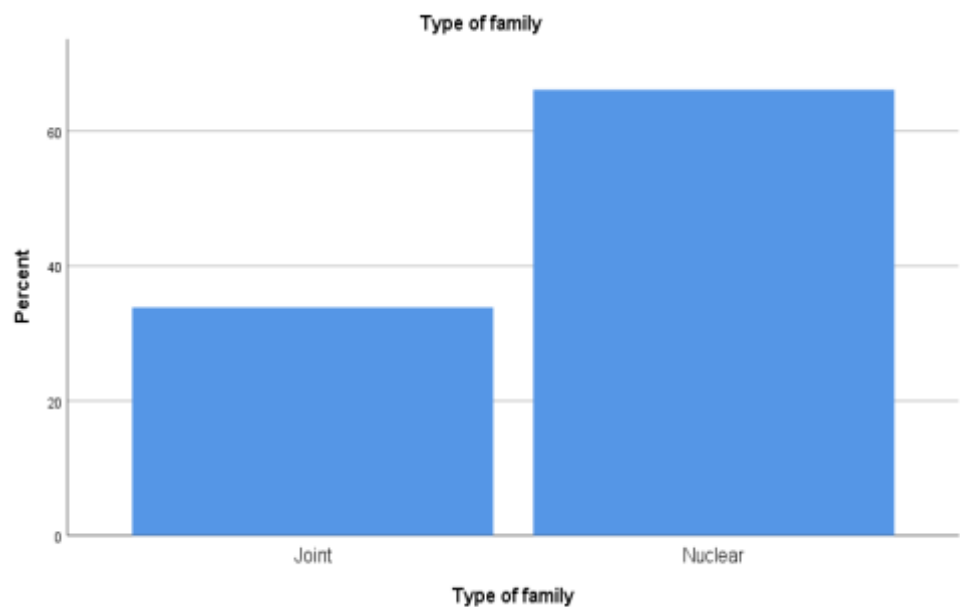


TABLE 4.1.5

TABLE SHOWING THE DISTRIBUTION OF THE
RESPONDENTS BASED ON OCCUPATION

Occupation	Frequency	Percent
Entrepreneur	44	33.8
Government employee	23	17.7
Private employee	63	48.5
Total	130	100.0

(Source: Primary Data)

INTERPRETATION:

Table 4.1.5 illustrates the distribution of respondents by occupation. It delineates that 33.8% were entrepreneurs, 17.7% were government employees, and 48.5% were private employees out of the total sample of 130 respondents.

CHART 4.1.5

**CHART SHOWING THE DISTRIBUTION OF
RESPONDENTS BASED ON OCCUPATION**

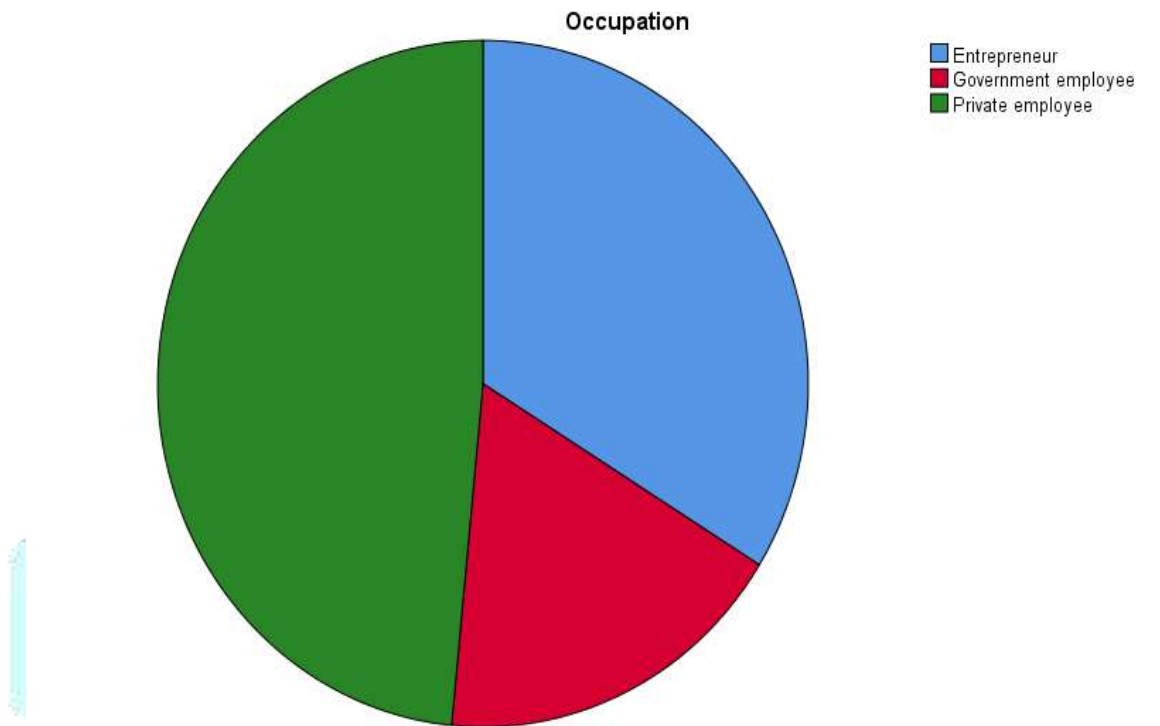


TABLE NO 4.1.6

**TABLE SHOWING THE DISTRIBUTION OF THE
RESPONDENTS BASED ON MONTHLY INCOME**

Monthly income	Frequency	Percent
Below 20,000	40	30.8
20,001 – 30,000	47	36.1
30,001 – 40,000	22	16.9
Above 40,000	21	16.2
Total	130	100.0

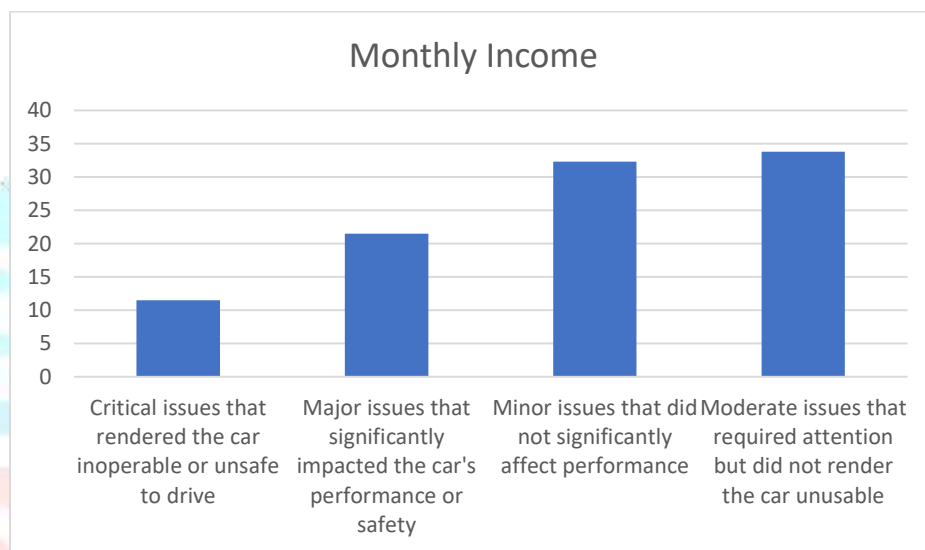
(Source: Primary Data)

INTERPRETATION:

Table 4.1.6 shows that a most of 36.1% of the respondents are 20,001-30,000, 30.8 of the respondents are Below 20,000, 16.9% of the respondents are 30,001-40,000, and 16.2% of the respondents are above 40,000.

CHART 4.1.6

CHART SHOWING THE DISTRIBUTION OF RESPONDENTS BASED ON MONTHLY INCOME



4.2 Weighted average method.

The term weight stands for relative importance of different items. Weights have been assigned to various ranks. The weighted score is calculating by multiplying the number of respondents in a cell with their relative weights and the whole and the whole number is summed up to give the weighted score for the factors. It is computed by using the formula:

Where,

$$\sum xw = \frac{\sum wx}{\sum w}$$

4.3 Ranking analysis.

A ranked variable is one that has an ordinal value (i.e. 1st, 2nd, 3rd, etc.). While the exact value of the variable may not be known, its place relative to the other variables is. Ranked data is data that has been compared to the other pieces of data and given a "place" relative to these other pieces of data.

TABLE NO 4.2.1**Factor influence to buy Maruti Baleno car.**

Factors	5	4	3	2	1	Total	Weighted	Rank
Stable at high speed	1	75	31	7	16	428/130	3.29	1
	5	300	93	14	16			
Fuel efficient car	4	18	84	8	16	376/130	2.89	6
	20	72	252	16	16			
Awesome exterior design	2	26	61	27	14	365/130	2.80	8
	10	104	183	54	14			
Low maintenance cost	4	53	34	26	13	399/130	3.06	4
	20	212	102	52	13			
Smooth driving	5	54	34	30	7	410/130	3.15	3
	25	216	102	60	7			
Car budget	2	38	70	11	9	425/130	3.26	2
	10	152	210	44	9			
Safety features	5	56	31	23	15	403/130	3.01	5
	25	224	93	46	15			
Quick pick up	3	20	70	30	7	372/130	2.86	7

INTERPRETATION:

The table 4.2.1 illustrates the factors influencing respondents' preferences for car purchase, ranked by weighted scores. Stability at high speed emerged as the most crucial factor, followed closely by car budget. Smooth driving and low maintenance costs also featured prominently. Interestingly, fuel efficiency and quick pick-up received relatively lower importance, while exterior design was the least prioritized factor among respondents.

TABLE NO 4.2.2

Problem faced in Maruti Baleno car.

Factors	5	4	3	2	1	Total	Weighted	Rank
Customer services	3	47	62	9	9	416/130	3.02	8
	15	188	186	18	9			
Performance	3	51	31	38	7	395/130	3.03	7
	15	204	93	76	7			
Technology challenges	23	30	28	40	9	436/130	3.36	1
	115	120	112	80	9			
Comfort and convenience	19	40	40	26	5	432/130	3.32	3
	95	160	120	52	5			
Warranty	7	29	40	37	17	362/130	2.78	10
	35	116	120	74	17			
Mechanical issues	4	41	39	26	20	373/130	2.86	9
	20	164	117	52	20			
Reliability	6	26	77	15	6	401/130	3.08	5
	30	104	231	30	6			
Financial burdens	4	46	52	19	9	437/130	3.36	2
	50	184	156	38	9			
Legal issues	4	42	58	20	6	408/130	3.13	4
	20	168	174	40	6			
Difficulty finding parts	6	51	21	48	4	397/130	3.05	6

INTERPRETATION:

It is revealed from the above table 4.2.2 shows that Problem faced in Maruti Baleno car were Technology challenges (rank 1), Financial burdens (rank 2), Comfort and convenience (rank 3), Legal issues (rank 4), Reliability (rank 5), Difficulty finding parts (rank 6), Performance (rank 7), Customer services (rank 8), Mechanical issues (rank 9), Warranty (rank 10).

CHAPTER V

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

5.1.1 PERCENTAGE ANALYSIS

- Majority 56.9% of the respondents are male.
- Majority 66.2% of the respondents age is 18 – 25.
- Most 49.2% of the respondent's education qualification is graduate.
- Majority 66.2% of the respondents type of family is nuclear.
- Most 48.5% of the respondent's occupation is private employee.
- Most 36.1% of the respondent's monthly income is 20001 - 30000.

5.1.2 WEIGHTED AVERAGE AND RANKING ANALYSIS

- Majority of the respondents ranks I for Stable at high speed.
- Majority of the respondents ranks I for Technology challenges.

5.2 SUGGESTION

- **Provide Customization Options:** Offer consumers the ability to customize their Baleno according to their preferences, such as colour choices, accessories, and trim levels. Personalization enhances the sense of ownership and satisfaction, making the car more appealing.
- **Offer Test Drives:** Encourage potential customers to experience the Baleno firsthand by offering test drives at dealerships or through door-to-door arrangements. This allows consumers to assess the car's performance, comfort, and handling, which can significantly influence their decision-making.
- **Focus on After-Sales Service:** Assure consumers of reliable after-sales service and support through warranty coverage, service packages, and readily available spare parts. A strong service network can instil confidence in buyers, influencing their decision positively.
- **Partner with Influencers:** Collaborate with influencers or celebrities who resonate with the target demographic to endorse the Baleno. Authentic endorsements can amplify brand awareness and credibility among potential buyers.
- **Offer Incentives and Deals:** Provide attractive financing options, discounts, or promotional offers to incentivize purchase decisions. Limited-time deals or exclusive bonuses can create a sense of urgency, prompting consumers to act sooner rather than later.

5.3 CONCLUSION

The study has provided valuable insights into the demographic profile and preferences of Maruti Baleno car owners. It's evident that a significant portion of the respondents are male, predominantly aged between 18 to 25, holding graduate-level qualifications, employed in the private sector, and belonging to nuclear families. Moreover, the majority of respondents reported a monthly income falling within the range of 20,001 to 30,000. The weighted average and ranking analysis revealed stability at high speed and technology challenges as the most influential factors guiding respondents' preferences.

To capitalize on these findings, Maruti should focus on offering customization options to enhance consumer satisfaction, prioritize test drives to boost confidence in the Baleno's performance, and strengthen after-sales service for increased consumer trust. Collaborating with influencers and offering attractive incentives can further drive sales.

