SUMMARY AND SUGGESTIONS
CHAPTER - V

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CHAPTER-I

Maruti Udyog Limited, a Government of India’s Joint Venture undertaking with Japan, manufactures and distributes Maruti cars in different models with one Japanese Technology. The Maruti Udyog Limited differentiates its products by introducing 8 different models of cars. Therefore, it will be interesting to examine the attitude of buyers of Maruti cars towards a model of Maruti car. When there is a product differentiation among Maruti products it will be further interesting to examine the common features and distinctive features among Maruti cars. How the distinctive features among the different models of Maruti cars which influence buyers’ attitude towards a model of Maruti car is a question needs answer. The specific objectives of the study are as follow.

i. To examine the theoretical nuances behind studying buyers’ attitude and behaviour.

ii. To examine common features and distinctive features among Maruti cars.
iii. To analyse empirically the factors which influence the buyers' attitude towards the eight models of Maruti cars.

iv. To bring out suggestions from the empirical analysis to enable the Maruti company to strengthen their distinctive features in a model of Maruti car which influences the attitudes of buyers mostly.

The study is confined to Salem District only. The response received from the sample group may not be totally true and may not respond the views of the entire population. To describe the existing situations survey method of research is adopted. In a survey method a statistical survey is conducted to analyse the existing marketing conditions.

The probability sampling was applied. While choosing the sampling unit, stratified disproportionate random sampling technique was adopted.

Both primary and secondary data were used for the purpose of this study.
CHAPTER - II

Of the four phases of economic activities viz. organizing, producing, distributing and consuming the goods and services, the consumption activity is considered the most significant. Because, there is no meaning in producing the goods and services unless there is no consumption.

In a buyers' market i.e. in an economy of plenty there is a wide variety of goods of all categories and services before the buyers' or consumers' preference. The preference of a consumer creates demand for goods and services and in terms accelerate the economic activity of the world in general and a country in particular. However, a consumer is influenced by many factors. There are also theories associated with Consumer Behaviour.

The Economic theory was developed by classical economists. According to classical economists, a consumer will continue to buy such products that will deliver him the most utility or maximum satisfaction at relative prices.

The essence of psychological theories lies in the fact that people learn from experience, and the results of experience will modify their actions
on future occasions. The importance of brand loyalty and repeat purchase concept of learning theory are more relevant in the field of marketing.

Psycho-analytic theories is developed from the thoughts of Sigmund Freud. He postulated that the personality has three basic dimensions, id the ego and the Super ego.

Socio-cultural theory asserted that man is primarily a social animal and his wants and behaviour are largely influenced by the group of which he is a member. The tendency of all people is to "fit in" a society in spite of their personal likes and dislikes, Culture, Sub-culture, Social Classes, reference groups, family, ...etc. are the different factor groups that influence buyer behaviour.

Psychographics also commonly referred to as life style analysis i.e. activities, interests and opinions. It is a form of consumer research that has been theoretically embraced by both marketing practioners and academic consumer researchers.

Perception is the process by which individuals, select, organize, and interpret stimuli into a meaningful and coherent picture of the world. It has strategy implication for marketers because consumers make
decisions based upon what they perceive, rather than on the basis of objective reality.

The most frequent types of risk, that consumers perceive are functional risk, physical risk, financial risk, social risk, psychological risk and time risk. The perception of risk by the consumer varies with the individual, the product, the shopping situation and the culture.

As such, the marketers can introduce new products in the market with the optimal number of acceptable risk reducing strategies.

CHAPTER – III

Maruti Udyog Limited (MUL) is the only largest car manufacturing establishment of Government of India as a Joint Venture undertaking with Suzuki Motors Corporation of Japan.

A buyer of Maruti car can easily understand the difference in appearance but could not understand the technical differences. In spite of differences there are many common features among the Maruti cars. Common features among Maruti cars such as all are Light Motor Vehicle, using radial tyres, using Japanese technology, can be had air conditioning facility, automatic gears shift, etc.
EMPIRICAL ANALYSIS AND RESEARCH FINDINGS

i. Out of 100 car owners, 94 were Male and 6 were Female respondents.

ii. Out of 100 car owners, 92 were married and 8 were unmarried respondents.

iii. Out of 100 car owners, 12 were with SSLC educational qualification, 54 were Degree holders and 34 were with Post Graduate degree holders.

iv. Out of 100 car owners, 16 were in Business/Profession, 50 were Agriculturists and 34 were salaried class.

v. All the 100 respondents are owners of the cars.

vi. Out of the sample of 100 car owners, all are satisfied with their cars.

vii. Price is a factor to influence buyers' preferences. Out of the 100 car owners, 92 considered Maruti 800 is comparatively the cheapest and 8 considered Maruti Omni.

viii. Out of 100 car owners, 80 considered Maruti Omni as the lowest fuel consuming car. Next to Maruti Omni, 18 considered Maruti 800, 2 considered Maruti Esteem as lowest fuel consuming cars.
ix. Out of 100 car owners, 88 considered Maruti Omni as the lowest Oil consuming car, 12 considered Maruti 800 as the lowest oil consuming car.

x. Out of 100 car owners, all the respondents considered Maruti Omni has the highest passenger capacity.

xi. Out of 100 car owners, 60 considered the appearance for Maruti Omni stands first, 24 considered Maruti Esteem, 6 considered Maruti 800 and 10 considered Maruti Baleno.

xii. Out of 100 car owners, 82 considered Maruti Omni cars for its longest life in terms of Kilometres for wheel tyres, 2 by Maruti Esteem, 4 by Maruti Zen, 8 by Maruti 800 and other 4 by Baleno.

xiii. Out of 100 car owners, 76 considered that spare parts are easily available for Maruti Omni cars at the lowest possible price, 24 considered Maruti 800.

xiv. Out of 100 car owners, 80 considered Maruti Omni for its economy in its maintenance, 2 considered Maruti Esteem, 14 considered
Maruti 800, 2 considered Maruti Baleno, 2 considered Maruti Wagon R.

xv. Out of 100 car owners, 90 considered Maruti Omni as the highest re-sale value car, 2 considered Maruti Esteem and 10 considered Maruti 800.

xvi. All the 100 Maruti owners as respondents for this study agreed that the use of LPG as a substitute for petrol will be more economical.

xvii. No Maruti owners of any model made necessary alteration in the registration certificate to fit LPG cylinder in their car.

xviii. Out of 8 models of Maruti cars, Maruti Omni runs in an average of 325 Kilometers for one LPG cylinder, 320 Kilometers by Maruti Esteem and Maruti 800, 310 Kilometers by Maruti Zen and Maruti Wagon R, 300 Kilometers by Maruti Alto and Maruti Baleno, and 275 Kilometers by Maruti Gypsy King.

xix. Out of 100 car owners, 60 wanted a few modifications in Maruti cars, 40 do not require any modification in Maruti cars.
Considering the various factors such as price of the car, fuel consumption, oil consumption, more passenger capacity, product appearance, life of the tyres, availability of spare parts, cheap maintenance and re-sale value, the Maruti Omni is preferred by majority of the Maruti respondents i.e. 8 percentage of the respondents prefer due to low pricing, 80 percentage prefer due to low fuel consumption, 88 percentage prefer due to low oil consumption, 100 percent prefer due to passenger capacity, 60 percentage prefer due to the long life of the tyres, 76 percentage prefer due to availability of spare parts, 80 percentage prefer due to easy maintenance and 90 percentage prefer due to good re-sale value.