

An Empirical Study on Consumer Buying Behavior for Hatchback Cars with Special Reference to Maruti Suzuki Motors in Kolhapur

Susanta Kumar Nayak¹ and Dr. Anil T. Gaikwad²

Assistant Professor1, Associate Professor2

Bharati Vidyapeeth Deemed to be University, Pune

Institute of Management Kolhapur, Maharashtra

Abstract

The title of this research paper encompasses the consumer behavior toward the buying of Hatchback cars especially Maruti Suzuki. As Automobile industry today is the most lucrative industry. Due to the increase in disposable income in both rural and urban sector and easy finance being provided by all the financial institutes, the passenger car sales have increased at the rate 58% per annum in June 2014-15 over the corresponding period in the previous year. Further competition is heating up in the sector with a host of new players coming in and other like Porsche, Bentley, Audi and BMW all set to venture in the Indian markets. Two important characteristics about cars helps us to make better understanding of automobile industry in our county. First 4 Wheels are durable products, we generally buy a car with expectation of keeping it for an extensive period of time; even, and we can also purchase a utilized or a new car, since it is an industry with a well – developed secondary market.

In this research the researcher uses Radom Sampling technique. The total population in this study is 250units and the sample size is 152 units, confidence level 95 % and margin of error is 5%. As this Research design is a descriptive type, the Sample unit is specified under Geographical sample unit that is in Kolhapur city and Sampling unit- 18 years and above men and women who own Hatchback cars in the rage of 7 to 9 lakhs. Since Indian Automobile market is continuously in the prowl of surging as a major car manufacturer, people are purchasing car as there is increase of income of common people as well as change in tastes and preferences of consumers. It is important for the car manufacturers and car dealers to be able to understand the different factors affecting the extent in car purchasing behavior. People are more conscious about the on spot information provided about various cars who serves according to the needs and wants of the customer. The type of technology used and the wider reach of the service stations also affect the most on car purchasing decision. While government obligations and various policies like import duties, custom exemptions is seen as second most affecting driver of purchase of cars.

Key Words: Consumer Behavior, Hatchback Cars, Automobile Industry, Demographic profile segment

Introduction

The concept of the “Consumer Buying Behavior is of prime importance in marketing has evolved over the year. It is important to understand consumer buying behavior as it pays a vital role in creating an impact on purchase of products. The human wants are unlimited and always expect more and more, car Models are no exception to this behavior. This lead to constant modification of car Models and it is features and today we see a new model coming into market practically every quarter. The market is a very import place to study the behavior of consumer. As one of the measurement of performance of the quality management system

The Organization shall monitor information relating to customer perception as to whether the organization has met customer requirements. Trends in customer satisfaction and key indications of customer dissatisfaction shall be document and supported by objective information. In Today’s scenario consumer it helps the dealer and manufacture to know how to make changes in existing items or product, which types of items are required / demanded in the market and how to draw buyer’s interest to purchase their items.

The automobile industry today is the most lucrative industry. Due to the increase in disposable income in

both rural and urban sector and easy finance being provided by all the financial institutes, the passenger car sales have increased at the rate 58% per annum in June 2014-15 over the corresponding period in the previous year. Further competition is heating up in the sector with a host of new players coming in and other like Porsche, Bentley, Audi and BMW all set to venture in the Indian markets. One factor that could help the companies in the marketing of their product is by knowing and creating a personal for their brands.

This personality sketching will help in knowing what a customer (or a potential Customer) thinks about a given brand of car and what are the possible factors guiding a possible purchase. Similarly, the idea of measuring the customer satisfaction will serve the same purpose of determining the consumer behaviour. Thus, by measuring the “Willingness of existing users of car to recommend it to others” will help the car manufactures to chalk out the entire Customer Behavior.

Significance and Importance of Study

India is an upcoming market for world auto – giants. As make in India concept initiated and due to low work cost numerous multinational companies are capitalizing their business in India market. As automobile industry grows very quickly from the middle ear of liberalization i.e. in 1990’s. India is one of the biggest democratic

countries in the world where its own automobile sector has having a huge demands .This demand also invites the other giant automobile manufacturers across world to come invest in Indian car industry. Two important characteristics about cars help us to make better understanding of automobile industry in our county. First 4 Wheels are durable products, we generally buy a car with expectation of keeping it for an extensive period of time; even, and we can also purchase a utilized or a new car, since it is an industry with a well – developed secondary market.

Importance of the Study

Following are the importance of this research:

1. To get the information about customer buying about Hatchback Car.
2. To get the knowledge about customer and skill development, efficiency of marketing.
3. To increase the productivity of the product.
4. To focus on relationship between customer and management levels like Top level, Middle level and lower level.
5. This study report is important for understanding the level of satisfaction of customer

Objectives of Study

1. To study the changes in behavior pattern due to customer buying behavior.
2. To study the reason for purchasing a specific brand.
3. To examine the impact of customer buying to Hatchback car.
4. To assess car holders perception and behavior concerning to the buying and usage of cars.
5. To examine the effectiveness of customer buying behavior in overall development of skills of marketing business strategies.
6. To study the satisfaction level of the customer on overall performance and after sale service of their cars.
7. To study different promotional scheme they expect for purchasing new car.

Hypotheses

- H0:** The customer buying behavior patterns are changed significantly due to the specific brand of car specifications.
- H1:** The customer buying behavior patterns are not changed significantly due to the specific brand of car specifications
- H0:** The satisfaction level of Customers buying Hatchback cars are highly correlated between sales services and marketing business strategies.
- H1:** The satisfaction level of Customers buying Hatchback cars are not highly correlated between sales services and marketing business strategies.

Research Methodology

Research methodology in s way is a written game plan for conducting research. Research methodology has many dimensions. It includes not only the research methods but also considers the logic behind the methods used in the content of the study and complains why only a particular method of technique has been used.

Primary Data Collections

The primary data has made by the researcher with help of various interviews of number of customer, for interview the accurate and well prepared questionnaires are very important.

Secondary Data Collections

Secondary data means use of various sources means it is already like company profile, office records, magazines, network etc. To evaluate the objective of the study, secondary data was collected using internet and primary data using survey method. The data required for the study was collected from the retailers and distributors by personal interview method using well-structured schedule and by customers using questionnaire.

Sample Design

A sample design is made up of two elements. Sampling method, is refers to the rules and procedures by which elements of rules the population are included in the simple.

In this research the researcher uses Radom Sampling technique. The total population in this study is 250units and the sample size is 152 units, confidence level 95 % and margin of error is 5%. As this Research design is a descriptive type, the Sample unit is specified under Geographical sample unit that is in Kolhapur city and Sampling unit- 18 years and above men and women who own Hatchback cars in the rage of 7 to 9 lakhs.

Scope of the Study

1. Study report is helps to customer for getting awareness about various facilities in Hatchback cars.
2. This study is helpful organization for understanding the current situation of productivity of the product which is provided by organization.

Hatchback Cars Market In India:

India's hatchback market can be broadly divided into three segments Micro, Mini and Compact. Tata Nano is currently the only micro car in the market .Costing less than 200,000 rupees the model was market as "The world's cheapest Car "The mini segment includes a mix of classic models such as the Maruti Suzuki Alto and

Hyundai's Santro Xing as well as newer cars like Hyundai Eon. They are typically priced from 100,000 - 200,000 rupees. Tata launched India's first compact car with the Indica in 1998. Maruti Suzuki entered the segment with the Swift in 2005. Since then compact cars have become one of the auto industry's most competitive and fastest growing segments. Competition has intensified within the hatchback sector and consumers have had a much greater choice of modes ever since international carmakers became more active within India's auto market. While Indian consumers are very cost-focused car makers cannot compete on price alone. If they could Tata Nano would have been the bestselling car in India a position currently enjoyed by the Maruti Alto. Certain non-price based factors influence the buying despite commanding relatively high prices. Alto and Swift are the bestselling models despite commanding relatively high prices. This is due to their combination of contemporary design, fuel efficiency, after – sales service build quality and price which outstrips the offering of other players in the Hatchback car segment. India's hatchback market comprises 12 with three – Maruti Suzuki, Hyundai and Tata accounting for 80% of the market by volume. Foreign brands account for less than 3 percent of the market. The top four players namely Suzuki, Hyundai, Tata Motors and Mahindra & Mahindra constitute 80 % car sales in India thereby making it a highly consolidated market. Hatchbacks have been the bestselling cars in India since they were introduced in the early 1980s. The image of small compact cars is changing from that of the ideal vehicle for budget conscious middle – class consumers to something that is increasingly popular with wealthier buyers thanks to the introduction of more stylish customized models. Maruti continues to lead the hatchback segment with a 53% market about 800,000 vehicles last year despite the company facing major internal and external issues related to production and labor management. While other major players such as Hyundai and Tata lead in terms of innovation and vehicle performance they still lag far behind in terms of sales. International car giants including General Motors, Honda, Toyota and Volkswagen have entered the market but have yet to gain a foothold or compete effectively against the dominate local brands in Hatchback segment. Maruti took hold of the Hatchback cars market in the 1980s when it introduced the Maruti 800 a customized car aimed at India's mass market which dislodged Hindustan Motor's Ambassador from pole position. Hyundai Motors India in 1998 became the first carmaker to seriously challenge Maruti's dominance by launching Santro which was a runaway success and became the segment's No.1 seller within the year it was launched. Tata Motors announced India's first totally homegrown passenger car the Indica in the same year. Its rugged look was an instant hit. This enabled four model – Maruti Suzuki 800 and Alto, Tata Indica and Hyundai Santro – to practically own the Hatchback cars segment until the recent entry of foreign players.

Indian Automobile Industry

India had its date with this wonderful vehicle first time in 1898. Then for the next fifty years, cars were imported to satisfy domestic demand. Between 1910 and 20's the automobile industry made a humble beginning by setting up assembly plants in Mumbai, Calcutta and Chennai. The import/assembly of vehicles grew consistently after the 1920's, crossing the 30,000 mark in 1930. In 1946, Premier Automobile Ltd (PAL) earned the distinction of manufacturing the first car in the country by assembling 'Dodge DeSoto' and 'Plymouth' cars at its Kurla plant. Hindustan Motors (HM), which started as a manufacturer of auto components graduated to manufacture cars in 1949. Thanks to the Licence Raj which restricted foreign competitors to enter the Indian car market, Indian roads were ruled by Ambassador Car from Hindustan Motors and the Fiat from Premier Auto Ltd. for many of the initial years.

Collaborations led to limitations on import of technology through technical agreements. In the absence of adequate technology and purchasing power, the car industry grew at a snail's pace in the 60's. The demand for cars in 1960 was to the tune of 15,714. In the next two decades the number increased to 30,989 i.e. a CAGR of only 3.5 per cent. The other control imposed on carmakers related to production capacity and distribution. The GOI control even extended to fixation of prices for cars and dealer commissions. This triggered the start of a protracted legal battle in 1969 between some carmakers and GOI. Simply put, the three decades following the establishment of the passenger car industry in India and leading upto the early 1980s, proved to be the 'dark ages' for the consumer, as his choice throughout this period was limited to models viz. Ambassador and Padmini. It was only in 1985, after the entry of Maruti Udyog, that the car makers were given a free hand to fix the prices of cars, thus, effectively abolishing all controls relating to the pricing of the end product. In the early 80's, a series of liberal policy changes were announced marking another turning point for the automobile industry. The GOI entered the car business, with a 74% stake in Maruti Udyog Ltd (MUL), the joint venture with Suzuki Motors Ltd of Japan. The very face of the industry was changed for ever in 1983 with the entry of public sector Maruti Udyog in a joint venture with the Suzuki Corporation of Japan. Car sales grew by 42 per cent yoy in 1985 after Maruti 800 was launched. Thanks to MUL car sales registered a CAGR of 18.6 % i.e. from 1981 to 1990. In 1985, the GOI announced its famous broad banding policy which gave new licenses to broad groups of automotive products like two and four-wheeled vehicles. Though a liberal move, the licensing system was still very much intact. MUL introduced 'Maruti 800' in 1983 providing a complete facelift to the Indian car industry. The car was launched as a "people's car" with a price tag of Rs 40,000. This changed the industry's profile dramatically. Maruti 800 was well accepted by middle income families in the

country and its sales increased from 1,200 units in FY84 to more than 200,000 units in FY99. However in FY2000, this figure came down due to rising competition from Hyundai's 'Santro', Telco's Indica and Daewoo's 'Matiz'.

Structure of Indian Vehicles: The Indian automobile industry can be broadly classified into:

- 2/3 wheelers
- Passenger Cars
- Commercial Vehicles (LCV/ HCV/MCV)
- UV (Utility Vehicles)

The models in the car market can be fitted to different segments as given below

category	Models
Economy segment (uptoRs0.25mn)	MarutiOmniMaruti800etc.
Mid-Size segment (Rs0.25-0.45mn)	Flat Uno, Hyundai Santro, Tata Indica, Maruti Alto etc.
Luxury car segment (Rs0.45-1mn)	Tata Indigo, Honda City, Mitsubishi Lancer, Ford Ikon, opel Astra, Hyundai Accent & others.
Super luxury segment (above Rs 1mn)	Mercedes Benz & other imported Models

Increased urbanization, low pricing policies, improvement in products and technology have fuelled demand for 4 wheelers .The markets are clearly segmented between economy models and premium models. The easy availability of finance and increased levels of disposable incomes has led to higher demand for premium models. Rural areas have also become an exciting market to cater to. The growth of the economy has also resulted in a shift in consumer preferences in each of the segment. Gradual shift can be seen in buyers from mopeds to economy scooters, from economy scooters to premium and from premium to motorcycles. The passenger car segment has seen rapid growth on the back of rise in disposable income, increased availability of consumer finance, and reduction in excise and customs duties. Post- 1991, this segment has seen maximum foreign investment. There is a clear segmentation of passenger cars based on price and size. While the lower and medium range cars (Maruti, Ford Cielo) have been moderately successful luxury cars such as Mercedes have found the going tough. Demand for utility vehicles and tractors come from rural India. These vehicles have witnessed Steady demand growth over the past few years due to successive monsoons, better procurement prices, improved irrigation facilities and availability of finance.

Details of Maruti Suzuki

Maruti Suzuki provides a wide range of Hatchback cars and is also the choice of a majority of Indians. We visited its showroom, which is located at Kolhapur Udyam nagar on 20thNohembar2018 at 10.30 pm on entering the showroom, I spoke to one of the salesmen and told him that I've come from YCMOU MBA student and I study conducting a market research on the consumer buying behavior towards Hatchback Cars (7-9 lakhs). I asked him if he could answer a few questions, which would not take more than 10 -15 minutes. He readily agreed and took us to his table.

Data Analysis And Interpretations

The researcher presented data which have been collected and analysis have been done and data interpretation are drawn as per the objectives and hypothesis are concerned

The researcher has conducted so many interviews and discussion with the reproduce and data collected base on some questionnaire which are stated below:

- a) Which Hatchback cars are offered by Maruti Suzuki within 7 to 9 lakhs?
- b) Out of the cars, which would you personally suggest to customers?
- c) Which of these cars have recorded the most sales?
- d) So which aspect is given more importance?
- e) Which cars have recorded low sales? And why?
- f) What is the most sought after price range?
- g) Do customers come with a particular car in mind? Or does your opinion impact their purchase intention?
- h) So after they have bought the car suggested by you, have there been any complaints or are they satisfied with the performance?
- i) What time during the year do customers generally purchase cars?
- j) Are there any complimentary accessories provided?
- k) So are customers in buying them?
- l) Does customer change their purchase intention if there is a discount on some other car?

As the consumers play a key role in the today's market; their preferences, attitude and perceptions are of utmost value to the marketers keeping all the objectives of the study in mind and to give a proper dimension to the study undertaken, a comprehensive consumer survey was undertaken with the aid of a well-framed questionnaire.

Demographic profile segment: The analysis on demographic profile has been done on the basis of Age group, Occupation and Monthly income:

Questions of Part A were targeted to those respondents who own a car. These questions

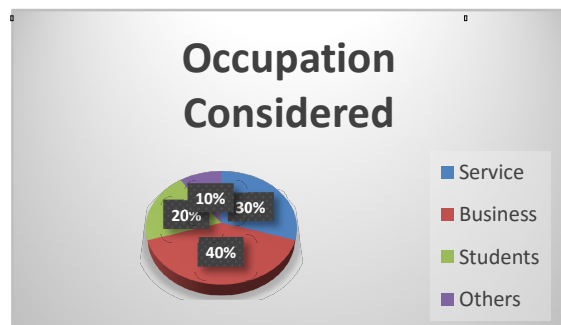
Were put forwarded to know the brand of possessed by them attributes they look for, payment patterns etc.

Q.No1 Occupation Considered

This question was put forwarded to extract a profile factor of the respondent. The prime objective of this question was to know the occupation of the respondent. Though this it can be analyzed that which segment of people have like for which brands. This question helped to extract the background of the customers owning and not owning cars.

Table-1

occupation	Percentage	People
Service	30%	15
Business	40%	20
Students	20%	10
Others	10%	5

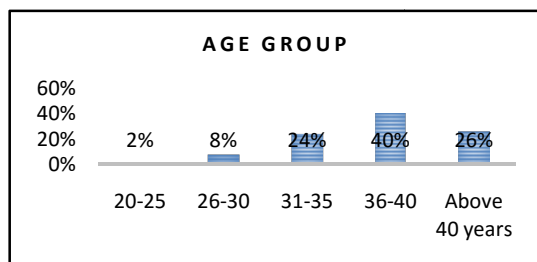


Q. No 2 Age Group

The age group, which is one of the important roles in the buying behavior of the custom extracted through this question. It was attempted to cover most of the age groups in various slabs.

Table-2

Age Group	Percentage
20-25	2%
26-30	8%
31-35	24%
36-40	40%
Above 40 Years	26%



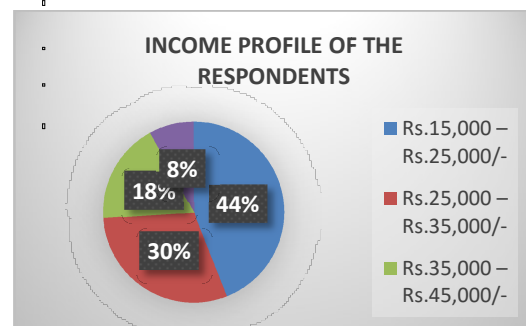
Age Group: The responses revealed that maximum number of car possessed by respondent's in the age group of 36 – 40. Age group above 40 years followed it. The least was found to be in the age group of 20-25 years.

Q.No 3 Income Profile Of the Respondents

Since the income of are spondentis also important in making decision to buy a car ,there fore,this question was framed to extract their level of in come.The slabs of income considered for the purpose were ranging from Rs.15,000/-(minimum) and above Rs.45,000/-.

Table-3

Income slab	Percentage
Rs.15,000 – Rs.25,000/-	44%
Rs.25,000 – Rs.35,000/-	30%
Rs.35,000 – Rs.45,000/-	18%
Above Rs.45,000/-	8%

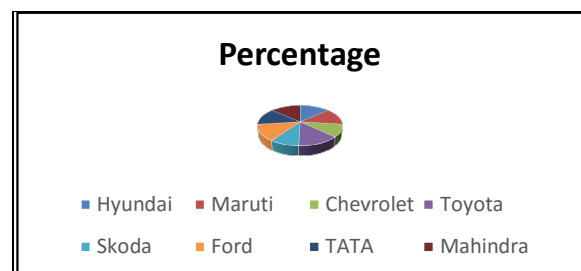


Out of the total respondents, most of them were found to be in the income slab of Rs.15,000 –Rs.25,000/- followed by respondents in the age group of Rs.25,000 – Rs.35,000/-.

Q.No. 4 Awareness on Brands

The respondents in response to this question revealed the awareness about the existing brands of cars in the market. To reveal it, they were given options of various brands that are playing in the market of Kolhapur.

Brands	Percentage
Hyundai	100%
Maruti	100%
Chevrolet	76%
Toyota	100%
Skoda	70%
Ford	100%
TATA	100%
Mahindra	100%

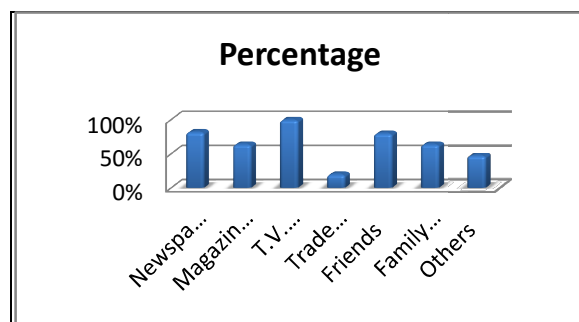


Q.No.5 media of awareness

An Endeavour was made to know the source of information or the awareness of different brands of existing cars in the market of Kolhapur, to the customers. To respond to this query, respondents were opted with various sources of media.

Table No.5

Media	Percentage
Newspapers	82%
Magazines	64%
T.V. Advertisement	100%
Trade Fairs	20%
Friends	80%
Family Members	64%
Others	46

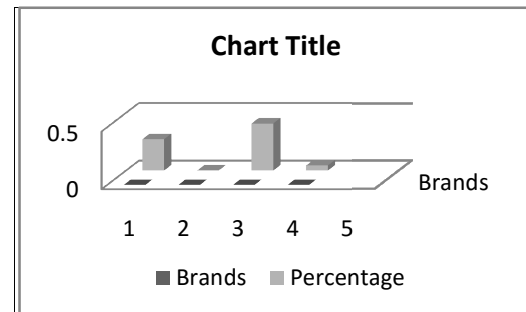


Of the different media, TV Advertisement ranked top in creating brand awareness among the Perceptual mind-set of the customers, which in turn affects the buying behavior of a customer.

Q No.6 Most of the brands of cars existing in the market of Tezpur were given to choose from by the respondents. Accordingly, respondents made their responses favoring mostly for Maruti followed by Hyundai.

Table-6

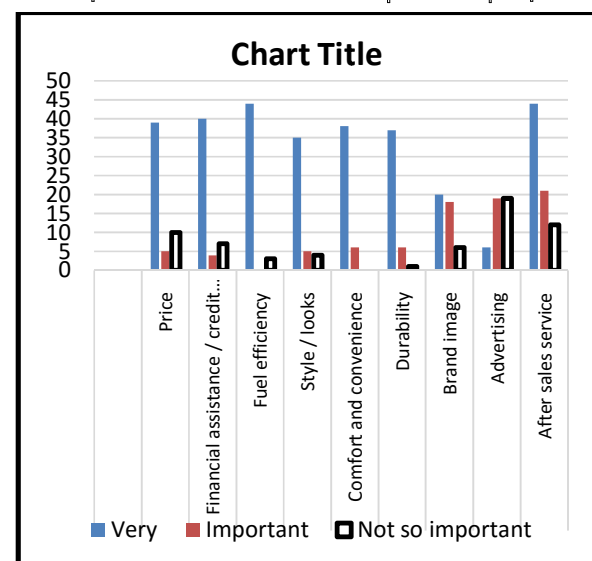
Brands	Percentage
Hyundai	27.27%
Fiat	0%
Maruti	40.90%
Chevrolet	4.5%



Q.No. 7 This question was attempted to extract the factors, which plays a major role in the buying behaviour of the customers. It was attempted to cover most of the factors to make this extract more effective and productive.

Table no.7

Sl. No.	Attributes	Very Important	Important	Not so important
1.	Price	39	5	10
2.	Financial assistance / credit facility	40	4	7
3.	Fuel efficiency	44	0	3
4.	Style / looks	35	5	4
5.	Comfort and convenience	38	6	0
6.	Durability	37	6	1
7.	Brand image	20	18	6
8.	Advertising	6	19	19
9.	After sales	44	21	12



In response to this question, as revealed by respondents, the attribute “fuel efficiency” and “after sales service” ranked top followed by “financial assistance.”

No. 8. A major factor “Influence”, which induces a person to buy anything (herein referred to as car) was revealed by the respondents through their response to this question.

Table No. 8

Source of Influence	Percentage
Self	48%
Family	28%
Friends	10%
Colleague	2%
Others	0%
Don't own a car	12%

From the responses obtained, it is found that self motivation is the major role in purchasing a car. Of the 50 considered respondents

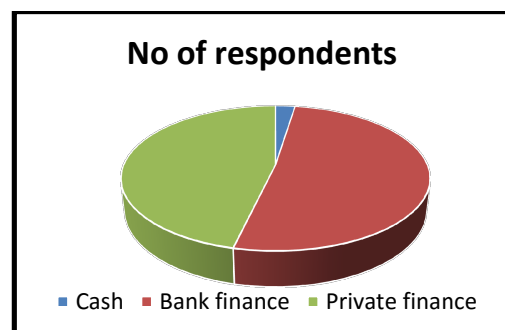
Q.No.9 The price factor and payment mode also plays a pivotal role in the buying behavior

Of a customer. Respondents, being customers to respective companies, also look for the most convenient mode of payment. Therefore, this question was designed to know their preferred mode of payment.

In response to this query with four different options like (a) Cash (b) Bank finance (c) Private finance (d) Others, respondents numbering 21 opted to go for Bank Finance, for the purpose of low and reducing balancing method of charging interest, whereas 19 respondents opted to go for private finance for their lesser paper work despite interest being flat. Of the rest 10 opted for cash and remaining 3 opted for other modes of purchase.

Table.9

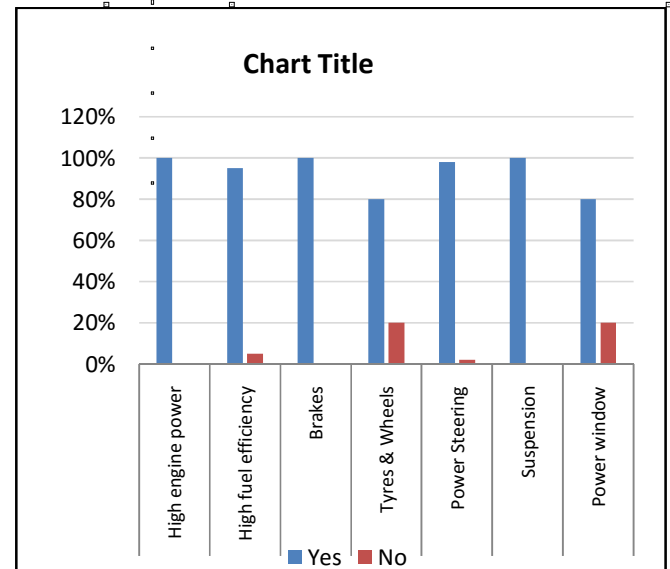
Options	No of respondents
Cash	1
Bank finance	21
Private finance	19



Q.No.10 In terms of technical feature expectation of the respondents, it was found that the entire technical features are expected by the customers.

Table.10

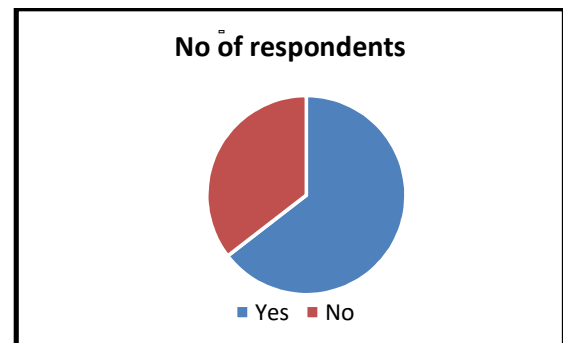
Sl. No.	Technical features	Yes	No
1.	High engine power	100%	0%
2.	High fuel efficiency	95%	5%
3.	Brakes	100%	0%
4.	Tyres & Wheels	80%	20%
5.	Power Steering	98%	2%
6.	Suspension	100%	0%
7.	Power window	80%	20%



Q.No.11. this question was targeted to extract if they recommend Maruti to others. To this response 10 respondents out of 12 (possessing Maruti brands of cars) are recommending whereas remaining 2 are not doing so.

Table 11

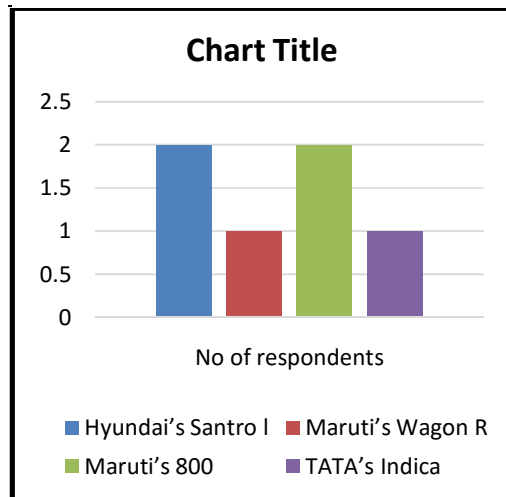
Options	No of respondents
Yes	40
No	22



Q.NO.12 to know the specific model of cars that the respondents go for in near future are presented here in below in tabular form their responses were obtained would like to in the form of an open-ended response.

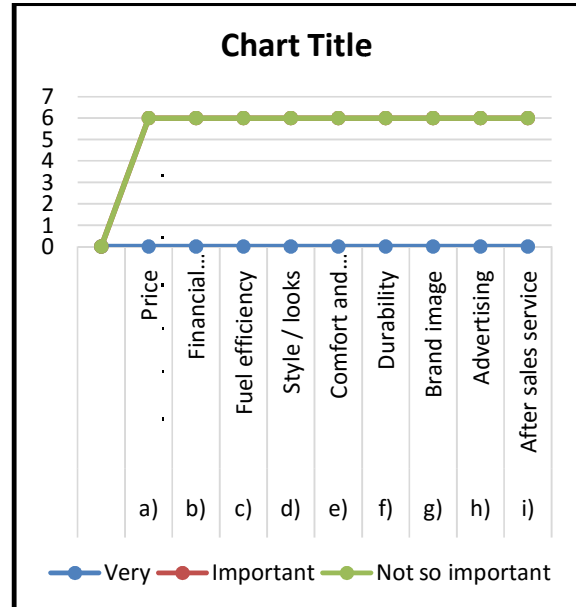
Table No.12

Models	No of respondents
Hyundai's Santro l	2
Maruti's Wagon R	1
Maruti's 800	2
TATA's Indica	1



Q.No.14 This question was attempted to extract the factors, which play a major role in the buying behaviour of the customers. All the factors were found to be important for the respondents.

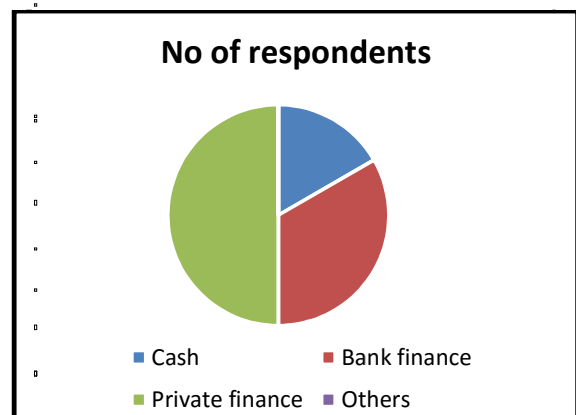
Sl. No.	Attributes	Very Important	Important	Not so important
a)	Price		6	
b)	Financial assistance / credit facility		6	
c)	Fuel efficiency		6	
d)	Style / looks		6	
e)	Comfort and convenience		6	
f)	Durability		6	
g)	Brand image		6	
h)	Advertising		6	
i)	After sales service		6	



Q. No. 15: The price factor and payment mode also plays a pivotal role in the buying behaviour of a customer. Respondents, being customers to respective companies, also look for the most convenient mode of payment. Therefore, this question was designed to know their preferred mode of payment. In response to this query with four different options like (a) Cash (b) Bank finance (c) Private finance (d) Others, Out of a total of six respondents, one respondent preferred cash, two respondents preferred Bank finance and three respondents

Table No.15

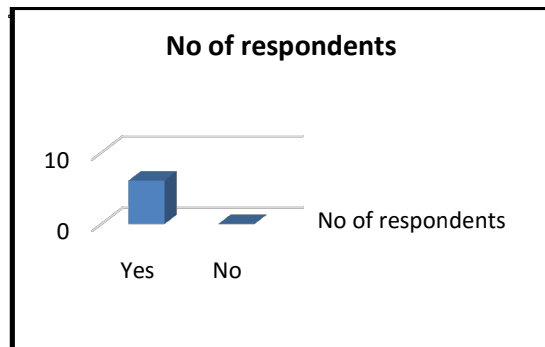
Preferred private finance. Options	No of respondents
Cash	1
Bank finance	2
Private finance	3
Others	0



Q. No. – 16: This question was framed to know about the respondent's interest on the various promotional schemes, and was found that out of 6 respondents 100% were interested for the different promotional scheme which is shown in the following table.

Table – 16 a

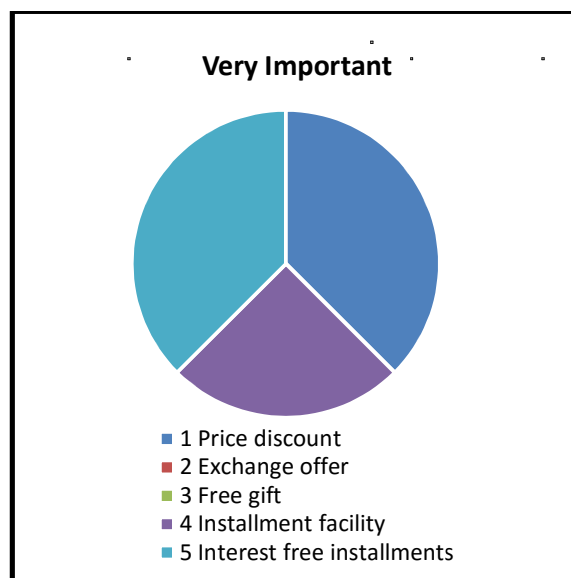
Options	No of respondents
Yes	6
No	0



Q No -17

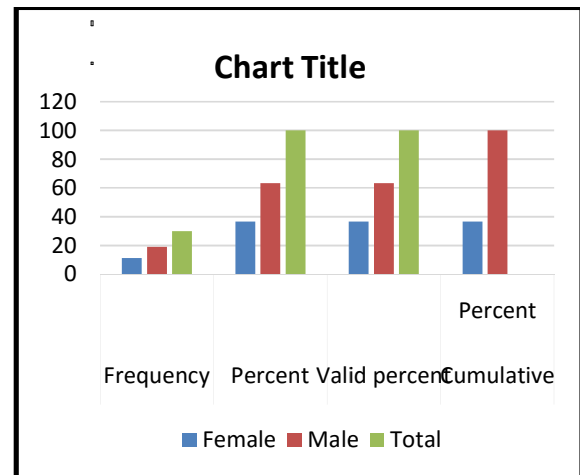
Table – 17

Sl. No.	Scheme	Very Important	Important	Not so important
1	Price discount	6	--	--
2	Exchange	--	4	2
3	Free gift	--	3	3
4	Installment	4	2	--
5	Interest free installments	6	--	--



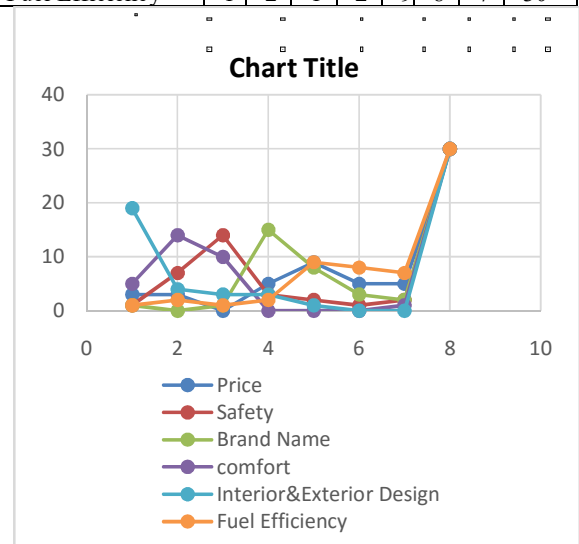
Q No-18: Gender

	Frequency	Percent	Valid percent	Cumulative Percent
Female	11	36.7	36.7	36.7
Male	19	63.3	63.3	100.0
Total	30	100.0	100.0	



Q No-19 Rank the features in the order of important while marking purchase (1 Lest 7 Highest)

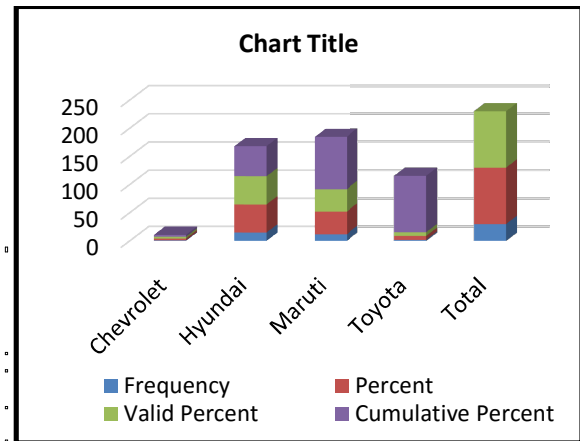
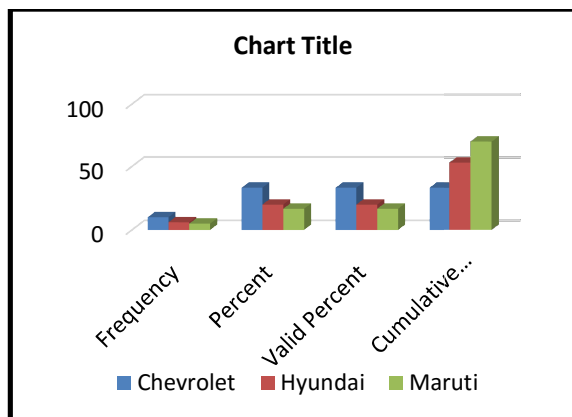
Features	1	2	3	4	5	6	7	Total
Mileage	0	0	1	2	1	13	13	30
Price	3	3	0	5	9	5	5	30
Safety	1	7	14	3	2	1	2	30
Brand Name	1	0	1	15	8	3	2	30
comfort	5	14	10	0	0	0	1	30
Interior Exterior Design	19	4	3	3	1	0	0	30
Fuel Efficiency	1	2	1	2	9	8	7	30



The respondents ranked Interior & Exterior Design as the most important attribute influencing their purchasing decision. The next important attributes are Comfort, Safety and Band Name.

Q No- 20 Please associate the automobile brand with the matching taglines wide Service Network

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Chevrolet	10	33.3	33.3	33.3
Hyundai	6	20.0	20.0	53.3
Maruti	5	16.7	16.7	70.0



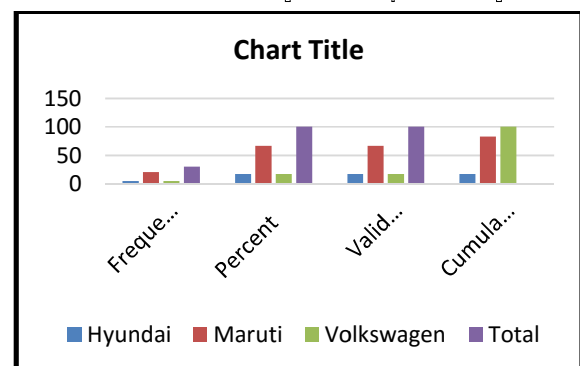
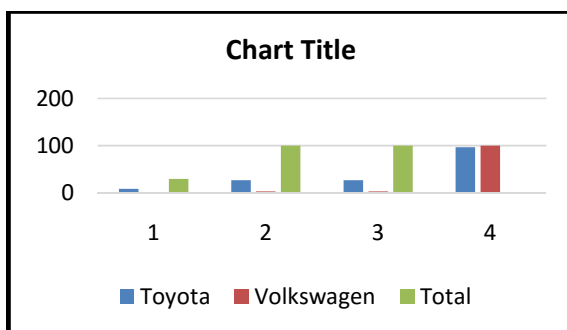
Q No- Value for Money

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Hyundai	5	16.7	16.7	16.7
Maruti	20	66.7	66.7	83.3
Volkswagen	5	16.7	16.7	100.0
Total	30	100.0	100.0	

	Wide Service	Availability of Parts	Value for Money
Maruti	5	12	20
Hyundai	6	15	5

Q No- 21

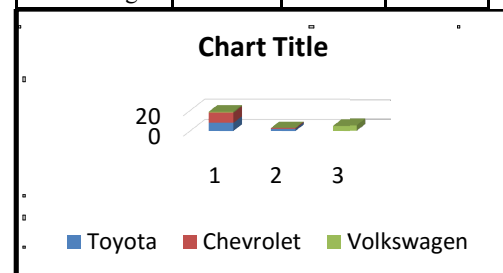
Toyota	8	26.7	26.7	96.7
Volkswagen	1	3.3	3.3	100.0
Total	30	100.0	100.0	



Q No-22 Availability of Parts

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Chevrolet	1	3.3	3.3	3.3
Hyundai	15	50.0	50.0	53.3
Maruti	12	40.0	40.0	93.0
Toyota	2	6.7	6.7	100.0
Total	30	100.0	100.0	

Toyota	8	2	0
Chevrolet	10	1	0
Volkswagen	1	0	5



Out of the total people Surveyed

Respondents associated Chevrolet with the tagline wide Service Network: 10(33.33%)

Respondents associated Maruti with the tagline Value for Money: 20 (66.67 %)

Respondents associated Hyundai with the tagline Availability of Parts: 15 (50.00%)

Findings, Suggestions & Limitation

Maruti800: it is a city car manufactured by Maruti Suzuki in India. It is rebadged version of an old model of Suzuki Alto. Over 2.5 million Maruti 800's have been sold since its launch. The same car is sold in Pakistan as the Maruti Suzuki with a much older 1980s era Suzuki SS80 carburetors or based engine. The 800 has undergone some minor face lifts but overall it still remains the same as it was in 1984. The car has reported slipping sales in recent times, mainly due to the introduction of the Alto at a comparable price. The car produces approximately 37 bhp (28 kW; 38 PS) of power and runs on 12 inch wheels. Curb weight is 650 kg (1,433 lb) and 4 passengers (including the driver) fit in. Top speed is in the region.

1. Maruti 800 - the first choice for all those who want a 'value for money car 'that is little on pocket and big in performance. Maruti 800 is safe, economical and easy to drive car (with a small turning radius of 4.4 m) in congested road conditions. Since its launch in December 1984, Maruti 800 has gone through various changes in styling, structure and technology.
2. For years Maruti 800 has remained the right opening car for people who look for low cost of ownership and fuel efficiency. It is a car perfectly made for the Indian roads. It goes in any location, be it in town, around town, highways, busy streets, narrow lanes anywhere and everywhere.
3. In order to make the car more attractive, new engine has been installed in M800. The M800 E 2 AC has been a major success.
4. The engine produces approximately 37 bhp (28 kW) of power. It consists of 4-gear, 4-stroke, and 800 cc water cooled engine having three two-valves-cylinders. The piston displacement is 796cc. Maruti800 has a fuel tank of capacity of 28 liters for petrol.
5. The presence of specially allocated crumple zone which absorbs the impact of accident, Maruti 800 ensures safe journey. It is equipped with front and rear seat belts to provide more safety.
6. Vehicle to be launched by Maruti, one year after the 800, in 1984.
7. Wagon:-in 1993, and is and almost vertical and sides in order to maximize cabin space while staying within the kei car dimension restrictions. The Wagon R has been the best-selling kei car in Japan since 2003 and in 2008; Suzuki expected to produce its three-millionth Wagon R.

8. Alto:- The Maruti Alto is the Indian-built Suzuki Alto version, manufactured by nameplate was very successfully being used to export the from India since around 1994 having captured over 40% market share in by 1998. It is the best-selling in India. Since 2006, It is India's largest selling car and crossed the 1 million production figure in February 2008 becoming the 3rd Maruti model to cross the million mark in India after and 4th overall joining Hyundai Santro. Besides being exported to Europe from 1994-2004, it has also been exported to several other countries.
9. . Available with 1.3 (92 PS (68 kW; 91 hp)) and 1.5 (102 PS (75 kW; 101 hp)) L petrol engines, the new Swift is Suzuki's new "global car", produced in Maruti Suzuki Swift is rocking the hatchback car segment of India and has become the blockbuster model since its launch.
10. Estilo: - The First Generation MR Wagon is currently sold in India as "Maruti Suzuki Estilo", where it was known until 2009 as the "Maruti Zen Estilo". This transition has brought about a steady decline in sales for this model though the redesign has brought significant improvement in performance and styling over the car's Japanese variants.
11. The first generation model went on sale on December 4, 2001, featuring (44 kW / 60 hp) versions, available with either 4-speed with A based on the first-generation MR Wagon was presented in 2005, using technology co-developed with Maruti Suzuki Zen Estilo is a flamboyant model launched by India's leading auto company Maruti Udyog Limited (MUL) replacing the Zen model.
12. A star :-(Launched 2008) The 7th Generation is known in India as the Maruti Suzuki A-Star, but is also known as the Suzuki Celerio or Nissan Pixo in other places worldwide. It was generation Suzuki Alto and is exported worldwide. It is available in European markets as Nissan Pixo. The car was rolled out to the Indian customers in December 2008 and exports began in April 2009. A-Star means Alto-Star
13. With a totally new body and engine, Maruti hopes to bring freshness to the Indian car market, of which it already holds a major share. Initial reviews have been positive. It has a fresh new dashboard, with a unique protruding tachometer besides the usual meter cowl (only in the ZX trim). It is the fourth model after Swift, SX4 and Grand Vitara which has helped Maruti to make stylish cars, something which it was unknown for during older models.
14. Though the drive is comfortable for the front row, rear seating is a little small for taller passengers. The interiors have been reported to be a bit cramped as compared to its closest competitor. It has the new K10B series engine, which Suzuki says

is technically highly developed and gives a balance of fuel efficiency and power.

15. Ritz:-introduced in model year 2008 and jointly developed between— which will also market their and the in the lineup, and uses a shortened wheelbase version of its chassis. The car was launched diesel engine. Unlike its predecessor, the Wagon R+, the Splash has five seats as standard.
16. Ecco :- (Launched 2010) When it comes to performance, the Maruti Suzuki Ecco is a Thrilling surprise. Because under its hood, and in your hands lie unique features and unmatched benefits that add up to giving you a delightful driving experience.

Suggestions

Based on the findings drawn from the project's analysis, certain recommendation need to be made as regards to the future course of action Maruti India Pvt Ltd., which can go a long way in improving the Brand Awareness of the Company in the Motorcars market. The main recommendations are:

1. Maruti should continue with its range of innovative products. At the same times try to add value to its existing products so that it can cater to the present day requirements. As the study reveals that majority of customers are aged 20 – 40 years the needs and wants should be kept in mind while designing new products
2. There should be proper synchronization between orders placed and delivery. The distribution channel should be enhanced and the models should be readily available in the market.
3. As the buying decision of the buyer has influenced by himself, company should target them through demonstration and advertisement.
4. As the market for the financial institutions are increasing, the company should target them through demonstration and advertisement.
5. Facilities should be providing to the dealers so that they can extend them to the customers while purchasing this brand.

Limitation

The study suffers from many limitations of this report are enumerated as the following: Firstly, being the whole project dependent on primary data, the study has gained vulnerability. Secondly, the survey was restricted only 100 respondents in whole Kolhapur and as such may not be true representative of the entire Kolhapur. Thirdly, the major constrain was the time factor, as the study have to be finished within the stipulated time period. Fourthly, lack of interest and unenthusiastic response may have allowed biasness to creep this report. Finally, lack of conclusions, which have been drawn, are subject criticism at any stages of its analysis and presentation. This report may not provide the best possible market scenario and the effort scan always be made to have this project report more effective and useful

Conclusion

Since Indian Automobile market is continuously in the prowl of surging as a major car manufacturer, people are purchasing car as there is increase of income of common people as well as change in tastes and preferences of consumers. It is important for the car manufacturers and car dealers to be able to understand the different factors affecting the extent in car purchasing behavior. People are more conscious about the on spot information provided about various cars who serves according to the needs and wants of the customer. The type of technology used and the wider reach of the service stations also affect the most on car purchasing decision. While government obligations and various policies like import duties, custom exemptions is seen as second most affecting driver of purchase of cars. Factor 3 includes family needs; brand image; income level; special family programs/events like Anniversary, Birthday; insurance facility; credit card acceptance; car accessories affects customers car purchase decision causing a variance of 3.080. This shows that importance of family decisions, special occasions in family and the various services provided by car dealers. Include installment payment facility; location of the car dealer shop; looks; availability of service station showing customers accessibility to the service provided. Factor 5 shows the impact of various promotional activities and extra care taken by car dealers. Factors 6 shows the impact of suggestion provided by family members and peers as well as price and after sales service provided. includes the infrastructural benefits of the shop and the variety of cars it stores. The last but not the least ones shows the impact of factors of technical specifications of the car and the festive season offers. This study was conducted to find out the consumer buying behaviour of motorcars in special reference to the Maruti brand in Kolhapur. The findings and analysis revealed many advantages as well as disadvantages for the Maruti India Pvt Ltd. Though the Maruti is the faster growing company and leading in the market facing a stiff competition from Hyundai and Tata motors in the Kolhapur. It has been observed that Maruti adopted many promotional strategies and company's marketing channel is also satisfactory. Now a day's people are most aware about after sales service. The dealers also expect Maruti has overcome this problem and facilities should be improved for meeting the after sales service requirement effectively. The majority of customers expect loan or installment facilities. The Maruti has joined hand with State Bank Of India and many private bank to promote this facilities.

References

- [1] C.R.Kothari,(1990); "Research Methodology Methods & Development", New Age International Pvt. Ltd., p.p.1-3.
- [2] V.P.Michael, (1998); "Research Methodology In Management", Himalaya Publishing House, New Delhi, p.p.9-24.

- [3] S.A. Shrelekar,(1999); “Modern Marketing”, Himalaya Publishing House, Bombay,p.p.301-304.
- [4] Keller, A.K., Y.E.Tang, and S. Ghose (2008) Typology of Online Shoppers. TheJrnl. of Consum. Mktg. Vol. 20, Iss. 2/3, 139-154.
- [5] Philip Kotler,(1998); “Marketing Management”, Prentice Hall of India Pvt. Ltd., New I Delhi,Aug., p.p.124-125.
- [6] Suja R. Nair,(2000); “Consumer Behaviour in Indian: perspective”, Himaraya Publishing House, New Delhi.
- [7] Blackwell, R., P. Miniard, and Engel (2007) Consumer Behaviour, pp 121-122, The Dryden press, South-Western, Ohio,.
- [8] Kotler, P. and G. Armstrong (2001). Marketing: An Introduction, Principles of Marketing, p. 985, Pearson Education, New Jersey.
- [9] Kotler, P. and G. Armstrong (2005). Marketing: A Conceptual Introduction, Marketing Management, pp. 322-362, Pearson Education, New Jersey.