A PERCEPTION STUDY ON CONSUMER ATTITUDES TOWARDS MARUTI CARS

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Abstract
In the current scenario of Indian Market, Car Companies are working hard to bring in the new Car models with good features to attract the consumers. Understanding the consumer buying behavior will help the companies to succeed in the market. With increase in demand for cars it is essential that the car companies offer their best product at best price. Maruti is the one company who started in the market at very early stage and is being one of the biggest Manufacturer and Seller. In this research paper the consumer behavior and the perception towards Maruti cars is analyzed to understand what the customer thinks about the Maruti cars and whether prefers to buy the same.

KEYWORDS
Consumer Behaviour, Customer Perception, Satisfaction, Maruti Cars.

INTRODUCTION
In early days Automobiles were termed as a luxury and only the privileged people were lucky enough to buy the automobiles. In 1886, the first petrol powered car named Benz Patent-Motorwagen was invented by Karl Benz. In the 20th century many automobiles companies came to life and number of vehicles started rolling of the factory line. The sales of automobiles started increasing year by year. During 80’s and 90’s the cars sold around the world had bigger engines with very low fuel economy. Nowadays car produced in the Indian market are generally required to be fuel economical mainly because of two reasons i.e traffic is increasing day by day and other reason being that the fuel prices in the global market are growing. So it becomes a necessity for the Indian market to have cars that are fuel economical. Various companies from around the world started investing in India to increase their Market Share. Maruti Suzuki as a company launched Maruti 800 in the year 1983. And then after sold more than fifteen million cars till date. Maruti Cars have become India’s first choice in buying small cars. Indian market is divided into different segments of the car. And maruti has a strong hold over the most of the segments. Following is the complete list of the cars produced in 2018.

1) Alto 800
2) Omni
3) Alto K10
4) Eeco
5) WagonR
6) Celerio
7) Ignis
8) Celerio X
9) Swift
10) Dzire
11) Baleno
12) Ertiga
13) VitaraBrezza
14) Ciaz
15) S-Cross

**RESEARCH OBJECTIVES**
The objective of the study was to understand the perception study on consumer attitudes towards Maruti Cars.

Proposed Hypothesis:

H1: More than 50% of the sample population prefer to use Maruti Cars over other brands.

H2: More than 50% of the sample population trust the reliability of the Maruti Cars.

H3: Average Monthly Family Income of Maruti Car user is more than Rs 1lakh.

H4: Average yearly spend on service of Maruti Car is generally more than Rs 5,000.

H5: Ownership of Maruti Cars are not independent of gender.

H6: Ownership of Maruti Cars are not independent of Family Income.

**LITERATURE REVIEW**

N Monga et.al (2012), this research attempts to answer some of the questions regarding brand personality of selected cars in India by conducting the market research. 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 determining the customer satisfaction will serve the same purpose of determining the customer perception. Thus, by measuring the willingness of thrilling users of a car to recommend it to others will help the car manufacturers to check out the entire customer Buying Behavior. The study shows that brand perception is something which starts building up before a car is
purchased and goes on with its use and is reflected in the references. The customer makes to his connections for the same car. It is also seen that the customer might not be using the car still he holds the perceptions about the car. Brand character of a car is enforced by the sellers in the mindsets of the customers and customer reacts to it by creating their perception about the car and this reflects in the whole brand image of the car. So brand image and brand personality accompany each other and the brand perception aids the building of brand images. As per the study findings, dealers play a very crucial role in building up the brand perception of the cars.

P Raj et.al (2013), studied the factors influencing customers brand preference of the economy segment SUV’s and MUV’s. Data was collected through direct interaction and customer intercept survey using questionnaire. Descriptive analysis was used to transform data to understand format, factor analysis was used for identification of factors influencing customer fondness. In the study findings, the preferences for a given brand can be explained in terms of six factors namely Product reliability, monetary factor, trendy appeal, frequency of non-price promotions offered, trustworthiness and customer emotion or connotation towards brand. There is need for manufacturers to take these factors into consideration when crafting product innovations in the SUV segment of Automobile market.

M KSrivastava, A.K. Tiwari et.al (2013), studies the consumer behavior for A3 segment vehicles such as Honda City and SX4 in a particular region Jaipur. Data was collected from 100 respondents for Honda City and Maruti SX4 each. Respondents were measured from various backgrounds like Gender, Occupation, Income class. Also customer’s purchase parameters considered for study were Price, Safety, Comfort, Power & Pickup, Mileage, Max Speed, Styling, After Sales Service, Brand Name and Spare Parts Cost. Based on above factors and analysis made in this it revealed that, while purchasing A3 segment car Customer give much importance to Safety, Brand Name and seating and driving comfort. Promotions and advertisements in car magazines are more effective communication medium for promotion of Cars.

RESEARCH METHODOLOGY

Initially research was done on secondary data available on the internet regarding the consumer attitude towards Maruti Cars. Based on the initial research data, Hypothesis was formulated. Based on Hypothesis the Questionnaire was formed. The Questionnaire was then made in a E form on Google Docs which was shared through social media platforms like Whatsapp, Facebook and also through E-mails. The data was then collected and generated on Excel sheet. Then hypothesis testing was performed on Analytical Software Microsoft Excel and data was analyzed by statistical test on Z-test of proportion, T-test and Chi Squared Test.

SAMPLE PROFILES
Age Group:
- 24-30yrs: 22%
- 30-40yrs: 25%
- Above 40yrs: 53%

Gender:
- Male: 71%
- Female: 29%
Annual Service Cost on Car

- Above Rs 20,000: 15%
- Less than Rs 5,000: 6%
- Rs 5,000 to Rs 10,000: 54%
- Rs 10,000 to Rs 20,000: 25%

Monthly Family Income

- Rs 50,000 to Rs 1 Lakh: 15%
- Above Rs 2 Lakhs: 40%
- Rs 1 Lakh to Rs 2 Lakhs: 38%
- Less than Rs 50,000: 7%
DATA ANALYSIS

Hypothesis 1: Z Test of Proportion.

Ho: Less than 50% of the sample respondents prefer to use Maruti Cars over other Brands
Ha: More than 50% of the sample respondents prefer to use Maruti Cars over other Brands.

N: P<50%
A: P>50%
T: Right Tailed Test
Test: P Test
Alpha: 10%
Probability: 90%
Critical Value: 1.28

Observed Value:

\[ P = 0.50 \]
\[ p' = 0.60 \]
\[ Q = 0.50 \]
\[ N = 68 \]
\[ p*q = 0.25 \]
\[ \sqrt{p*q/n} = 0.06 \]
\[ p'-p = 0.10 \]
\[ Z_{Observed} = 1.70 \]

P-Value: 0.04

Alpha: 0.10

P<Alpha and Zo>Zc we reject the null hypothesis

Observations: Since Zo is greater than Zc, so we reject the null and we can state that more than 50% of respondents prefer to use Maruti Cars over other brands.

Insights: Many people prefer to use Maruti cars because they have peace of mind because of the mileage achieved by maruti cars, also the price offered by the maruti cars is very competitive.
Hypothesis 2: Z Test of Proportion.

Ho: Less than 50% of the sample population trust the reliability of the Maruti Cars.
Ha: More than 50% of the sample population trust the reliability of the Maruti Cars.

N:    P<50%
A:    P>50%
T:    Right Tailed Test
Test:  P Test
Alpha: 10%
Probability: 90%
Critical Value: 1.28

Observed Value:
P  0.50
p'  0.7
Q  0.50
N  68
p*q  0.25
sqrt(p*q/n)  0.06
p'-p  0.2
Z Observed  2.67

P-Value: 0.0
Alpha: 0.1

P<Alpha and Zo>Zc we reject the null hypothesis

Observations: Since Zo is greater than Zc , so we reject the null and we can state that more than 50% of sample population trust the reliability of Maruti cars.

Insights: Most of the people know that the Maruti cars are reliable and hence many people prefer to use the same.
Hypothesis 3: Test of Means.

Ho: Average family income of Maruti Car user is not more than Rs 1 Lakh Rs per month.
Ha: Average family income of Maruti Car user is more than 1 Lakh Rs per month.

N: \( \mu < 1,00,000 \)
A: \( \mu > 1,00,000 \)
T: Right Tailed Test
Test: T test
Alpha: 10%
Probability: 10%

Critical Value: 1.30

Observed Value:

\[
x' = 1,12,500 \\
\mu = 1,00,000 \\
S = 65,935 \\
N = 68 \\
sqrt(n) = 8.25 \\
s/sqrt(n) = 7,996 \\
x' - \mu = 12,500
\]

T observed: 1.56

Alpha: 10%
To>Tc we reject the null hypothesis.

Observations: Since the observed value, To>Tc we reject the null and hence average family income of Maruti car user is more than Rs 1 lakh per month.

Insights: Average family income of Rs 1 lakh per month prefer to use Maruti Cars because the Maruti Cars are offered in various price segments and it becomes an ease to buy these cars.
Hypothesis 4: Test of Means.

Ho: Average yearly spend on service of Maruti Car is generally less than Rs 5,000.
Ha: Average yearly spend on service of Maruti Car is generally more than Rs 5,000.

N: \( \mu < 5,000 \)
A: \( \mu > 5,000 \)
T: Right Tailed Test
Test: T test
Alpha: 10%
Probability: 10%

Critical Value: 1.30

Observed Value:

\[ x' \quad 11,250 \]
\[ \mu \quad 5,000 \]
\[ S \quad 5,189 \]
\[ N \quad 68 \]
\[ \sqrt{n} \quad 8.25 \]
\[ s/\sqrt{n} \quad 629 \]
\[ x' - \mu \quad 6,250 \]

\( T_{observed} \quad 9.93 \)

Alpha: 10%
To>Tc we reject the null hypothesis.

Observations: Since the observed value, To>Tc we reject the null and hence average yearly spend on service of Maruti Cars is more than Rs 5,000.

Insights: Service cost of other brands is more expensive than Maruti Cars, while it is less costlier to service a maruti car which generally range from about Rs 5,000 to Rs 10,000.
Hypothesis 5: Test of Independence (Chi-Squared Test)

Ho: Ownership of Maruti Cars are independent of Gender.
Ha: Ownership of Maruti Cars are not independent of Gender.

<table>
<thead>
<tr>
<th>Gender</th>
<th>Observed</th>
<th>Expected</th>
<th>fo-fe</th>
<th>(fo-fe)^2</th>
<th>(fo-fe)^2/fe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>20</td>
<td>34</td>
<td>-14</td>
<td>196</td>
<td>5.76</td>
</tr>
<tr>
<td>Male</td>
<td>48</td>
<td>34</td>
<td>14</td>
<td>196</td>
<td>5.76</td>
</tr>
<tr>
<td>Grand Total</td>
<td>68</td>
<td></td>
<td></td>
<td></td>
<td>11.53</td>
</tr>
</tbody>
</table>

N: Ownership of Maruti Cars are independent of Gender.

A: Ownership of Maruti Cars are not independent of Gender.

T: Right Tailed Test

Test: Chi-Squared Test

Alpha: 10%

Probability: 10%

Critical Value: 2.71

Degree of freedom: 1

Observe Value: 11.53

p-Value: 0.00

Alpha: 10%

Observed Value > Critical Value  Reject the null.

Observations: Since the observed value is greater than the Critical value, we reject the null therefore ownership of Maruti Cars are not independent of Gender.

Insights: Most of the car users are Male, because of this reason the ownership of Maruti Cars are dependent of Gender.
Hypothesis 6: Test of Independence (Chi-Squared Test)

Ho: Ownership of Maruti Cars are independent of Family Income.
Ha: Ownership of Maruti Cars are not independent of Family Income.

<table>
<thead>
<tr>
<th>Monthly Family Income</th>
<th>Observed</th>
<th>Expected</th>
<th>(fo-fe)</th>
<th>(fo-fe)^2</th>
<th>(fo-fe)^2/fe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than Rs 50,000</td>
<td>5</td>
<td>17</td>
<td>-12</td>
<td>144</td>
<td>8.47</td>
</tr>
<tr>
<td>Rs 50,000 to Rs 1 Lakhs</td>
<td>10</td>
<td>17</td>
<td>-7</td>
<td>49</td>
<td>2.88</td>
</tr>
<tr>
<td>Rs 1 Lakhs to Rs 2 Lakhs</td>
<td>26</td>
<td>17</td>
<td>9</td>
<td>81</td>
<td>4.76</td>
</tr>
<tr>
<td>Above Rs 2 lakhs</td>
<td>27</td>
<td>17</td>
<td>10</td>
<td>100</td>
<td>5.88</td>
</tr>
<tr>
<td>Grand Total</td>
<td>68</td>
<td></td>
<td></td>
<td></td>
<td>22</td>
</tr>
</tbody>
</table>

N: Ownership of Maruti Cars are independent of Family Income.
A: Ownership of Maruti Cars are not independent of Family Income.
T: Right Tailed Test
Test: Chi-Squared Test
Alpha: 10%
Probability: 10%
Critical Value: 6.25
Degree of freedom: 3
Observe Value: 22

p-Value: 0.00
Alpha: 10%

Observed Value > Critical Value Reject the null.

Observations: Since the observed value is greater than the Critical value, we reject the null therefore ownership of Maruti Cars are not independent of Family Income.
**Insights:** Family Income matters to buy the Cars because cars are necessity but for some people it is still an luxury product, so hence ownership of maruti cars are dependent on Family Income.

**CONCLUSION**

The survey generated 68 respondents. People believe that Maruti Cars are affordable, reliable, value for money, have great service network and all this things makes Maruti Cars to be the most loving cars of India. Since the Maruti Cars are not independent of age group and family income the usage of the cars is lowered down to gender specific and certain family income brackets. People believe that the service cost of Maruti Cars is less expensive as compared to other brands. Consumers also trust the reliability of the Maruti Cars and hence prefer to buy Maruti Cars over other Brands.

**RESEARCH LIMITATION**

The research had its limitations that the survey was conducted online, so the people who didn’t have the internet facilities were unable to take part in this survey. The survey had a limitation of geographic area i.e it was conducted in the city of Mumbai and the findings were not applied to rest of the country. Furthermore, some of the respondents did not have any brand of car which affected the results of the Hypothesis.

**REFERENCES**