



A STUDY ON CONSUMER BUYING BEHAVIOUR OF MARUTI CAR IN KANYAKUMARI DISTRICT

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ABSTRACT

India's car manufacturing industry has undergone an amazing transformation in the 7 years. The Maruti car segment remains at the forefront of this growth story. The car manufacturing in India grew at a Computed Annual Growth Rate of 11.5 % over the past five years and the growth rate in last FY2016-17 was remarkable at more than 30 per cent (Maruti Suzuki Ltd, Annual Report 2017-2018). In India, the automobile industry provides direct employment to about 5 lakh persons. It contributes 4.7 per cent to India's GDP and 19 per cent to India's indirect tax revenue. This study focuses on consumer behavior of Maruthi car in Kanyakumari district. This study mainly based on primary data. The sample size was fixed at 250.

KEYWORDS: Consumer, Buying behavior, Source of information, Customer satisfaction .

INTRODUCTION:

India is the sixth largest passenger car manufacture in the world. It is one of the heart industries of Indian economy. Till early 1980s, there were very few players in the Indian automobile sector & was suffering from obsolete & substandard technologies. After liberalization many new vehicle models are produced and sold by domestic and foreign vehicle manufacturers. Due to a wide range of makes and models, people make choices based on their preferences and needs when choosing which car to buy. Currently the Indian automobile market is crowded with lot of Indian as well as multinational brands like Maruti, Honda, Chevrolet, Skoda, Renault, Hyundai, Nissan, Audi, Fiat and Toyota etc. Maruti car manufacture is top player in India The marketplace for Maruti cars currently occupies a considerable share of around 40% of the annual car production in India. Most players within the small car automotive industry are trying to out-do one another in terms of style, innovation, pricing, and technology, so as to achieve increased market share in India.

BUYER BEHAVIOR:

Buyer behavior is "all psychological, Social and physical behaviors of prospective customers as they become aware of evaluate, purchase, consume and tell others about product and service.

STATEMENT OF PROBLEM:

Nowadays, car has become an essential part of life. So, there is an important range to examine the buying behavior of the consumers of Maruti cars. The study is restricted to Kanyakumari District of Tamil Nadu. Due to their increasing purchasing power, the people of this district have started to buy cars for business or personal use or the prestige and maintenance of social status. Knowledge of the buying behavior of the different market segments helps a seller to select their target segment and evolve marketing

strategies to increase the sales. Advertisers and marketers have been trying to discover why consumers buy and what they buy. This study tries to analyze the influence of perception in the consumers mind and how this information can be used successfully by marketers to gain entry into the minds of the consumers.

OBJECTIVES:

1. To find out factors influencing the purchase of Maruti car in Kanyakumari district.
2. To find out important sources of information used by the consumers for purchasing Maruti cars.
3. To study consumer satisfaction towards the performance of Maruti car in Kanyakumari district.

HYPOTHESIS:

1. Ho: There is no significant difference between the responses of respondents from Maruti car market regarding factors influencing buying behavior.

METHODOLOGY:

The study is mainly based both on primary data. The primary data was collected from the selected Maruti car user through the personal interview method. The secondary data were obtained from Ministry of Road and Transport, journal, magazines newspapers, and books have also been used. Simple random sampling method was used to select the sample. The total sample size was fixed at 250. The 't' test is applied to find out the significant difference between two means of any variables in the study. The Z-test is applied in the present study to find out the factors influencing to purchasing the Maruti car.

DATA ANALYSIS:

Factors Influencing the Purchase of Maruti Car:

The different factors which influence the purchase of Maruti car were studied like availability of finance, cheaper than other car, different models, want to own a car, attractive resale value, best after sale service, company image, availability of spare parts, separate car for myself, gift to my family members and low maintenance cost. The respondents were asked to rate different factors influencing the purchase of Maruti car on a five-point scale as extremely important, very important, important, least important and not at all important. It is presented in the table.1

Table.1 Factors Influencing the Purchase of Maruti Car No:250

Factors	Mean Score	SD	Z-Value
Availability of Finance	3.87	0.68	11.28*
Cheaper than other car	3.83	0.89	7.98*
Different models	3.79	0.81	8.12*
Want to own a car	3.62	0.79	5.51*
Attractive resale value	3.44	1.11	3.31*
Best after sale service	3.39	0.88	3.91*
Company image	3.38	0.96	3.58*
Availability of spare parts	3.25	1.21	1.14
Separate car for myself	3.01	1.04	(-)0.72
Gift to my family members	2.89	1.33	(-)2.65
Low maintenance cost	2.27	0.91	(-)10.64*

Source : Computed data

Note : * Significant at 5% level of significance (z-value from table =1.96)

The table 1 shows that the important factors influencing the purchase of Maruti car were availability of finance (3.87), cheaper than other (3.83), different models (3.79), want to own a car (3.62) and attractive

resale value (3.44). Z-test results show that in case of Maruti car, the observed mean value for factors such as availability of finance, cheaper than other car, different models, want to own a car, best of after sale service, company image and low maintenance cost was significantly different from the assumed mean value of 3 at 5 per cent level of significance.

Factors influencing buying behavior of respondents

Ho: There is no significant difference between the responses of respondents from Maruti car market regarding factors influencing buying behavior.

Table.2 Factors influencing buying behavior of respondents from market

Factors influencing buying behavior	Mean Score	Rank	t-statistic
Different models	3.81	III	1.28
Want to own a car	3.59	IV	1.71
Availability of Finance	3.85	II	0.98
Cheaper than other car	3.92	I	1.97
Attractive resale value	3.46	VII	1.45
Company image	3.49	VI	2.27*
Availability of spare parts	3.05	VIII	(-1.42)
Best after sale service	3.53	V	3.03
Low maintenance cost	1.90	XI	(-)1.29
Separate car for myself	2.70	IX	(-) 2.50*
Gift to my Family members	2.33	X	(-) 2.69*

Source : Computed data

Note : * Significant at 5% level of significance (t-value from table =2.005)

Table.2 shows the analysis of difference regarding factors influencing buying behavior of respondents with respect to Maruti car market. In case of market, mean score analysis shows that important factors influencing the purchase of Maruti car were Cheaper than other car (3.92), Availability of Finance (3.85), Different models (3.81), Want to own a car (3.59), Best after sale service (3.53), Company image (3.49), Attractive resale value (3.46), Availability of spare parts (3.05), Separate car for myself (2.70), Gift to my Family members (2.33) and Low maintenance cost (1.90).

The calculated value of 't' is more than the table value of 't' for best after sale service, Gift to my family members, Separate car for myself and Company image. Hence, we reject the null hypothesis for above mentioned factors and conclude that significant differences exist between responses of the respondents from Maruti car market for above mentioned factors.

Sources of Information

Consumer examines the relative importance of sources of information. For the study eight important sources were taken into consideration. Table.3 shows the respondents' views on importance of sources of information.

Table 3 Importance of sources of information wise classification

Variables	Very important		Neutral		Not Important		Total
	N	Percent	N	Percent	N	Percent	
Friends and relatives	143	57.2	101	40.4	6	2.4	250
Own Past experience	139	55.6	87	34.8	24	9.6	250
Family members	110	44.0	126	50.4	14	5.6	250

Advertisement	49	19.6	164	65.6	37	14.8	250
Sales representative	68	27.2	154	61.6	28	11.2	250
Other car users	91	36.4	144	57.6	15	6.0	250
Automobile shows	62	24.8	151	60.4	37	14.8	250
Internet	113	45.2	111	44.4	26	10.4	250

Source: Primary Data.

The table.3 shows that 57.2 percent respondents thought that information from friends and relatives is very important, 40.4 percent are neutral and 2.4 percent are not important. For own experience; 55.6 percent said it is important, 34.8 percent are neutral and 9.5 are is not important. It is also inferred that 44.0 percent respondents thought that information from family members is very important, 50.4 percent are neutral and 5.6 percent are not important. For advertisement; 19.6 percent said it is important, 65.6 are neutral and 14.8 percent are not important. It is inferred that 27.2 percent respondents thought that information from sales representative is very important, 61.6 percent are neutral and 11.2 percent are not important. For other car users; 36.4 percent said it is important, 57.6 said neutral and 6.0 percent are not important, 24.8 percent respondents thought that information from automobile shows is very important, 60.4 percent are neutral and 14.8 percent are not important. For internet; 45.2 percent said it is important, 44.4 said neutral and 10.4 percent are not important. It is revealed that consumer gave more importance for the friends & relatives, own past experience, and internet. Some other mentioned that family members, advertising, sales representatives and automobile shows are the good sources of information.

Consumer Satisfaction of Maruti car

Table 4 Customer Satisfaction towards Performance of Maruti car

Variables	1	2	3	4	5	Mean	S.D.
Power	2 (0.8)	28 (11.2)	71 (28.4)	111 (44.4)	38 (15.2)	3.78	0.903
Brakes	5 (2.0)	22 (8.8)	77 (30.8)	107 (42.8)	39 (15.6)	3.75	0.827
Clutch	3 (1.2)	32 (12.8)	85 (34.0)	85 (34.0)	45 (18.0)	3.63	0.942
Suspension System	2 (0.8)	32 (12.8)	83 (33.2)	94 (37.6)	39 (15.6)	3.61	0.888
Fuel Consumption	6 (2.4)	46 (18.4)	67 (26.8)	83 (33.2)	48 (19.2)	3.55	1.071
Maintenance	5 (2.0)	33 (13.2)	84 (33.6)	98 (39.2)	30 (12.0)	3.52	0.922
Driving Comfort	4 (1.6)	34 (13.6)	91 (36.4)	87 (34.8)	34 (13.6)	3.51	0.929
Overall „Performance“						3.51	0.553

Source : Computed data

Note : The values specified in the brackets represent percentages.

The table.4 shows that customer satisfaction towards the performance of Maruti car. Respondents are satisfied with Power (mean score 3.78) and Brakes with mean score 3.75. Moderate mean values are recorded for Clutch (mean score 3.63 and Suspension system with mean score 3.61. Low mean values are observed for fuel consumption (mean score 3.55), Maintenance with mean score 3.52 and driving comfort with mean score 3.51. The overall mean for performance is 3.51.

FINDINGS:

Z-test results show that in case of Maruti car, the observed mean value for factors such as availability of finance, cheaper than other car, different models, want to own a car, best of after sale service, company image and low maintenance cost was significantly different from the assumed mean value of 3 at 5 per cent level of significance.

The study express that important factors influencing the purchase of Maruti car were Cheaper than other car (3.92), Availability of Finance (3.85), Different models (3.81), Want to own a car (3.59), Best after sale service (3.53), Company image (3.49), Attractive resale value (3.46), Availability of spare parts (3.05), Separate car for myself (2.70), Gift to my Family members (2.33) and Low maintenance cost (1.90).

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SUGGESTIONS:

- Consumer preferences have changed the demand pattern in other vehicle segments too, driven mainly by design and technology. Indian auto majors need to address the changing consumer preferences and suitably modify the design or technological improvement to augment their market share. Similarly, the service centre must be ready with all type of spare parts all over the time.
- In designing a new car, it is suggested that the manufactures to concentrate on safety features.
- Maruti 800 should be continued as it was the best car; it was having very reliable spare parts also there were not any big problem in Maruti 800.
- Most of the customers are looking for after sales services before purchasing a car. So dealers should concentrate on after sales services and service centers to be started even in rural areas so as to face the competition existing in the MUVs segments.

CONCLUSION:

The Maruti car manufacturer has shown remarkable ability to cope with global players. The expected rise in income levels, wide choice of models and easy availability of finance at lower interest rates has driven the growth of car segment. The future scope of Maruti car also looks even better. The Indian Automobile Industry has seen a lot of international car manufacturer's entering India.

The study conclude that Maruti car have attracted a large users with the ruggedness and multi utility features of the car, it has attracted the customers who were having large family size, business class and sports customers. As the buying capacity increased so did the other major car making companies started to introduce their best sedans in their stable for the Indian market. Maruti car manufacture is the big runner of the Indian car market.

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