

IMPACT ON CONSUMER PERCEPTION TOWARDS MARUTI SUZUKI CARS IN TIRUNELVELI DISTRICT

Nikitha .P .R
MBA, Department of Management Studies,
Bharath Institute of Science and Technology,
Selaiyur, Chennai, Tamil Nadu 600 073
Bharath Institute of Higher Education and Research

ABSTRACT

Automobiles changed the world during the 20th century. Manufacturing, sales and services of automobiles are the elements of industrial economies. The descriptive research was used, especially to describe the consumer's perception towards Maruti Suzuki cars in Tirunelveli District. The data for this analysis was collected from both primary and secondary sources. The data collected from the respondents had been tabulated and then subjected to statistical analysis to enable judgments. In this study, the researcher applied the tools of Garrett's ranking technique, Likert scale, Paired T Test, One way Anova, Regression analysis.

Keywords: Consumer, automobile, perception, Maruti Suzuki, features

1. INTRODUCTION

Maruti Udyog Limited was founded by the Indian Government in 1981, merge with the Japanese automobile company Suzuki in October 1982. The first manufacturing factory of Maruti was established in Gurugram, Haryana, in the same year.

OVERCAPACITY

Like all industries, automobile manufacturing industry facing many ups and downs. Overcapacity is the problem that occurs when a producer has already invested the resources (such as payroll and materials) into building a certain quantity, only to discover later that they do not need to produce as much as they had planned for. The result is an over-expenditure that can spoil cash flow and result in waste. The best way to avoid overcapacity is to invest in increased production floor responsiveness and better master production scheduling.

SUSTAINABILITY

Consumers are increasingly concerned about sustainability. Manufacturers, therefore, must try hard to create more eco-friendly cars and to be more efficient in production.

GLOBALIZATION

Increased worldwide competition means lower market prices for many vehicles: once again, most solutions call for increased efficiency in order to balance a lower margin of profit.

URBANIZATION

Modern consumers have a different set of criteria for their cars, many of which are related to urbanization. They include smaller vehicles, better manoeuvrability, and increased fuel mileage,

ATTRACTING TALENT

As the automobile industry continues its changes in manufacturing activities will need to continue attracting the best and the brightest talent in order to adapt to the times.

2. REVIEW OF LITERATURE

- Prof. Pallawi B. Sangode (2011) in his research paper is based on the findings of comparative study of service quality of Maruti Suzuki and Hyundai Showrooms in Nagpur. Service quality is a fundamental characteristic of service provision, and this is especially the case with motor vehicles, where substantial profits are generated in the servicing of vehicles. The study was conducted using a convenience sample of 40 respondents who were owners of Maruti and Hyundai cars. The questionnaire was a self-completion questionnaire consisting of 26 questions.
- Dr P. Sathyapriya 4 (2011) entitled the topic “Factors Influencing Brand Preferences of Passenger Cars Existing Car Owners “ India is becoming a hub of major manufacturing industries and the automobile industry (in specific for passenger car segment) makes fast progress in the country. After de-licensing of the industry in 1991, a number of universal players have opened their plants in India. The players of automobile industry are developing new strategies to increase their market share. The current research explores the choice of a brand in different segments and the factors influencing the same with weighted average ranking. The study was conducted in Chennai with 603 respondents who owned a car. The impact of demographic variables on their choice of a passenger car was studied with the chi-square test. The study shown that factors influencing the brand preference among the consumers who prefer passenger cars in mid and premium segments vary age and income influences their brand choice.

3. OBJECTIVES OF THE STUDY

- To know the customer perception towards Maruti Suzuki car in Tirunelveli District.
- To identify the factors that influence consumers to buy Maruti Suzuki car.

RESEARCH METHODOLOGY

The primary data for the study was collected by using primary sources as it is the main aim of the research and also the secondary data was collected from journals, government reports, publications, newspapers, magazines which focused on consumer perception towards Maruti Suzuki Cars in Tirunelveli District.

4. LIMITATIONS OF THE STUDY

The limitations of the study are,

- The accuracy and reliability of data depends on the information provided by the respondents.
- The respondent's views and options may vary in future.
- The size of the sample was only 45.
- Primary and secondary data are collected within limited area.

5. ANALYSIS AND INTERPRETATION

TABLE NO 1
DISTRIBUTION OF RESPONDENTS' DETAILS

		NO. OF RESPONDENTS	PERCENTAGE
Gender	Male	20	44
	Female	25	56
	Total	45	100
Age	18 – 25 years	16	36
	26 – 35 years	15	33
	Above 35 years	14	31
	Total	45	100
Period of using Maruti Suzuki cars	1 – 3 Years	18	40
	4 – 6 Years	15	33
	More than 6 Years	12	27
	Total	45	100

Source: Primary Data

INTERPRETATION

The above table represents the distribution of respondent's details. Majority 56 percentage of the respondents are female and 44 percentage of the respondents are male.

Under age wise classification 36 percentage of the respondents are come under the age group of 18 - 25 years, 33 percentage of the respondents are in the age group of 26 – 35 years and 31 percentage of the respondents are above 35 years.

Majority 40 percentage of the respondents are use Maruti Suzuki cars for 1 – 3 Years, 33 percentage of the respondents period of using maruti Suzuki car for 4 – 6 Years, 24 percentage of the respondents period of using maruti Suzuki car for more than 6 Years.

GARRETT'S RANKING TECHNIQUE

To find out the most significant factor which influences the respondent, Garrett's ranking technique was used. As per this method, respondents have been asked to assign the rank for all factors and the outcome of such ranking has been converted into score value. The scores of each individual are

added and then total value of scores and mean values of score is calculated. The factors having highest mean value is considered as the most important factor.

TABLE NO 2
ADVANTAGES OF USING MARUTI SUZUKI CARS

ADVANTAGES	RANK
Cheapest Automatic car	II
Easy to Drive	I
Well spaced cabin and leg rooms	IV
Good engine and fuel efficient	V
Suspension and ride quality	VI
After sales service	VII
Wide dealer network and resale value	III

Source: Computed Data

INTERPRETATION

Majority of the respondents feel that the main advantage of using Maruti Suzuki car is Easy to Drive got first rank, followed by Cheapest Automatic car got second rank, third rank goes to Wide dealer network and resale value, fourth rank for Well spaced cabin and leg rooms, Good engine and fuel efficient got fifth rank, Suspension and ride quality got sixth rank and seventh rank for After sales service.

LIKERT SCALE

In a Likert scale, the respondent is asked to respond to each of the statements in terms of several degrees, usually five degrees (but at times 3 or 7 may also be used) of agreement or disagreement. In this analysis likert five point scale is used to measure the respondents statements.

TABLE NO 3
REASONS FOR BUYING MARUTI SUZUKI CARS

FEATURES	SCORE
Efficient distribution	250
Product range	235
Marketing strategy of cannibalization	241
Excellent mileage	258
Focus on rural markets	208
Long Association with India	232
Shift of the co. towards diesel oriented cars	222

Source: Computed Data

INTERPRETATION

It is evident from the above table that the reason for buying Maruti Suzuki cars Excellent mileage got first place (258), followed by Efficient distribution got second place (250), Marketing strategy

of cannibalization occupies the third place (241), Product range got fourth place(235), Long Association with India got fifth place (232), Shift of the co. towards diesel oriented cars occupies the sixth place (222,) and Focus on rural markets got seventh rank (208).

PAIRED T TEST

A paired t-test is used to compare two population means where we have two samples, in which observations in one sample can be paired with observations in the other sample.

A comparison of two different methods of measurement or two different treatments where the measurements or treatments are applied to the same subjects.

NULL HYPOTHESIS

There is no significant mean difference between before and after using Maruti Suzuki cars.

TABLE NO 4
DRIVING EFFECTS

DRIVING EFFECTS	NO OF RESPONDENTS	PERCENTAGE
Before using maruti Suzuki cars	24	53
After using maruti Suzuki cars	21	47
Total	45	100

PAIRED SAMPLES TEST									
		PAIRED DIFFERENCES					T	DF	SIG. (2-TAILED)
		MEAN	STD. DEVIATION	STD. ERROR MEAN	95% CONFIDENCE INTERVAL OF THE DIFFERENCE				
					LOWER	UPPER			
Pair 1	Before using maruti Suzuki cars After using maruti Suzuki cars	- 1.467	1.375	.205	-1.880	-1.054	- 7.155	44	.000

INTERPRETATION

The calculated significant value is .000 is less than the table value 0.05. so null hypothesis there is no significant mean difference between the effect of driving before and after using Maruti Suzuki cars. While mean value for the driving effect of after using Maruti Suzuki car is high.

ONE WAY ANOVA

The one-way analysis of variance (ANOVA) is used to determine whether there are any statistically significant differences between the means of two or more independent (unrelated) groups.

NULL HYPOTHESIS

There is no significant difference between the variable period of using Maruti Suzuki cars and the satisfaction level of using Maruti Suzuki cars.

USER_SATISFACTION

	N	MEAN	STD. DEVIATION
1 – 3 Years	18	4.17	.707
4 – 6 Years	15	8.00	1.309
More than 6 Years	12	6.00	.739
Total	45	5.93	1.900

Source: Computed Data

TEST OF HOMOGENEITY OF VARIANCES

USER_SATISFACTION			
Levene Statistic	df1	df2	Sig.
11.241	2	42	.000

Source: Computed Data

ANOVA					
USER_SATISFACTION					
	SUM OF SQUARES	DF	MEAN SQUARE	F	SIG.
Between Groups	120.300	2	60.150	65.618	.000
Within Groups	38.500	42	.917		
Total	158.800	44			

Source: Computed Data

INTERPRETATION

The calculated p-value is less than or equal to the significance level, reject the null hypothesis. It is concluded that the differences between the variable educational qualification and the satisfaction level of students are statistically significant. If the calculated value is less than significant value .05 we can proceed with post hoc test for multiple comparisons.

MULTIPLE COMPARISONS

USER_SATISFACTION DUNNETT T3				
(I) QUALIFICATION	(J) QUALIFICATION	MEAN DIFFERENCE (I-J)	STD. ERROR	SIG.
1 – 3 Years	4 – 6 Years	-3.833 [*]	.377	.000
	More than 6 Years	-1.833 [*]	.271	.000
4 – 6 Years	1 – 3 Years	3.833 [*]	.377	.000
	More than 6 Years	2.000 [*]	.400	.000
More than 6 Years	1 – 3 Years	1.833 [*]	.271	.000
	4 – 6 Years	-2.000 [*]	.400	.000
Source : Computed Data				

INTERPRETATION

The table Multiple Comparisons shows which groups differed from each other. We can see from the table below that there is a statistically significant difference between the group 1 – 3 Years, 4 – 6 Years and More than 6 Years (p=.000).

REGRESSION ANALYSIS

The Regression Analysis is a statistical tool used to determine the probable change in one variable for the given amount of change in another. This means, the value of the unknown variable can be estimated from the known value of another variable.

NULL HYPOTHESIS

There is no significant relationship between banking service quality and customer satisfaction.

ALTERNATIVE HYPOTHESIS

There is significant relationship between banking service quality and customer satisfaction

MODEL SUMMARY				
MODEL	R	R SQUARE	ADJUSTED R SQUARE	STD. ERROR OF THE ESTIMATE
1	.158 ^a	.025	.002	1.437
Source : Computed Data				

ANOVA ^b						
MODEL		SUM OF SQUARES	DF	MEAN SQUARE	F	SIG.
1	Regression	2.050	1	2.050	1.103	.300 ^a
	Residual	79.950	43	1.859		
	Total	82.000	44			

Source: Computed Data

INTERPRETATION

The calculated p-value is greater than 0.05 so we can say that the independent variable does not show a statistically significant relationship with the dependent variable or that the independent variable does not reliably predict the dependent variable.

COEFFICIENTS ^A						
MODEL		UNSTANDARDIZED COEFFICIENTS		STANDARDIZED COEFFICIENTS	T	SIG.
		B	STD. ERROR	BETA		
1	(Constant)	1.950	.418		4.667	.000
	Service Quality	.150	.143	.158	1.050	.300
Source : Computed Data						

INTERPRETATION

The coefficient for customer satisfaction (.300) is not statistically significantly different from 0 because its p-value is definitely larger than 0.05.

6. FINDINGS

- Majority 56 percentage of the respondents are female and 44 percentage of the respondents are male.
- Under age wise classification 36 percentage of the respondents are come under the age group of 18 - 25 years, 33 percentage of the respondents are in the age group of 26 – 35 years and 31 percentage of the respondents are above 35 years.
- Majority 40 percentage of the respondents are use Maruti Suzuki cars for 1 – 3 Years, 33 percentage of the respondents period of using maruti Suzuki car for 4 – 6 Years, 24 percentage of the respondents period of using maruti Suzuki car for more than 6 Years.
- Majority of the respondents feel that the main advantage of using Maruti Suzuki car is Easy to Drive got first rank, followed by Cheapest Automatic car got second rank, third rank goes to Wide dealer network and resale value, fourth rank for Well spaced cabin and leg rooms, Good engine and fuel efficient got fifth rank, Suspension and ride quality got sixth rank and seventh rank for After sales service.
- It is evident from the above table that the reason for buying Maruti Suzuki cars Excellent mileage got first place (258), followed by Efficient distribution got second place (250) , Marketing strategy of cannibalization occupies the third place (241), Product range got

fourth place(235), Long Association with India got fifth place (232), Shift of the co. towards diesel oriented cars occupies the sixth place (222,) and Focus on rural markets got seventh rank (208).

- The calculated significant value is .000 is less than the table value 0.05. so null hypothesis there is no significant mean difference between the effect of driving before and after using Maruti Suzuki cars. While mean value for the driving effect of after using Maruti Suzuki car is high
- The calculated p-value is less than or equal to the significance level, reject the null hypothesis. It is concluded that the differences between the variable educational qualification and the satisfaction level of students are statistically significant. If the calculated value is less than significant value .05 we can proceed with post hoc test for multiple comparisons.
- The table Multiple Comparisons shows which groups differed from each other. We can see from the table below that there is a statistically significant difference between the group 1 – 3 Years, 4 – 6 Years and More than 6 Years ($p=.000$).
- The coefficient for customer satisfaction (.300) is not statistically significantly different from 0 because its p-value is definitely larger than 0.05.

7. SUGGESTIONS

- It is suggested to concentrate more on safety features
- In order to attract more number of customers there is a need of introducing new technology in designing the car.

8. CONCLUSION

Maruti Suzuki car manufacturers play a major role in the automobile industry and there are more competitors like Hyundai, Honda, and Ford etc. Company introduce new cars with latest technologies to attract their consumers. After sales service will be considered as an important aspect before purchasing car. Consumer prefers a global or multinational brand due to quality and technological superior features.

9. REFERENCES

- [1] Prof. Pallawi B. Sangode, —Service Quality of Maruti Suzuki and Hyundai Dealer in Nagpur: A Comparative Study, International Journal of Research in Finance Marketing, Volume 1, Issue 1, May 2011, pp.41-45.
- [2] Dr P. Sathyapriya, R. P. Suganesh, —Factors Influencing Brand Preferences of Passenger Cars Existing Car Owners, International Journal of Marketing and Management Research, volume 2, issue 7, July 2011, pp.61-66.
- [3] S. Joseph Ajoy and H.Y. Kamble , "Buying behavior of passenger car customers towards auto finance - An Empirical Study", Indian Journal of Commerce & Management Studies, Vol-II , pp. 66-74, 2011.
- [4] Mandeep Kaur and H.S. Sandhu, "A Study on Factors Influencing Buying Behaviour of Passenger Car Market", Paradigm, Vol. 8, p.69, 2006.
- [5] J. Clement Sudhakar and R. Venkatapathy, "A Study on Automobile Purchase – Peer Influence in Decision Making", Indian Journal of Marketing, Vol.35, No.6, 2009.
- [6] A. Kumar, Jeevan, Clouds recede from the car market, Malayala Manorama, p. 9., 2006.
- [7] Smita Sharma , "Celebrity endorsement is it the only survival recipe for Marketers?" Indian Journal of Marketing, Volume xxxvi. Number 10,2006.
- [8] M. Abdul Haneef and B.A. Abdul Karim and M. Edwin Gnanadhas , "Consumer buying behavior of four wheelers in tirunelveli city, TamilNadu", Indian journal of marketing, vol. No. 04, 2006.
- [9] Chidambaram and Alfreed, "A Study on Brand Preference of Passenger Car with Reference to Coimbatore City", Indian Journal of Marketing, Vol.34, p.30,2007.
- [10] https://en.wikipedia.org/wiki/Maruti_Suzuki
- [11] <https://www.carwale.com › marutisuzuki-cars>