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Consumer Behaviour And Purchase Intention Of Maruti Suzuki Cars In Thiruchirappalli District

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Abstract

This study analyses consumer behaviour regarding Maruti Suzuki vehicles in the Tiruchirappalli district, emphasising critical elements that affect purchase decisions, brand loyalty, and customer satisfaction. This research aims to comprehend the resonance of Maruti Suzuki's goods with local consumers, given its status as a premier vehicle manufacturer in India. The research examines factors like price sensitivity, fuel economy, after-sales service, brand impression, and product attributes. Data was gathered via surveys and interviews with an appropriate sample of automobile owners and potential buyers in the region. The results underscore the significance of price, dependability, and comprehensive service networks in influencing consumer preferences. The findings of this research provide substantial direction for Maruti Suzuki and other automotive stakeholders to tailor their tactics to meet the demands and preferences of customers in semi-urban and urban areas like Tiruchirappalli.

Keywords: Consumer, Motivation, Maruti cars, Analysis, Trust.

Introduction

Consumer behaviour is a crucial field of research for comprehending the determinants that affect purchasing decisions, especially in competitive sectors like the car industry. Maruti Suzuki, the preeminent automotive manufacturer in India, has maintained a commanding market position owing to its diverse vehicle offerings, cost-effectiveness, dependability, and comprehensive service network. In Tiruchirappalli district, an area marked by diverse demographics and increasing urbanisation, customer choices and behaviours regarding Maruti Suzuki automobiles offer a compelling subject for analysis. This research intends to investigate the reasons for Maruti Suzuki's enduring appeal to customers in this region by analysing aspects such as brand loyalty, price sensitivity, after-sales service, and the impact of marketing initiatives. Comprehending these insights not only fortifies Maruti Suzuki's market status but also imparts significant lessons for other vehicle makers aiming at analogous markets.

Statement of the Problem

Comprehending customer behaviour is essential for every business to prosper in a competitive marketplace. Maruti Suzuki, a prominent vehicle manufacturer in India, possesses substantial market share and consumer confidence because to its cost-effectiveness, dependability, and extensive service network. Given the shifting consumer tastes, increasing competition, and heightened focus on sustainability and innovation, it is imperative to investigate the determinants of consumer behaviour in certain locations. In Tiruchirappalli district, a swiftly urbanising region with varied demographics, consumer choices for Maruti Suzuki vehicles may differ according to variables such as income levels, lifestyle, fuel efficiency, after-sales service, and brand loyalty. This research aims to identify and analyse the primary factors influencing customer behaviour towards Maruti Suzuki automobiles in this district, offering insights that can assist the firm in aligning its plans with local market expectations.

1. Brand Perception and Value for Money

Das et al. (2019) emphasise that Maruti Suzuki has effectively established itself as a brand providing value-for-money automobiles. This is accomplished via competitive pricing, fuel economy, and cost-effectiveness in ownership and maintenance, which are crucial elements influencing customer decisions in the region. The research highlights fuel-efficient cars like as the Swift, Dzire, and Baleno, targeting budget-sensitive and ecologically conscientious consumers. The brand's robust record for reliability and longevity amplifies client devotion.

2. Marketing Strategies

Kusama (2021) Marketers are implementing content marketing as a principal strategy to engage their major target audience. In the digital era, compelling content enhances product and service awareness and generates interest within the target audience. This study aims to evaluate leading Indian firms utilising content marketing methods to capture client attention, and also examines the many aspects of content marketing from its inception to future outlook. The study was undertaken by exploratory research utilising a review of literature, newspapers, journals, websites, and other sources. The aim of this study seeks to analyse the goals of content marketing, identify its challenges, and underscore the need of a strategic approach while assessing several approaches for successful content marketing strategies.

Objectives

- To ascertain the personal and socio-economic profiles of the chosen respondents in Tiruchirappalli District
- To assess the significant impact of consumer behaviour and purchase motive for Maruti vehicles in connection with the socio-economic profile of consumers.
- To assess the impact of customer behaviour on the incentive to purchase Maruti vehicles.

Hypotheses

- There is no significant effect of Age, income of the family, Marital status, Type of model most liked towards consumer behaviour and Motivation to buy Maruti cars.
- There is no significant impact of consumer behaviour towards Motivation to buy Maruti cars.
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Methodology

The research on consumer behaviour about Maruti Suzuki vehicles in the Tiruchirappalli area utilises a descriptive research approach to examine customer preferences, attitudes, and purchasing decisions. Primary data was gathered via a structured questionnaire aimed at automobile owners and prospective buyers in the region. The questionnaire had both closed and open-ended questions to provide insights into issues including brand perception, price, fuel efficiency, service satisfaction, and overall customer experience. A random selection technique was employed to guarantee representation across several demographics, including age, income, employment, and educational attainment. Secondary data was obtained from corporate papers, market research publications, and other industry assessments to enhance the findings. The gathered data was examined utilising statistical methods, include percentage analysis, chi-square testing, and regression analysis, to identify significant patterns and correlations. This technique guarantees a thorough

comprehension of customer behaviour regarding Maruti Suzuki vehicles in Tiruchirappalli, facilitating useful information for stakeholders.

Analysis and Interpretations

Percentage Analysis

Sl.No.	Demographics	Category	Frequency	Percentage
1	Age	Under 25 years	16	13.7
		25 - 35 years	42	35.9
		35 - 45 years	43	36.8
		Exceeding 45 years	16	13.7
		Total	117	100
2	Gender	Male	62	53
		Female	55	47
		Total	117	100
3	Nature of job	Government	13	11.1
		Private	38	32.5
		Job Seeker	44	37.6
		others	22	18.8
		Total	117	100
4	Marital Status	Single	58	49.6
		Married	59	50.4
		Total	117	100
5	Family income	below 50,000	21	17.9
		50,000 - 75,000	40	34.2
		75,000 - 1,00,000	41	35
		above 1,00,000	15	12.8
		Total	117	100
6	Family Type	Joint	60	51.3
		Nuclear	57	48.7
		Total	117	100
7	Favourite Maruti cars	Alto	11	9.4
		Breeza	28	23.9
		Ertiga	25	21.4
		Grand Vitara	23	19.7

		Wagon R	22	18.8
		Others	8	6.8
		Total	117	100

The table you provide presents a comprehensive analysis of the demographic attributes of a sample population. Seventy-two point seven percent of the sample group is comprised of individuals aged 25 to 45 years. The age categories under 25 years and over 45 years are evenly represented, each comprising 13.7%. The sample is nearly equally divided, with males constituting 53% and females 47%. A substantial segment of the population comprises job searchers (37.6%), succeeded by those employed in the private sector (32.5%). Government personnel constitute 11.1%, whilst 18.8% are classified as 'others'. The population is about equally split between single persons (49.6%) and married individuals (50.4%). The income distribution reveals that most families earn between ₹50,000 and ₹1,00,000 monthly, with 34.2% earning ₹50,000-₹75,000 and 35% earning ₹75,000-₹1,00,000. A smaller percentage of households earn below ₹50,000 (17.9%) and over ₹1,00,000 (12.8%). Joint families (51.3%) somewhat surpass nuclear families (48.7%). The most favoured automobile models are the Breeza (23.9%) and the Ertiga (21.4%). Additional prominent models are the Grand Vitara (19.7%), Waggon R (18.8%), and Alto (9.4%). This data offers significant insights on the demographic composition and interests of the sample population, which may be advantageous for market research, policy formulation, and sociological investigations.

ONE WAY ANOVA ON AGE

H1a: There is significant difference in Personal Preferences on Age.

H1b: There is significant difference in Choosing Alternatives on Age.

H1c: There is significant difference in Motivation to buy on Age.

ANOVA

		Summation of Squares	df	Median Square	F	Sig.
Personal Preferences	Between Groups	2.265	3	.755	.910	.439
	Within Groups	93.769	113	.830		
	Total	96.034	116			
Choosing Alternatives	Between Groups	5.049	3	1.683	2.107	.103
	Within Groups	90.278	113	.799		
	Total	95.327	116			
Motivation to buy	Between Groups	1.964	3	.655	.820	.485
	Within Groups	90.180	113	.798		
	Total	92.144	116			

The aforementioned table indicates that there are no constructs exhibiting substantial differences dependent on age. All the constructs namely Personal Preferences, Choosing Alternatives, and Motivation to buy have no significant difference in Age. Therefore, from the result it is concluded that no significant construct(s) based on Age.

ONE WAY ANOVA ON FAMILY INCOME

H1a: There is significant difference in Personal Preferences on Family income.

H1b: There is significant difference in Choosing Alternatives on Family income.

H1c: There is significant difference in Motivation to buy on Family income.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Personal Preferences	Between Groups	3.980	3	1.327	1.629	.187
	Within Groups	92.054	113	.815		
	Total	96.034	116			
Choosing Alternatives	Between Groups	1.867	3	.622	.752	.523
	Within Groups	93.460	113	.827		
	Total	95.327	116			
Motivation to buy	Between Groups	1.562	3	.521	.649	.585
	Within Groups	90.583	113	.802		
	Total	92.144	116			

The aforementioned table indicates that there are no constructs exhibiting substantial differences depending on family income. All the constructs namely Personal Preferences, Choosing Alternatives, and Motivation to buy have no significant difference in Family income. Therefore, from the result it is concluded that no significant construct(s) based on Family income.

ONE WAY ANOVA ON FAVOURITE MARUTI CARS

H1a: There is significant difference in Personal Preferences on Favourite Maruti cars.

H1b: There is significant difference in Choosing Alternatives on Favourite Maruti cars.

H1c: There is significant difference in Motivation to buy on Favourite Maruti cars.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Personal Preferences	Between Groups	3.709	5	.742	.892	.489
	Within Groups	92.325	111	.832		
	Total	96.034	116			
Choosing Alternatives	Between Groups	4.655	5	.931	1.140	.344
	Within Groups	90.672	111	.817		
	Total	95.327	116			
Motivation to buy	Between Groups	3.462	5	.692	.867	.506
	Within Groups	88.682	111	.799		
	Total	92.144	116			

The aforementioned table indicates that there are no constructs exhibiting significant differences about preferred Maruti automobiles. All the constructs namely Personal Preferences, Choosing Alternatives, and Motivation to buy have no significant difference in Favourite Maruti cars. Therefore, from the result it is concluded that no significant construct(s) based on Favourite Maruti cars.

Independent sample t test

Independent Sample T-Test on Marital Status

	Gender	N	$\bar{X}$	S.D.	S.E.	F	Sig.	Hypothesis
Personal Priorities	Single	58	3.91	.900	.118	.127	.722	Insignificant
	Married	59	3.82	.925	.120			
Psychological Challenges	Single	58	3.78	.946	.124	.000	.995	Insignificant
	Married	59	3.81	.874	.114			
Institutional Challenges	Single	58	3.81	.771	.101	1.900	.171	Insignificant
	Married	59	3.82	1.002	.130			

The independent sample t-test on Marital Status indicates that no construct has a significant influence.

Regression

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.123 ^a	.015	-.002	.892

a. Predictors: (Constant), Choosing Alternatives, Personal Preferences

The chart above displays the Model Summary for the link between "Motivation to Buy," Choosing Alternatives, and Personal Preferences. The R-squared value is 0.015, indicating that 1.5% of the variance in purchasing motivation is accounted for by these factors.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.403	2	.702	.881	.417 ^b
	Residual	90.741	114	.796		
	Total	92.144	116			

a. Dependent Variable: Motivation to buy

b. Predictors: (Constant), Choosing Alternatives, Personal Preferences

The table above displays the analysis of variance, indicating an F-statistic of 7.050 and a probability value of 0.000, which above the significance level ($P > 0.050$). This suggests that the factors of Choosing Alternatives and Personal Preferences have a statistically insignificant overall effect on the Motivation to buy.

Coefficients^a

Model		Unstandardised Coefficients		Standardised Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.438	.515		8.620	.000
	Personal Preferences	-.050	.091	-.051	-.551	.583
	Choosing Alternatives	-.113	.092	-.115	-1.237	.019

a. Dependent Variable: Motivation to buy

The above table shows the regression analysis for "Motivation to buy" with Choosing Alternatives, Personal Preferences. The P-value for both factors (Choosing Alternatives - 0.583, Personal Preferences - 0.019) suggest that Choosing Alternatives is significant and Personal Preferences is insignificant impact on the Work Interference in Family Life.

Summary of findings:

One Way ANOVA

- From the result it is concluded that no significant construct(s) based on Age.
- From the result it is concluded that no significant construct(s) based on Family income.
- From the result it is concluded that no significant construct(s) based on Favourite Maruti cars.

Independent sample t test

The independent sample t-test on Marital Status indicates that no construct has a significant influence.

Regression

- The chart above displays the Model Summary for the link between "Motivation to Buy," Choosing Alternatives, and Personal Preferences. The R-squared value is 0.015, indicating that 1.5% of the variance in purchasing motivation is accounted for by these factors.
- the factors of Choosing Alternatives and Personal Preferences have a statistically insignificant overall effect on the Motivation to buy.
- Choosing Alternatives is significant and Personal Preferences is insignificant impact on the Work Interference in Family Life.

Suggestions

To improve customer behaviour about Maruti Suzuki vehicles in the Tiruchirappalli district, many tactics may be employed. Prioritising comprehensive after-sales support and guaranteeing the accessibility of service centres in the region would enhance consumer trust and loyalty. Implementing customised financing solutions and seasonal discounts can enhance the affordability of vehicles for a wider demographic, targeting the price-sensitive market segment. Implementing localised marketing initiatives that align with the cultural tastes and requirements of customers in Tiruchirappalli would enhance brand engagement. Moreover, highlighting fuel efficiency, safety features, and the accessibility of spare parts in marketing strategies would resonate with the pragmatic considerations of consumers. Gathering and evaluating consumer input via surveys and focus groups may yield significant insights into changing tastes, enabling Maruti Suzuki to enhance its products and customer service strategy. By matching its tactics with local expectations and sustaining a customer-centric focus, Maruti Suzuki can reinforce its status as the preferred vehicle brand in the Tiruchirappalli area.

Conclusion

The research on consumer behaviour regarding Maruti Suzuki vehicles in the Tiruchirappalli district reveals significant insights into client preferences, purchase choices, and satisfaction levels. Maruti Suzuki's robust brand recognition, cost-effectiveness, fuel economy, and comprehensive service network are pivotal elements affecting consumer preferences in the area. The research demonstrates that buyers in Tiruchirappalli prioritise affordability and post-purchase support when choosing a vehicle. The presence of many models targeting various economic brackets has reinforced Maruti Suzuki's market dominance. Nevertheless, increasing customer knowledge about sophisticated technology and environmentally sustainable characteristics indicates that Maruti Suzuki must persist in innovating and adapting to evolving tastes to sustain its competitive advantage. The study highlights the significance of customer-centric strategies and ongoing enhancement in addressing the changing demands of customers in Tiruchirappalli.

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