A PROJECT WORK (17MBAPR407) OF

"A STUDY ON CUSTOMER BEHAVIOUR"- WITH SPECIAL REFRENCE TO MARUTHI SUZUKI

AT

"VARUN MOTORS PVT LTD (NEXA)"

BY

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Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

In partial fulfillment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

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NEXA

Date-26-02-2019

CERTIFICATE

This is to certify that, **Mr.Dhananjaya Gowda M** (USN:1AY17MBA11) MBA student of Acharya Institute of Technology ,Bengaluru has successfully completed the project work on the topic "**A Study on Consumer Behaviour – with special reference to Maruthi Suzuki** in our organisation from January 5^{th} 2019 to 18^{th} February 2019

During his period he has shown keen interest in his worl and his conduct was found good.

For Varun Motors Pvt Ltd

Suresh

Mr. Suresh

General Manager

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ACHARYA INSTITUTE OF TECHNOLOGY

(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)

Date: 04/04/2019

CERTIFICATE

This is to certify that **Mr. Dhananjaya Gowda M** bearing **USN 1AY17MBA11** is a bonafide student of Master of Business Administration course of the Institute 2017-19 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on **"A Study on Consumer Behaviour" – With Special Reference to Maruthi Suzuki at Varun Motors Pvt. Ltd, Rajajinagar, Bengaluru** is prepared by him under the guidance of **Dr. Nijaguna G,** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

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DECLARATION

I, **DHANANJAYA GOWDA M,** hereby declare that the Project report entitled **"A STUDY ON CUSTOMER BEHAVIOUR"** with reference to Maruthi Suzuki at Varun Motors Pvt Ltd (NEXA) prepared by me under the guidance of **Dr.Nijaguna G, Professor, Department of M.B.A, Acharya Institute of Technology, Bengaluru** and external assistance by **Mr. Suresh, Branch Manager, Varun Motors Pvt Ltd.** I also declare that this Project work is towards the partial fulfillment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone a summer project for a period of Six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Dhananjaya Gowda. M.

Place: Bangalore **Signature of the student**

Date: 10/04/2019

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My gratitude will not be complete if I do not than the Almighty and my loving parents who have been supportive throughout the project

Place: DHANANJAYA GOWDA M

Date: 1AY17MBA11

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Executive Summery

In this Information Technology era importance of consumer buying behavior cannot be ignored. The manufacturer has understood that he is not the decider of which products to be produced it is the consumer itself as there is a say customer is the king.

This study is intending to identify the importance and factors that influence the consumer in Maruthi Suzuki to buy an car. What are consumer‘s preferences towards a particular brand and what are his view points towards it. Also what is the information he uses before the purchase of a car.

In this project a brief study on Maruthi Suzuki and its growth and evolution has been analyzed. Also the various factor affecting consumer decision making and process is being analyzed.

Various researchers ‘viewpoints and their views of consumer behavior have been analyzed. Also study objectives and the type of survey method through questionnaire are used and all the data are collected around urban areas. Number of respondent considered is eighty and their opinions has been taken as a form of data collection and used for interpretation and suggestions and outcome of the study is analyzed.

Statistical tools such as Independent sample t-test, Anova and Correlation are been used to find out the relationship between buying decision of consumers and various factors.

Data collection is done from various sources such as magazines, reference books from various authors, also various web sites regarding consumer behavior has been analyzed. Also interpretation and analysis of data is done and suggestions and conclusions are given for on how the consumers are influenced by various factors knowingly and un-knowingly in their buying decision process. Finally it is the consumer has to buy the products

CHAPTER – 1

INTRODUCTION

1.1 INTRODUCTION TO PROJECT

The main purpose of doing this project is to understand the real life situation. It can also be called as the on the job training. It is like a win-win situation where Employer also benefits by taking the work, at the same time student also gets knowledge and exposure towards the company. It is the platform for the students to demonstrate the skills studied theoretically in the college. Here student will do the project, where student identifies the problem in the company and do a research. Finally student give the recommendations to the company on the problem.

This study helped me to identify the problem at the company, It gives me an opportunity to understand the nature of industry and its working. Since this is the marketing and sales company it is very important to understand the role of customer and their satisfaction. For any company Banding is at most priority for the sales of the product. The customer awareness and their perception on the brand promotes the image of the organization and also to acquire the more market share among the competitors.

This company is into basically into car sales and services, where the company has revealed a series of important updates and development regarding its model plan including all new versions. Here I worked as Assistant Executive. I really got a great exposure working on this project work in this company as an intern and learning was both academic wise and personal learning also. The study is to understand the Brand perception towards Maruthi Suzuki . And to find out the Satisfaction on the performance of Varun Motors Pvt Ltd., Finding out the Customer perception on Brand and their satisfaction on dealership performance towards Varun Motors Ltd. For this survey, I have prepared a questionnaire; through this I collected data from customers. Sample Size of survey is 100 consumers.

In this report, I explained the analysis of questionnaire through graphs and table

1.2 INDUSTRY PROFILE

A GLIMPSE OF INDIAN AUTOMOTIVE INDUSTRY:

Daimler-Benz is the industry's oldest firm, building automobiles since the late 1880s; its current structure dates from 1926. In 1998 it bought the American automobile manufacturer Chrysler, then sold out in 2007 at a heavy loss as it never managed to bring the division to long term profitability.

In the popular market, Opel and Volkswagen are most well known. Opel was a bicycle company that started making cars in 1898; General Motors bought it out in 1929, but the Nazi government took control and GM wrote off its entire investment. In 1948 GM returned and restored the Opel brand.

Volkswagen is dominant in the popular market; it purchased Audi in 1964. VW's most famous car was the small, beetle-shaped economical "people's car" with a rear-mounted, air-cooled engine. It was designed in the 1930s by Ferdinand Porsche upon orders from Adolf Hitler, who was himself a car enthusiast. However production models appeared only after the war; until then only rich Germans had automobiles. By 1950 Volkswagen was the largest German automobile producer.Germany is famous for its upscale sedans. They feature well-designed suspension systems that provide both a soft ride and good handling characteristics. Many manufacturers limit their automobiles electronically to driving speeds of 250 km/h (155 mph) for safety reasons. Daimler-Benz produces the upscale Mercedes-Benz, long a famous name in racing. BMW (founded 1916), Audi and Porsche are major factors in the luxury market. Porsche formed his own company, which today produces expensive, high-quality sports cars. In 2008 the Porsche company sought control of the much larger Volkswagen company; Porsche cornered the market for Volkswagen stock and made profits of tens of billions of Euros, while apparently gaining control of the bigger company. The automobile industry in India — the tenth largest in the world with an annual production of approximately 2 million units—is expected to become one of the major global automotive industries in the coming years. A number of domestic companies produce automobiles in India and the growing presence of multinational investment, too, has led to an increase in overall growth. Following the economic reforms of 1991 the Indian automotive industry has demonstrated sustained growth as a result of increased competitiveness and relaxed restrictions.

HISTORY:

In 1953, the government of India and the Indian private sector initiated manufacturing processes to help develop the automobile industry, which had emerged by the 1940s in a nascent form. Between 1970 to the economic liberalization of 1991, the automobile industry continued to grow at a slow pace due to the many government restrictions. A number of Indian manufactures appeared between 1970-1980. Japanese manufacturers entered the Indian market ultimately leading to the establishment of Maruti Udyog. A number of foreign firms initiated joint ventures with Indian companies.

Timeline of Indian automobile industry:

- 1897 First Person to own a car in India - Mr Foster of M/s Crompton Greaves Company, Mumbai
- 1901 First Indian to own a car in India - Jamshedji Tata
- 1905 First Woman to drive a car in India - Mrs. Suzanne RD Tata
- 1905 Fiat Motors
- 1911 First Taxi in India
- 1924 Formation of traffic police
- 1928 Chevrolet Motors
- 1942 Hindustan Motors
- 1944 Premier Auto Limited
- 1945 Tata Motors
- 1947 Mahindra Motors
- 1948 Ashok Motors
- 1948 Standard Motors
- 1974 Sipani Motors
- 1981 Maruti Udyog
- 1994 Rover Motors
- 1994 Mercedes Benz
- 1994 Opel
- 1995 Ford Motors
- 1995 Honda SIEL

- 1995 Reva Electric Car Company
- 1995 Daewoo Motors
- 1996 Hyundai Motors
- 1997 Toyota Kirloskar Motors
- 1997 Fiat Motors (Re-Entry)
- 1998 San Motors
- 1998 Mitsubishi Motors
- 2001 Skoda Auto
- 2003 Chevrolet Motors (Re-Entry)
- From 2004 Foreign companies like VOLKSWAGEN, BMW, AUDI started entering India due to the large customers.
- Following the economic reforms of 1991, the automobile section underwent de licensing and opened up for 100 percent Foreign Direct Investment. A surge in economic growth rate and purchasing power led to growth in the Indian automobile industry, which grew at a rate of 17% on an average since the economic reforms of 1991. The industry provided employment to a total of 13.1 million people as of 2006-07, which includes direct and indirect employment. The export sector grew at a rate of 30% per year during early 21st century. However, the overall contribution of automobile industry in India to the world remains low as of 2007. Increased presence of multiple automobile manufacturers has led to market competitiveness and availability of options at competitive costs. India was one of the largest manufacturers of tractors in the world in 2005-06, when it produced 2,93,000 units. India is also largely self-sufficient in tyre production, which it also exports to over 60 other countries. India produced 65 million tyres in 2005-06. from then it has increased by atleast 10% p.a. India's car market has emerged as one of the fastest growing in the world. The number of cars sold domestically is projected to double by 2010, and domestic production is skyrocketing as foreign makers are setting up their own production plants in India. The government's 10-year plan aims to create a $145 billion auto industry by 2016.
- According to McKinsey, the auto sector's drive to lower costs will push outsourcing. The auto sector could be worth $375 billion by 2015, up from $65 billion in 2002. McKinsey thinks India could capture $25 billion of this amount. Out of 400 Indian suppliers, 80 percent have the ISO 9000 certificate—the international standard for quality management.

GROWTH:

- India is one of the fastest growing automobile industries in the world. After 1960, the automobile industry saw rapid growth and many automotive manufacturers started production. In 1920 one of the first companies was Hindustan Motors which produced the Ambassador; later, Fiat entered collaboration with Premier. Chrysler entered India in the early 1960's. After 1990 Mercedes-Benz, Tata Motors, Ford, General Motors, Hyundai, Toyota, and Maruti (owned jointly by the Government of India and Suzuki) grew to be major forces in the country's economy. Honda came up in 1996 with the Honda City, then the Civic, CR-V, and the Accord. Also BMW started production for the local market due to import duty. Tata purchased Jaguar and Land Rover from Ford Motor Company in 2008.
- India’s car market has emerged as one of the fastest growing in the world. The number of cars sold domestically is projected to double by 2010, and domestic production is skyrocketing as foreign makers are setting up their own production plants in India. The government’s 10-year plan aims to create a $145 billion auto industry by 2016.

Global Players in India:

Segments	Companies	
Cars/ SUVs	• Suzuki • Honda • Toyota • Mitsubishi • GM • Ford	• Daimler-Chrysler • Skoda • Fiat • Hyundai • Tata • M & M
Two-wheelers	• TVS • Hero Honda • Bajaj Auto	• Yamaha • Kinetic • LML

CVs	• Tata • Ashok Leyland • Tatra • Eicher-Mitsubishi	• Swaraj Mazda • Mahindra & Mahindra • Volvo
Tractors	• Escorts • M & M • L&T • Punjab Tractors	• New Holland • ITL-Maruthi Suzuki Maruthi Suzuki • John-Deere • Steyr

Manufacturing Hub in India:

Company	Particulars
Hyundai	Export Base for Small Cars.
Skoda	Hub for exports of cars to neighbouring countries.
Ford	Exporting CKDs of Ikon to South Africa & other countries.
Mitsubishi & Yamaha	Hub for 125 cc Motorcycles.
Maruti Suzuki	Exports cars to EU.
Honda	Hub for two-wheelers exports.

Manufacturing Hub for Components:

Company	Particulars
Toyota Motor	Global Hub for Transmission

Daimler Chrysler	Sourcing more than 70 million Euro
Ford	Full Fledged Component Sourcing Team
Fiat	Sourcing Components.

VARIOUS COMPANIES:

Amtek Auto	Hero Motors	Skoda Auto India
Apollo Tyre	Hindustan Motors	Suzuki
Bajaj Auto	Hyundai	Swaraj Mazda
Daewoo Motors	Kinetic Engineering	Tata Motors
Eicher Motors	Mahindra & Mahindra	Toyota Kirloskar Motor
Fiat India	Maruti Udyog Ltd.	TVS
Ford India	MRF Ltd.	Volvo
General Motors	Punjab Tractors	Yamaha Motors India
Hero Honda	Royal Enfield	

Indian Automobile Industry- Yesterday, Today, Tomorrow:

The year 2008 is an important year for the Indian automobile industry because 60 years ago, the manufacturing of automobiles commenced in India. Since then, the journey of the Indian Automotive industry can be classified into three main phases. I would like to briefly touch upon them. The first phase till mid 1980s could be termed as one of protection for the

Indian automotive industry. There were restrictions on the manufacturing and import of automobiles and the Indian automobile market was a seller's market. The second phase, post 1991, could be termed as a phase of liberalization as the Indian automotive market was the beneficiary of the opening up of India's economy. This phase was marked by the entry of foreign automobile players and increase in the availability of automotive financing. The Indian automotive market became a buyer's market during this phase. Coinciding with the second wave of liberalization, the third phase from early 2000 till date could be termed as a phase of globalization of the Indian automotive industry. This phase has been marked by the removal of most import controls, entry of many more foreign players in the Indian automotive market and Indian companies gaining a global identity and acquiring foreign companies.

Today, the Indian automobile industry is ranked first in the world in the production of three wheelers, second in the production of two wheelers, fourth in the production of commercial vehicles and ninth in the production of passenger vehicles. With a production of nearly 10.8 million vehicles in FY07-08, the Indian automotive industry has shown an outstanding resilience after the last down cycle about a decade back. In the last few years, the Indian automotive industry has grown at a healthy rate by reducing costs and improving efficiency. With its new found confidence, it has gone beyond the shores of India and is creating a noteworthy footprint in different geographies in the world. For all this growth and development, the auto industry humbly acknowledges the contribution and support of the auto components industry. We have been partners, and will continue to march together for strengthening this symbiotic relationship.

The Indian automotive market with a healthy growth rate of 13% in the last 7 years was a source of attraction to many foreign automobile companies whose entry in the Indian market not only increased competition, but also raised customer expectations about product quality and reliability. This forced the Indian companies to introduce new and interesting products and innovation has now become a noteable feature of the Indian automotive industry. The innovation story of the Indian automotive industry would not be complete without mentioning the NANO, which has evoked worldwide interest, curiosity and confidence in the competency of Indian talent. It has not only brought the automobile industry, but also India into focus. The NANO and other similar products have the potential to change the paradigm of the automotive industry worldwide.

To maintain a high rate of growth, retain the attractiveness of the Indian market and to further enhance competitiveness in the market place, the Indian automotive industry has been working in a collaborative manner with the government and has drafted an Automotive Mission Plan 2006-16. Some of the key initiatives which have been pursued as per the Automotive Mission Plan include:

- Establishment of National Automotive Testing and R&D Infrastructure development Project (NATRIP)
- Initiatives for creation and fulfillment of automotive demand
- Initiatives towards the betterment of society and the environment, and
- Initiatives to become a catalyst for generating an additional 25 million jobs

In the last five years, sales in various segments of the Indian automobile market have grown at a healthy rate of 15% to 27 %. This growth provided encouragement to various players and nearly Rs 78,000 crores of investment has been planned, out of which more than 50% has already been committed. However, today the Indian automotive industry is facing unprecedented challenges. On one hand, demand is shrinking because of the lack of availability of consumer finance, high interest rates and the high cost of fuel, and on the other, cost of input materials has witnessed massive increases. e.g. in the last two years, steel price has increased by almost 40%, copper prices are up by 45%, natural rubber has risen by 40% . The impact of steel price increase alone on various segments of automobiles is quite significant.

These factors are having a catastrophic impact on the bottom line of the Indian automotive industry and are resulting in withdrawal, scaling down or deferment of capital investment which would hurt the objectives of the Automotive Mission Plan in the long run. Therefore, I would like to urge the government to take a note of the deteriorating health of the industry and take corrective measures so that the objectives of the Automotive Mission Plan could be achieved.

1.3 COMPANY PROFILE

The Indian customers had to wait till the mod 1980's, a full 40 years after independence to see a car that the people wanted. December 1983 heralded a revolution in the Indian car industry. Maruthi collaborated with Suzuki of Japan to produce the first affordable car for the average Indian. The Maruthi800 was the first version of Maruthi to hit the Indian roads in December-1983. Since then it has been on a constant rise. At this time, the Indian car market had stagnated at the volume of 30000 to 40000 cars for the decade ending 1983. This was from Maruthi taken over. The sales figure for the year 1993 reached up to 196820. The company reached a total production of one million vehicles in March 1994 becoming the first Indian company to cross this milestone. It crossed the two million mark in 1997. Fifteen years later, the Indian industry is on the verge of the extreme. It has around 45 models of the cars. Today there are about 20 manufacturers in India. In March, 1994 MaruthiUdyog Ltd., became the first Indian company to produce over one million vehicles, a land mark yet to be achieved by any other car company in India. Maruthi is the highest volume car manufacturer in Asia.

1.4 PROMOTORS:

Automobile giants, Suzuki and Renault recently launched flagship products in the market, the former at an awards function and the latter at a press conference. A common face at both these launches was popular Bollywood actor, Salman Khan who served as promoter for the newly launched products of both brands.

Salman Khan, who has been associated with the company as brand ambassador for the past two years, unveiled the Gixxer at the event. Since the let's scooter is targeted at the youth, the company signed on Parineeti Chopra as the brand ambassador. The prices for both products will be revealed at the upcoming Auto Expo in Greater Noida.

1.5 VISION AND MISSION

VISION:

The Leader in the Indian Automobile Industry, creating Customer Delight and Shareholder's Wealth; A Pride of India.

MISSION

To provide a wide range of modern, high quality fuel efficient vehicle in order to meet the need of different customers both domestic and export markets. There are 258 sales outlets, 1838 service centers across 922 cities as on 01-03-2008. Service available in 41 cities across the country.

1.6 PRODUCTS AND SERVICE PROFILE;-

The Indian car market has been divided in to small cars, mid size cars, luxury cars and multi utility vehicles.

Small cars:

It is the most preferable small car segment in Indian economy. Under this segment we have Maruthi 800, Maruthi Wagon R, Maruthi swift, Tata Indica, Hyundai Santro, FiatPalio, and Maruthi Alto, Maruthi Zen Estilo, Tata Nano, i10, spark, Astar etc.

These are the best suitable for Indian middle class people. These cars also suit Indian roads and traffic conditions. The concept of small cars has emerged from Japan.

Small cars are fuel efficient with latest sleek look and advanced technology.

Mid size cars:

The mid size cars are to supper middle class people of society. Business executives mainly use these cars.

Under this we have Maruthi SX4, Swift Dzire, Ford Fusion, Ford Fiesta, Opel Astra, Tata Indigo, Tata Marina, Honda City, Chevrolet Aveo, Hyundai Accent etc., and Hyundai Verna etc.

Luxury Cars:

The elite members of the society use these luxury cars. The luxury cars symbol of success of a man. Under this we have Maruthi Grand Vitara, Ford Mondeo, Skoda Octavia, Skoda Laura, Hyundai Sonata, Hyundai Elantra, Toyota Corolla, Toyota Cramy, Mitsubishi Lancer, Mitsubishi Cedia, Honda Civic, Honda CRV, Honda Accord, Chevrolet optra, Mercedes-Benz (S-class,E-class), etc.,

Multi Utility Vehicle:

MUV'S are used for transportation purpose. As MUVs are very rugged and powerful vehicles they are used in hilly regions. Today there are a lot of players in the car segment. This has increased competition amongst the manufacturers.

Under this we have Tata Sumo, Tata Sierra, Tata safari, Maruthi Gypsy, Bajaj Tempo, Ford Endeavour, Toyota Quails, Toyota In nova, Mahindra Voyager, Mahindra Scorpio, Mahindra Bolero etc.,

Now-a-days dealers and manufacturers are providing many attractive financial facilities for the consumers. This indicates that the manufactures will have huge demand in coming decades.

Car Segments:-With the expansion of Indian Automotive Market over a period of time the car models have been grouped in to the following segment

Based on the price and size:

A Segment (Till 3 lacks)	:	Maruti800, Omni.
B Segment (3 to 4.5 lacks)	:	Zen, Wagon R, Alto, Santro, Matiz, Palio and Indica.
C 1 Segment (4.5 to 6.5 lacks)	:	Esteem, Accent, Siena, Indigo, Ikon, Corsa, Swift.
C 2 Segment (6.5 to 10 lacks)	:	Baleno, Astra, City and Lancer
D Segment (10 lacks & above)	:	Octivia, Sonata, Mondeo, Accord, Carmy, Vectra, Corolla, Mercedes

Based on Length as per SIAM (Society of Automotive Manufacturers):

A 1 (Mini-Up to 3400mm)	:	Maruti800
A 2 (Compact-3401 to 4000mm)	:	Zen, Wagon R, Alto, Santro, Matiz, Palio, and Indica.
A3 (Mid-Size-4001 to 4500mm)	:	Esteem, Swift, Accent, Siena, Indigo, Ikon, Corsa, Baleno, Astra, City, Ambassador and Lancer.
A 4 (Excutive-4501 to 4700mm)	:	Octivia, Contessa, Mercedes C-Class
A 5 (Premium-4701 to 5000mm)	:	Sonata, Mondeo, Accord, Carmy, Vectra.
A 6 (Luxury-5001 and above)	:	Mercedes S-class,
C (Van Type)	:	Omni, Versa.
B2 (Passenger Carrier)	:	Gypsy, Sumo, safari, Qualis, Armada, and Voyager.

Coverage of Passenger Car Segments:

Manufacturer	A1	A2	A3	A4
Maruti	1	3	2	
Hyundai		1	1	1
Fiat		2	2	
Ford			1	1
General Motors			2	1
Honda			1	1
Tata		1	1	
Mistibushi			1	
Toyota				2
Skoda				1
Daim lerChrysler				3

The above table shows the coverage of passenger car segments of different industry players in India. The table showing the number of models they are introduced into the market in passenger car segment.

Indian Car Market Trend 21 The Indian market was fuelled by entry of Maruthi800 and A 1 Segment car was the largest selling segment in market for many years and is still the single largest selling model. With the entry of Zen in Indian market MUL offered the upgrade option to A 1 segment owners as well as new buyers.

The present trend of market shows the tremendous growth in A 2 segment the volumes of which has already crossed the A 1 segment in nos. and presently constitutes approx 50% of total car market. It appears that A 2 segment will continue to be the largest selling for many more years.

Maruthi has 3 models with 13 variants in the growing A 2 segment and is continuously consolidating its position in the segment.

With the continuously evolving market the A 3 segment is expanding at slow and consistent rate. MUL has 2 models in the segment with 7 variants to suit customer requirements.

The largest expansion is happening in A4 segment through importing completely built up cars. However the volumes sold are very small and are limited to bigger cities.

Market Share of Industry leaders in World Markets:

Manufacturer	Country	Market Share
Ford	UK	20.1%
Toyota	Japan	27.8%
Volkswageri	Germany	28.2%
General Motors	USA	28.7%
Maruti	India	54.5%

1.7 AREA OF OPERATIONS

In September 2008, Maruthi SuzukiIndia opened its fifth global vehicle design studio in Mumbai. In March 2010, Maruthi SuzukiIndia and Nissan India opened a production facility in Chennai. Established with an initial investment of Rs 45 billion (US$750 million), the plant has a combined annual capacity to produce 480,000 vehicles.

As of May 2014, Maruthi SuzukiIndia has 130 dealerships in 16 cities across 9 states and 2 Union Territories. Maruthi Suzuki Trucks continues the roll-out of its network throughout the world with the opening of eight new sales and service outlets in Germany, Poland, Italy and Azerbaijan. These new establishments show Maruthi SuzukiTrucks' determination to get as close to its customers as possible throughout the world and to seek out new sources of growth. As things stand, the Maruthi Suzuki Trucks network comprises 1500 sales and service outlets in over 100 countries.

Maruthi SuzukiTrucks is expanding its network in Italy with the opening of five sites in the north-east of the country: Friul Diesel, Sartori Trucks and Arduini V.I. (in Verona and Trento on the Brenner line), and two more in Cagliari and Sassari, in Sardinia as well as Latina.

Friul Diesel is present in Udine, capital of the Friuli region, in the north-east of Italy. This region, which is on the transalpine route to Austria and Slovenia, accounts for a market for all brands of around 10,500 vehicles over 6 tons. Occupying a surface area of 23,000m2, the site employs a team of 28. The Udine establishment has two light commercial vehicles dedicated to emergency interventions and a rapid 24-hour breakdown service. It is also home to a Fast&Pro workshop which is entirely dedicated to the sale and maintenance of light commercial vehicles. With over 4,100 transport companies in the area, the Friuli region is a crucial hub for road transport, both for industrial vehicles and light commercial vehicles.

Maruthi Suzuki Trucks is increasing its clout in Venezia: a very important region for road transport, thanks to a large number of local companies and substantial passing traffic.

The Maruthi Suzuki Trucks network is expanding in Verona, Vicenza and Trento: the main ARDUINI V.I. establishment is in Verona with a total surface area of 26,000 m2, of which 5,600 under cover. It comprises a 3,000m2 workshop manned by 12 mechanics, a 1,200m2 spare parts warehouse with 8 employees and 1,000m2 of offices for 10 employees who look after sales and admin. For new and second-hand vehicles.

This same Company, ARDUINI V.I. has just opened a site near Trento, in Spini di Gardolo. The site covers the Trento and Haut Adige (Brenner) region. It occupies 10,000m2, including a building of 2,200m2 of which 1,600m2 is workshop space, and the rest offices.

Maruthi Suzuki Trucks is also developing in Sardinia, where, from its large site at Cagliari, the new Distributor – DI CUNZOLO – looks after the sale of vehicles and parts throughout the island.

DI CUNZOLO’s service and assistance business is in Cagliari for the south and Sassari for the north.

The DI CUNZOLO site (already a Maruthi Suzuki Trucks dealer for the Campanie region) comprises two hangars: the first of 1,500m2 is used for the parts warehouse and administrative office and the second of 2,200m2 for the workshop, truck washing and after-sales service offices. The Sassari assistance centre covers 9,000m2, of which 3,500 under cover, and has been servicing commercial vehicles for 25 years.

FRENCAR is the most recent Maruthi SuzukiTrucks network inauguration, in Latina, south of Rome, in the Latium region. The establishment covers 40,000m2, of which 1,300 for the workshop and 300 for the parts warehouse, where 7 mechanics work.

In Germany, the manufacturer is increasing its presence by opening a new sales and service outlet in the town of Frechen, near Cologne, a few kilometers from Holland and Belgium. On a plot of 15,000m2, just next to the very busy A4 and A1 motorways, the new establishment will provide maintenance services for vehicles thanks to its ultra-modern workshop, which can receive up to 10 vehicles, and a particularly sophisticated customer reception policy. Whilst work is being done on the vehicle, customers can wait in a relaxation area with internet café, a downloading terminal for maps, and washing facilities with showers included. The new sales outlet will also provide a complete after-sales service with, in particular, bench measurement, maintenance and repair of vehicles including trailers, semi-trailers and bodywork of all brands, and temperature-controlled vehicles. Furthermore, all tachograph and speed controls, pollution and safety devices, as well as general MOTs, can be performed directly on-site. The location of the establishment very near the motorway makes their 24-hour a day breakdown service all the more reactive.

A little further to the east, in Poland, Maruthi Suzuki Trucks has inaugurated a new establishment near the town of Kalisz, in the south of the Wielkopolska region. This is the fourth “Polsad” dealership in the Polish network. With 20,000m2, this site can receive up to 14 vehicles. Maruthi Suzuki Trucks is also looking further east, towards the Caucasus. The manufacturer has just signed a partnership contract with Agrointer in Azerbaijan. Based in Bakou, capital of Azerbaijan and on the Caspian Sea just a few kilometers to the south of Russia, the new Maruthi Suzuki Trucks establishment is at the heart of a very dynamic local economy. Founded in 1994, Agrointer specializes in the distribution of construction equipment. The company’s management, always looking for new development opportunities, is moving into the distribution of the French manufacturer’s heavy duty vehicles through a partnership deal with Maruthi Suzuki Trucks, thus becoming the first Maruthi Suzuki Trucks dealer in a region with substantial growth prospects. Agrointer will look after the sale and maintenance of vehicles. After the contract was signed the Agrointer managers visited Maruthi Suzuki Trucks’ French production sites. They visited the Bourg-en-Bresse site in Ain County and the engine plant in Venissieux (Rhône-Alpes). To give them a better idea of Maruthi Suzuki Trucks’ dealership set-up, they were also invited to two dealerships in the Lyon region.

By adding eight new sales and service outlets to its international dealership network, Maruthi Suzuki Trucks is strengthening its network of 1,500 sales and service outlets in over 100 countries and confirming its determination to find new sources of growth and get closer to its customers. The 26 dealerships around the country act as local branches of Maruthi SuzukiFinance, which also serves the Dacia brand. Maruthi Suzuki Finance opened for business in Ireland in 2011 with just three staff in the midst of the recession, when motor finance was not readily available. Almost four years later, there are 22 local staff employed at its Dundrum headquarters. Since Maruthi Suzuki Finance arrived in Ireland the market has changed considerably. In 2011 PCP (Personal Contract Plan) was a relatively unknown finance product; today 40% of Maruthi Suzuki retail customers are taking a PCP product. Gaelle Humbert, Managing Director, Maruthi Suzuki Finance, said: "Consumers today are looking for simple, affordable and transparent ways to purchase new vehicles.
"We pride ourselves on having finance specialists in each of our 26 branches across the country, keeping payment options affordable and ensuring what can sometimes be deemed as a complicated process simple."

1.8COMPETITORS :

- Honda SIEL Ltd.
- Hindustan Motors.
- Daewoo Motors India Ltd.
- Toyota Kirloskar
- Daimler Chryster India Pvt.Ltd
- Skoda Octivia
- Hyundai Motors Ltd.
- Fiat India Ltd
- TELCO
- Ford Motors India Ltd.
- General Motors Ltd.

Maruthi Udyog Limited (MUL) was established in February 1981 through an Act of Parliament, to meet the growing demand of a personal mode of transport caused by the lack of an efficient public transport system.

A license and a joint Venture agreement were signed between Govt. of India and Suzuki Motor Company (now Suzuki Motor Corporation of Japan) in Oct 1982. By which Suzuki acquired 26% share of equity, with an option to increase it to 40% Suzuki exercised. In 1987 by increased its option equity to 40%. Suzuki Motor corporation further increased equity to 50% in the year 1992, converting Maruthi Udyog Limited into a non-government company. Maruthi's total equity is 1322.92 million.

Maruthi Udyog Limited, a subsidiary of Suzuki Motor Corporation of Japan, has been the leader of the Indian car market for about two decades. Its manufacturing plant, located some 25km south of New Delhi in Gurgaon, has an installed capacity of 3,50,000 units per annum, with a capability to produce about half a million vehicles.

The company has a portfolio of 10 brands, including Maruthi800, Omni, Premium small car Zen, international brands Alto and Wagon R, off-roader Gypsy, mid size Esteem, luxury car Baleno, the MPV, Versa and Luxury SUV Grand Vitara XL 7.

In recent years, Maruthi has made major strides towards its goal of becoming Suzuki Motor corporation's R and D hub for Asia. It has introduced upgraded versions of Wagon R, Zen and Esteem, completely designed and styled in-house. Maruthi's contribution as the engine of growth of the Indian auto industry, indeed its impact on the lifestyle and psyche of an entire generation of Indian middle class, is widely acknowledged. Its emotional connect has also been ranked number one in J D Power Sales Satisfaction Survey 2004.

The company's quality systems and practices have been rated as a "benchmark for the automotive industry world-wide" by A V Belgium, global auditors for International Organization for Standardization.

In keeping with its leadership position, Maruthi supports safe driving and traffic management through mass media messages and a state-of-the art driving training and research institute that it manages for the Delhi Government.

The company's service business including sale and purchase of pre owned cars (True Value), lease and fleet management service for corporate (N2N), Maruthi Insurance and Maruthi Finance are now fully operational. These initiatives, besides providing totally mobility solutions of customers in a convenient and transparent manner, have helped improve economic viability of The Company's dealerships.

The company is listed on Bombay Stock Exchange and National Stock Exchange.

This section provides corporate overview of Udyog. its vision, quality systems and technology, along with a brief historical perspective. It also offers a link to Suzuki's global site, information about export operations and details of the company's social initiatives in the field of road safety, safe driving, Driving Training Institute and environment care.

Additionally, this section contains information for those seeking career and business opportunities with Maruthi. It gives information on multiple channels for contacting the company. There is also a link for accessing the monthly newsletters. If you are looking for the latest media coverage on MaruthiUdyog, there's special section devoted to News & Events.

MUL Market Share:

- MUL has a 54.5% market share while all the remaining manufacturers could only make up 45.5%.
- MUL is the world leader in Market Share and sets a bench mark that is hard to achieve

The Objective of MUL:

- Modernization of the Indian Automobile Industry.
- Production of fuel-efficient vehicles to conserve scarce resources.
- Production of large number of motor vehicles which was necessary for economic growth.

The Revolution:

Created history by going into production in a record 13 months. ON 14th December 1983, the then Prime Minister of India, Mrs.Indira Gandhi, released the first vehicle for sale by handing over the keys of a 800 to Mr. Harpal Singh of Delhi.

MUL exceeds the volume targets, and in March 1994, MUL became the first Indian company to produce over one million vehicles, a landmark yet to be achieved by any other car company in India. is the highest volume car manufacturer in Asia, outside Japan and Korea, having produced over 4 million vehicles by April 2003.

It is one of the most successful automobile joint ventures and has made profits every year since inception till 2000-01. In 2000-01 although MUL generated operating profits on an income of Rs.92.5 billion, high depreciation on new model launches resulted in a book loss. MUL is on the track for profits in 2001-02, with a profit of Rs.300 million in the first half. In this period sales have increased by 5.3%, against an industry decline of 6.1%. Revolutionized type way Indians looked at cars. “No other car company so completely dominates its home market” – (The Economist). holds about 60% of the total market share. MUL is the first and only car company in the world to lead its home market in terms of both market share and in the JD Power Customer Satisfaction study (JD Power Asia Pacific 2000 India Customer Satisfaction studies). It is also the only car company in the world to be Top ranked four times in a row (2000-2001, 2002 &2003). Despite there being 15 companies in the passenger car market.

Transfer of Technology:

Every minute two vehicles roll out of the Plant. It is therefore imperative that the transfer of contemporary technology from our partner Suzuki is a smooth process. Great stress is laid on training and motivating the people who man and maintain the equipment, since e the best equipment alone cannot guarantee high quality and productivity.

From the beginning it was a From the beginning it was a conscious decision to send people to Suzuki Motor Corporation for on-the-job training for line technicians, supervisors and engineers.

This helps them to imbibe the culture in a way that merely transferring technology through documents can never replicate. At present 20% of our workforce have been trained under this program.

Joint venture with SMC Japan, the most technically advanced compact car manufacturer in the world.

MUL is the market leader in the introduction of auto technology, while most other manufactures bringing in dated models from their collaborators.MUL has introduced the latest “16*4” Technology for engines. Technology that has been tried tested and trusted around the world for reliability, economy & performance.

Plus:

Express High way Service:Introduced with service stations at convenient locations on National Highways.

On – Road Service: 24 hour break down service in 41 cities (9622962200)

Genuine Parts: Genuine Parts available across the length and breadth of the country.

Info Call Centers:24 hour information call centers in 6 cities Delhi, Gurgaon, Mumbai, Chennai, Bangalore, Hyderabad.(1600111515). The motive is to offer quality & professional service in the areas of car customer requirements.

BOARD OF DIRECTORS:

MUL is a board managed company. Currently the directors on the Board are:

Position	Personnel
Chairman	Mr. Shinzo Nakanishi
Managing Director	Mr. JagdishKhattar
Senior Joint Managing Director	Mr. Tsuneo Kobayashi
Joint Managing Director	Mr. Hirofumi Nagao
	Mr. Shinichi Takeuchi
Director (Marketing & Sales)	Mr. ShujiOishi
Directors	Mr. Osamu Suzuki
	Mr. R C Bhargava

Mr. D. S. Brar

Mr. AmalGanguli

MsPallaviShroff

Mr. Manvinder Singh Banga

COMPETITORS INFORMATION

- Toyota cars
- Nissan cars
- Ford cars
- Maruthi Suzuki
- Hyundai cars
- Honda cars'

1.9 SWOT ANALYSIS

Strength

- Strong brand associations with Nissan, Mahindra etc helped in global reach.
- One of the Largest automobile group with Nissan collaboration
- International market presence with stronghold in the European market
- Available in over 110 countries with a workforce of over 125,000
- Offers wide variety to choose from including sedan, SUV and hatchbacks
- Recognized and established the brand name

- Ability to understand the needs and wants of customer.

Weakness

- Despite European popularity
- lacks penetration in Asian and growing markets
- Cases of recall of cars slightly affected brand image
- They have the big gap between cubic capture of its product

Opportunity

- Extend the distribution and servicing network to increase market penetration
- Invest in hybrid and future cars
- Develop and sustain strong partnership with national car manufacturers
- Global expansion
- Expansion of target market

Threats

- Competition with national car manufacturers who enjoy increased market penetration as well as brand awareness
- Innovative features introduced in competitive care which leads to product differentiation
- Competitive car manufacturers

1.10 INFRASTRUCTURE FACILITY

Maruthi Suzuki ranks in the list of the most innovative companies in the world and stands as the carmaker that has most consistently introduced innovations since the start of automotive history. For Maruthi Suzuki, innovating means designing and developing an affordable range of products and services that hold value for customers, and developing technologies that anticipate customer expectations. But it is also about creating the car of the future, by working on foresight and keeping a market watch. The Thomson Reuters news agency ranked Maruthi Suzukiamong the world's 100 most innovative companies in December 2012.

Maruthi Suzuki Nissan Automotive India Private Limited has their manufacturing plant in Oragadam near Chennai. The plant has a capacity of 400,000 vehicles per annum. The capacity is divided equally between Maruthi Suzuki India Private Limited and Nissan Motor India Private Limited. Maruthi Suzuki is constructing a small car powered by an 800cc engine, to compete with Suzuki's Alto, Hyundai India's Eon and Chevrolet's Spark, in the segment, that makes up for about 40-45% of India's car market. RNAIPL has achieved production target of 5,00,000 lakh vehicle in the month of October 2013 in the short span of 40 months after start of production. RNAIPL is one of the most profitable companies which adopt Japanese manufacturing policy of GENBA KANRI. The company works on the style of maximum productivity with minimum resources. But, in due course this manufacturing strategy sometimes frustrates its employees. The small car is likely to be rolled out from the Maruthi Suzuki Nissan Alliance plant in Chennai and to hit the market in 2014-15

The Maruthi Suzuki Techno centre (French pronunciation): is the main research and development facility of Maruthi Suzuki Maruthi Suzuki. It is located in Guyana court and its construction was completed in 1998. It covers an area of 150 hectares and integrates all departments involved in developing new products and industrial processes (design, engineering, product planning) as well as representatives of suppliers. The Techno centre gathers more than 8000 employees and comprises three main sections: The Advance Precinct, The Hive and the prototype build centre. The Advance Precinct, a stepped structure surrounded by a lake, has design studios and other departments related to the early conception stages as well as administrative and reception areas. The Hive is the tallest structure, and includes research and engineering facilities dedicated to complete the development process of new vehicles. The prototype build centre is an extension of The Hive. The three main structures are combined with smaller technical buildings. The Techno centre was one of the first enterprises to have real-time life-size 3D modeling systems.

Most of Maruthi Suzuki engineering was decentralized until 1998, when the Techno centre became the main Maruthi Suzuki engineering facility. Satellite centres exist, including: Maruthi Suzuki Technologies Americas (with branches in Argentina, Brazil, Chile, Colombia and Mexico), Maruthi Suzuki Technologies Romania (branches in Morocco, Russia, Slovenia and Turkey) and Maruthi Suzuki Technologies Spain (branch in Portugal). As of 2013, Maruthi Suzuki engineering section has over 6500 employees world-wide, of which 34% are engineers and 63% technicians. The engines' development is in charge of a specific division, Maruthi Suzuki Power trains, which employs nearly 65 engineers.

1.11 FUTURE GROWTH IN THE SECTOR:

At present the industry is enjoying a growth rate of 14 – 17% per annum with domestic sales growth at 12.8%. The growth rate is predicted to double by 2015.

As it is seen, the total sales of passenger vehicles - cars, utility vehicles and multi-utility vehicles - in the year 2005 reached the mark of 1.06 million. The current growth rate indicates that by 2012 India will overtake Germany and Japan in sales volumes.

Apart from domestic production, the industry is consistently focusing on the automobile exports. The auto component segment is contributing a lot in the export arena. The liberalized policies of the government are now making the companies go for more and more exports.

CHAPTER 2
CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

2.1 THEORITICAL BACKGROUND OF STUDY

There are rapid changes taking place in the business environment today. Change is what product the customers are asking for in each and every product. With respect to automobiles world, it suits even better. Not so long ago, automobiles were very few in numbers. But, now the situation is such that the companies are manufacturing as per the taste and preferences of the customers. When the customer's tastes keep fluctuating, it is very important that the companies must find out as to what is lacking and hence what best can be done to overcome that Manufactures must respond to market trends while marketing themselves responsible for protecting the environment. Their main aim is to focus on the customers and satisfy his needs in order to achieve success.

Marketing is the creation and delivery of standard of living. The main aim of marketing is to meet and satisfy customer's needs and wants. Marketing success greatly depends on the ability of the marketer to forecast the demand for his product.

Understanding customer behavior is never easy. As a marketer, it is very important to understand customer behavior, so as to be able to predict how consumers are likely to react to various informational and environmental cues and devise marketing strategies according. This will help to earn a competitive advantage at the market place. Hence, now-a-days companies are trying to achieve for higher TCS-total customer satisfaction.

With a release of new model every other week, there is a very cut throat competition among the competitors. Especially in the "B" segment, Where-in customers prefer a luxurious yet an affordable car.

The Garden City of India and more recently the I.T. Capital of India is how the world sees the one of the most popular and the liked city in India- Bangalore. This city has gone through a number of changes in recent years. A whole a lot people from all over the globe are not only investing, but also area making the city as their home. With so many MNC's establishing the city as their base has made the automobiles giants to come out with new and more luxurious products at affordable prices to launch here.

With this background the researcher makes an attempt to present the basic concepts of marketing in the following paragraphs.

MARKET:

The term market cannot be put together in a single way. It has very broad sense. It may be considered as a convenient meeting place where buyers and sellers gather together for exchange of goods. A market can exist when ever buyers and sellers are in free contact with one another that only as single price prevails for a commodity at any given time.

MARKETING:

Marketing indeed an ancient art, this has been practiced in one form or the other. Philip Kotler defines marketing as "A social process through which individuals and groups obtain what they need and want through creating, offering and freely exchanging product and services".

MARKETING MANAGEMENT:

Marketing management is the process of planning and executing the concept, pricing, promotion and distribution of ideas, goods, and services to create exchange that satisfy individual and organizational goals.

MARKET SEGMENTATION:

Market segmentation is the process of dis-aggregating the total market for a given product, into a number of sub-markets. This process confers several benefits on the marketing man. It helps him to distinguish him to decide which segment of the market should from his target.

Segmentation brings benefit to customers as well. When market segmentation reaches higher levels of sophistication and perfection, customers and companies can choose each other for mutual benefit and satisfaction. The common methods of market segmentation are:

1. Geographic segmentation- religion, continent-state.
2. Demographic segmentation- family, religion, gender.
3. Psychographic segmentation - personality, lifestyles.
4. Buyer Behavior segmentation - benefits, user rates.
5. Volume segmentation - quantity of the purchase.

CONSUMER MARKET:

"A consumer market can be defined as all the individuals and households who buy goods and services personal consumptions".

CONSUMER BEHAVIOUR:

All psychological, social and physical behavior of all potential consumers as they become aware of, evaluate, purchase, consume and tell other about products and services.

Consumer behavior is a very important factor in the research carried out by the company. It forms a base for the company by giving out the tastes and preferences of the consumers. Thus the study of consumer behavior of the segment market is understood.

FACTORS OF CONSUMER BEHAVIOUR:

The factors influencing consumer behavior:

1. Cultural factors: this consists of cultural factors, sub-culture and social classes which are particularly important in consumer behavior.
2. Social factor: this include reference group, family and social roles and statures
3. Personal factors: age and stage in the life cycle, occupation, economics circumstances, lifestyles and personality and self-concept constitutes the personal factors.
4. Psychological factors: Person choices are influenced by motivation, perception, learning, benefits and attitudes.

CHANGING DIMENSIONS OF CONSUMER BEHAVIOUR

There are a number of reasons why the study of consumers behaviors developed as a separate marketing discipline. Marketing researchers had long noted that consumer did not always act or react as economic theory would suggest. The size of consumer market was constantly expanding consumer preference where changing becoming highly diversified as marketing researchers began to study the buying behavior of consumers, they soon realize that despite over riding similarity consumers were not all alike. Despite a sometimes “me too” approach to fads and fashions.

Many consumers rebelled at using identical products everyone else used. Instead they preferred a different product that they felt reflected their own special needs, personalities and life styles to better meet the needs of specific groups of consumers “Enlightened” their total potential markets into smaller homogeneous segments for which they could design product and/or promotional campaign. They also used promotional techniques to vary the image of their products so that they were perceived as better fulfilling the specific needs of certain groups of consumers. By knowing the buyer behavior, marketers were able to segment their total market homogeneity within the segment.

2.2 LITERATURE REVIEW

Hansen and Christensen (2003): Hansen highlighted that Brand names present many things about a product and give number of information about it to the customers and also tell the customer or potential buyer what the product means to them. Further more it represents the customers ‘convenient summary like their feelings, knowledge and experiences with the brand. More over customer do not spend much time to do find out about the product. When customer considers about the purchase they evaluate the product immediately by reconstructed product from memory and cued by the brand name.

Mitchell and Walsh (2004): Mitchell and Walsh pointed out that males and females want different products and they are likely to have different ways of liking and obtaining these. Gender has an important role in consumer behaviors. Because, the differences between men and women about expectation, want, need, life-style etc. reflect to their consumption behaviors

Vincent, Wayne Mitchell and Gianfranco Walsh (Vincent, Wayne, and Walsh 2006) found Gender differences in German consumer decision-making styles Males and females want different products and they are likely to have different ways of thinking about obtaining these. This study furthers an understanding of how gender affects consumers' approaches to decision making

Foxall (2007): Consumer purchasing behavior tends to determine what it exactly is that drives consumers when making buying decisions. Many studies have been performed including the above mentioned with regard to consumer behaviorisms. Three theories those understand the consumers' buying decision are; radical, teleological, and Pico economics behaviorisms (Foxall, 2007). Even though, all three theories take their own the consumers' choice, ―they still plays complementary role with consumer behavior.

Keller(2008): Keller suggested that Brands play a very important role in the consumer decision making processes. It is really important for companies to find out customer's decision making process and identify the conditions**,** which customers apply while making decision (Cravens and piercy, 2003). Marketers are highly concerned to know how brand names influence the customer purchase decision. Why customers purchase a particular brand also implies how customers decide what to buy.

Variawa (2010): analyzes the influence of consumer decision making process on outlook of product for fast moving consumer goods. The aim of the research was to analyze the impact of outlook of the product on decision making processes of low-income consumers. the survey method has been used in order to reach the research objectives. The findings of the research indicates that low-income consumers have more preferences towards the outlook of the product.

Anon (2011): studies show that consumer buying behavior is emotional or even irrational; however people seem to think what we possess shows our personalities and also states that it is also been affected by many factors like social, cultural and personal. There are many factors which work under this categories.

Luiz Moutinho (2011) (Luiz) With reference to the automobile industry that analysis of consumer behavior requires the consideration of various processes internal and external to the individual. To understand behavior, it is necessary to examine the complex interaction of many influencing elements. This study deals with determinants of behavior, culture and reference group influences, the relationships between individuals and their environments, perceived risks, and family decision processes and the variables through the secondary collection by the statistical tool.

Kotler and Keller (2012): Kotler and Keller highlighted the importance of understanding consumer buying behavior and the ways how the customers choose their products and services can be extremely important for manufacturers as well as service providers as this provides them with competitive advantage over its competitors in several aspects. For example, they may use the knowledge obtained through studying the consumer buying behavior to set their strategies towards offering the right products and services to the right audience of customers reflecting their needs and wants effectively.

Paul Chao, and Pole B. Gupta,(2013): The country-of-origin (CO) literature has traditionally focused on consumer product evaluations which are presumed to occur during the evaluation of alternative stages of the consumer buying decision process, where knowledge about product attribute information is either provided or assumed. Purchase behavior has also mostly been measured by purchase intention.

Solomon(2013): studies says that social class can be determined by income, education and occupational levels of country. these variables have a great meaning on consumer behavior especially when income levels vary which effect on level of consumption. People also show their social class and status through purchase of cars. social class is considered to affect taste, lifestyle and consumption, therefore people in the same social class are considered to have same preferences and equal role in the society.

CHAPTER 3
RESEARCH DESIGN

Kerlinger defines a research design as "The plan structure and strategy of investigation purporting to answer research questions and control variance". Research design indicates a plan of action to be carried out in connection with a proposed research work.

The process of research design includes the selection of the research problem, the presentation of the problem, the formulation of hypotheses, conceptual clarity, methodology, data collection, testing of the hypotheses, interpretation, presentation and the like. The design of research evolved by the researcher is to answer the research questions with utmost validity, objectivity, accuracy and economy. In the research process the researcher visualizes and implements a specific plan in order to generate relevant empirical evidence. A research design suggests the appropriate directions for making observation and conducting analysis of data.

Accordingly the research design can precisely indicate the observation to be made by the researcher and attribute variables in the research study. It also suggests what techniques are to be applied to visualize a number of possible conclusions to be drawn from the statistical analysis.

3.1 STATEMENT OF THE PROBLEM:

CARS IN THE 'B' segment mainly depicts the snob value of an individual. With respect to the Indian market, the performance of the engine and more precisely the economy lace the vital part.

Hence, to actually analyze as to how exactly the customer perceives Maruthi Suzuki with respect to the performance and service is the core objective of the study. Therefore the problem identified is "A Study on Consumer Behaviour – with special reference to Maruthi Suzuki " Conducted at Varun Motors Pvt Ltd Rajajinagar.

3.2 TITLE OF THE STUDY:

"A Study on Consumer Behaviour" – with special reference to Maruthi Suzuki @ varun motors pvt ltd (nexa)

3.3 SCOPE OF THE STUDY:

The Scope of the study covers and analyzes the customer's opinion towards Maruthi Suzuki. By analyzing the behavior of the consumer would be benefited in the following ways:

1. Help in my further studies.
2. Exposure to present market scenario.
3. Better understanding of consumers.
4. My communication skills would improve.

By this project we can derive the following benefits:

1. Since this product was launched recently, this project gives a clear picture of its position against its competitors.
2. Consumer preference can be understood by the company.
3. Any modification can be carried out on the product.
4. To improve on the advantages and rectify the mistakes, if any.

3.4 OBJECTIVES OF THE STUDY:

The objective of the study is to understand customer perception towards Maruthi Suzuki.

The other secondary Objectives of the study are:

1. To analyze the brand usage, brand preference, brand linking towards a brand of a car.
2. To know the influencing factors in the decision making of a buyer.
3. To analyze the rating of Maruthi Suzuki on its overall performance with that of its competitors.
4. To analyze the styling, comfort, fuel efficiency, performance of the car.
5. To analyze what makes Maruthi Suzuki different from other cars.
6. To summarise the findings, conclude and offer valid suggestions.

3.5 METHOD OF CONDUCT:

A research design is specification of methods and procedure for acquiring the information needed. It is the overall observational patterns as framework of the products that stipulates what information is to be collected from which source by what procedure.

SAMPLING PLAN:

In marketing research, it is not possible to study the whole population. Hence, sampling becomes inevitable.

TYPE OF SAMPLE:

Sampling unit: The target population of respondents was owner of Maruti. To understand their perception towards the car was classified into their age, group, occupation, family, monthly income and others.

Sampling size : The sample size of the purpose of the study is determined as 150 respoondents.

Sampling procedure: Simple random sampling method was adopted accordingly the target populations were owners of Maruti only.

Research instrument: A structured pre-tested questionnaire is used with both open ended and closed ended questions aimed at probing in to the research problem.

Questionnaire includes both open-end and closed-end questionnaire.

Close-end questions: the questions pre specify the possible answer and respondents make choice among them.

Open-end questions: these are the questions that allow respondents to answer in their own words.

PLAN OF ANALYSIS:

The data collected from the questionnaire were processed and analyzed using various statistical tools such as Averages, Percentages and ratios. Each question were treated under different heads and tabulated.

SOURCE OF DATA:

Sources of data: For the purpose of the study both primary secondary sources of data are used where ever necessary.

C (1) primary source of data: Primary source of data being the opinion of the respondents collected using questionnaires & schedules.

C (2) Secondary source of data: The secondary data source is used as a supplementary to primary source of data. The secondary data in the form of published information such as magazines, journals, research reports, articles, websites etc are referred.

OPERATIONAL DEFINITION OF THE CONCEPT:

- **Product:-**

In contrast to firm oriented definitions, a product oriented approach focuses on the features inherent the product it self and on the effects these features are likely to have to have on consumers established usage patterns. One product oriented framework considers the extent to which to a new product is likely to disrupt established behavior patterns .it defines the following three types of p[product innovations.

- **Market**:-

A market oriented approach judges the newness of a product in terms of how much exposure consumers have to the new product. Tow market oriented definitions pf product innovation have been used extensively in consumer studies

- **Consumer**:-

Although each of the three approaches describes above have been useful to consumer researches in their study of the diffusion of innovations some researchers have favored a consumer oriented approach to define an innovation. In this context, a new product is any product that a potential consumer judges to be new. In other words, newness is based on the consumer perception of the product, rather than no physical features or market realities. Although the consumer oriented approach has been enclosed by some advertising and marketing practitioners, it has received little systematic research attention.

- **Consumer behavior:-**

Consumer behavior is the behavior display in searching for purchasing using and evaluating products, services and ideas which they expect will satisfy their needs . it is the study of what consumers buy, why they buy it, when they buy it, where they buy it, how often they buy it and how often they consumers awareness is the knowledge that the consumers have about the existence of a product in the market .it has a measure of the effectiveness of the communication techniques adopted by the market.

3.6 LIMITATION OF THE STUDY:

1. The study is limited only to Bangalore.
2. Due to the limited no. of respondents, the findings of the study may not be same for the complete population.
3. The study is limited only to the respondents who have purchased Maruthi Suzuki car from "Sagar Automobiles"
4. It is assumed that the respondents understood the questions in the questionnaire as they were supposed to, the chance of error was remote but cannot be ruled out.

CHAPTER SCHEME:

Chapter Scheme: The present research study is presented in FIVE Chapters as shown below.

Chapter: I: Introduction: This chapter depicts the basic concepts of consumer behavior, consumer perception especially in the Indian car industry, its components, and its relevance in the present context. An attempt has been made to provide an insight into various dimensions of the topic.

Chapter: II: Research Design: The methodology including Objectives of study, Need for the study, scope of the study, Operational definition of concepts, reference period, Tools and techniques of data collection, data analysis, presentation, etc is presented in this chapter.

Chapter: III: A profile of Maruthi Suzuki: A Bird's eye view of the maruthi Suzuki from the perspective of the problem selected for the purpose of the study is presented in chapter -III. The aspects like historical perspective, present status, vision, mission, goals, objectives, strategies of the organization are studied analysed and presented in this chapter.

Chapter: IV: Analysis and interpretation of data: The data collected using questionnaire & Interview schedules are analysed interpreted and inferences are drawn in this chapter. The statistical tools such as averages, percentages, correlation, regression, scaling techniques etc are used to analyse the data effectively.

Chapter:V: Summary of findings, Conclusions and Suggestions: The major findings of the study are summarized, conclusions are drawn and suitable suggestions are recommended in this chapter.

Chapter-4

Data Analysis and Interpretation

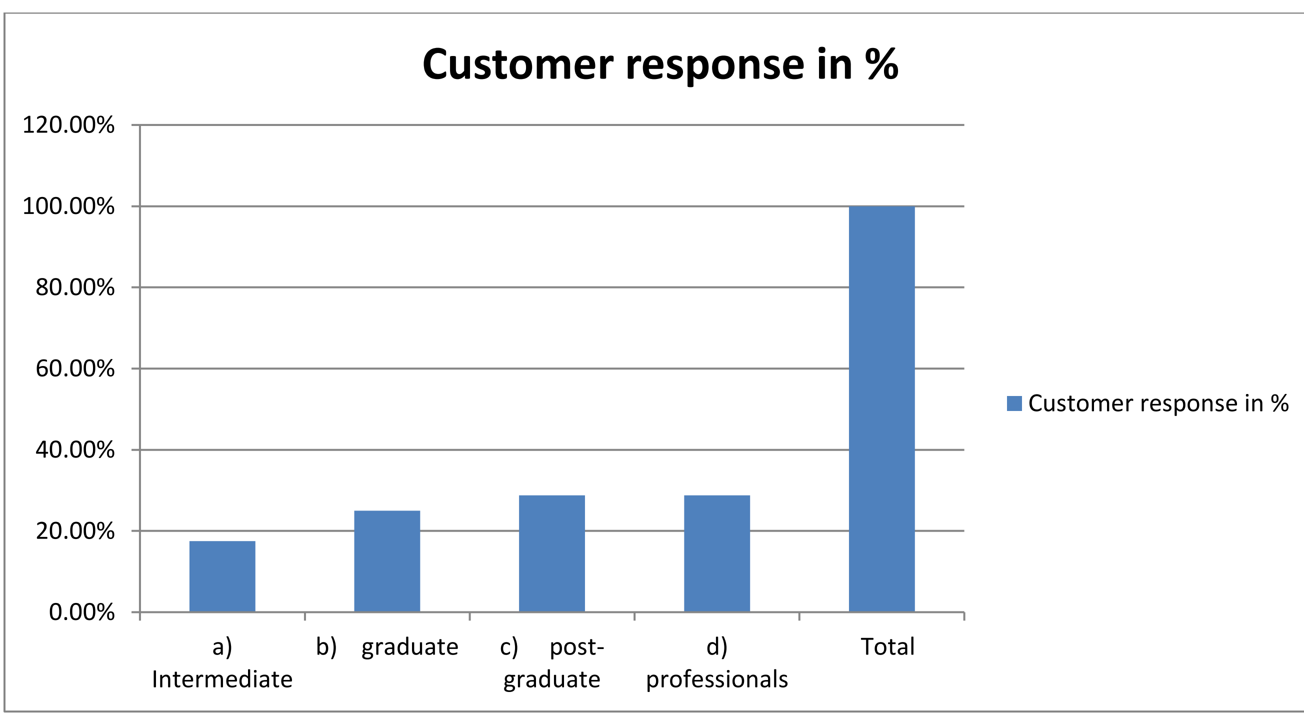
Personal information

1) Education of the respondents

Education	Customer response	Customer response in %
a) Intermediate	**14**	**17.50%**
b) graduate	**20**	**25%**
c) post-graduate	**23**	**28.75%**
d) professionals	**23**	**28.75%**
Total	**80**	**100%**

Analysis: 17.5% of the respondents are Intermediate, 25% of the resondents are graduate 28.75% of the respondents are post-graduate and

professionals.

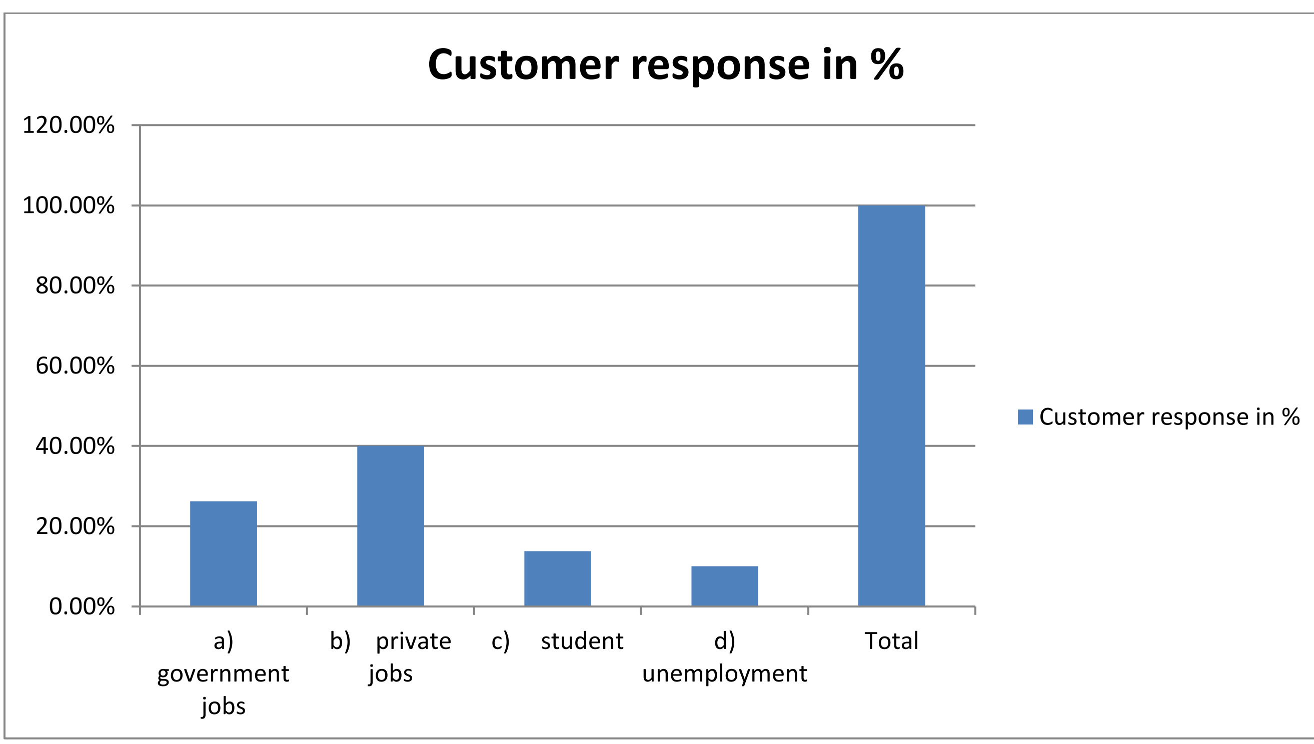


Interpretation: The maximum number of respondents are qualified as post-graduates and work as professionals

2) Occupation of the respondents

Occupation	Customer response	Customer response in %
a) government jobs	**21**	**26.25%**
b) private jobs	**40**	**40%**
c) student	**11**	**13.75%**
d) unemployment	**08**	**10%**
Total	**80**	**100%**

Analysis: 26.5% of the respondents occupations are government jobs, 40% of the respondents occupations are private jobs, 13.75% of the respondents are students, 10% of the respondents are unemployed.

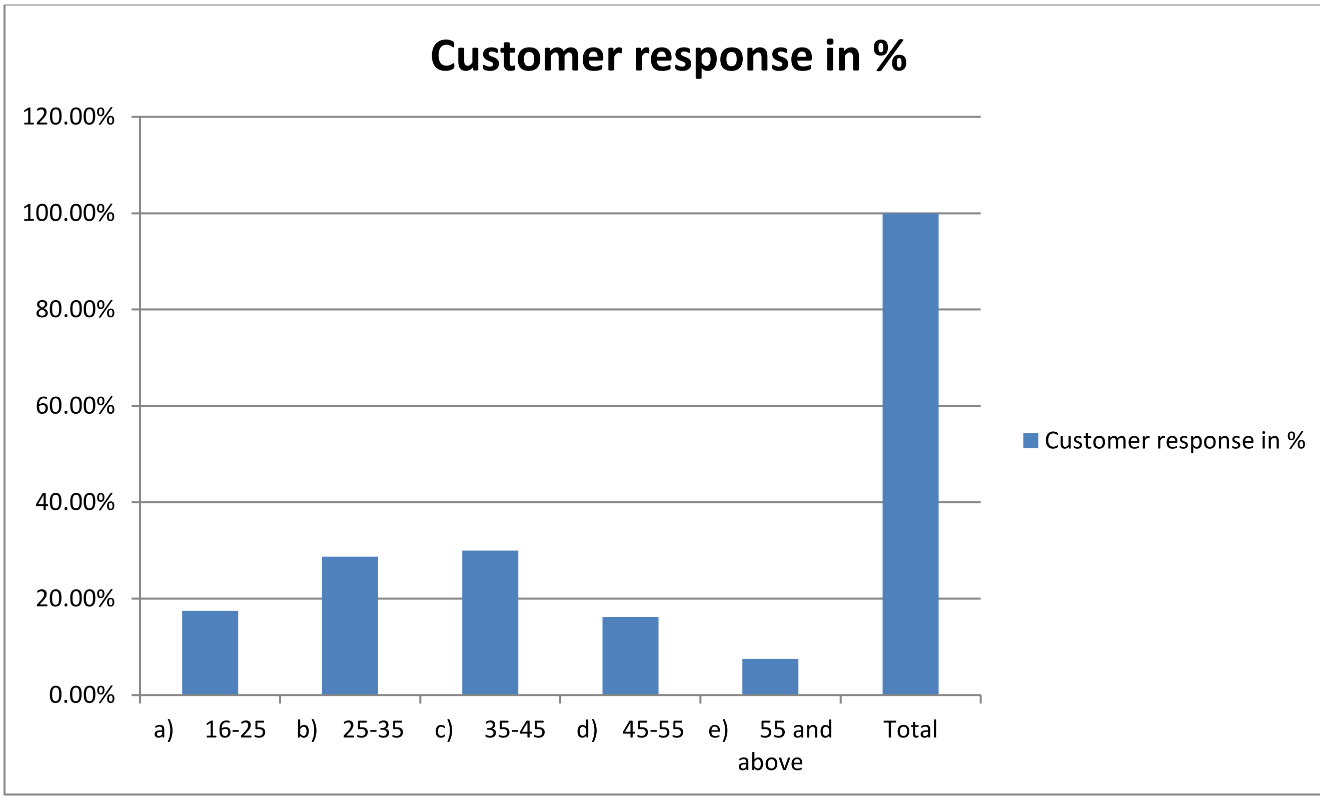


Interpretation: The maximum number of respondents work in private jobs which is 40%

3) Age of the respondents

Age	Customer response	Customer response in %
a) 16-25	**14**	**17.5%**
b) 25-35	**23**	**28.75%**
c) 35-45	**24**	**30%**
d) 45-55	**13**	**16.25%**
e) 55 and above	**06**	**7.5%**
Total	**80**	**100%**

Analyis: 17.5% of the respondents belongs to the age group of 16-25, 28.75% of the respondents belongs to the age group of 25-35, 30% of the respondents belongs to the age group 35-45, 16.25% of the respondents belongs to the age group 45-55, 7.5% of the respondents belongs to the age group 55 and above.

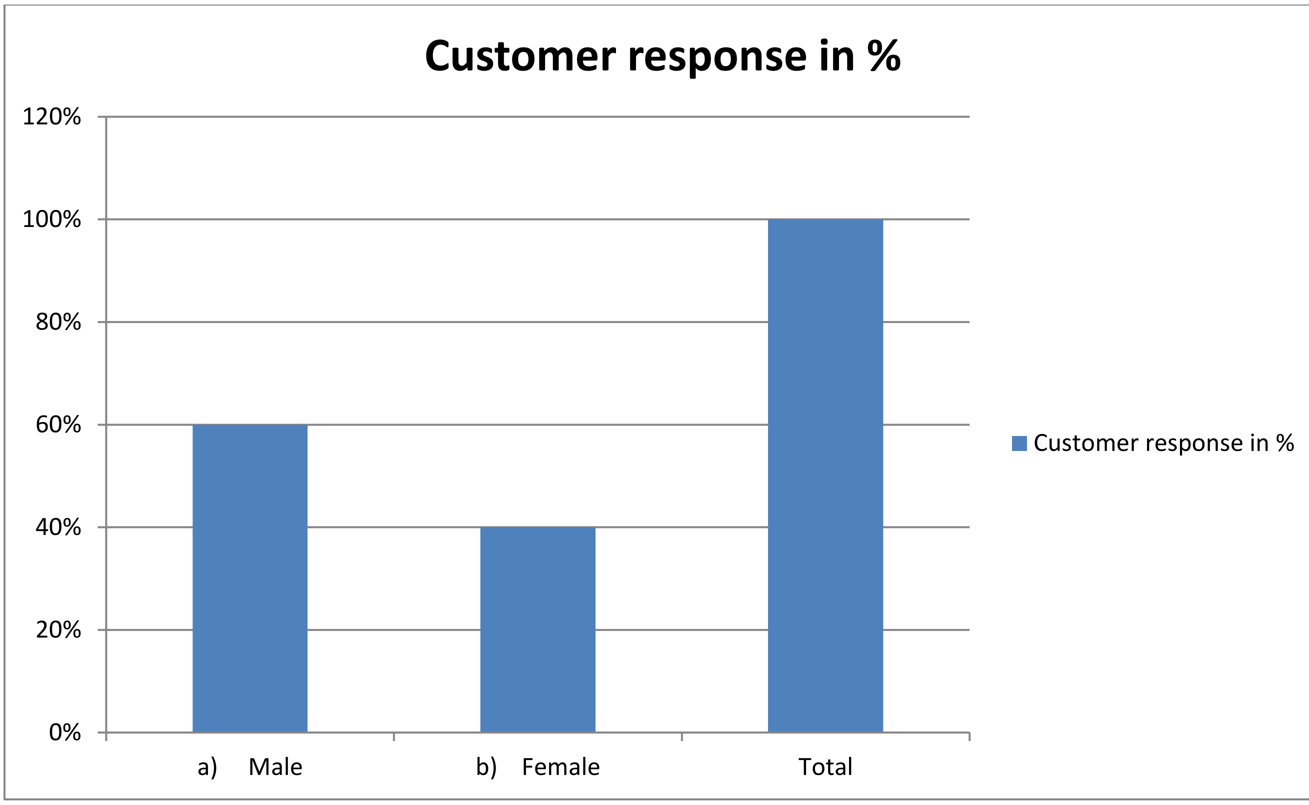


Interpretation: The maximum number of respondents in age group is in 35-45

4) Gender of the respondents

Gender	Customer response	Customer response in %
a) Male	**48**	**60%**
b) Female	**32**	**40%**
Total	**80**	**100%**

Analysis: 60% of the respondents are male and 40% of the respondents are female.

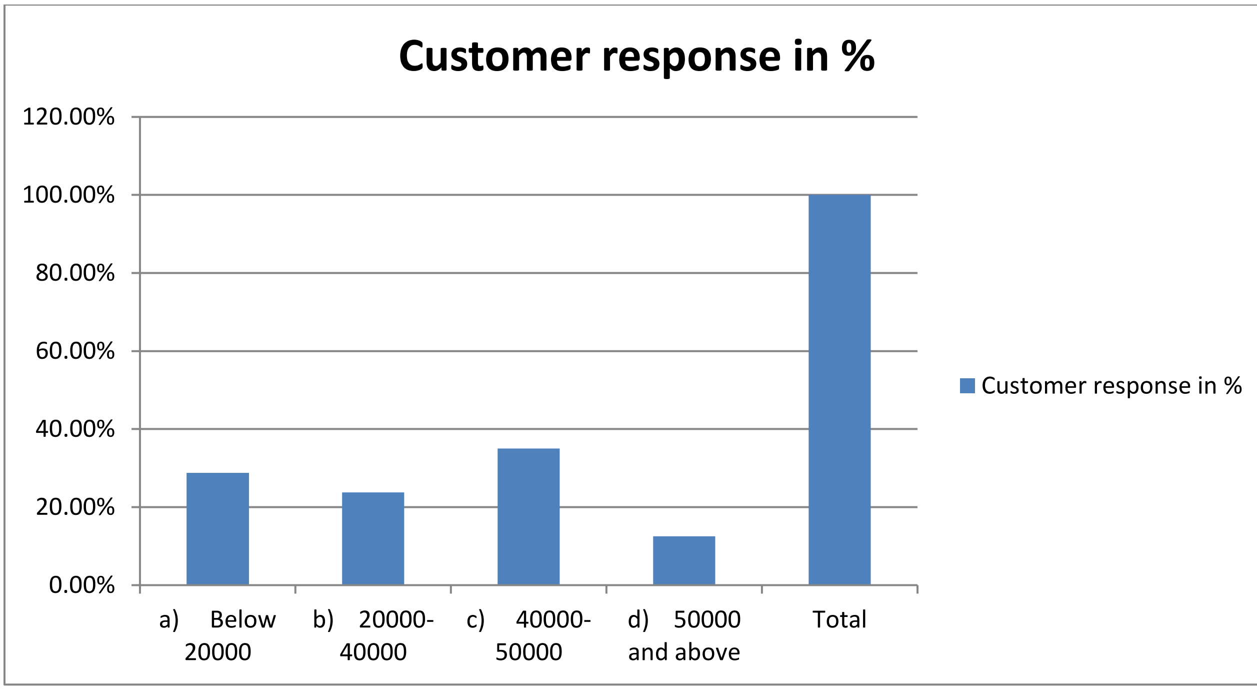


Interpretation: The maximum number of respondents are male candidates

5) Income of the respondents

Income	Customer response	Customer response in %
a) Below 20000	**23**	**28.75%**
b) 20000-40000	**19**	**23.75%**
c) 40000-50000	**28**	**35%**
d) 50000 and above	**10**	**12.5%**
Total	**80**	**100%**

Analysis: 28.75% of the respondents income is below 20000,23.75% of the respondents income is from 20000-40000, 35% of thr respondents income is from 40000-50000, 12.5% of the respondents income is from 50000 and above.



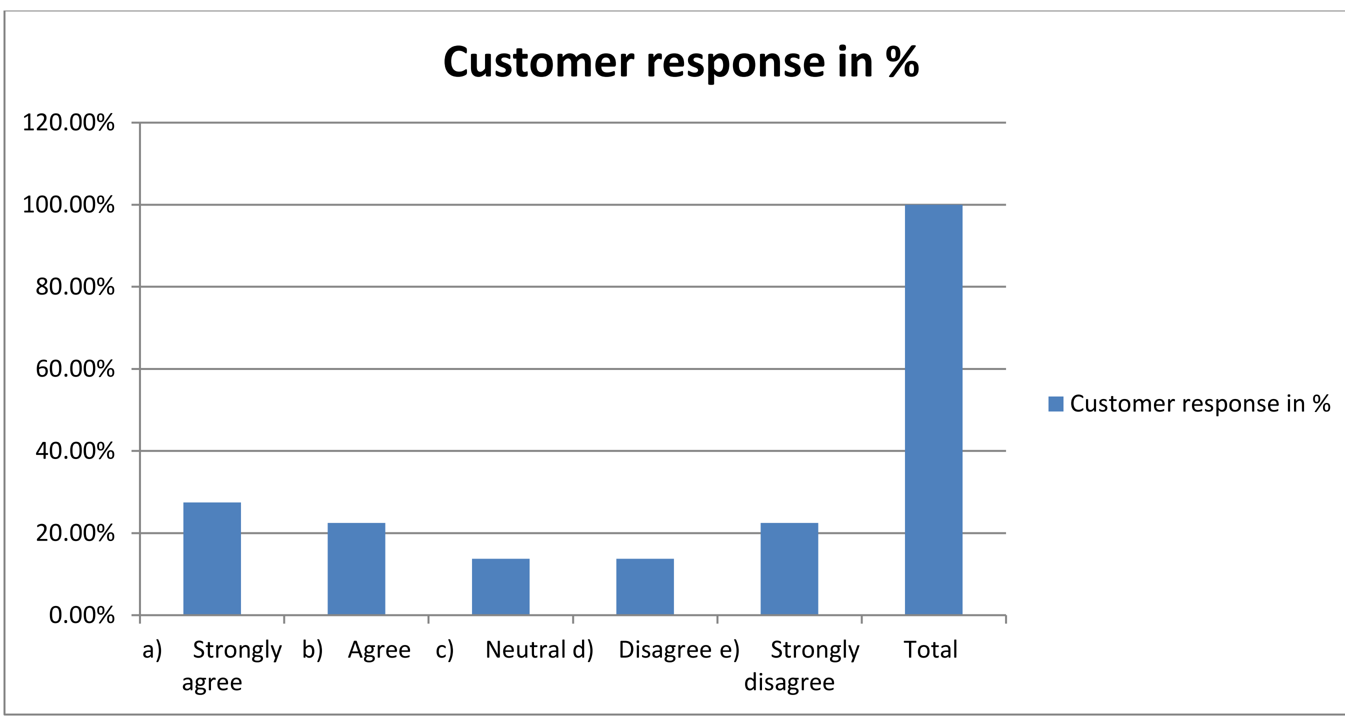
Interpretation: From above statics maximum number of respondents income level is between 40000-50000

Economic factors

6) Price of the Maruthi Suzuki car is competitive

Price of the Maruthi Suzuki car is competitive	Customer response	Customer response in %
a) Strongly agree	**22**	**27.5%**
b) Agree	**18**	**22.5%**
c) Neutral	**11**	**13.75%**
d) Disagree	**11**	**13.75%**
e) Strongly disagree	**18**	**22.5%**
Total	**80**	**100%**

Analysis:27.5% of the respondents are strongly agreed, 22.5% of the respondents are agreed, 13.75% of the respondents are netural and disagreed, 22.5% of the respondents are strongly disagreed to the above question.

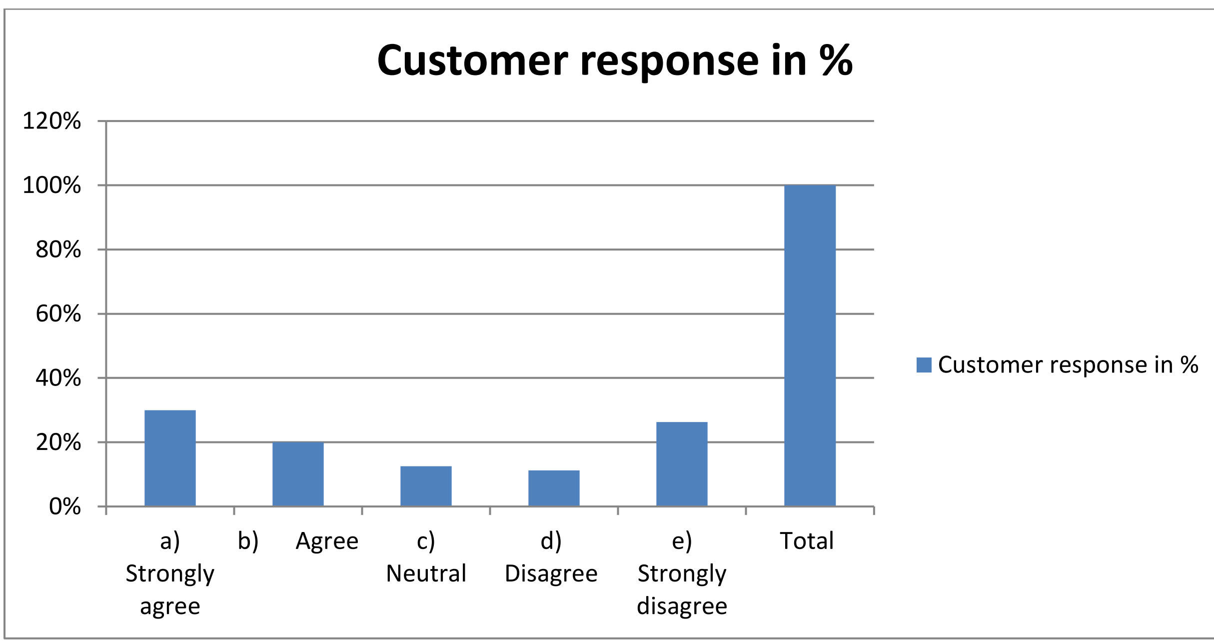


Interpretation: The maximum number of respondents are strongly agreed with price of the Maruthi Suzukicar which is competitive

7) Maruthi Suzuki showroom are easily accessible and conveniently located

Maruthi Suzuki showroom are easily accessible and conveniently located	Customer response	Customer response in %
a) Strongly agree	24	30%
b) Agree	16	20%
c) Neutral	10	12.5%
d) Disagree	09	11.25%
e) Strongly disagree	21	26.25%
Total	**80**	**100%**

Analysis: 30% of the respondents are strongly agreed, 20% of the respondents are agreed, 12.5% of the repondents are neutral, 11.5% of the respondents are disagreed, 26.25% of the respondents are strongly disagreed to the above question



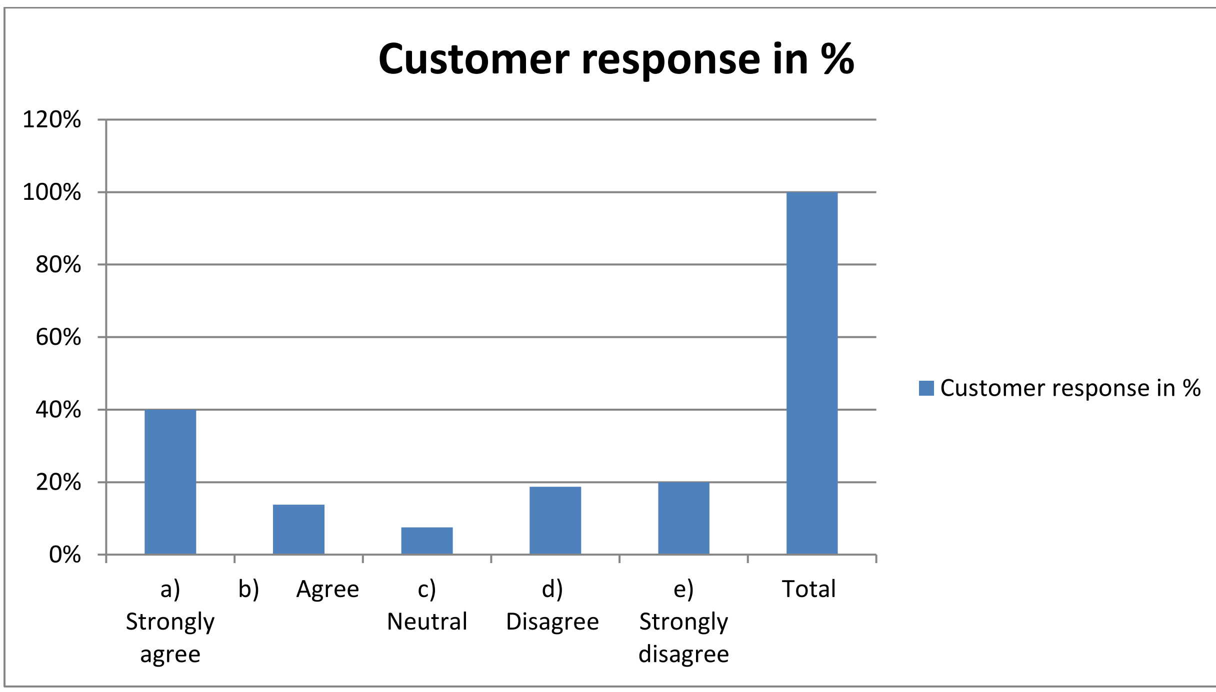
Interpretation: The maximum number of respondents are strongly disagreed with Maruthi Suzuki showroom in terms of easily accessible and conveniently located .

8) Level of income affects my purchasing decision

Level of income affects my purchasing decision	Customer response	Customer response in %

a) Strongly agree	**32**	**40%**
b) Agree	**11**	**13.75%**
c) Neutral	**06**	**7.5%**
d) Disagree	**15**	**18.75%**
e) Strongly disagree	**16**	**20%**
Total	**80**	**100%**

Analysis: 40% of the respondents are strongly agreed, 13.75 % of the respondents are agreed, 7.5% of the repondents are neutral, 18.75% of the respondents are disagreed,20% of the respondents are strongly disagreed to the above question



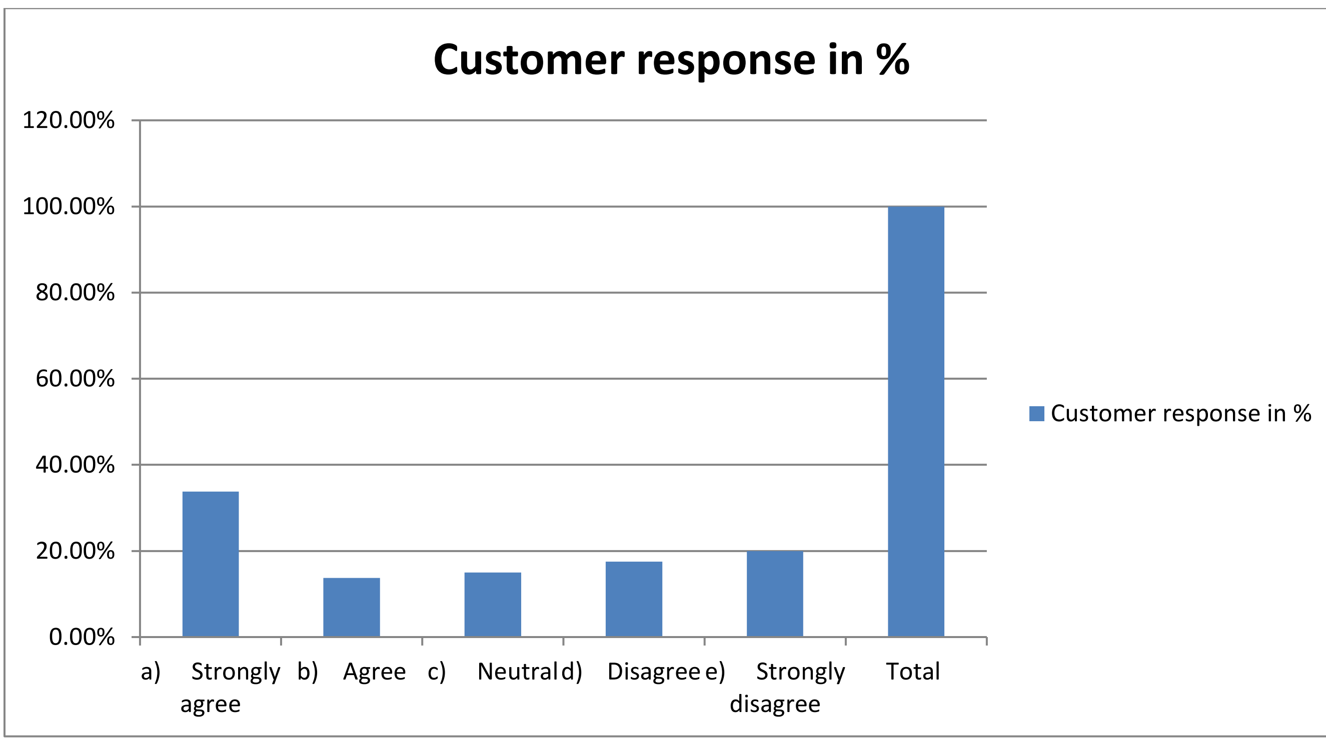
Interpretation: The maximum number of respondents level of income affects the purchasing decision are strongly agreed

9) Maintenance costs affect my buying decision

Maintenance costs affect my buying decision	Customer response	Customer response in %

a) Strongly agree	**27**	**33.75%**
b) Agree	**11**	**13.75%**
c) Neutral	**12**	**15%**
d) Disagree	**14**	**17.5%**
e) Strongly disagree	**16**	**20%**
Total	**80**	**100%**

Analysis: 33.75% of the respondents are strongly agreed, 13.75 % of the respondents are agreed, 15% of the respondents are neutral, 17.5% of the respondents are disagreed,20% of the respondents are strongly disagreed to the above question



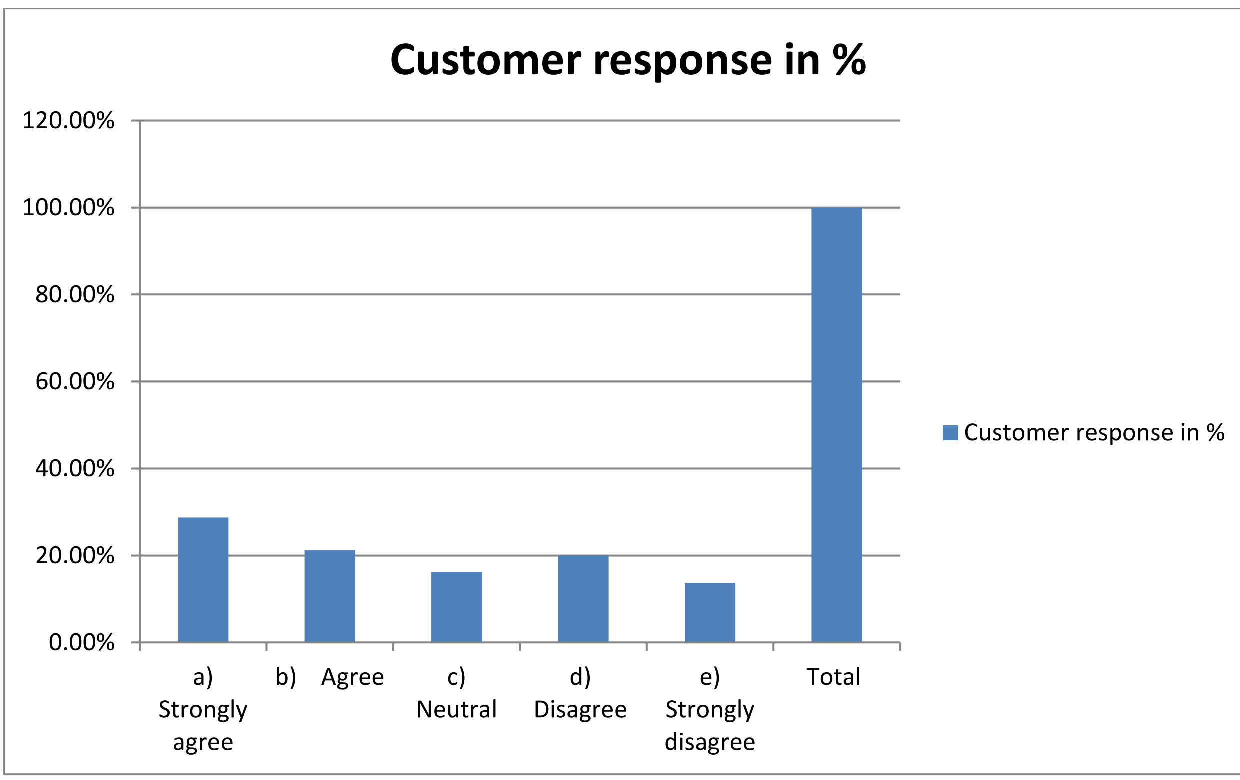
Interpretation: The maximum number of respondents are strongly agreed where maintenance costs affects buying decision

10) Fuel prices influences my choice of car

Fuel prices influences my choice of car	Customer response	Customer response in %
a) Strongly agree	**23**	**28.75%**

b) Agree	**17**	**21.25%**
c) Neutral	**13**	**16.25%**
d) Disagree	**16**	**20%**
e) Strongly disagree	**11**	**13.75%**
Total	**80**	**100%**

Analysis: 28.75% of the respondents are strongly agreed, 21.25 % of the respondents are agreed, 16.25% of the respondents are neutral, 20% of the respondents are disagreed, 13.75% of the respondents are strongly disagreed to the above question.



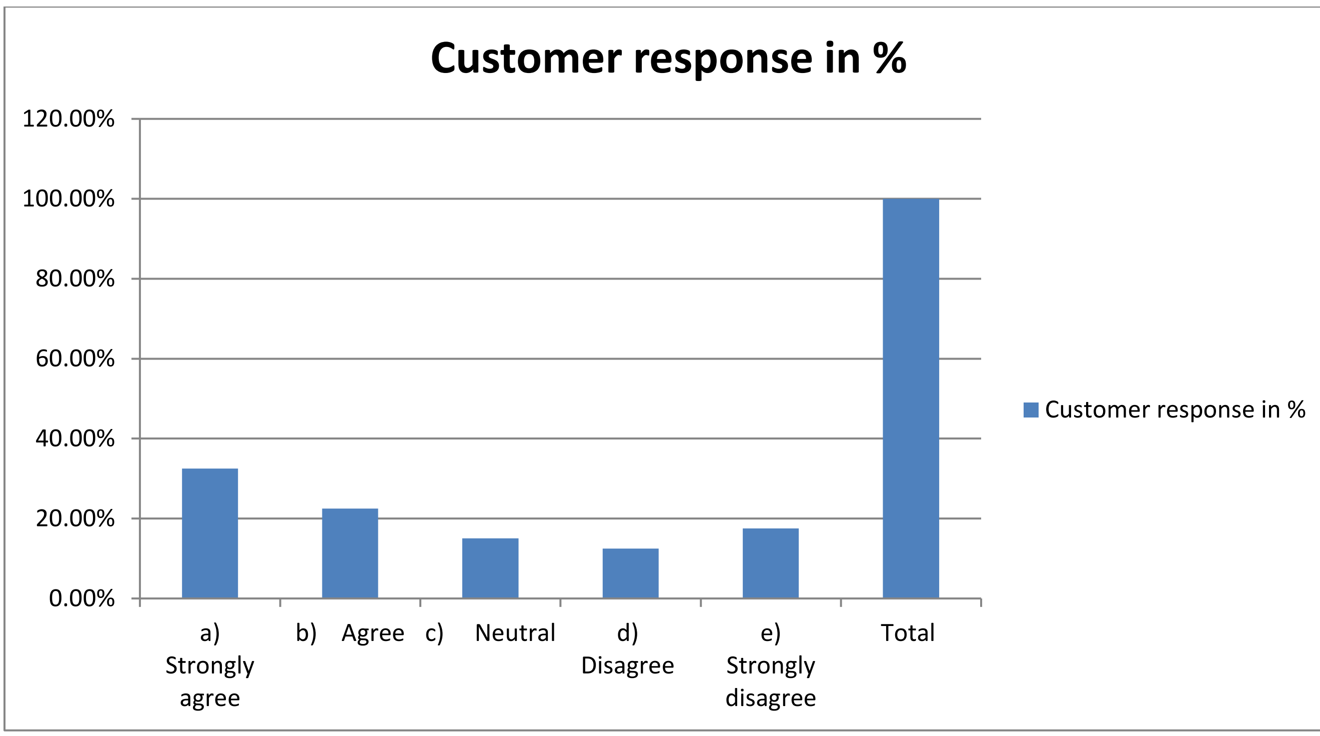
Interpretation: The maximum number of respondents are strongly agreed where fuel prices influences choice of car.

11) The resale value is critical factor while making purchasing decision

The resale value is critical factor while making purchasing decision	**Customer response**	**Customer response in %**
a) Strongly agree	**26**	**32.5%**
b) Agree	**18**	**22.5%**

c) Neutral	**12**	**15%**
d) Disagree	**10**	**12.5%**
e) Strongly disagree	**14**	**17.5%**
Total	**80**	**100%**

Analysis: 32.5% of the respondents are strongly agreed, 22.5% of the respondents are agreed, 15% of the respondents are neutral, 12.5% of the respondents are disagreed,17.5% of the respondents are strongly disagreed to the above question.



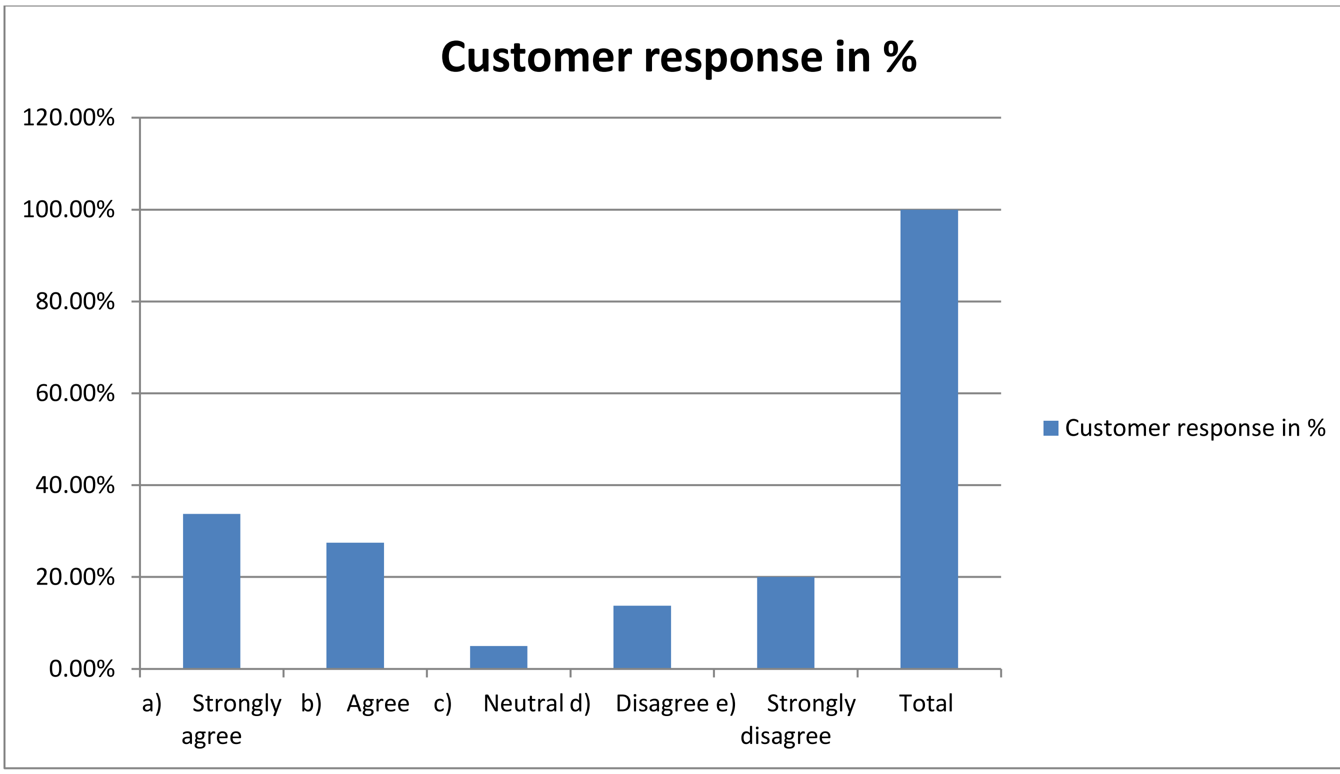
Interpretation: The maximum number of respondents are strongly agreed to the resale value which plays a critical factor while making purchasing decision

12) Payment options given by Maruthi Suzuki influences my purchasing decision

Payment options given by Maruthi Suzuki influences my purchasing decision	Custom er response	Customer response in %
a) Strongly agree	**27**	**33.75%**
b) Agree	**22**	**27.5%**

c) Neutral	**04**	**5%**
d) Disagree	**11**	**13.75%**
e) Strongly disagree	**16**	**20%**
Total	**80**	**100%**

Analysis: 33.75% of the respondents are strongly agreed, 27.5 % of the respondents are agreed, 5% of the respondents are neutral, 13.75% of the respondents are disagreed, 20% of the respondents are strongly disagreed to the above question



Interpretation: The maximum numbers of respondents are strongly agreed to payment options given by Maruthi Suzuki influences purchasing decision .

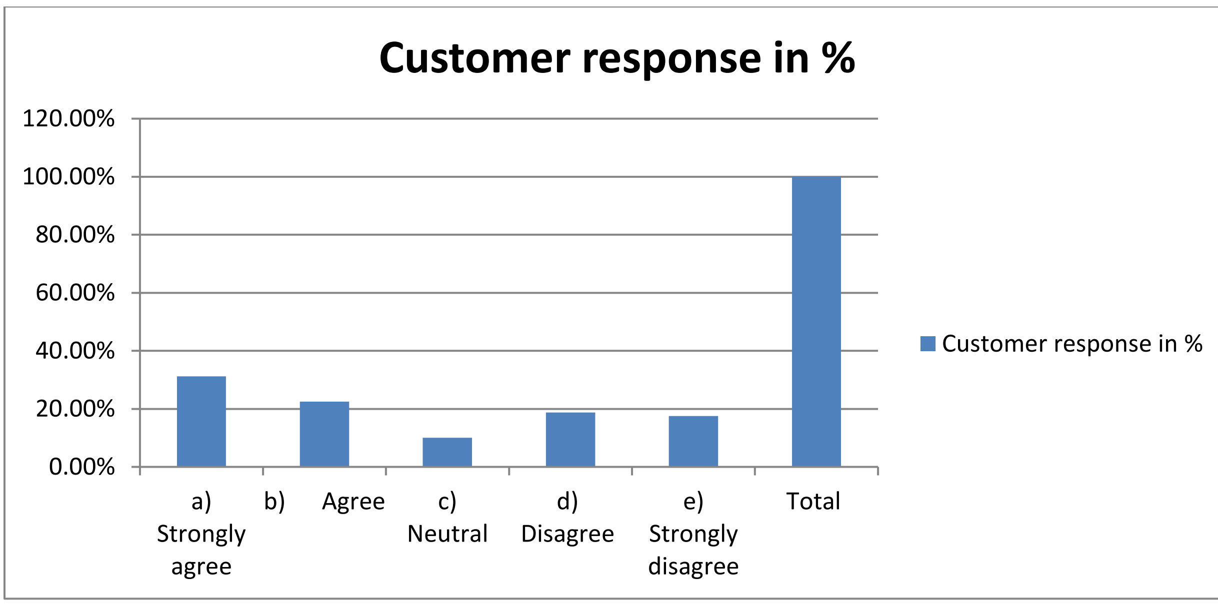
Psychological factors

13) My perception about car and brand influence my purchase decision

My perception about car and brand influence my purchase decision	Customer response	Customer response in %
a) Strongly agree	**25**	**31.25%**

b) Agree	**18**	**22.5%**
c) Neutral	**08**	**10%**
d) Disagree	**15**	**18.75%**
e) Strongly disagree	**14**	**17.5%**
Total	**80**	**100%**

Analysis: 31.25% of the respondents are strongly agreed, 22.55 % of the respondents are agreed, 10% of the respondents are neutral, 18.75% of the respondents are disagreed, 17.5% of the respondents are strongly disagreed to the above question



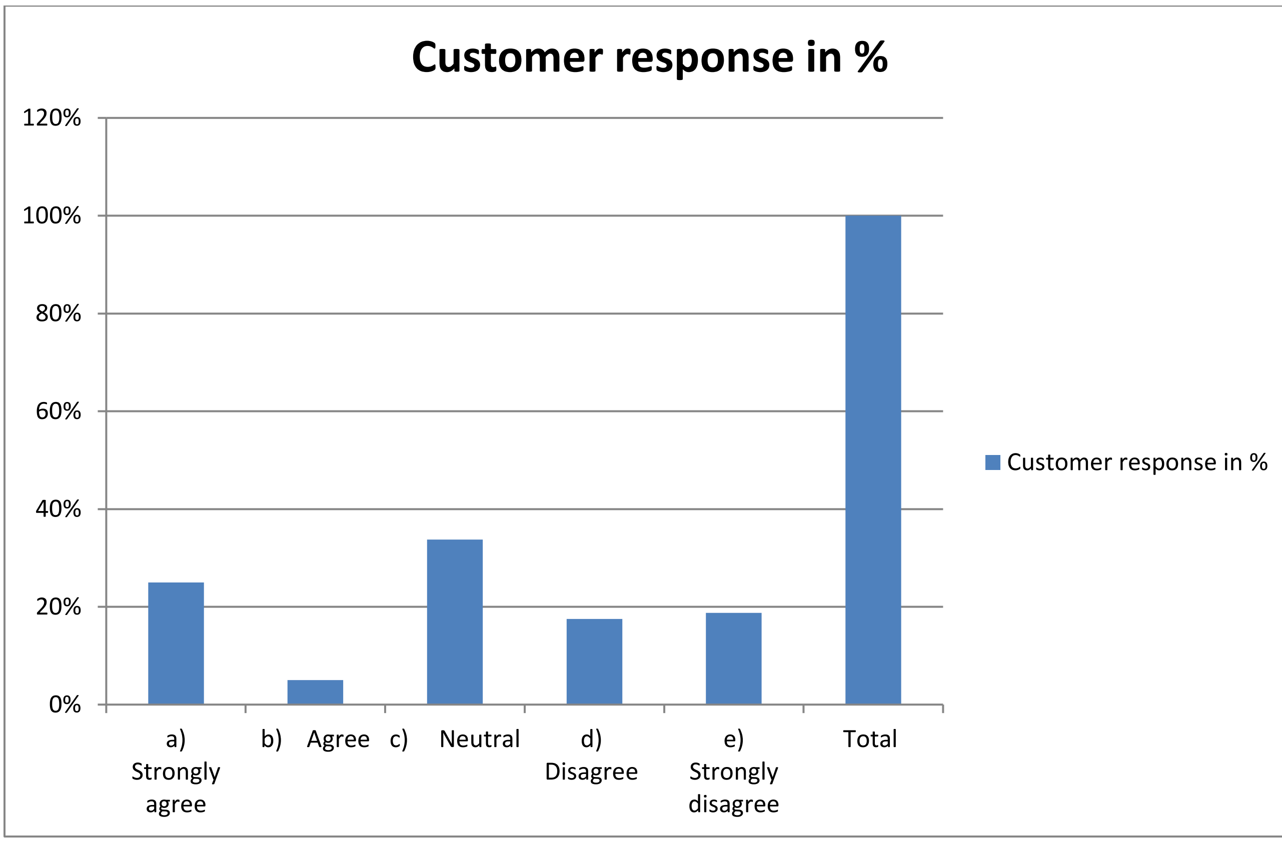
Interpretation: The maximum numbers of respondents are strongly disagreed to the perception about car and brand influence my purchase decisions

14) Motivation from friends and family influence my purchase decision

Motivation from friends and family influence my purchase decision	Custome r response	Customer response in %
a) Strongly agree	**20**	**25%**
b) Agree	**04**	**5%**
c) Neutral	**27**	**33.75%**

d) Disagree	**14**	**17.5%**
e) Strongly disagree	**15**	**18.75%**
Total	**80**	**100%**

Analysis: 25% of the respondents are strongly agreed, 5 % of the respondents are agreed, 33.75% of the respondents are neutral, 17.5% of the respondents are disagreed, 18.75% of the respondents are strongly disagreed to the above question**.**



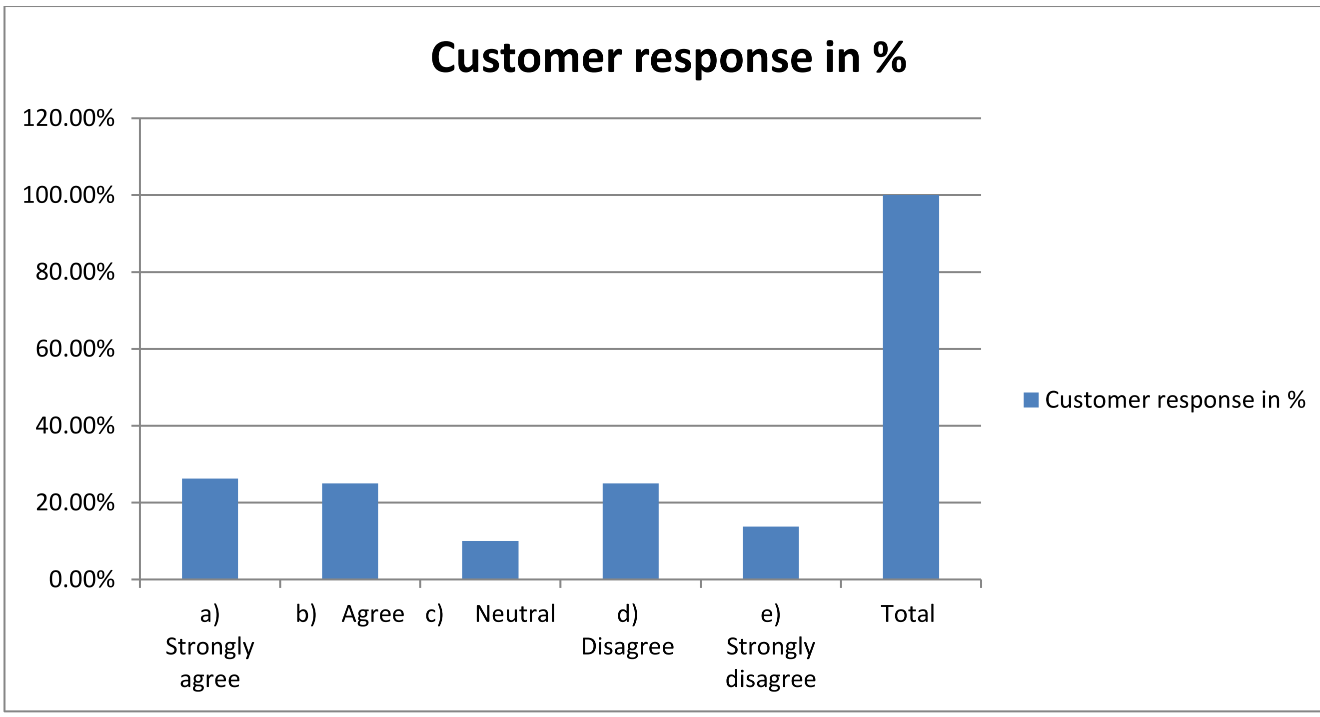
Interpretation: The maximum numbers of respondents are neutral in terms of motivation from friends and family influence my purchase decisions

15) My personal attitude and belief affects purchase decision

My personal attitude and belief affects purchase decision	Customer response	Customer response in %
a) Strongly agree	**21**	**26.25%**
b) Agree	**20**	**25%**

c) Neutral	**08**	**10%**
d) Disagree	**20**	**25%**
e) Strongly disagree	**11**	**13.75%**
Total	**80**	**100%**

Analysis: 26.25% of the respondents are strongly agreed, 25 % of the respondents are agreed, 10% of the respondents are neutral, 25% of the respondents are disagreed,13.75% of the respondents are strongly disagreed to the above question



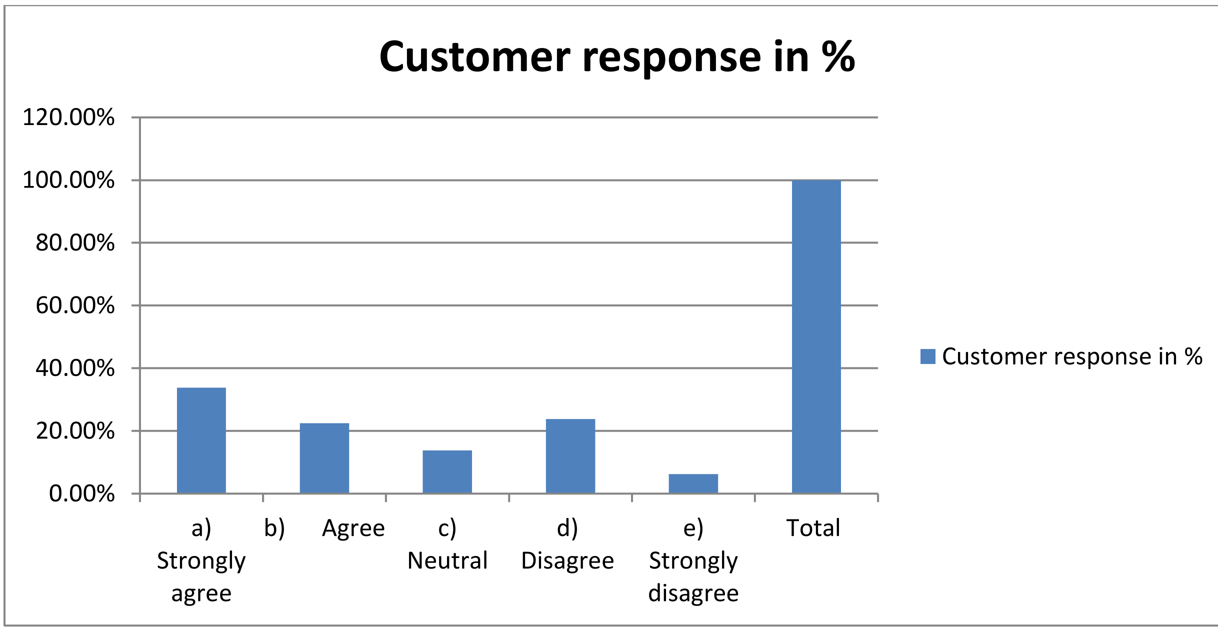
Interpretation: The maximum numbers of respondents are agreed to my personal attitude and belief affects purchase decision

16) Innovativeness of car and brand concern I consider purchasing a car

Innovativeness of car and brand concern I consider purchasing a car	Customer response	Customer response in %
a) Strongly agree	**27**	**33.75%**
b) Agree	**18**	**22.5%**
c) Neutral	**11**	**13.75%**
d) Disagree	**19**	**23.75%**

e) Strongly disagree	**05**	**6.25%**
Total	**80**	**100%**

Analysis: 33.75% of the respondents are strongly agreed, 22.5 % of the respondents are agreed, 13.75% of the respondents are neutral, 23.75% of the respondents are agreed and 6.25% are strongly disagreed to the above question



Interpretation: The maximum numbers of respondents are agreed to innovativeness of car and brand concern will be considered while purchasing a car.

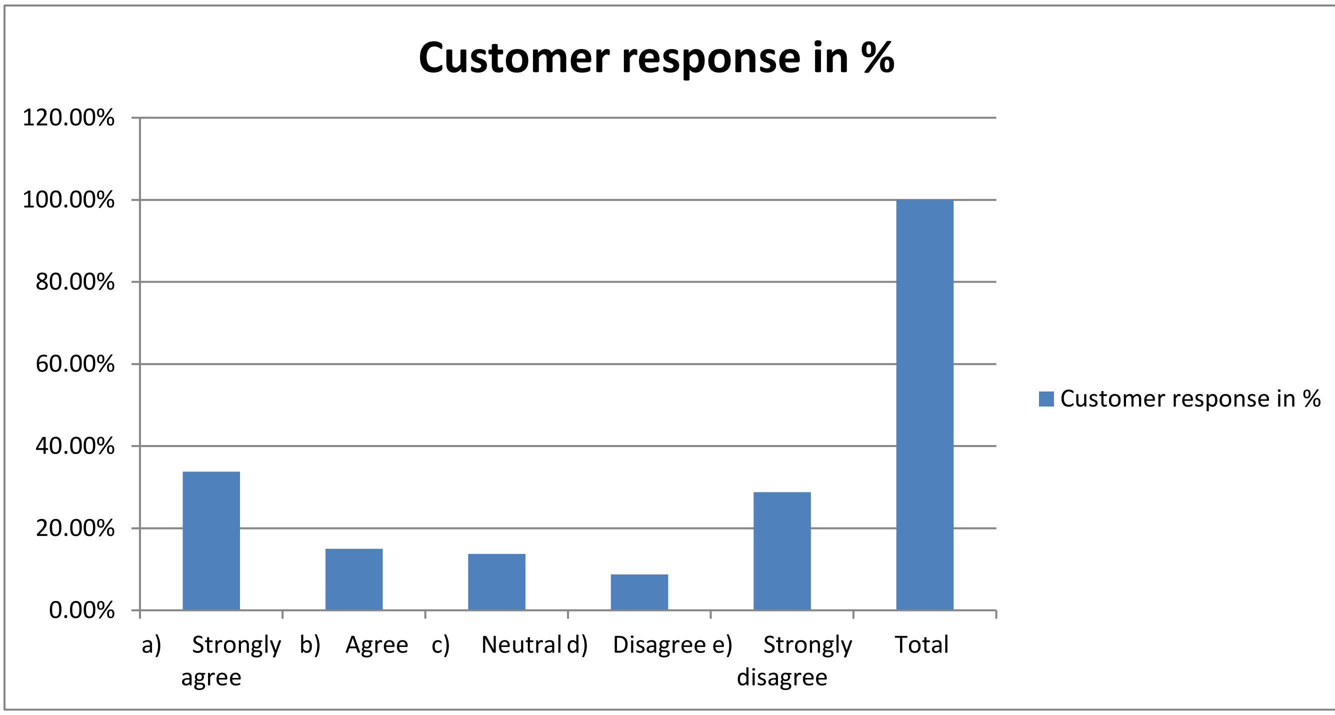
Social and cultural factors

17) Social class I belong to influence my our purchasing decision

Social class I belong to influence my our purchasing decision	Customer response	Customer response in %
a) Strongly agree	**27**	**33.75%**
b) Agree	**12**	**15%**
c) Neutral	**11**	**13.75%**

d) Disagree	**7**	**8.75%**
e) Strongly disagree	**23**	**28.75%**
Total	**80**	**100%**

Analysis: 33.75% of the respondents are strongly agreed, 15% of the respondents are agreed, 13.75% of the respondents are neutral, 8.75% of the respondents are disagreed, 28.75% of the respondents are strongly disagreed to the above question



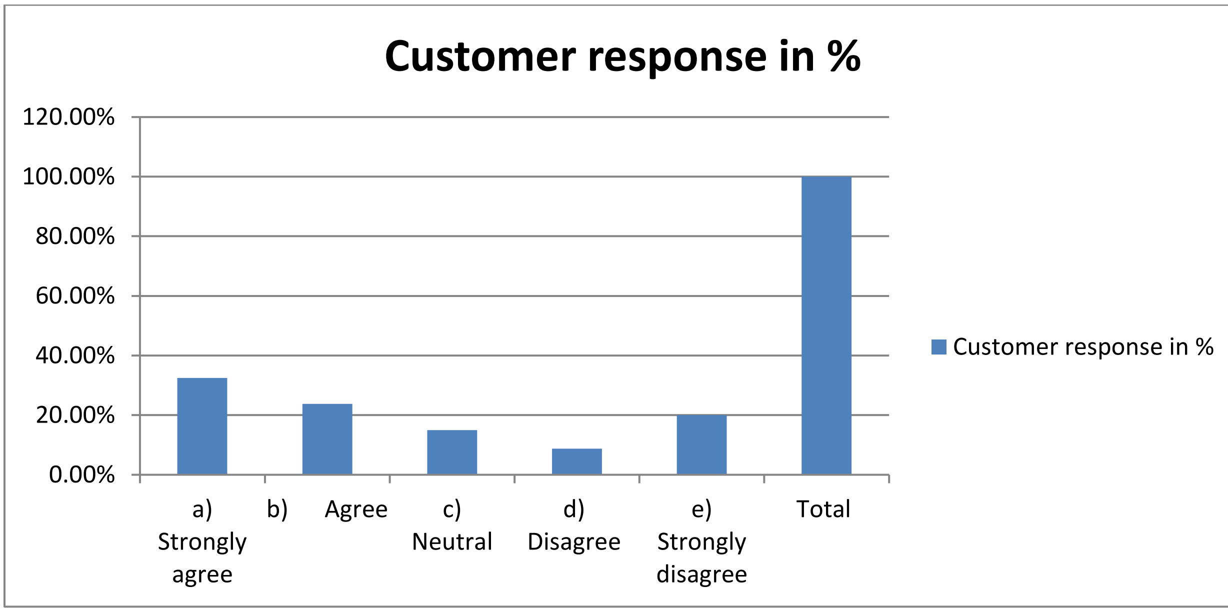
Interpretation: The maximum numbers of respondent are strongly agreed s to social class they belong to will influence the purchasing decision

18) My status in society influences my purchasing decision

My status in society influences my purchasing decision	Customer response	Customer response in %
a) Strongly agree	**26**	**32.5%**
b) Agree	**19**	**23.75%**
c) Neutral	**12**	**15%**
d) Disagree	**07**	**8.75%**
e) Strongly disagree	**16**	**20%**

Total	80	100%

Analysis: 32.5% of the respondents are strongly agreed, 23.75 % of the respondents are agreed, 15% of the respondents are neutral, 8.75% of the respondents are disagreed,20% of the respondents are strongly disagreed to the above question

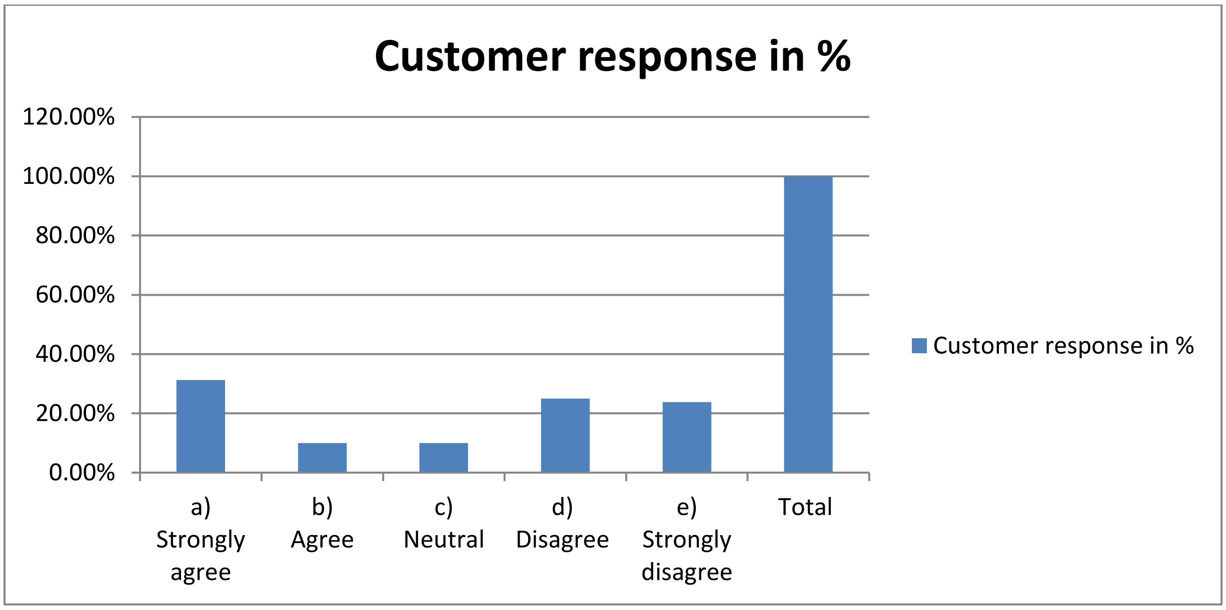


Interpretation: The maximum numbers of respondents are neutral, where the status they belong in the society influences purchasing decisions

19) Buzz marketing and social media influences the vehicle that I would purchase

Buzz marketing and social media influences the vehicle that I would purchase	Customer response	Customer response in %
a) Strongly agree	25	31.25%
b) Agree	08	10%
c) Neutral	08	10%
d) Disagree	20	25%
e) Strongly disagree	19	23.75%
Total	80	100%

Analysis:31.25% of the respondents are strongly agreed, 10% of the respondents are agreed, 10% of the respondents are neutral, 25% of the respondents are disagreed, 23.75% of the respondents are strongly disagreed to the above question

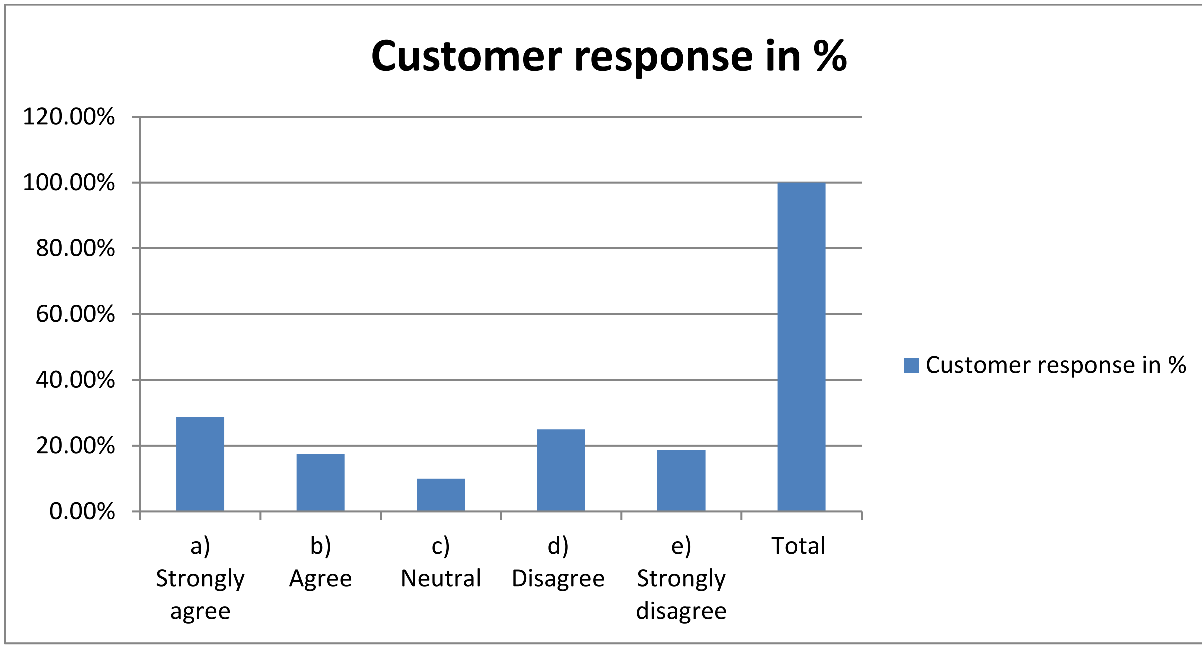


Interpretation: The maximum numbers of respondents are strongly disagreed to buzz marketing and social media which influences the vehicle that I would purchase

20) Reference group like "Top gear" and "Team bhp" influence the purchasing decision

Reference group like "Top gear" and "Team bhp" influence the purchasing decision	Customer response	Customer response in %
a) Strongly agree	**23**	**28.75%**
b) Agree	**14**	**17.5%**
c) Neutral	**08**	**10%**
d) Disagree	**20**	**25%**
e) Strongly disagree	**15**	**18.75%**
Total	**80**	**100%**

Analysis: 28.75% of the respondents are strongly agreed, 17.5% of the respondents are agreed, 10% of the respondents are neutral, 25% of the respondents are disagreed, 18.75% of the respondents are strongly disagreed to the above question

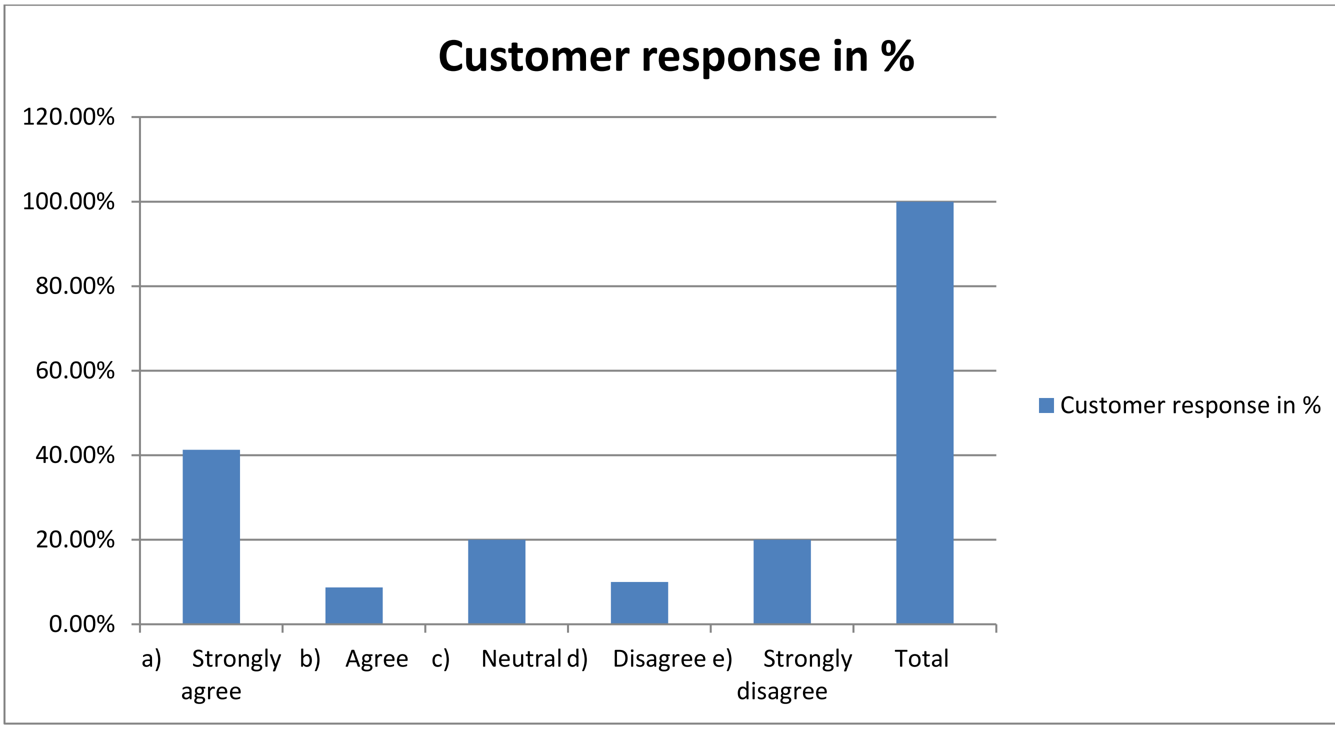


Interpretation: The maximum numbers of respondents to reference group like "Top gear" and "Team bhp" influence the purchasing decision are agreed

21) The country of origin of the car places a role in purchasing decision

The country of origin of the car places a role in purchasing decision	Customer response	Customer response in %
a) Strongly agree	**33**	**41.25%**
b) Agree	**07**	**8.75%**
c) Neutral	**16**	**20%**
d) Disagree	**08**	**10%**
e) Strongly disagree	**16**	**20%**
Total	**80**	**100%**

Analysis: 41.25% of the respondents are strongly agreed, 8.75 % of the respondents are agreed, 20% of the respondents are neutral, 10% of the respondents are disagreed, 20% of the respondents are strongly disagreed to the above question



Interpretation: The maximum numbers of respondents are strongly agreed to the country of origin of the car places a role in purchasing decision

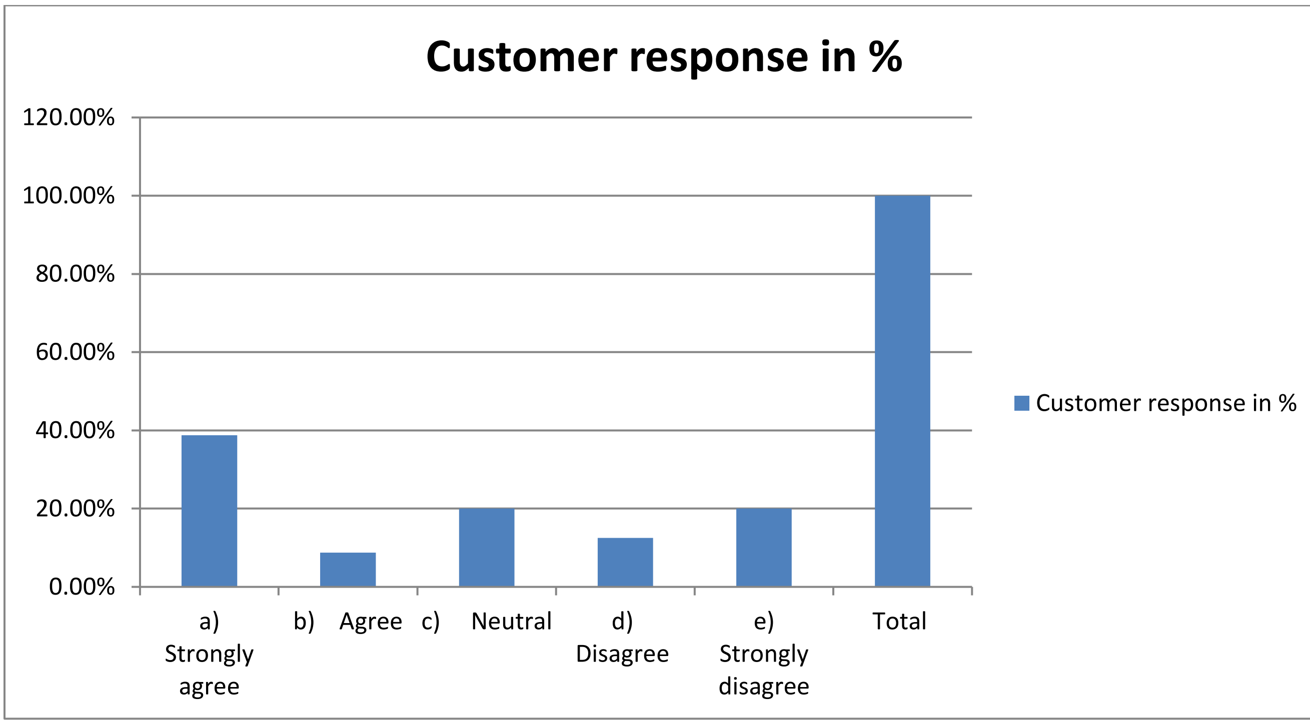
Demographic factors

22) Personality would impact on decision making

Personality would impact on decision making	Customer response	Customer response in %
a) Strongly agree	**31**	**38.75%**
b) Agree	**07**	**8.75%**
c) Neutral	**16**	**20%**
d) Disagree	**10**	**12.5%**
e) Strongly disagree	**16**	**20%**

Total	**80**	**100%**

Analysis: 38.75% of the respondents are strongly agreed, 8.75 % of the respondents are agreed, 20% of the respondents are neutral, 12.5% of the respondents are disagreed, 20% of the respondents are strongly disagreed to the above question

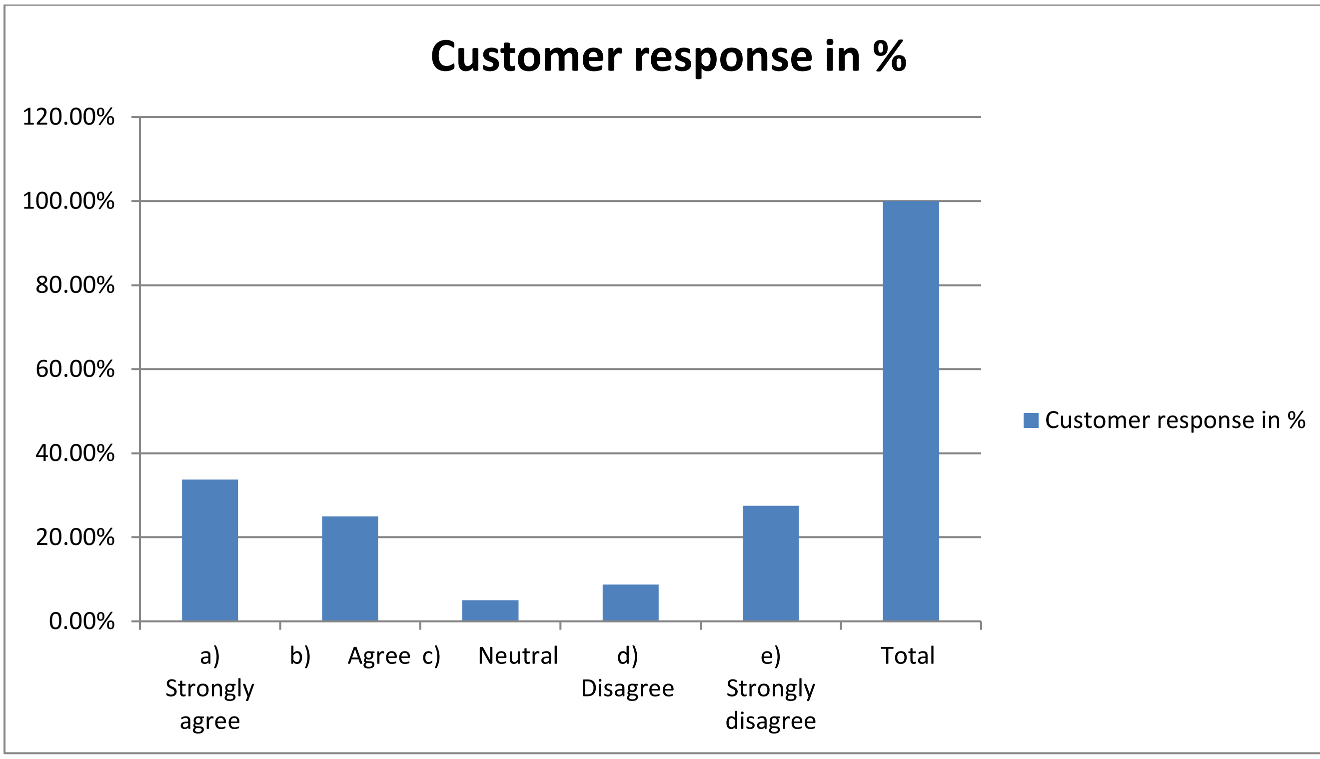


Interpretation: The maximum numbers of respondents are strongly agreed where the personality would impact on decision making

23) Gender would influence on choice of purchase

Gender would influence on choice of purchase	Customer response	Customer response in %
a) Strongly agree	**27**	**33.75%**
b) Agree	**20**	**25%**
c) Neutral	**16**	**5%**
d) Disagree	**10**	**8.75%**
e) Strongly disagree	**16**	**27.5%**
Total	**80**	**100%**

Analysis: 33.75% of the respondents are strongly agreed, 25% of the respondents are agreed, 5% of the respondents are neutral, 8.75% of the respondents are disagreed, 27.5% of the respondents are strongly disagreed to the above question

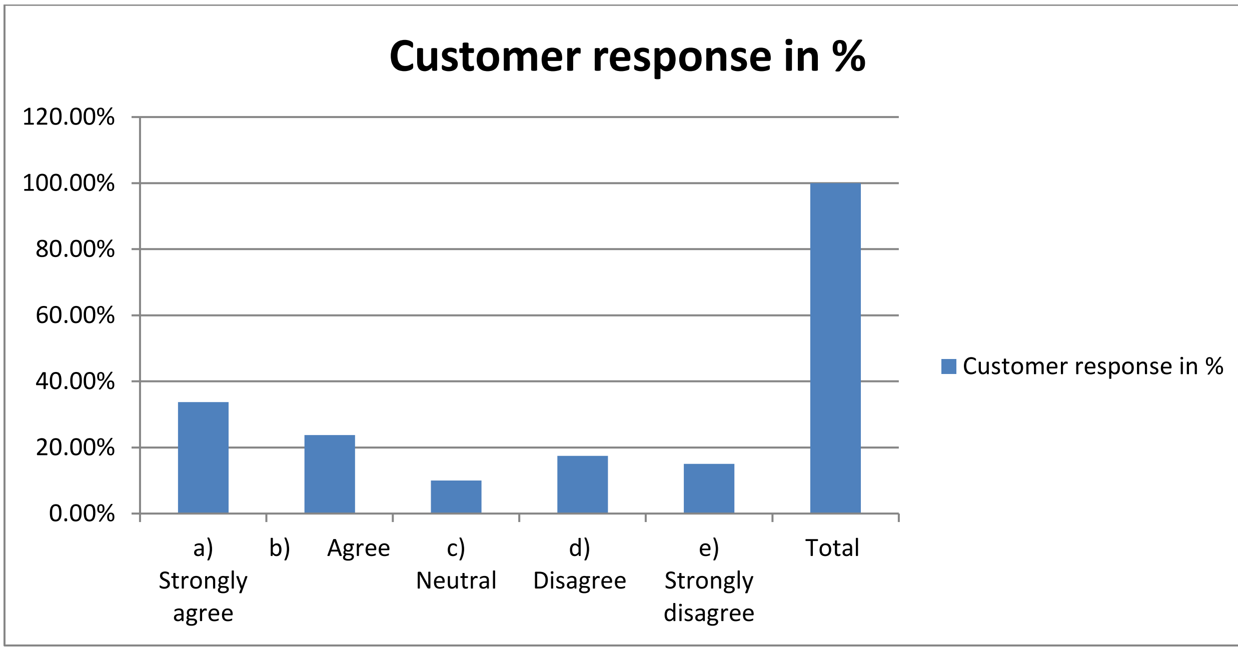


Interpretation: The maximum numbers of respondents are strongly agreed where gender would influence on choice of purchase

24) Level of education would influence on choice of purchase

Level of education would influence on choice of purchase	Customer response	Customer response in %
a) Strongly agree	27	33.75%
b) Agree	19	23.75%
c) Neutral	08	10%
d) Disagree	14	17.5%
e) Strongly disagree	12	15%
Total	**80**	**100%**

Analysis: 33.75% of the respondents are strongly agreed, 23.75% of the respondents are agreed, 10% of the respondents are neutral, 17.5% of the respondents are disagreed, 15% of the respondents are strongly disagreed to the above question

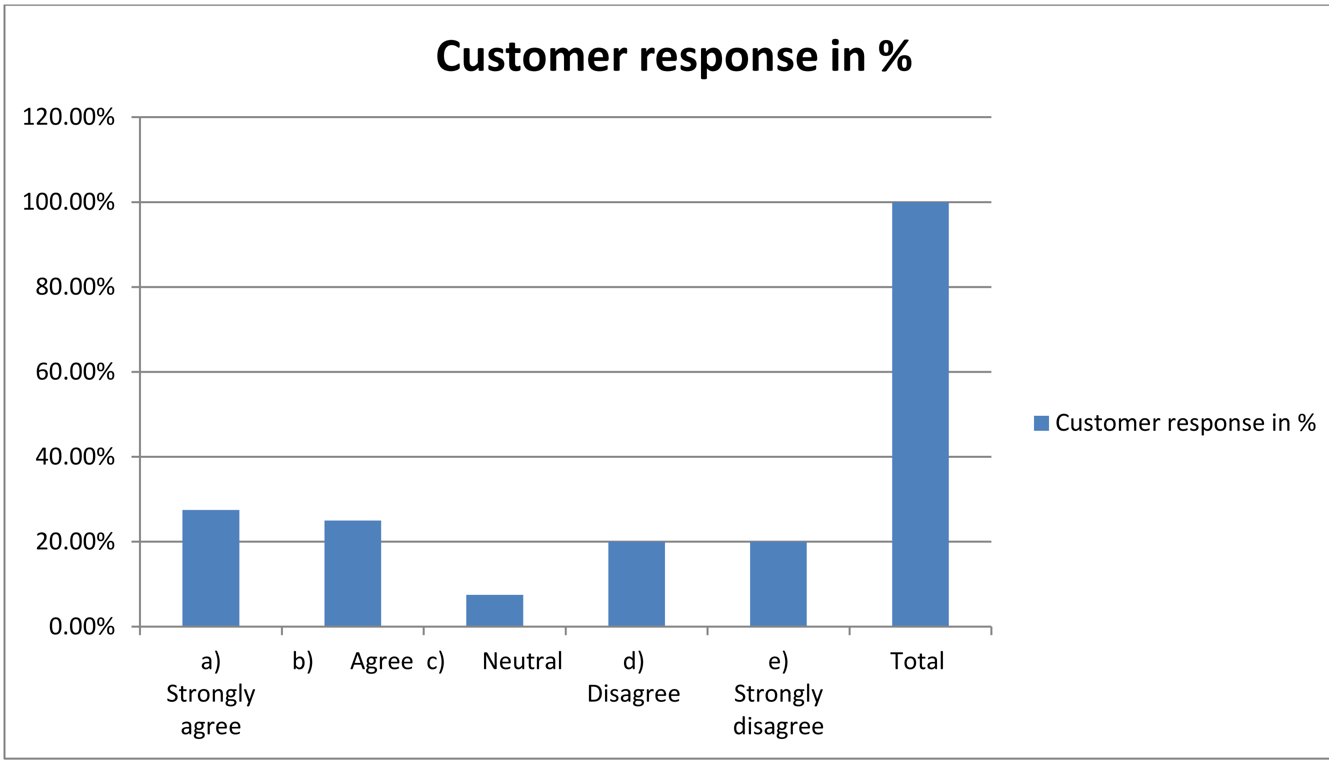


Interpretation: The maximum numbers of respondents are agreed to level of education would influence on choice of purchase

25) My occupation would make to appropriate choice

My occupation would make to appropriate choice	Customer response	Customer response in %
a) Strongly agree	**22**	**27.5%**
b) Agree	**20**	**25%**
c) Neutral	**06**	**7.5%**
d) Disagree	**16**	**20%**
e) Strongly disagree	**16**	**20%**
Total	**80**	**100%**

Analysis: 27.5% of the respondents are strongly agreed, 25 % of the respondents are agreed, 7.5% of the respondents are neutral, 20% of the respondents are disagreed and strongly disagreed to the above question

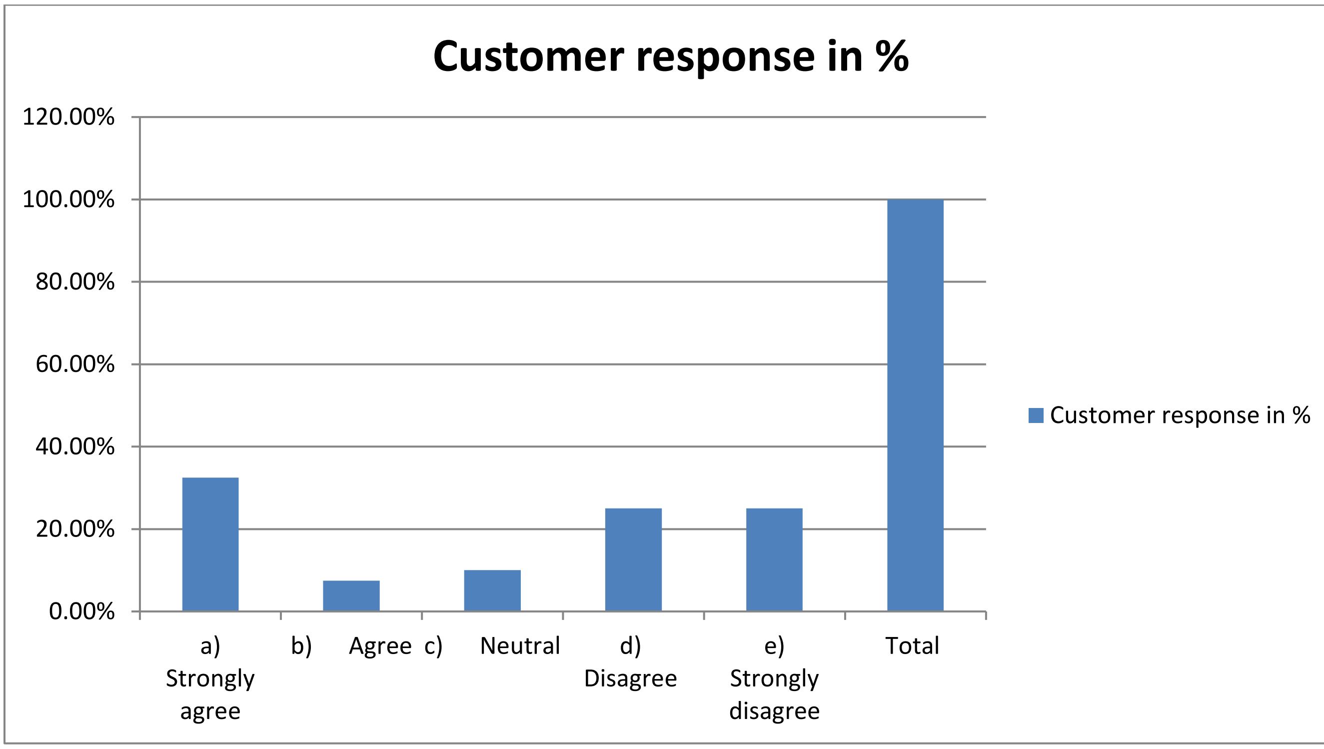


Interpretation: The maximum numbers of respondents are strongly agreed where the occupation would make to appropriate choice of cars.

26) My age would influence the purchasing decision

My age would influence the purchasing decision	Customer response	Customer response in %
a) Strongly agree	**26**	**32.5%**
b) Agree	**06**	**7.5%**
c) Neutral	**08**	**10%**
d) Disagree	**20**	**25%**
e) Strongly disagree	**20**	**25%**
Total	**80**	**100%**

Analysis: 32.5% of the respondents are strongly agreed, 7.5 % of the respondents are agreed, 10% of the respondents are neutral, 25% of the respondents are disagreed and strongly disagreed to the above question

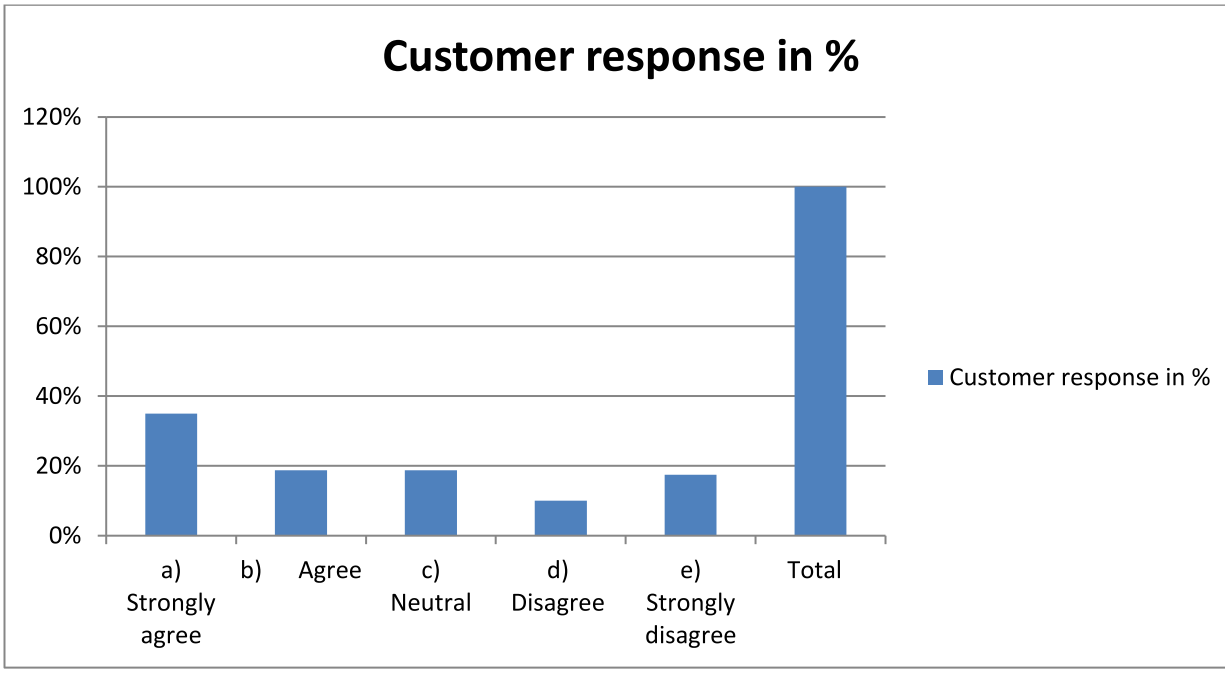


Interpretation: The maximum numbers of respondents are strongly agreed where age would influence the purchasing decisions

27) My life style would influence the purchasing decision

My life style would influence the purchasing decision	Customer response	Customer response in %
a) Strongly agree	**28**	**35%**
b) Agree	**15**	**18.75%**
c) Neutral	**15**	**18.75%**
d) Disagree	**08**	**10%**
e) Strongly disagree	**14**	**17.5%**
Total	**80**	**100%**

Analysis: 35% of the respondents are strongly agreed, 18.75 % of the respondents are agreed, 18.75% of the respondents are neutral, 10% of the respondents are disagreed, 17.5% of the respondents are strongly disagreed to the above question



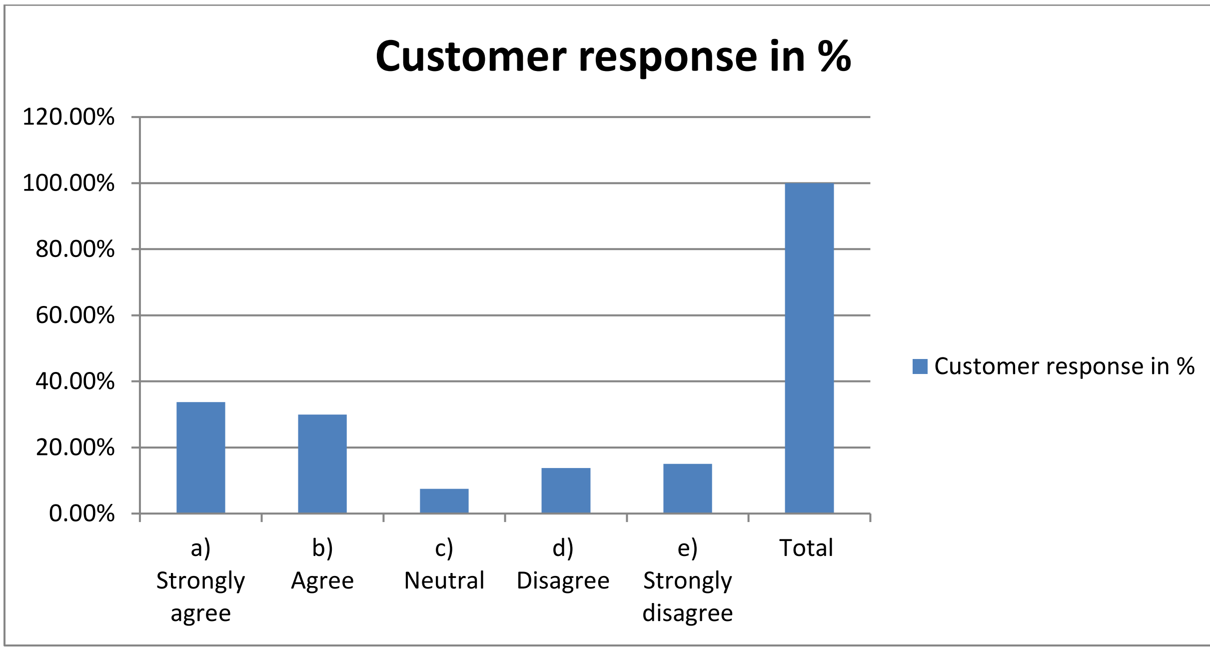
Interpretation: The maximum numbers of respondents are strongly disagreed where life style would influence the purchasing decision

Statements

28) Various factors have motivated me to buy the car of this brand

Various factors have motivated me to buy the car of this brand	Customer response	Customer response in %
a) Strongly agree	**27**	**33.75%**
b) Agree	**24**	**30%**
c) Neutral	**06**	**7.5%**
d) Disagree	**11**	**13.75%**
e) Strongly disagree	**12**	**15%**
Total	**80**	**100%**

Analysis: 33.75% of the respondents are strongly agreed, 30 % of the respondents are agreed, 7.5% of the respondents are neutral, 13.75% of the respondents are disagreed, 15% of the respondents are strongly disagreed to the above question

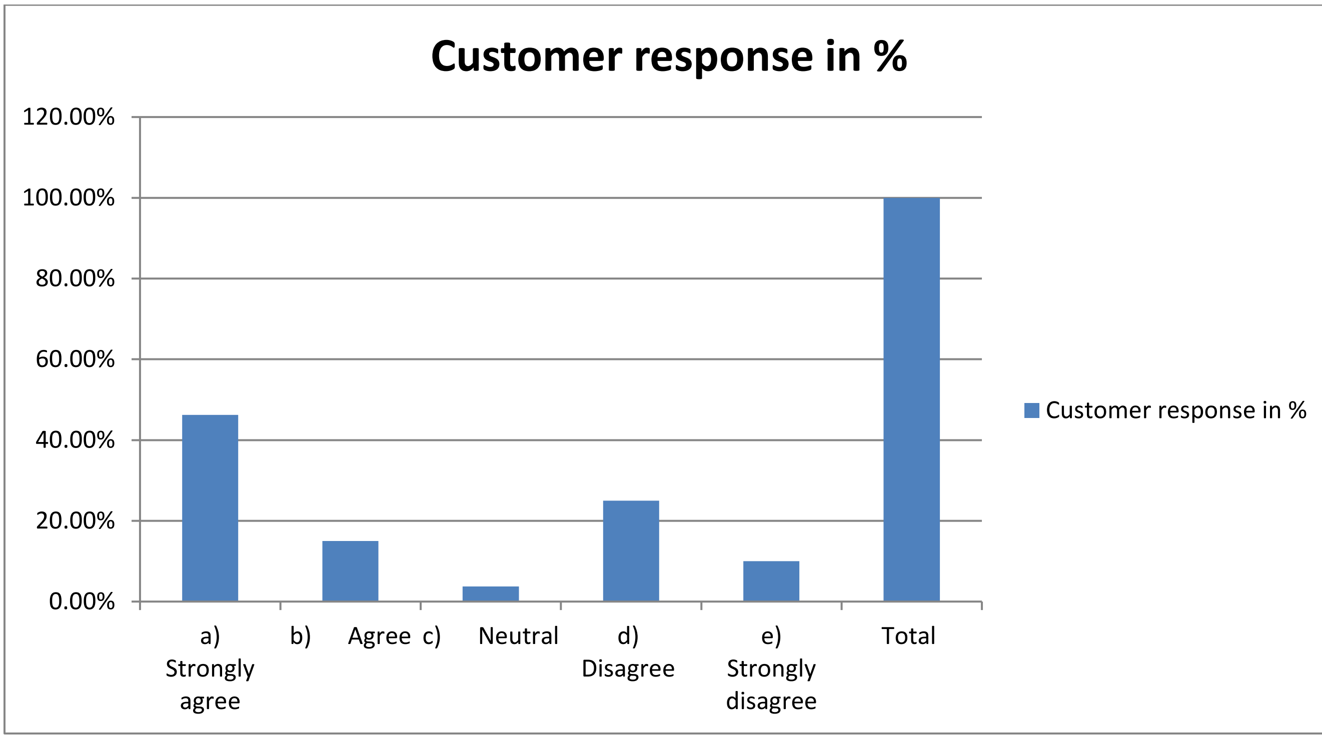


Interpretation: The maximum numbers of respondents are agreed to various factors which made to motivate to buy the car of this brand

29) In future if I am buying a car I would buy from Maruthi Suzuki

In future if I am buying a car I would buy from Maruthi Suzuki	Customer response	Customer response in %
a) Strongly agree	37	46.25%
b) Agree	12	15%
c) Neutral	03	3.75%
d) Disagree	20	25%
e) Strongly disagree	08	10%
Total	**80**	**100%**

Analysis: 46.25% of the respondents are strongly agreed, 15 % of the respondents are agreed,3.75% of the respondents are neutral, 25% of the respondents are disagreed, 10% of the respondents are strongly disagreed to the above question.



Interpretation: The maximum numbers of respondents are strongly agreed to buy a car from Maruthi Suzuki in case if they plan to buy in future .

INDEPENDENT SAMPLE T-TEST

HYPOTHESIS 1:

Null hypothesis Ho - There is significant difference –Buying decision with respect to gender

Alternate hypothesis Ha - There is no significant difference –Buying decision with respect to gender .

T-TEST

Group Statistics

	Q4gen_resp	N	Mean	Std. Deviation	Std. Error Mean
bd_mean	1	48	2.5417	.99377	.14344
	2	32	2.4219	1.00891	.17835

Two sections appear in the output: **Group Statistics** and **Independent Samples Test**. The first section, **Group Statistics**, provides basic information about the group comparisons, including the sample size (*n*), mean, standard deviation, and standard error mean for buying decision(dependent factor) separately for each gender, male and female. In this example, there are 48 males and 32 females. The mean (dependent factor) for males is 2.5417, and the mean (dependent factor) for females is 2.4219

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
bd_mean	Equal variances assumed	.020	.888	.525	78	.601	.11979	.22818	-.33447	.57405
	Equal variances not assumed			.523	65.890	.602	.11979	.22888	-.33719	.57677

An independent samples t-test was conducted to examine whether there was a significant difference between male and female customers in relation to their buying decision.

T-test for Equality of Means: This area provides the actual *t* test statistic and significance. In this case (assuming equal variance, and thus using the first row in the table), *t* =0.525. Note that *t* is calculated by dividing the mean difference by the standard error difference.(0.11979/0.22818)

Note that the mean difference in BD is 0.119. The mean difference is calculated by subtracting the mean of the second group from the mean of the first group The sign of the mean difference indicates the sign of the *t* value. The positive *t* value indicates that the mean BD level for the first group, males, is significantly greater than the mean BD for the second group, females. The associated *p* value is .601 (2-tailed test). Since *p* = .601 (>05), we can conclude that Null hypothesis is accepted. There is no significant difference in mean of Consumer buying decision for males and females

ONE WAY ANOVA

HYPOTHESIS 2:

Null hypothesis Ho - There is significant difference –Buying decision with respect to occupation.

Alternate hypothesis Ha - There is no significant difference –Buying decision with respect to occupation.

ANOVA

bd_mean

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1.421	3	.474	.469	.705
Within Groups	76.826	76	1.011		
Total	78.247	79			

ONE WAY TABLE FOR OCCUPATION:

This table that shows the output of the ANOVA analysis and whether we have a statistically significant difference between our group means. We can see that the significance level is 0.705 (p = .705), which is above 0.05. and, therefore null hypothesis is accepted i.e, there is a no statistically significant difference in the mean length buying decision with respect to occupation

CHAPTER – 5

FINDINGS, CONCLUSION AND SUGGESTIONS

5.1 FINDINGS

- The maximum numbers of customers are in the age group of 25-45 who are youngsters.
- The maximum numbers of customers are professionals and qualified as post-graduates.
- There is increase in 40% of the respondents who work in private jobs and 10% of the respondents are unemployed
- .The study reviews that the customers of Maruthi SuzukiCompany are satisfied with the price of the car
- The study shows that the buying decision is made by male candidates than female candidates while purchasing the cars.
- It indicates Maruthi Suzukishowrooms are easily accessible and conveniently located for the consumers to purchase the cars.
- Maximum number of respondents strongly agreed as maintenance cost and fuel prices of the car influence the buying decision.
- The study reviews factors like motivation from friends and family perception about the brand and the personal beliefs affects the purchasing decision to greater extent.
- The study shows that the customer does not only purchase the car due to its good looks, and better performance.
- Most of the customers are willing to purchase the car again from Maruthi Suzuki Maruthi Suzuki.
- The study evaluates that the service given by Maruthi SuzukiCompany to its customers is good.
- The study shows that most of the customers are satisfied with the price of the cars.
- Most of the customers got to know about Maruthi Suzukicars from television ads rather than other media
- Majority of the respondents are strongly agreed to the place where the country of the origin of car places a important role in decision.
- Reference group like ‘Team bhp” and “Team gear” influence the purchasing decision to greater extent.

- This study proves that customers are satisfied with the performance of car in reanult, where most of the respondents are strongly agreed to purchase a car from reanult in case if they plan to buy in future.

5.2 SUGGESTIONS:

- The company should increase more promotional activities like campaign, outdoor events for customers in the form of fun drive and also rallies.
- The most of Maruthi Suzukishowroom must be easily accessible and conveniently located.
- Maintenance cost of cars should be reduced.
- The Reference groups like “Team BHP” should have a positive review about car performances.
- The company should improve brand image which influence the purchasing decision of customers.
- The company should bring in more features and designs in their cars.

5.3 CONCLUSIONS:

The investigation of the paper has revealed that the various factors like economic, psychological, demographic and social and cultural plays an important role in the buying decision.it has been strongly agreed that price of the Maruthi Suzukicar is competitive. The level of income of customers, maintenance cost, fuel efficiency and resale value are found to be reasons for the preference by the customers. Since most of the customers seem to be youngsters innovativeness of car and promotional activities should be improved as in an age of growing technology improvement customers tend to expect the best of services & at reasonable price. Age and lifestyle are the factors that are considered while purchasing the car.

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ANNEXURE

QUESTIONNAIRE

I am Dhananjaya Gowda M ,final year MBA Studying in Acharya Institute of Technology,for partial fullfillment of this course ,I undergone project "A Study on Brand Perception of Maruthi Suzuki at NEXA Motors " ". And I request you to read share your personal Experiences on Maruthi Suzuki Cars

Personal Information

1) Education:
   a) Intermediate
   b) Graduate
   c) Post-Graduate
   d) Professionals

2) Occupation:
   a) Government jobs
   b) Private jobs
   c) Students
   d) Unemployment

3) Age:
   a) 16-25
   b) 25-35
   c) 35-45
   d) 45-55
   e) 50 and above

4) Gender:
   a) male
   b) Female

5) Income:
   a) Below 20,000
   b) 20,000-40,000
   c) 40,000-50,000
   d) 50,000 and above

Statements					
Economic factors	**Strongly agree**	**Agree**	**Neutral**	**Disagree**	**Strongly disagree**
6) Price of the Renault car is competitive.					
7) Renault showroom are easily accessible and conveniently located.					
8) Level of income affects my purchasing decision.					
9) Maintenance costs affect my buying decision.					
10) Fuel prices influences my choice of car.					
11) The resale value is critical factor while making purchasing decision					
12) Payment options given by Renault influences my purchasing decision.					

Statements	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Psychological factors					
13) My perception about car and brand influence my purchase decision.					
14) Motivation from friends and family influence my purchase decision.					
15) My personal attitude and belief affects purchase decision.					
16) Innovativeness of car and brand concern I consider purchasing a car.					

Statements **Social and cultural factors**	**Strongly agree**	**Agree**	**Neutral**	**Disagree**	**Strongly disagree**
17) Social class I belong to influence my purchasing decision.					
18) My status in society influences my purchasing decision.					
19) Buzz marketing and social media influences the vehicle that I would purchase.					
20) Reference group like“Top gear” and “Team bhp” influence the purchasing decision.					
21) The country of origin of the car places a role in purchasing decision.					

Statements Demographic factors	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
22) Personality would impact on decision making.					
23) Gender would influence on choice of purchase.					
24) Level of education would influence on choice of purchase.					
25) My occupation would make to appropriate choice.					
26) My age would influence the purchasing decision.					
27) My life style would influence the purchasing decision.					

statements	**Strongly ag**	**Ag**	**Neutral**	**Dis**	**Strongly disagree**
28) Various factors have motivated me to buy the car of this brand.					
29) In future if I am buying a car I would buy from Renault.					

ACHARYA

ACHARYA INSTITUTE OF TECHNOLOGY

DEPARTMENT OF MBA

PROJECT (17MBAPR407) -WEEKLY REPORT

NAME OF THE STUDENT: DHANANJAYA GOWDA M

INTERNAL GUIDE: Dr.NIJAGUNA G

USN: 1AY17MBA11

COMPANY NAME: VARUN MOTORS PVT LTD (NEXA)

WEEK	WORK UNDERTAKEN	EXTERNAL GUIDE SIGNATURE	INTERNAL GUIDE SIGNATURE
3rd Jan 2019 – 9th Jan 2019	Industry Profile and Company Profile	Suresh	
10th Jan 2019 – 17th Jan 2019	Preparation of Research instrument for data collection	Suresh	
18th Jan 2019 – 25th Jan 2019	Data collection	Suresh	
26th Jan 2019 – 2nd Feb 2019	Analysis and finalization of report	Suresh	
3rd Feb 2019 – 9th Feb 2019	Findings and Suggestions	Suresh	
10th Feb 2019 – 16th Feb 2019	Conclusion and Final Report	Suresh	

VARUN MOTORS PVT. LTD. NEXA BANGALORE

Company Seal

ACHARYA INSTITUTE OF TECHNOLOGY BANGALORE 560 107

College Seal

HOD Signature

9/4/19

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