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## A Study On Understanding Consumer Preference Towards Maruthi Suzuki Vechiles

### Authors Names:

- Mrs. L Bharani, Assistant professor, CMR Institute of Technology, Hyderabad, Telangana, India.
- Putta Dinesh, Student of MBA, CMR Institute of technology, Hyderabad, Telangana, India.

### ABSTRACT

In an increasingly dynamic and competitive automobile industry, understanding consumer preferences has become essential for sustaining market leadership and driving growth. Maruti Suzuki, a pioneer in the Indian automotive sector, has consistently maintained a strong market position by offering a diverse range of vehicles that cater to various consumer needs. However, shifting consumer expectations, technological advancements, and the rise of alternative brands necessitate a deeper exploration of the factors influencing customer choice.

This study aims to investigate the key determinants of consumer preference towards Maruti Suzuki vehicles, focusing on aspects such as brand trust, fuel efficiency, pricing strategies, product range, after-sales service, and technological innovation. Primary data is collected through surveys and interviews with existing and potential Maruti Suzuki customers. The study also examines how demographic factors like age, income, and location influence buying behavior.

Findings from the study will provide critical insights into consumer decision-making processes and highlight the brand attributes that are most valued by customers. These insights will enable Maruti Suzuki to fine-tune its marketing strategies, enhance customer engagement, and further strengthen its market position in an evolving automotive landscape.

**Key words:** Consumer preferences, Automobile industry, Market leadership, Brand trust.

### 1. INTRODUCTION

In the modern automobile market, consumer choice is the determining factor in the strategies of automobile makers. With so many brands available, it has become essential to know the particular drivers that impact purchasing decisions. Maruti Suzuki, a dominant automobile brand in India, has become a household name by providing dependable, affordable, and fuel-efficient vehicles. Notwithstanding its dominating market

share, changing customer behaviors, technological advancements, and growing competition necessitate ongoing analysis of customers' needs.

The present study proposes to explore the various factors affecting consumer preference for Maruti Suzuki vehicles. It identifies key factors like brand image, quality, price, service facilities, aesthetics, safety features, and technology. Through more comprehensive understanding of consumer behavior and perceptions, the study will be able to seek out the strengths and weaknesses of Maruti Suzuki. The results will help in better matching marketing strategies with customer needs, ultimately increasing customer satisfaction, loyalty, and market share.

## 2. REVIEW OF LITERATURE:

**1.Nitin Joshi, D. P. Mishra (2011):**The purpose of this study is to recognize the behavior of the customer in the State of Maharashtra which it is one of the most developed states of India The study was conducted to know the customer awareness on environment friendly (EFC). The aim of the research is to learn about levels of awareness and raise awareness of the EFC so that the labor of manufacturing the grim car will be completed SPSS version 170 has been utilized for data analysis Five hundred participants have been requested to complete a question Nete.

### 2. Pallavi B. Sanded (2011)

Therefore, research paper is developed on the basis of comparative study of service quality of Maruti Suzuki and Hyundai Showrooms in Nagpur

Service quality is a core part of service delivery, and that is particularly the case with motor Velden where tremendous profits are earned in the servicing of valves

**3. Vaira, T.G. (1997)** in his book recommends certain programmers to enhance the measurement of customer satisfaction within an organization. The author outlines five essential skills involved in doing this task viz. Participant selection, survey formulation, data collection, analytical evaluation, and strategic planning through quality function deployment."

## 3.RESEARCH METHODOLOGY

### OBJECTIVES OF THE STUDY:

- To find out factors affecting consumer choice of Maruti Suzuki Vehicles.
- To evaluate consumer perception of Maruti Suzuki brand image.
- To know the demographic Segmentation of Maruti Suzuki customer.
- To assess the impact of advertising and marketing on customer preferences.

**HYPOTHESIS:**

**H0:** Consumers who perceive Maruti Suzuki as a reliable and affordable brand are more likely to have preference for purchasing Maruti Suzuki vehicles over other brands.

**H1:** Price sensitivity negatively impacts the preference for Maruti Suzuki vehicles, with consumers opting for lower-priced models as their primary choice.

**NEED OF THE STUDY:**

Consumer preference is a crucial aspect of consumer behavior, and it has been studied in depth using a number of different theoretical approaches. The Theory of Reasoned Action (Fishbein & Arjen, 1975) states that consumer preferences are built out of attitudes towards a product as well as subjective norms. Consumer preferences lead to purchasing intentions, and therefore it is important to know the psychological and social determinants of these intentions.

In addition, the Stimulus-Organism-Response (S-O-R) Model suggests that the external stimuli (e.g., brand characteristics, price, and advertising efforts) influence a person's cognitive internal evaluation processes, which in turn determine their behavioral reactions, such as preference and buying. Knowing these stimuli and cognitive internal processes is essential in order to make accurate predictions about consumer behavior.

**PURPOSE OF STUDY:**

study is to utilize and extend existing theories of consumer behavior, decision-making, and brand image to gain a deeper insight into the manner in which such factors affect customer choice toward Maruti Suzuki cars. Through an investigation into consumer feelings, opinions, and decision-making, the study aims to add to an enhanced knowledge of the psychological and sociological influences that drive car purchases across the automotive sector.

**LIMITATIONS OF THE STUDY:**

- The study can be conducted within a particular area, e.g., urban or rural, or a specific country (e.g., India), thus limiting the applicability of the results to other markets or regions. Consumer tastes could be very much place-dependent, and the findings may not be universally applicable.
- The research could be constrained by the sample size, which might not be the complete population of Maruti Suzuki customers. If the sample size is biased or small, then the findings may not indicate the actual preferences and conduct of a larger, heterogeneous customer base.

**RESEARCH DESIGN:**

Maruti Suzuki cars must be organized in a manner that will permit in-depth collection and examination of data. It will entail choosing proper research methods, sampling methods, and data collection tools consistent with the research aims. The following outlines various research design methodologies. The research will use a

descriptive research design because its main aim is to explain consumer preferences, perceptions, and behaviors regarding Maruti Suzuki cars. The design is appropriate in research on patterns, trends, and correlations between consumer selections.

## DATA COLLECTION METHODS

Good data collection is necessary to acquire valid and sound results of consumer preference. In the current research, both qualitative and quantitative data collection approaches will be utilized to acquire a complete picture of consumer behavior and attitudes towards Maruti Suzuki cars. The following are the detailed data collection methods.

Primary data: survey through questionnaire

Secondary data: volumes, scholarly articles, prior research studies.

Sampling method: convenience sampling

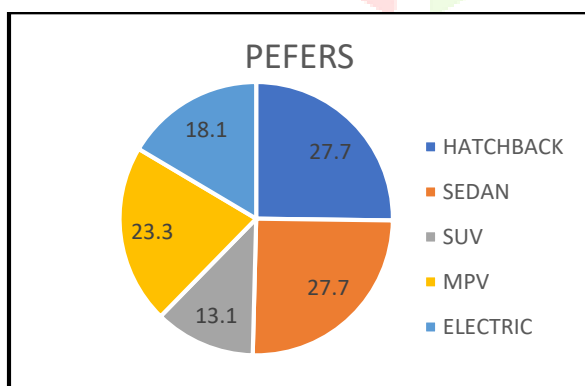
Tools used: percentage analysis, pie charts, interpretation of consumer preferences.

## DATA ANALYSIS

### 1. WHAT TYPE OF CAR DO YOU PREFER?

| PEFERS      | HATCHBACK | SEDAN | SUV  | MPV  | ELECTRIC | TOTAL |
|-------------|-----------|-------|------|------|----------|-------|
| RESPONDENTS | 30        | 30    | 15   | 25   | 20       | 110   |
| PERCENTAGE  | 27.7      | 27.7  | 13.1 | 23.3 | 18.1     | 100   |

### GRAPH:

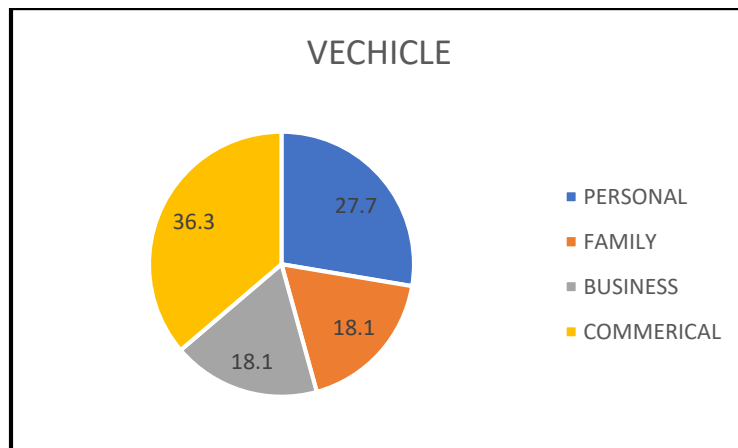


**INTERPRETATION:** This graph shows the hatchback was the 27.7% and there was sedan is the 27.7% there was the suv is 13.1% their mpv is the 23.3% and they 18.1%.

## 2Q. PRIMARY USE OF THE VEHICLE?

| VECHICLE    | PERSONAL | FAMILY | BUSSINESS | COMMERICAL | TOTAL |
|-------------|----------|--------|-----------|------------|-------|
| RESPONDENTS | 30       | 20     | 20        | 40         | 110   |
| PERCENTAGE  | 27.7     | 18.1   | 18.1      | 36.3       | 100   |

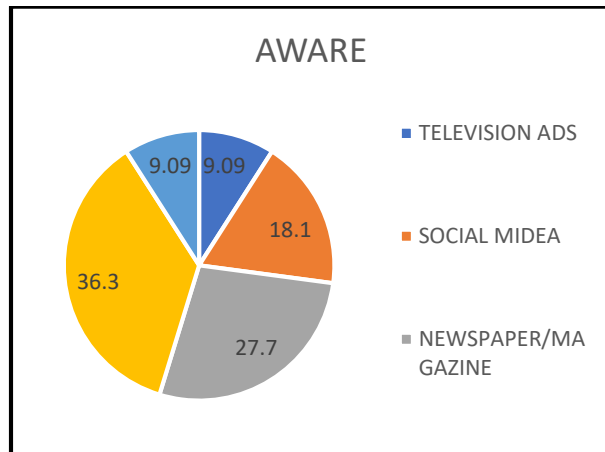
## GRAPH:



**INTERPRETATION:** This graph shows the personal was the 27.7% and their family was 18.1% and their business was 18.1% and there 36.3%.

## 3Q. HOW DID YOU FIRST BECOME AWARE OF MARUTI SUZUKI VEHICLES?

| AWARE       | TELEVISION ADS | SOCIAL MEDIA | NEWSPAPER/ MAGAZINE | ONLINE SEARCH/ YOUTUBE | FRIENDS /FAMILY | TOTAL |
|-------------|----------------|--------------|---------------------|------------------------|-----------------|-------|
| RESPONDENTS | 10             | 20           | 30                  | 40                     | 10              | 110   |
| PERCENTAGE  | 9.09           | 18.1         | 27.7                | 36.3                   | 9.09            | 100   |

**GRAPH:**

**INTERPRETATION:** This graph shows the television ads was the 9.09% and their social media was the 18.1% and their newspapers/magazine are 36.3% and there was the friends and family was the 9.09%.

**STATISTICAL TOOL FOR ANALYSIS****Hypothesis:****STATISTICAL TOOLS FOR ANALYSIS**

| Trust in a brand | Observed value | Expected value | $\chi^2$ |
|------------------|----------------|----------------|----------|
| VERY UNLIKELY    | 30             | 22             | 2.909091 |
| UNLIKELY         | 25             | 22             | 0.409091 |
| NETURAL          | 30             | 22             | 2.909091 |
| LIKELY           | 15             | 22             | 2.227273 |
| VERY LIKELY      | 10             | 22             | 6.545455 |
| TOTAL            | 110            | 110            | 15       |

| X2 table value | X2 calculated value |
|----------------|---------------------|
| 9.488          | 15                  |

As table value is less than calculated value. We reject H0 (null) and accept H1 (alternative)

Note:-

$\chi^2$  = chi square

O = Observed value

E = Expected value

Formula:-  $\chi^2 = \sum \frac{(O-E)^2}{E}$

Degree of freedom :-4

Significance :- 0.05

Since the table value is the less than calculated value, H0, is rejected and H1 is appeted

So, there, is a significant between customers on understanding consumer preference towards Maruti Suzuki vehicles.

#### 4 RESULTS AND FINIDINGS

- Compact **and fuel-efficient cars** (Hatchback & Sedan) are most preferred.
- Commercial **use** dominates as the primary purpose for owning a vehicle.
- Digital **media** (YouTube, online search) is the leading source of brand awareness.
- Brand **trust significantly impacts customer choice**, as confirmed by chi-square test results.

#### 5. DISCUSSION:

##### Enhance Feature Offerings:

Maruti Suzuki must emphasize incorporating innovative features like state-of-the-art infotainment systems, enhanced safety features (such as 6 airbags), and automatic transmission features in all models to cater to changing customer demands.

##### Improve After-Sales Service:

Development and fortification of after-sales service networks and providing improved services can contribute extensively towards increased customer satisfaction and brand loyalty.

##### Boost Fuel Efficiency and Hybrid Options:

Keep innovating and pushing for better fuel efficiency. Providing more hybrid or electric models in the compact and mid-size segments can bring in green-conscious customers.

**Youth-Centric Design Focus:**

Refreshing car designs to appeal to younger generations (sleek appearances, customizations, technology integrations) could assist in capturing a broader base of customers.

**Targeted Marketing:**

Employ data-driven marketing to target various consumer segments like first-time buyers, family people, or urban dwellers with specific messages.

Although Maruti Suzuki is well-placed in urban markets, expanding dealership and service centers in rural markets can capitalize on an under-tapped market.

**Enhance Perceived Quality:**

Though Maruti Suzuki is affordable, enhancing the perception of quality (interiors, noise insulation, build) can help it compete better with global brands.

**6. CONCLUSION:****Enhance Feature Offerings:**

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**Improve After-Sales Service:**

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