

## **A STUDY ON CONSUMER BEHAVIOUR TOWARDS MARUTI SUZUKI**

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### **ABSTRACT**

Customer Behaviour is a data industry term for strategies, programming, and for the most part web abilities that help an endeavor oversee customer nature and conduct or customer relationship in a sorted out manner. For instance, an endeavor may assemble a database about its customer that depicted conduct in adequate detail so that management, salespeople, people offering types of assistance, and maybe the customer legitimately could get to data, coordinate customer needs with product plans and contributions. It helps customers to remember administration necessities, comprehend what different products a customer had bought, thus forth. Consumer conduct strategies empower the association to comprehend the customer's needs and conduct better. It presents solid procedures and strategies for collaborating with a customer and creates a more grounded relationship with them. The procedure helps association in acclimatizing data about customers, deals, promoting viability, responsiveness, and market patterns.

At that point, this data is utilized to give an understanding of the conduct of customers and the benefit of holding those customers. The entire procedure is intended to lessen cost and increment productivity by clutching the customer's dependability. In another expression of consumer conduct in similar manners.

**Keywords:** Customer Behaviour, promoting viability, strategies,

## **INTRODUCTION**

Customer conduct is the investigation of when, why, how, and where individuals do or don't purchase a product. It mixes components from brain research, humanism, social humanities, and financial aspects. It endeavors to comprehend the purchaser dynamic procedure, both exclusively and in groups. It examines the attributes of individual customers, for example, socioeconomics and conduct factors trying to comprehend individuals' needs. It likewise attempts to evaluate impacts on the customer from gatherings, for example, family, companions, reference gatherings, and society when all is said in done. Customer conduct study depends on consumer purchasing conduct, with the customer assuming the three unmistakable jobs of client, payer, and purchaser. Relationship promoting is a persuasive resource for customer conduct examination as it has a distinct fascination for the re-revelation of the genuine significance of showcasing through the re-insistence of the significance of the customer or purchaser. A more noteworthy significance is likewise put on customer maintenance, customer relationship the executives, personalization, customization, and balanced advertising. Social capacities can be ordered into social decisions and government assistance work.

## **OBJECTIVES OF THE STUDY:**

- To find out the customer behavior of Maruti Suzuki in Hyderabad.
- To know about different issues related to brand and brand selection.
- To identify the impact of the brand name on the purchase decision.
- To identify the difficulties in Maruti Suzuki products and services.
- To gain knowledge about consumer decision making process while Purchase a car.

### **NEED FOR THE STUDY:**

- Customer behavior is an unquestionable requirement to comprehend the preferences of the customer with respect to MARUTI items and administrations.
- To assess comprehend the channels and how they are functioning.
- To know whether a customer gets the item and administrations on schedule.
- This would get ready for better channels and improve customer relationship exercises.

### **SCOPE OF THE STUDY**

The scope of the study is to know the buying behavior of customers at Hyderabad. This study will provide solutions to the management by understanding customer's feedback.

- The reason why people opt four-wheeler.
- To know the features considered by the customers while purchasing a car.
- To know the most preferred brand by the customers.

### **LIMITATIONS OF THE STUDY**

- The study was purely based on the information provided by the respondents and they may be biased.
- The study was conducted in a short period and a detailed study was not possible.
- The area is limited to only Hyderabad city.
- The sample is not sufficient as my planned as the time factor was the key limitation in the study.
- This information is secured and confidential did not share with the organization.

## **RESEARCH METHODOLOGY**

The methodology is a systematic way of solving a problem it includes the research methods for solving a problem.

### **Data source**

- Primary and
- Secondary data.

### **Data collection method**

- Interview and survey.
- Questionnaires.

### **Sample size**

- 100

## **SAMPLE DESIGN**

The target population of the study consists of various respondents in various places. This survey was done by collecting the data from the respondents.

### **SAMPLE SIZE**

After due interview with the organization chief just as with the school control, likewise remembering the necessities of the organization for the examination, the example size that was seen as proper for the investigation was 100.

### **SAMPLING TECHNIQUE**

The examining procedure that adjusted to lead the review was 'Advantageous Random Sampling' and the zone of the exploration was gathered in the city of Hyderabad as it were.

### **DATA SOURCE**

The assignment of information assortment starts after an exploration issue has been characterized. Right now, was gathered through both essential and auxiliary information sources.

## **A. PRIMARY DATA**

Primary data is data, which is gathered for social affair data first time and breaking down the issue. Right now, essential information was gathered among the consumers utilizing the poll.

## **B. SECONDARY DATA**

Secondary data comprise of data that as of now exists some place, having been gathered for some other reason. Right now information was gathered from organization sites, magazines, and handouts.

## **STATISTICAL TOOLS**

Simple percentage analysis is the main statistical tool used for the study.

## **SIMPLE PERCENTAGE ANALYSIS**

The percentage refers to a special kind of ratio in making a comparison between two or more data and to describe relationships. The percentage can be used to compare the relation terms between two or more sources of data.

Percentage of respondents = Number of respondents \* 100 divided by Total respondents.

## **REVIEW OF LITERATURE**

**Schiffman and Kanuk 1** utilization of consumer conduct is showing that how an individual customer outlines the preference to contribute their salary, time, an attempt on their separate product or administrations. Consumer conduct outlines that the procedure comprises issue ID, data search and assessing of options and afterward buy so that to fulfill their needs and needs.

**Merciful Sudhakar and Venkatapathy 2** this overview suggested that clout of buddy class is assuming an imperative job in the buying of the vehicle in the predefined territory. By the study unmistakably delineated the impact of companions or state the reference bunch is comprised of one of the significant reasons for selling vehicles in the predetermined area. Dr.

S. Subadra's study shows contemporary days there ought to be mark variety in consumer buying propensities. Today the advertisers are centered on the interest encourage by the customers with the goal that the need of the respective customers satisfied and in the section of hatchback vehicle, different highlights overhauled.

## **DATA ANALYSIS AND INTERPRETATION**

1. How long have you used Maruti Suzuki?

a) Less than 1year      b) 1-3 years      c) 3-5 years      d) More than 5 years

S.NO	Maruti Suzuki	Respondents	Percentage
1	Less then 1year	20	20
2	1-3 years	23	23
3	3-5 years	45	45
4	More than 5 years	12	12
	total	100	100

INTERPRETATION: From above the table, it can be observed that 45% of the respondents are using the Maruti Suzuki brand since 3-5 years and 23% % of the respondents are using the Maruti Suzuki brand since 1-3 years and 20%% of the respondents are using the Maruti Suzuki brand since less then 1year and remaining 12%% of the respondents are using the Maruti Suzuki brand since more than 5 years.

2. Which particular brand models of Maruti Suzuki are you using currently?

a) Alto      b) Swift      c) Ritz      d) Others

S.no	Brand models	Respondents	Percentage
1	Alto	38	38
2	Swift	22	22
3	Ritz	23	23
4	Others	17	17
	total	100	100

INTERPRETATION: From above the table, it can be observed that 38% of the respondents are using the brand alto model and 23% of the respondents are using the brand Ritz model and 22% of the respondents are using the brand swift model and 17% of the respondents are using the brand others models.

3. What is the performance of your car?

a) Excellent    b) Good    c) Average    d) Poor/ bad

s.no	performance	Respondents	Percentage
1	Excellent	25	25
2	Good	36	36
3	Average	32	32
4	Poor	7	7
	Total	100	100

INTERPRETATION: From above the table, it can be observed that 36% of the respondents are replied that they are satisfied with the performance of a car is good and 32% of the respondents are replied that they are satisfied with the performance of a car is average and 25% of the respondents are replied that they are satisfied with the performance of a car is excellent and remaining 7% of the respondents are replied that they are satisfied with the performance of a car is poor.

4. If you have Maruti Suzuki what features do you like most?

- a) Quality    b) Service    c) Seating capacity    d) Others

S.no	Features	Respondents	percentage
1	Quality	26	26
2	Service	15	15
3	seating capacity	41	41
4	Others	18	18
	total	100	100

INTERPRETATION: From above the table, it can be observed that 41% of the respondents are replied that they like seat capacity and 26% of the respondents are replied that they like quality and 18% of the respondents are replied that they like other features and 15% of the respondents are replied that they like service.

5. Which variant are you like to purchase cars in Maruti Suzuki?

- a) Petrol    b) Diesel



S.no	Variant	Respondents	Percentage
1	Petrol	66	66
2	Diesel	34	34
	total	100	100

INTERPRETATION: From above the table, it can be observed that 66% of the respondents are replied most of the customers are preferred petrol cars and 34% of the respondents are replied they preferred diesel.

6. Compare to other companies' brands are you satisfied with the Maruti Suzuki brand?

a) Yes b) No

S.no	Satisfied	Respondents	percentage
1	Yes	58	58
2	No	42	42
	total	100	100

INTERPRETATION: From above the table, it can be observed that 58% of the respondents are satisfied with the Maruti Suzuki and the remaining 42% of the respondents are not satisfied with the Maruti Suzuki brand.

7. Are you satisfied with the fuel consumption of your Maruti Suzuki car?

a) Satisfied b) Not satisfied

S.no	Fuel	Respondent	Percentage
1	Satisfied	72	72
2	Not satisfied	28	28
	Total	100	100

INTERPRETATION: From above the table it can be observed that 72 % of the respondents are replied they are satisfied with the fuel consumption of the Maruti Suzuki car and 28% of the respondents are replied they are not satisfied with the fuel consumption.

8. What are the defects of Maruti Suzuki according to your point of view?

- a) Highly fuel consumption    b) Hard to control  
c) High budget                      d) Others

S.no	Defects	Respondent	percentage
1	High Fuel consumption	21	21
2	Hard to control	32	32
3	High budget	30	30
4	Others	17	17
	total	100	100

INTERPRETATION: From above the table, it can be observed that 32 % of the respondents are replied that it's very hard to control the Maruti Suzuki and 30% of the respondents are replied that Maruti cars price is high and 21% of the respondents are replied that Maruti cars will consumptions high fuel and remaining of the respondents are replied others defects.

9. How do you feel about the design of Maruti Suzuki?

- a) Excellent      b) Good      c) Average      d) Below average

S.no	Design	Respondents	Percentage
1	Excellent	28	28
2	Good	33	33
3	Average	25	25
4	Below average	14	14
	Total	100	100

INTERPRETATION: From above the table, it can be observed that 33% of the respondents are replied design of the Maruti cars is good and 28% of the respondents are replied design of the Maruti cars is excellent and 25% of the respondents are replied design of the Maruti cars is average and 14% of the respondents are replied design of the Maruti cars is below average.

### **FINDINGS:**

- 48% of the respondents are utilizing the Maruti Suzuki brand
- 38% of the respondents are utilizing the brand alto model
- 23% of the respondents are utilizing the brand Ritz model
- 22% of the respondents are utilizing the brand quick model
- 17% of the respondents are utilizing the brand of different models.
- that 36% of the respondents are answered that they are happy with the presentation of a vehicle is acceptable
- 32% of the respondents are answered that they are happy with the presentation of a vehicle is normal
- 86% of the respondents are answered that in the wake of overhauling the vehicle conveyance inside the time

- It has been discovered that the greater part of the customers purchase the item dependent on style and look.

## **SUGGESTIONS:**

- An organization should expand labour.
- An organization ought to keep up its conveyances to the customer on schedule.
- The firm should build the quantity of autos in its stock. A/C to various hues and models.
- The organization should take legitimate consideration of customer thankfulness and objections after the deal.
- The organization should concentrate on autos cost.
- The organization needs more help places
- The organization should give expansion blessing plans to customers other than general plans.

## **CONCLUSION**

Hyderabad city is abided by center and higher-class individuals in the lion's share. In this way, the market for four-wheeler has never been a lack here. Be that as it may, of the considerable number of assortments accessible right now, vehicles are generally liked. Clients right now to receive change into their way of life. This has cultivated passage of assortments of little vehicles accessible across the nation to prosper right now. This has upgraded the opposition right now. Be that as it may, Maruti stood this opposition by holding its piece of the overall industry to be the most noteworthy. The consequences of the review directed demonstrated that Maruti Alto Brand is the most favoured vehicle followed by Santro and it likewise indicated the purchasing conduct of clients that the

vast majority of the clients buy a vehicle dependent on mileage followed by cost and upkeep.

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