Original Research Paper | Commerce | Volume : 7 ¦ Issue : 01 ¦ Jan 2022 ¦ e-ISSN : 2456-5040

TO STUDY CONSUMER BEHAVIOUR TOWARDS MARUTI CARS

Soni Ravindrakumar[1], Dr. Rupam Mishra[2]

[1]PhD. Research Scholar, Sabarmati University, Ahmedabad, Gujarat, India.
[2]Assistant Professor, Sabarmati University, Ahmedabad Gujarat, India.

ABSTRACT

Growth in the Indian passenger-car industry has been supported by a variety of factors including strong economic activity, increased environmental regulations, the development of organised retail, and the government's increased focus on rural development as well as the availability of funds for new projects and easy vehicle financing for potential buyers. The automobile industry appears to be breaking free of its usual cyclical trends and the varying sizes of vehicles. The primary goal of this study was to better understand Maruti Suzuki customers' preferences and behaviour in India. India is a large country with a large population, and most of its citizens have the means to purchase a family car. Many automotive manufacturing businesses have entered the Indian market because they have a clear awareness of the Indian market's demand for autos. Because each customer's behaviour is unique, every business has a unique approach to attracting new clients. The findings of this study shed light on a variety of elements that influence consumer behaviour and satisfaction. The goal of this study is to learn more about the tastes and opinions of Indian consumers when it comes to purchasing Maruti Suzuki vehicles. Secondary sources of information were used to gather data for the analysis in order to make it more comprehensive. To arrive at conclusions, researchers compiled and statistically analysed the information provided by the survey participants.

KEYWORDS: Consumer Behaviour, Maruti Suzuki, Automobile, Cars.

1. INTRODUCTION:

In 2020, India will be the world's fifth-largest auto market, with a total sales volume of 3.49 million vehicles, including both passenger cars and commercial trucks. In 2019, it was the seventh-largest commercial vehicle manufacturer in the world.

Due to a growing middle class and a younger population, the two-wheeler segment is the most popular in terms of sales. The sector's expansion was bolstered by the increased interest of firms in exploring rural areas.

India is also a major exporter of automobiles and expects export growth in the near future. As a result of many government and industry-led initiatives, India is predicted to become a global leader in the two- and four-wheel vehicle markets by 2020.

1.1 Market Size:

Between FY16 and FY20, domestic automotive production grew by 2.36 percent CAGR, with a total of 26.36 million vehicles produced in the country in FY20. Between FY16 and FY20, domestic vehicle sales climbed by 1.29 percent CAGR, totaling 21.55 million vehicles. There were a total of 22,652,108 passenger automobiles produced in FY21.

Total passenger vehicle production in October 2021 (excluding BMW, Mercedes, Tata Motors & Volvo Auto), three-wheelers, two-wheelers and quadricycles totaled 2,214,745 units in October of this year. The Indian auto market is dominated by two-wheelers and passenger automobiles. Small and mid-sized cars make up the majority of the market for passenger vehicles. More than 20.1 million vehicles were sold in the two-wheeler and passenger car segments in FY20, accounting for 80.8 percent and 12.9 percent of the market share, respectively. The premium car market sold 8,500 vehicles in the July-September 2021 quarter. Exports of cars reached 4.77 million in FY20, a 6.94 percent CAGR from FY16 to FY20. 73.9 percent of vehicles exported were two-wheelers, followed by 14.2 percent by passenger cars, 10.5 percent by three-wheelers, and 1.3 percent by commercial vehicles.

India exported 1,419,430 automobiles during April 2021 to June 2021, compared to 436,500 automobiles in the same period of time in 2020.

A 20 percent increase in EV sales in India, excluding E-rickshaws, was led by two-wheelers in FY20 and reached 1.56 lakh units. By 2030, India's electric vehicle (EV) finance market is expected to be worth $50 billion, based on estimates from the NITI Aayog and Rocky Mountain Institute (RMI) think tanks. According to a report by India Energy Storage Alliance, the EV market in India is expected to grow at a CAGR of 36% through 2026. It is predicted that the EV battery market will expand by 30% over the same time period.

During the months of April through September of this year, premium motorcycle sales in India increased sevenfold to 13,982 units. In 2021, the luxury car industry is predicted to sell 28.000-33.000 units, an increase over the previous year's sales of 20.000-21.000 units. In 2021, the arrival of new players and new products is expected to fuel this market's growth.

1.2 Investments:

Several major automakers have been stepping up their investments in recent months in order to keep up with the rising demand. According to data given by the Department for Promotion of Industry and Internal Trade, the industry received FDI of US$ 30.51 billion between April 2000 and June 2021, representing for 5.5 percent of the total FDI over the period (DPIIT).

India's automobile sector has seen a number of recent and planned investments and developments:

This will be accomplished over the following three to five years by Indian Oil Corporation (IOC) and two other state-owned oil companies, as announced in November 2021.

As recently as November 2021, Tata Motors revealed plans to open franchised vehicle scrappage centres in Gujarat by the first quarter of the following fiscal year.

According to Skoda Auto, the company wants to produce electric automobiles in India by the end of 2021. However, before committing to local manufacture, the company may bring its first EV, the Enyaq, to market via the CBU route.

Hero Motor (HMC), Hero Cycles' parent business, and Yamaha, a prominent Japanese two-wheeler manufacturer, formed a joint venture in November 2021 to produce electric motors for e-bikes for the global market.

By 2021, TPG and ADQ of Abu Dhabi have committed to spend Rs. 7,500 crore (US$ 1 billion) in Tata Motors' electric vehicle segment.

According to an announcement made in September 2021 by Hero Electric, the company expects to increase production capacity at its Ludhiana plant to more than 5 lakh units per year by March 2022.

According to Hero Electric's announcement in September 2021, the company intends to increase production capacity at its Ludhiana plant to more than 5 lakh units per year by March 2022.

A US$1 billion investment across eight mines by Hindustan Zinc Ltd. to replace diesel-powered trucks and equipment with battery EVs was announced in August 2021.

With an investment of Rs. 18,000 crore (US$ 2.42 billion) at a new production facility in Haryana, Maruti Suzuki India plans to produce between 7.5 and 10 lakh vehicles per year by 2021. By FY22, the business plans to boost its capital spending by 67 percent to Rs. 4,500 crore (US$ 605 million).

Hyundai Motor India will move its corporate headquarters to Gurgaon in July 2021, thanks to an expenditure of Rs. 2,000 crore (US$ 269 million).

Mahindra & Mahindra announced a three-year investment plan of Rs 3,000 crore (US$ 403 million) in the electric vehicle industry in April 2021.

A total of Rs. 25,045 crore (US$ 3.67 billion) was invested by EV component makers, electric commercial vehicles, and last-mile delivery companies between January and July 2021.

There were 27.11 lakhs units of passenger vehicles, 151.19 lakhs of two-wheelers, 5.69 lakhs of commercial vehicles and 2.16 lakhs of three-wheelers sold in Fy21.

The total number of passenger vehicles sold in 2019-20 and FY21 was 2.8 million and 2.7 million, respectively.

The Delhi government began the process of establishing 100 vehicle battery charging stations throughout the state in February 2021 in order to encourage the use of electric automobiles.

India's Fiat Chrysler Automobiles (FCA) stated in January 2021 that it will invest US$ 250 million in the expansion of its Indian product line-up.

Over the next decade, India will need to invest $180 billion in vehicle production and charging infrastructure in order to reach its EV goals.

Lamborghini declared in January 2021 that after recovering from pandemic-induced setbacks, it aims to achieve sales in India greater than in 2019.

Set creating a research and development centre in Bangalore in January 2021, Tesla set created a company called Tesla India Motors and Energy Private Limited.

1.3 Government Initiatives:

In November 2021, the Union government added over 100 advanced technologies to the production-linked incentive (PLI) scheme for automobiles, including alternative fuel systems such as compressed natural gas (CNG), Bharat Stage VI compliant flex fuel engines, electronic control units (ECUs) for safety, advanced driver assistance systems, and e-quadricycles.

Following the Supreme Court's approval in September 2021, the Indian government plans to mandate the production of flex-fuel engines in cars, the Union Minister of Road, Transport, and Highways, Mr. Nitin Gadkari, revealed.

As of September 2021, the Indian government announced a PLI programme worth Rs. 25,938 crore (US$ 3.49 billion) for automobiles and auto components. Over Rs 42,500 (US$ 5.74 billion) is expected to be invested in this plan by 2026. To promote the development and export of clean technology vehicles, the Indian government has allocated $3.5 billion in incentives over the next five years, till 2026.

India's FAME-II programme has invested Rs. 871 crore (US$ 117 million) so far, with incentives given to 87,000 electric vehicles and 6,265 electric buses given to various state and city transportation agencies, as of June 2021.

A new high-speed test track for automobiles, the NATRAX, will be opened in India in July 2021, making it Asia's longest.

New automobiles would be in demand once old, unsafe vehicles are removed from Indian roads as part of the government's 2021-22 budget, which includes a voluntary vehicle scrappage policy.

The Delhi government began the process of establishing 100 vehicle battery charging stations throughout the state in February 2021 in order to encourage the use of electric automobiles.

The Ministry of Heavy Industries received a production-linked incentive (PLI) grant of Rs. 57,042 crore (US$ 7.81 billion) from the Union Cabinet.

It is the goal of the Indian government to make India a manufacturing and R&D hub on the world stage.

The government of India plans to invest US$ 388.5 million in R&D centres under the NATRiP programme, which aims to bring Indian industry in line with global norms.

Under the FAME (Faster Adoption and Manufacturing of (Hybrid) and Electric Vehicles in India) programme, the Indian Ministry of Heavy Industries has shortlisted 11 cities for the introduction of EVs into their public transportation networks. In addition, the government plans to establish an incubation centre for start-ups in the electric vehicle industry.

With a funding demand of Rs. 10,000 crore (US$ 1.39 billion) for FY20-22, the Government of India approved the FAME-II scheme in February 2019.

1.4 Road Ahead:

Several factors assist the automobile industry, such as low-cost trained labour, strong R&D centres, and low-cost steel manufacturing. In addition, the industry offers fantastic investment and job prospects for both skilled and unskilled workers, both directly and indirectly.

Including component production, the Indian automobile sector is estimated to generate Rs 16.16-18.18 trillion (US$ 251.4-282.8 billion) by 2026..

Post-COVID-19 epidemic, the Indian auto sector is predicted to flourish strongly in 2021-22. In the years 2021-22, sales of electric vehicles, particularly two-wheelers, are expected to increase.

2. LITERATURE REVIEW:

In their research work, Dhruv Mathur and Avdesh Bhardawaj (2018) concluded that the consumer's purchase behaviour concerning the car is influenced by the brand image of the car and the manufacturer. Additionally, the type and efficiency of the engine, together with aggressive marketing, are the most important variables in swaying prospective buyers. As a result, the manufacturer must utilise promotion and marketing to keep quality and the brand's image top-of-mind for customers.

There has been a shift in consumer lifestyles that has led to the globalisation of the economy, according to Dr. R. Menaka and K. Ashath (2014) in their research paper. Without a thorough understanding of consumer purchasing behaviour, it is difficult to categorise new customers using conventional demographic measures. Consumer preferences can be forecasted to some extent and properly analysed, and then decisions on product design, product variants, brand identity, and distribution channels can be implemented in order to please the customer over the long term.

Sukhvir Singh and Inderpreet Singh (2018) concluded that discounts and other offers given by companies are more attractive to customers and influence them to purchase a product. They also concluded that customers are satisfied with Maruti's promotional efforts and well aware of the cars offered by Maruti. It was discovered that most customers have been using the same brand for an extended length of time, which suggests that consumers aren't readily swayed.

A study by C. S. Gowtham Chakravarthy and Ankit Kumar (2018) identified the study of customer behaviour to be based on consumer purchasing behaviour, in which customers play the three unique roles of user, payer, and buyer. It combines aspects of psychology, sociology, social anthropology, and economics. Individual and group buyer decision-making processes are examined in this study. In an effort to better understand people's desires, it analyses individual customer factors such as demographics and behavioural data. This assessment also aims to determine how the client is influenced by other groups, such as family, friends, reference groups, and the wider public. Analysis of client behaviour is greatly aided by the use of relationship marketing. One-to-one marketing is becoming increasingly important, as is client retention, customer relationship management, and personalisation.

In their study, Ranjan V Bhosle and Dr Shipra Bhatia concluded that consumers seek a high-quality product at a low or fair price, and Maruti was one of the first companies to start their business and take customer purchasing habits into account. According to the author, Maruti automobiles supplied their customers with all of the features they were looking for in a car, including affordability and value for money. Maruti vehicles so influence consumer perceptions of them and shift consumer attitudes about Maruti vehicles, resulting in a preference for Maruti vehicles among consumers to purchase automobiles.

"Maruti Suzuki" car makers, according to a study by Dr. (Smt) N. Kamala and Smt. S. Arumuga Selvi (2020), play a significant role in the automobile sector, while Hyundai, Honda, and Ford are also big competitors. Maruti, on the other hand, identifies the characteristics that drive customers to purchase Maruti Suzuki vehicles. To entice customers, automakers release new models equipped with the newest in cutting-edge technology. Considering the quality of the after-sales experience is a crucial consideration in any automobile purchase. As a result, they made a point of offering lower-cost after-sales support than its competitors.

According to a research paper written by Dr. M. A. Lokhande and Vishal Sunil Rana, the Indian passenger automobile industry is booming because of easy access to car loans with competitive interest rates and flexible instalments. Due to fierce competition, manufacturers have had to become more responsive to customer demands and needs, and Maruti-Suzuki has been able to gain significant market share thanks to its innovative strategic marketing, promotion, and brand positioning strategies, as well as its extensive restructuring of business plans and the uniqueness of its products and services.

According to Dr. Gayatri Chopra's (2018) research, consumers have no preference for one brand over the other when it comes to features like colour, interiors, or customer service after the sale. As a result, client preferences for criteria such as resale value and price differed. In order to stand out from the competition and build stronger brand equity, both brands need implement cutting-edge strategies, according to the findings. Both Maruti and Hyundai are well-known and trusted by their customers in the vehicle market, which is why they compete with one other. Because their current clients are happy with the services they are receiving, they will need to come up with a new and unique marketing approach in order to get an advantage over their competition.

Customer satisfaction and delight can be achieved by implementing the correct customer service strategy, according to a study by Dr. Vishal S. Rana and Dr. M. A. Lokhande (2015). Customer acquisition expenses are higher than those associated with customer retention, therefore one could conclude that it is more expensive to gain new customers than to maintain present ones. Car firms must focus on the right marketing mix in order to keep their customers for a long time.

When it comes to Tata Motors vs Maruti Suzuki cars, Ravi Kumar (2018) found that consumers choose Tata Motors because of its lower cost and better fuel efficiency as well as after-sales service and financing options, as well as its better performance and resale value. Consumer preference for Maruti Suzuki against Tata Motors vehicles differs significantly only in terms of maintenance and performance. Customers in Central India rate Maruti Suzuki vehicles higher than Tata Motors, thanks in large part to the company's excellent service centres, long car lifespan, and well-trained staff.

In his study, Rumit Kumar Sahu (2017) came to the conclusion that customer purchasing behaviour encompasses all of a person's characteristics. A marketer can only make marketing decisions that are in line with customer wants after researching and comprehending the empathetic and complicated behaviour of consumers. Self-esteem has been revealed to be the most influential component in Maruti Suzuki's customers' purchasing decisions, according to an investigation.

According to Hem Lata1 and Amandeep Singh (2017)'s research, Maruti Suzuki is India's top automaker and has evolved over time to meet the demands of its customers. Maruti is the only Indian automobile manufacturer to offer a wide variety of small vehicles. Age, education, and income all had a favourable link with the quality of the service provided during the purchase, the safety of the vehicle, and the overall cost of ownership. The most important service offered by the dealers was an association benefit. The most common complaint from consumers is the discomfort of driving on rough terrain.

3. RESEARCH METHODOLOGY:

3.1 Research Design:
Research Methodology determines the scope of the study and provides readers with information about the methodology used in the investigation. Included in here are the study's objectives. This also clarifies the intended study's duration, scope, data sources, and so on.

3.2 Sources of Data:
Secondary sources of data has been utilised for this proposed research study. Data has been collected from the Maruti Suzuki car dealer and Hyundai car dealer based in Ahmedabad city. Information regarding technical aspects of the cars have been collected from leading car portals of India.

3.3 Sample Universe:
For this study Maruti Suzuki Swift and Hyundai i10 have been taken

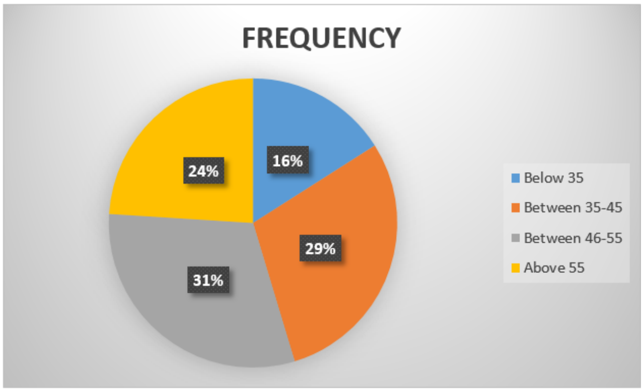
3.4 Research Objective:
1. To study consumer behaviour towards Maruti Suziki cars.
2. To study the factors influencing the buying behavior of consumer regarding Maruti Suzuki cars

3.5 Sample Size:
150 consumers based in Ahmedabad city has been targeted for this study

4. DATA ANALYSIS:

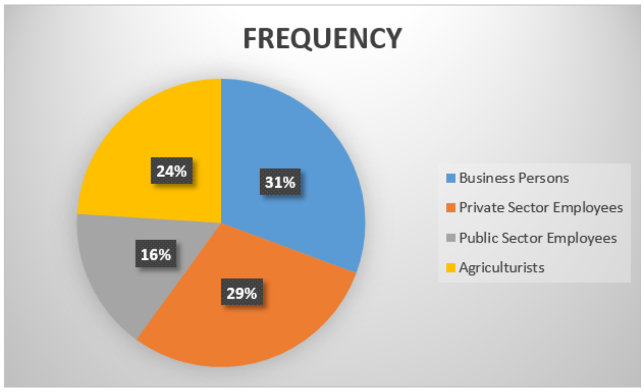
1. **Age of the Consumers:**

Age		
Variable	**Frequency**	**%**
Below 35	24	16%
Between 35-45	44	29%
Between 46-55	46	31%
Above 55	36	24%
Total	150	100%



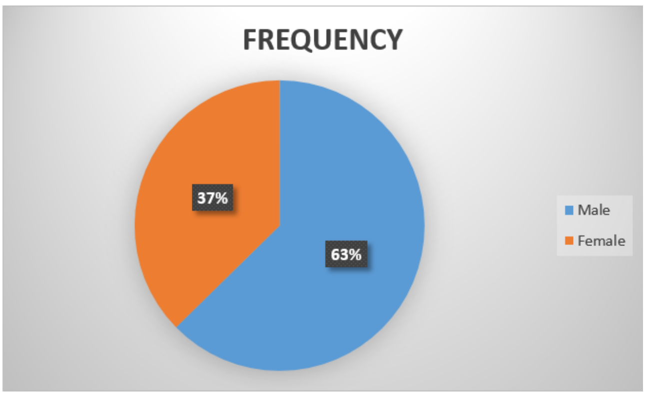
2. **Occupation of the Consumers:**

Occupation		
Variable	**Frequency**	**%**
Business Persons	46	31%
Private Sector Employees	44	29%
Public Sector Employees	24	16%
Agriculturists	36	24%
Total	150	100%



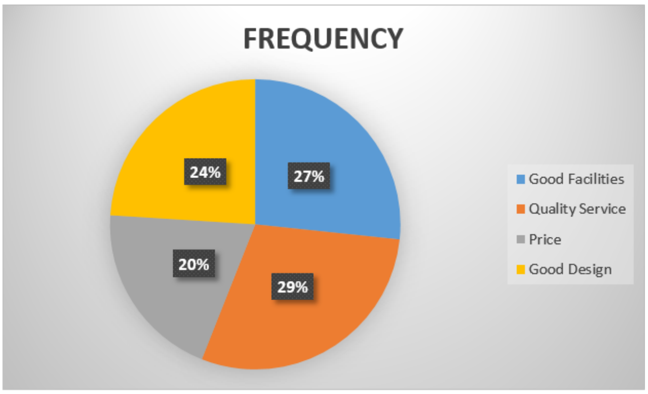
3. **Gender of the Consumers:**

Gender		
Variable	**Frequency**	**%**
Male	94	63%
Female	56	37%
Total	150	100%



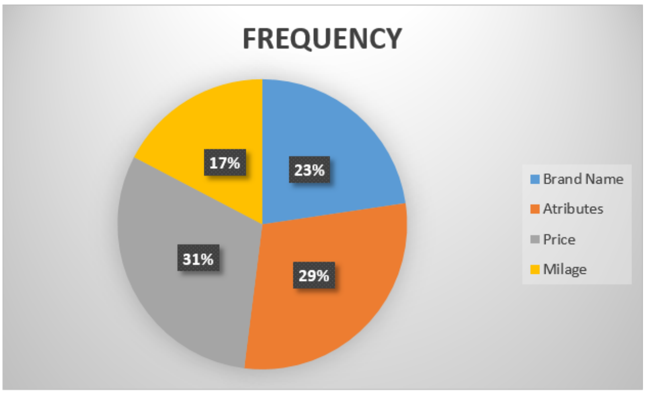
4. Preference of Consumer while buying Maruti Suzuki Cars:

Preference		
Variable	Frequency	%
Good Facilities	40	27%
Quality Service	44	29%
Price	30	20%
Good Design	36	24%
Total	150	100%



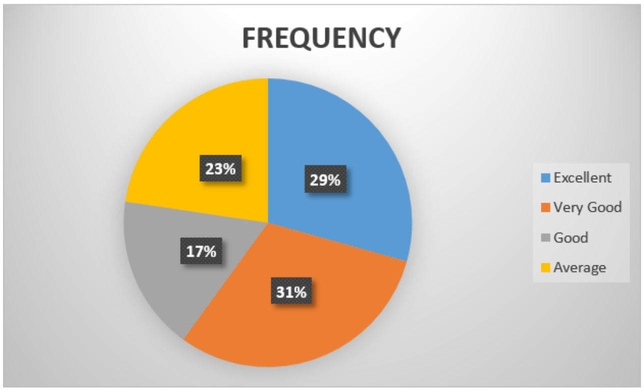
5. Factors Considered by Consumer while buying Cars:

Factors		
Variable	Frequency	%
Brand Name	34	23%
Atributes	44	29%
Price	46	31%
Milage	26	17%
Total	150	100%



6. Perception of Consumers about Service Quality of Maruti Suzuki Cars:

Service Quality		
Variable	Frequency	%
Excellent	44	29%
Very Good	46	31%
Good	26	17%
Average	34	23%
Total	150	100%



4. SUMMARY OF THE DATA ANALYSIS:

16 percent of respondents are under the age of 35, 29 percent are in the 35-45 age bracket, 31 percent are in the 46-55 age bracket, and 24 percent are over the age of 55. A third of those polled (31%) are in the 46-55 age bracket.

The private sector employs 31 percent of respondents, the public sector employs 29 percent of respondents, business employs 24 percent of respondents, and agricultural employs 16 percent of respondents. The vast majority of responders (31 percent) work in the private sector.

Sixty-three percent of respondents were men, whereas three-quarters of those polled were female. Respondents are overwhelmingly male (63%).

29 percent of those polled said they would rather buy a car because of the quality of the service, 27 percent said they would rather buy a car because of the good facility, 24 percent said they would rather buy a car because of the good design, and 20 percent said they would rather buy a car because of the good price. The majority of respondents (29 percent) choose to purchase an automobile for the sake of long-term service.

Price, features, brand name, and mileage are all factors in deciding which automobile to buy, according to the results of a recent survey of more than 1,100 people in the US. The majority of respondents (31 percent) chose their vehicle based on the pricing.

Thirty-one percent of those polled said they were satisfied with the service, while another 29 percent said they were very satisfied, 23 percent said they were average, and 17 percent said they were satisfied. The vast majority of responders (31 percent) believe that the service is excellent.

5. CONCLUSION:

The study found that the pricing of Maruti Suzuki cars had an impact on consumers' purchasing decisions. Because of the pricing, service, and other factors, Maruti Suzuki is the most popular automobile brand in India, according to a recent survey. Maruti Suzuki's servicing costs are perceived as being lower than those of competing brands. Because of its high quality, outstanding reputation, wide range of options, and other factors, a large majority of customers have been loyal to a single brand for many years. Maruti Suzuki gives all of this to its customers, and as a result, customers have a high degree of confidence in the quality of their vehicles. Maruti Suzuki has a distinct advantage over other automobile brands because of its engine type and efficiency, as well as its advertising and amenities.

REFERENCES:

I. C. S. Gowtham Chakravarthy and Ankit Kumar, "A Study on The Customer Behavior of The Customers Towards Maruti Suzuki", International Journal Of Pure And Applied Mathematics, Volume 119 No. 12, ISSN: 1314-3395, 2018.

II. Dr. Sukhvir Singh and Mr Inderpreet Singh, "Consumer Behaviour: A Case Study of Maruti", Aayushi International Interdisciplinary Research Journal, Vol – V, Issue-I, ISSN 2349-638x, January 2018.

III. Dr. Gayatri Chopra, "Consumer Preference Towards Maruti Suzuki and Hyundai Motors: A Comparative Study of The Automobile Sector", International Journal of Management Studies, Vol.–V, Issue –3(6), ISSN (Online)2231-2528, July 2018.

IV. Dr. Vishal S. Rana and Dr. M. A. Lokhande, "A Study of Consumer Preferences & Attitude Towards Passenger Cars of Maruti Suzuki & Hyundai Motors In Marathwada Region of Maharashtra", International Journal of Science, Spirituality, Business And Technology (IJSSBT), Vol. 3, No. 2, ISSN (Print) 2277—7261, June 2015.

V. Jaganathan1 and K. Palanichamy, "A Study The Buyer Behaviour Towards Small Cars Produced By Maruti Suzuki India Limited In The Nilgiris District of Tamil Nadu", ICTACT Journal on Management Studies, Volume: 04, Issue: 04, ISSN 2395- 1664, November 2018.

VI. M. Sugantha, "A Study on Customer Preference Towards Small Segment Cars of Maruti Suzuki India Limited With Special Reference To Coimbatore City", International Research Journal in Global Engineering and Sciences. (IRJGES), Vol. 1, No. 3, ISSN 2456-172X, September 2016.

VII. Ravi Kumar, "A Comparative Study of Consumer Preference Between Tata Motors And Maruti Suzuki Cars In Central India", Prestige e-Journal of Management and Research, ISSN 2350-1316, Volume 4, Issue 2 (October, 2017) and Volume 5 Issue 1(April, 2018).

VIII. Rumit Kumar Sahu, "A Study on Factor Influencing Customer Preference for Purchasing a Car with Respect to Maruti Suzuki in Bhilai-Durg, India", Research Journal of Management Sciences, Vol. 6(7), 5-8, ISSN 2319–1171, July 2017.