CHAPTER-7

FINDINGS, CONCLUSIONS AND
RECOMMENDATIONS

The automobile industry is an important global driver of growth, income, innovation and employment. It plays a pivotal role in country’s rapid economic and industrial development. It facilitates the improvement in various infrastructure facilities like power, rail and road transport. It caters to the requirement of equipment for basic industries like steel, fertilizers, refineries, petrochemicals, shipping, textiles, plastics, glass, rubber, capital equipments, logistics, paper, cement, sugar etc. Due to its deep forward and backward linkages with almost every segment of the economy, the industry has a strong and positive multiplier effect and thus propels progress of a nation. The general findings of the study are as follows:

Findings

1) It was observed that, Indian automobile sector is one of the sun rising sector in India and a key contributor to the country’s economy. Factors like increasing purchasing power, new product launches, booming exports and easily available finances have resulted in increase in sale volumes in the sector. The rapid improvement in infrastructure including road, port, power and world class facilities for testing, certification coupled with availability of trained manpower and enabling government policies to promote fair competition made Indian automotive industry more competitive in world besides making the country a favorable destination for investment by global majors in auto industry.

2) It was revealed that, presently India is the world's second largest manufacturer of two wheelers, fifth largest manufacturer of commercial vehicles as well as largest manufacturer of tractors. It is the fourth largest passenger car market in Asia as well as a home to the largest motor cycle manufacture.
3) It was noticed that Indian automobile market is flourishing with green vehicles i.e eco friendly vehicles powered by alternative fuels with advanced vehicle technologies which includes battery electric vehicles, compressed air vehicles, hybrid vehicles, natural gas vehicles etc. Few popular hybrid cars include Toyota Prius, Chevrole Volt, Nissan Leaf.

4) As far as performance of Indian automobile industry is concerned, it was found that, the year 2011-12 recorded overall growth (includes passenger vehicle, commercial vehicle, three wheeler and two wheeler) of 12.24 percent over 2010-11. In 2011-12, the commercial vehicle segment registered growth of 18.19 percent in domestic sales category over 2010-11 whereas the domestic sales of three wheeler segment recorded negative growth of 2.42 percent in year 2011-12 over 2010-11. (Table 1.6)

5) As far as automobile production is concerned, it was disclosed that, the year 2011-12 registered growth of 4.71 percent over 2010-11 in passenger vehicle category whereas the two wheeler segment in year 2011-12 recorded growth of 15.76 percent over 2010-11. Also in commercial vehicle production, the year 2011-12 witnessed growth of 19.82 percent over 2010-11. (Table 1.7)

6) It was noticed that, in automobile export, passenger vehicle segment recorded growth of 14.17 percent in year 2011-12 over 2010-11 and the commercial vehicle segment registered growth of 25.14 percent in 2011-12 over 2010-11. In year 2011-12, the two wheeler segment registered growth of 27.13 percent over 2010-11. (Table 1.8)

7) It was revealed that, with an object to boost the Indian automobile sector, the Indian government has taken several initiatives and various policies. Few automobile policies and programmes which boosted the Indian automobile sector includes- Modernization programme, Phased manufacturing programme, Auto policy 2002, National Automotive Testing and Research & Development Infrastructure Project (NATRIP) Project, Automotive Mission Plan 2006-2016.

8) As far as domestic sales is concerned, it was observed that, in compact segment Maruti Suzuki recorded growth of 2.42 percent in year 2008-09 over 2007-08 whereas in mid size segment, the company registered growth of 53.90 percent in 2008-09 over previous year. Hyundai motors in compact segment registered growth of 15.99 percent in year 2008-09 over 2007-08 whereas in mid size segment, the company registered negative growth of 3.69 percent in 2008-09 over 2007-08. (Table 4.10)
9) The disclosure of the study was that in export, Hyundai motor exported 2,28,386 vehicles in year 2008-09 in compact segment and registered growth of 76.96 percent over 2007-08 whereas in same segment, Maruti Suzuki exported 54,099 vehicles and registered growth of 57.26 percent in year 2008-09 over 2007-08. (Table 4.13)

10) It was noticed that, Maruti Suzuki India Ltd and Hyundai Motors India Ltd are the two leading automobile giants in India who have grabbed the major market share. Maruti Suzuki has been customer’s preferred and trusted brand because of its good mileage, better after sales service and variety of models offered for all target market whereas Hyundai Motor has been the second largest passenger vehicle manufacturer in Indian automobile market that is well known for its continuous innovations & unique featured vehicles with comfort and luxury.

11) It was found that, Maruti Suzuki and Hyundai motor became successful in India because of its innovative marketing & customer care strategies.

Maruti Suzuki’s some innovative advertising strategies include point of sales, mobile promotions and online marketing. As far as marketing is concerned, Maruti had collaborated with Google for digital marketing. It was also noticed that, with an object to tap the rural customer and as a part of aggressive marketing strategy, Maruti Suzuki promoted its brands in rural events to sales fairs.

12) It was revealed that, with an object to reach the rural customers, Hyundai motor adopted innovative marketing strategy i.e Hyundai Utsav. Hyundai under this strategy targeted Mandi or local wholesale marketplace as the marketing venue. It was also noticed that as a part of strategy, to promote the rural sales and in order to facilitate rural financing, Hyundai had tied up with various public sector banks. It was also found that as a part of promotional strategy, Hyundai had tied up with ICC cricket world cup and as a part of sales promotion strategy; Hyundai annually organizes ‘Miles & Smiles Rally’.

The following are the findings based on Customer perceptions regarding their vehicles i.e Maruti Suzuki and Hyundai Motor brand.

1) In a survey it was found that the occupation pattern of respondents is a mixture of servicemen, businessmen, self employed person, students, farmers and retired. It was noticed that, the maximum respondents in the total population belongs to business
category. It was also disclosed that 50.8 percent respondents are businessmen and self employed whereas 39.5 percent respondents are servicemen. Today in 21st century, because of modern cultivation practices, the farmers are earning as per their expectations, due to which they are very conscious about improving their living standard. It was found that 8.2 percent respondents in the total population are farmers and 1.1 percent respondents are retired persons.

2) It was found that the annual income of 50.6 percent respondents is in between 2-5 lakhs per annum where as the annual income of 45.4 percent respondent is above 5 lakhs. Also there is an only 4 percent respondent whose annual income is below 2 lakhs per annum. As per the report, rising income level among Indian population lead to increased affordability, increasing domestic demand for vehicles, especially in the small car segment.

3) It was found that, 66.6 percent respondents own Maruti Suzuki vehicles whereas remaining 33.4 percent respondents own Hyundai Motor vehicle. Currently, Maruti Suzuki India Limited and Hyundai Motors India Ltd are the leaders in Indian automobile market who grabbed major market share because of its quality vehicles with innovative features.

4) In a survey it was noticed that out of 66.7 percent Maruti respondents, 17.4 percent respondents own Swift, 17 percent respondents own Alto and 6.1 percent respondents own Wagon-R brand. It was also noticed that, 5.5 percent i.e 26 respondents own DZire, 1.1 percent respondent own A-Star, 1.5 percent i.e 7 respondents own SX4, 1.9 percent respondents own Maruti 800 whereas 2.9 percent respondents possess Ritz brand.

5) In a survey it was observed that, out of 33.4 percent Hyundai respondents, 7.6 percent respondents own Eon, 2.9 percent i.e 14 respondents own Santro, 5.9 percent respondent own i10 and 8.2 percent respondents are having i20 car. It was also noticed that, .2 percent respondents own Getz whereas 7.8 percent customers own Verna.

6) It was revealed that, nearly 65.8 percent car owners are driving their vehicle since less than one year. 29.6 percent car owners stated that they are driving their car during last 1-3 year, 2.7 percent respondents acknowledged that they are driving their vehicle during last 3-5 years whereas according to 1.9 percent car owners they are driving their vehicles since more than 5 years.
7) Regarding source of information, it was noticed that, in view of some respondents, friends and relatives is the more trusted and reliable source of information because when customer decides to buy anything, especially car, he/she generally discusses or take information, opinions, suggestions from relatives or friends who already own a car. In a survey it was observed that, presently customers trust more on word of mouth publicity rather than just advertisement of news papers, magazines and television. It was also found that, 32.8 percent respondents came to know about their vehicle through their friends and relatives, 19.1 percent respondents agreed that news papers is the vital source of information, 91 respondents opined that they came to know about their vehicle through TV advertisements. Also 6.3 percent respondents acknowledged that they came to know about their vehicle through internet where as 1.3 percent i.e 6 respondents opined that they came to know about their vehicle by other means i.e hoardings, through exhibitions, personal visit to showrooms, electronic displays etc.

8) The majority i.e 98.3 percent respondents agreed that their vehicles were delivered with all features promised at the time of sales whereas remaining respondents told that their vehicles were not delivered with all features promised at the time of sales.

9) Customers generally prefer the vehicle on certain parameters which help them in making right decision about purchasing. In a survey it was found that, as far as Maruti vehicles are concerned, the respondent preferred Maruti cars on vital parameters like Fuel efficiency, better after sales service, comfort and convenience, exterior, availability of spare parts. It was disclosed that, some respondents preferred Maruti vehicles on parameters like competitive price, safety features, interior, demand of vehicle and image of company. where as in view of 14 Maruti respondents, they preferred Maruti vehicle because of its good resale value. In case of Hyundai Motors it was noticed that, the respondents preferred Hyundai cars because of comfort and convenience, interior, exterior, fuel efficiency. Few respondents stated that they preferred Hyundai vehicles because of some crucial parameters like competitive price and discounts offered by company, safety features, better after sales service, demand of vehicle and image of company. It was also noticed that, 15 respondents preferred Hyundai vehicle because of availability of spare parts.

10) In case of Maruti Suzuki, 226 respondents reported that, their vehicle is fuel efficient vehicle where as 243 respondents opined that, their vehicle is comfort and convenient. Also 212 Maruti respondents agreed that their vehicle is having less maintenance, 30
respondents acknowledged that their vehicles are having good resale value whereas 156 respondents stated that, the exterior of their vehicle is better than other vehicle. In case of Hyundai vehicle, it was noticed that, comfort & convenience is the most vital feature according to 157 respondents. Also 87 respondents’s experienced that their vehicle is well equipped with all safety features. It was also observed that, according to 141 respondents, the exterior of their vehicle is better whereas 135 respondents experienced that their vehicle is fuel efficient vehicle.

11) As far as opinion about price of vehicle is concerned, 40.5 percent respondents stated that, the price of their vehicle is competitive, 39.5 percent respondents stated that, the price of their vehicle is affordable. Also 18.1 percent respondents opined that, the price of their vehicle is excessive whereas 1.9 percent respondents agreed that, the price of their vehicle is lower.

12) It was noticed that, in view of 79 percent respondents, advertisement and brand ambassadors plays vital role in promoting the brand successfully in the market and it is the need of today’s era. They stated that investing in advertisement and brand ambassador is fruitful whereas 21 percent respondents opined that, there is no need of advertisement to promote the brand. Few respondents also opined that, there is no need of advertisement for Maruti Suzuki, as the company already created its good brand image and goodwill in the Indian automobile market.

13) In a survey it was disclosed that, in view of most of the Maruti respondents, fuel efficiency is vital factor which creates good brand image of vehicle. Few Maruti respondents reported that good after sales service is vital factor which makes a brand strong and popular. It was noticed that according to some Maruti respondents, less maintenance is one of the crucial features whereas in view of some respondent’s good interior, exterior and comfort & convenience are the key features which builds a good brand image of vehicle. In view of some respondents safety feature, resale value is vital features which boosts good brand image of vehicle. As far as Hyundai motor is concerned, the maximum respondents opined that comfort and convenience is vital feature that builds a strong brand image of vehicle. In view of few respondents it was also found that features like good interior and exterior, fuel efficiency makes a brand very strong & popular. In view of some Hyundai respondents good after sales service, safety features & less maintenance are essential features which create a strong brand image whereas few Hyundai respondents told that competitive price is vital feature which creates good brand image of vehicle.
14) Regarding overall vehicle satisfaction, it was found that, 50.4 percent respondents are highly satisfied with their vehicle, 37.2 percent respondents are satisfied, whereas 1.1 percent respondents are least satisfied with their vehicle. It was also observed that .2 percent car users are not overall satisfied with their vehicle.

15) As far as after sales service problem is concerned, 92.4 percent respondents reported that they have not faced any problem regarding after sales service whereas 7.6 percent respondents agreed that they faced problem regarding after sales service.

16) As far as overall after sales service is concerned, it was revealed that, 85.1 percent respondents are satisfied, 6.9 percent respondents are good satisfied and 4.8 percent respondents are highly satisfied with overall after sales service. In a survey it was also disclosed that 2.3 percent respondents are least satisfied whereas .8 percent respondents are not satisfied with overall after sales service provided by dealers.

17) It was revealed that, in view of 98.1 percent respondents, they would like to refer their brand to their friends and social class whereas 1.9 percent respondents opined that they would not like to refer their brand to their friends.

18) It was disclosed that, in view of 70.8 percent respondents, the dealer provided them good services, 22.1 percent respondents opined that the dealer offered them very good service, 3.2 percent respondents agreed that the dealer provided them excellent service whereas 3.6 percent respondents acknowledged that the dealer has provided them just average services. Also .4 percent respondents opined that the dealer has provided them poor service.

19) As far as resale value is concerned, 84.2 percent respondents stated that, their vehicle is having good resale value as compared to competitor whereas 15.8 percent respondents opined that their vehicle does not possess good resale value.

20) It was found that, according to the opinion of 44.3 percent respondents, comfort is the most vital influencing factor which enhances the demand of car whereas in view of 40.5 percent respondent, fuel efficiency is another important factor which increases the demand of car. In view of 7.6 percent respondents, price is vital influencing factor which increases the demand of car whereas 6.5 percent respondents acknowledged that durability is the crucial influencing factor which enhances the demand of car.

21) In opinion of 27.1 percent respondents it was disclosed that, demand of vehicle depends on resale value whereas 72.9 percent respondents agreed that the demand of vehicle not depends on resale value.
22) According to 96.6 percent respondents it was revealed that, the demand of vehicle depends on fuel efficiency whereas 3.4 percent respondents opined that the demand of vehicle not depend on fuel efficiency.

23) It was noticed that 12.4 percent car users would like to replace their vehicle in future whereas 87.6 percent respondents opined that they are not interested to replace their vehicle in future.

24) It was observed that, the overall buying experience of 58.4 percent respondents is very much better than their expectation, also 40.8 percent respondents stated that their overall buying experience is same like their expectation whereas .8 percent respondents stated that, their overall buying experience is worse than their expectations.

25) During survey, the respondents opined that the mechanics in workshop are not cooperative and not well trained.

26) During survey it was also found that the customers are not very much satisfied with the dealers because of long waiting period of vehicle servicing. It was also found that the numbers of mechanics in dealers’ workshop are not sufficient due to which there is delay in servicing the vehicle.

27) During survey it was noticed that, the respondents are not satisfied with after sales service provided by Maruti Suzuki dealers because few respondents stated that the mechanics in workshop deliberately forced them to replace the parts i.e accessories of their vehicle though it was in good condition.

28) As far as Maruti Omni and Eeco vehicle is concerned, it was found that, the respondents are not satisfied with the seating positions of those vehicles. Also few respondents stated that in Eeco model there is a problem of axel in front wheel.

The following are the findings based on dealer perceptions regarding Maruti Suzuki and Hyundai Motor vehicles.

29) Most of the Maruti Suzuki dealers in Marathwada region opined that, Fuel efficiency, better after sales service, safety features and comfort & convenience are essential features that customer prefers while buying the vehicle, according to some dealers, the customer generally prefers availability of spare parts, easy availability of vehicle, demand of vehicle, competitive price & better exterior while buying the vehicle. It was noticed that, in view of Hyundai Motor dealers in Marathwada region, the
customers generally prefers comfort & convenience, interior, exterior and safety features while buying vehicle whereas according to few dealers, the customer prefers fuel efficiency, competitive price, image of company & demand of vehicle before buying the vehicle.

30) It was disclosed that, in view of some Maruti Suzuki dealers, Alto is the highest selling model of Maruti because of its good mileage, less maintenance and economical price. According to few Maruti dealers, Swift and Dzire are the highest selling models because of its nice mileage, stylish look and comfortness. According to some Hyundai dealers, presently Eon is the best selling model of Hyundai due to its stylish look, attractive mileage, comfort and economical price whereas according to few Hyundai dealers i10, i20 and Verna are the highest selling models of Hyundai because of its comfortness, advanced and innovative technology, better exterior, interior, best driving feel and safety features.

31) It was found that, as far as quality rating is concerned, majority Maruti & Hyundai dealers have marked Maruti & Hyundai vehicles as excellent vehicle.

32) Many Maruti dealers stated that the reasons of success of Maruti Suzuki are its good after sales service, strong service network especially urban to rural service network, low maintenance cost of vehicle, nice mileage, strong marketing and understanding the needs of customers whereas Hyundai dealers opined that the reason of success of Hyundai Motor are nice style, better performance of vehicle, use of new generation technology, comfortness, continuous innovations, value added features & customer caring strategy.

33) According to most of the Maruti & Hyundai dealers it was found that, comfort & convenience, fuel efficiency, safety features, good interior & exterior, after sales service are the essential features that helps to build a good brand image of company.

34) In view of most of the Hyundai dealers it was observed that, Hyundai vehicles are better than its competitors due to features like safety & convenience, less maintenance, stylish look, performance, comfortness and after sales service whereas according to majority of Maruti dealers, Maruti vehicles are better than its competitors because of its competitive price, brand value, better after sales service, good mileage, low maintenance, resale value & comfortness.

35) In opinion of most of the Maruti dealers it was observed that, there is good resale value for Maruti vehicles than its competitors due to its affordable price, better after sales service, value for money, reliability, nice mileage, less maintenance and easy
availability of service network whereas in view of majority Hyundai dealers, Hyundai vehicles possess good resale value than its competitors because of its brand value, comfortness, advanced technology, safety features, great performance, mileage etc.

36) According to few Maruti dealers increasing customer affordability is one of the vital factor due to which the demand of car has been increased whereas few Hyundai dealers stated that comfort, fuel efficiency & use of advanced technology are essential factor which enhances the demand of car.

37) In view of Maruti & Hyundai dealers, it was found that the demand of vehicle depends on resale value whereas very few Maruti & Hyundai dealers opined that the demand of vehicle not depends on resale value.

38) In view of majority of Maruti & Hyundai dealers, it was noticed that the demand of vehicle depends on fuel efficiency whereas very few dealers opined that the demand of vehicle not depends on fuel efficiency.

39) As far as marketing strategy is concerned, most of the Maruti dealers in Marathwada region opined that, they prefer local newspaper and hoardings to promote their brands. Also few dealers told that they promote their brand through organizing one day mela in rural areas whereas most of the Hyundai dealers told that, they are promoting their vehicles through media like newspaper, hoardings and internet. Few Hyundai dealers stated that they promote their brands through loan mela and field activities. During survey few Maruti & Hyundai dealers opined that obtaining new references through existing customer is the best strategy to promote the brand.

40) In a survey, it was found that in view of Hyundai dealers, Maruti Swift, Wagon R, Ford Figo and Cheverolet Beat are the major competitor of Hyundai motors whereas according to Maruti dealers, Hyundai Santro, i10, i20, Tata Indica are the major competitors of Maruti Suzuki.

41) During survey few Hyundai dealers opined that the rear suspension of new fluidic Verna is not good.

42) In a survey it was observed that few Hyundai dealers are not satisfied with dealer distribution system.
Conclusions

The conclusions drawn from testing of hypothesis are as follows-

- Research hypotheses one states, There is positive association between Price and Customer satisfaction of the auto products of both the auto companies’ i.e Maruti & Hyundai. The ANOVA statistics rejected the null hypothesis. This means that there is positive association between Price and Customer satisfaction of the auto products of both the auto companies’ i.e Maruti & Hyundai.

From the table 6.5, it is found that 266 respondents preferred the model having price between Rs.3,00,000 to 6,00,000 hence from the above it is concluded that, consumers are very price sensitive and this particular class is having income in the range belongs to middle class. Thus, in the perception of researcher, penetration pricing strategy is more suitable for Indian automobile sector.

From the table 6.15, it is found that as far as overall vehicle satisfaction is concerned, majority i.e 98.7 percent customers are satisfied with their vehicles. This may be due to the few breakdowns, comfort & convenience, good after sales service and strong service network developed by Maruti Suzuki and Hyundai Motors. Also from the table 6.12, it is found that in opinion of 39.5 percent Maruti & Hyundai respondents the prices of their vehicle are affordable whereas 40.5 percent respondents agreed that the price of their vehicle are competitive this clearly indicates that as far as price of vehicle is concerned, majority of the Maruti and Hyundai respondents are satisfied because of affordable and competitive price of their vehicle. Hence we can conclude that there is positive association between price and customer satisfaction of the auto products of both the auto companies i.e Maruti & Hyundai.

- Research hypotheses two states, There is significant association between Fuel efficiency and Demand for the auto products of both the auto companies’ i.e Maruti & Hyundai. The hypotheses was tested and rejected by using one way ANOVA test. This means that there is significant association between Fuel efficiency and Demand for the auto products of both the auto companies.

From the table 6.6, it is observed that in opinion of 253 Maruti & Hyundai respondents, the mileage i.e fuel efficiency of their vehicles ranged in between 18-21
Km/litre means those 53.2 percent respondents have owned their vehicles on the basis of fuel efficiency. This shows that the vehicle demand is strongly depend on fuel efficiency.

From the table 6.10, it is observed that maximum respondents preferred Maruti Suzuki vehicles- especially 800, Alto, Wagon R, Swift because of better fuel efficiency whereas most of the respondents preferred Hyundai vehicles especially Eon, Santro, i10 because of the nice mileage.

Also from the table 6.23 it is found that, in view of 96.6 percent respondents, demand of vehicle depends on fuel efficiency. It is found that, consumers today are very much conscious about fuel efficiency and due to increasing prices of petrol and diesel they are preferring fuel efficient vehicles as table 6.21 clearly depicts that in view of 40.5 percent respondents, fuel efficiency is crucial influencing factor which increases the demand of car. Also during survey most of the Maruti & Hyundai dealers agreed that the demand of vehicle depends on fuel efficiency. Hence from the above it can be concluded that the fuel efficiency and demand for the automobile are strongly correlated.

- Research hypotheses three states, The demand of vehicle depend upon resale value. The hypotheses was tested and rejected by using Pearson Chi square test. This means that the demand of vehicle is depend on resale value.

In cross tabulation, table 6.30 clearly depicts that the positive responses (i.e Yes) on both side i.e ‘good resale value of vehicle’ with ‘demand of vehicle is depend on resale value’ are 118 whereas the negative responses of customers (i.e No) on both side are 64. Also few customers’ opined that they preferred their vehicle due to resale value. This clearly indicates that demand is based on resale value hence it is concluded that demand of vehicle depends on resale value.

**Recommendations**

The present study suggests following recommendations to improve the performance of automobile industry especially Maruti Suzuki India Limited and Hyundai Motors India Limited along with their dealers in Marathwada region.

1) In a survey it is observed that, the maximum car users are businessman and servicemen. Maruti Suzuki and Hyundai Motor should focus to fulfill the needs of
businessman & service people and try to provide them the best and value added services. Marathwada is a region where there is large customer base available in rural areas hence Maruti & Hyundai should try to tap the rural customers by providing them some attractive financial incentives and offers & in this regard the companies should take additional effort on organizing loan melas, road shows to promote their vehicles.

2) To boost the sales, it is also recommended that the companies in association with banks and financial institutions should provide the vehicle loans to middle class and rural customers with a very low interest rate.

3) Today youths are very much conscious about enhancing their lifestyle. The companies must not forget that the youths once convinced they can easily convince their parents to buy a car, as buying a car is a family decision where all the family members plays vital role. Hence the companies should promote and advertise their vehicles at colleges, shopping malls etc & in this regard, Maruti & Hyundai should give some additional discounts, incentives or special offers for college students who intend to be car owners.

4) In order to promote cars and to create the awareness among youths, Maruti & Hyundai should organize various programmes, events and competitions like poster competition, drawing competition, quiz competition etc for college and school students in Marathwada region. For successful promotion of all brands Maruti Suzuki and Hyundai motor should provide sponsorships to major programmes of leading colleges & schools & in this regard the companies through their Maruti & Hyundai dealers should organize various events and programmes in coordination with colleges.

5) In India, women’s are still lagging to be a car owner, especially in Marathwada region where there is a great need to create awareness & to provide platform for women who intend to be car owners. In a survey it is found that, there are very few females who own car. In this regard the companies should provide various financial incentives, schemes for women who aspire to be a car owner. It is also observed that because of fear of driving, women are lagging in driving the vehicle, for this the companies should start free driving classes for those women’s in association with their dealers which will surely enhance the confidence of women.

6) In current scenario, petrol and diesel prices are continuously increasing due to which the customer is very much conscious towards fuel efficient vehicles. In a survey it is observed that the maximum respondents are servicemen and businessmen and they
prefer fuel efficient car. During survey the maximum respondents agreed that the demand of vehicle is depend on Fuel efficiency hence to increase the demand of their vehicles and to capture the major market share, Maruti & Hyundai companies should launch more fuel efficient vehicles by using advanced technology. Also to cope up with sudden scarcity of Petrol or Diesel, the companies should focus on dual fuel vehicles like Solar, CNG & Electric which should be affordable to the middle class people.

7) Price is very crucial factor which plays vital role in buying vehicle especially in Marathwada region where the maximum people belong to middle class family. In a survey it is found that the annual income of maximum respondents is in between 2-5 lakhs p.a. During survey it is also found that in view of few respondents, the price of their car is excessive hence it is recommended that the companies should fix affordable price of their vehicles so that a middle class person can easily afford it.

8) In present scenario, Maruti & Hyundai is promoting their vehicles by way of TV advertisement, news papers, magazines, internet and hoardings. In a survey some respondents stated that friends and relatives are the vital source of information for them. Also in opinion of some Maruti & Hyundai dealers in Marathwada region, the maximum buyers are approaching to automobile showrooms due to references from their friends, colleagues and relatives. Hence the automobile companies especially Maruti & Hyundai through their dealers should satisfy their existing customers & try to keep in touch with them. This will enhance the trust and will create the strong bond in between company, dealer and customer. The companies should always focus to delight their existing customers. It is phenomenon that the customer when delighted engages in positive word of mouth publicity.

9) Considering the potential customers in rural areas, the companies should give advertisements in local news papers to create more and more awareness & to promote their brand.

10) After sales service is a very crucial feature according to customer point of view. In a survey it is observed that some respondents are not satisfied with after sales service. During survey few Maruti customers opined that they are disappointed from dealers, as the dealer has not provided them proper after sales service & during vehicle servicing, the mechanics at dealer workshop has not listened to their problems and few of them talk rudely. Hence it is recommended that the companies should focus on providing prompt and good after sales service to their customers. Also the companies
should instruct their dealers to give proper behavioral training to their mechanics. Such training will improve the attitude of mechanics.

11) During survey the fact came into light that many times the customers complained regarding long waiting list for servicing their vehicle. Hence it is recommended that the dealers should increase the number of mechanics along with sufficient space in their workshop. This will definitely reduce the customer complaints.

12) With an intention to satisfy the customer regarding after sales service, it is recommended that the companies should directly contact with their customers through telephone, email and should take feedback regarding after sales service. This will help the companies to understand the exact problems, views and opinions of their customers. In this regard the companies through their dealers should organize periodical customer meets in every 4-6 months with some entertaining programs for their family. This will help companies to retain their customers.

13) Dealer plays vital role and act as a mediator in between customer and company. The companies should periodically contact with their dealers through dealers meet & general meetings where the companies will come to know the views, ideas, opinions, problems & some valuable suggestions of their dealers which will be fruitful for the company to make some innovations and to alter their strategies. Hence it is recommended that the companies should welcome the suggestions given by their dealers. Also to increase the sales & to boost the confidence of dealers, companies should give attractive margin to their dealers.

14) The dealers should take feedback from their customers to know whether the customers are really satisfied with after sales service and with overall vehicle. The dealers should ask the customers to give the suggestions. If the suggestions of customers are valid then those suggestions should be taken into consideration to make the customers satisfied. It is also recommended that the dealers should delight their customers by offering them value added services rather than just retaining them. This will boost the trust among dealers and customers.

15) Today due to high prices of petrol the customers are preferring diesel version vehicles. In a survey it is found that for Swift, Swift Dzire and i20 model there is waiting list & especially for diesel version model there is long waiting list. During survey & after discussion with Maruti & Hyundai dealers it is found that as far as compact car segment is concerned the customers are preferring diesel version model. Hence to capture the major market share, it is recommended that Maruti Suzuki
should launch its Alto, Wagon R, Eeco and Omni model in diesel version whereas Hyundai Motors should launch diesel version of Santro and i10 model. This will boost the sales of both the companies.

16) During survey it is disclosed that, most of the customers are not satisfied with the seating position of Omni. Also as per the opinion of some Hyundai dealers, the rear seat suspension of new fluidic Verna should be improved. Considering all those issues it is recommended that Maruti Suzuki should improve the seating position of Omni and Eeco & Hyundai Motors should improve the rear seat suspension of new fluidic Verna. As far as Alto is concerned the company should provide more space in Alto.

17) During survey it is noticed that a middle class person aspires to have owner of Hyundai car but he cannot dare due to high prices of it. Hence it is recommended that Hyundai Motors should decrease the prices of their vehicles to attract middle class person.

18) As per the opinion of few Hyundai customers, it is noticed that, the customer wishes to own a 8-10 seater vehicle in affordable price hence it is recommended that Hyundai Motor should launch 8-10 seater vehicles in reasonable price like Tata Sumo and Mahindra Scorpio, Xylo. This will enhance the market share of Hyundai Motor.

19) It is recommended that Maruti Suzuki should launch its new version of Eeco with lot of improvements in existing version. This will enhance the market share of Eeco.

20) It is also recommended that Hyundai Motor should focus on more TV & news paper advertisements to promote their vehicles. And considering the potential market in rural areas especially in Marathwada region, Hyundai Motor should promote their brand in rural areas through local news paper advertisement.

21) Price of accessories is very crucial factor in buying vehicle. Many customers generally refuse to buy the vehicles because of expensive accessories. During survey it is found that, in view of few respondents, the accessories i.e spare parts of Hyundai vehicles are too much expensive. Hence it is recommended that, Hyundai should decrease the prices of its vehicle accessories.

22) During survey the customers opined that they were forced to buy the accessories from dealer’s showroom only hence it is suggested that customer’s should not be forced to buy the accessories from dealer’s showroom only. There should be willingness in buying accessories.

23) During survey few customers opined that the mechanics in workshop was not well trained and few customers complained that the mechanics were deliberately forced
them to replace the spare parts though it was in good condition. Hence it is recommended that the dealers should change the attitude of their mechanics by providing them proper training.

24) The dealers should always keep all the accessories and spare parts available in their showroom as during survey few customers complained that, there was shortage of spare parts in showrooms.

25) The companies should periodically organize the free vehicle check up camps for their customers.

26) The dealers should restructure the vehicle servicing system and should give quick vehicle delivery to the customers.

27) The dealers should increase the number of good mechanics for providing quality vehicle servicing and should try to minimize the labor charges.

28) Automobile companies should conduct meetings with marketing & sales managers, Production managers, and customer care officers to frame innovative strategies.

29) To capture the major market share especially in middle class segment, Hyundai Motor should launch its Santro and i10 in diesel version and try to reduce the price of vehicles.

30) Considering the huge industry base of Aurangabad and Jalna, Maruti Suzuki & Hyundai Motor through their dealers should give attractive discounts for people working at industries.

31) As far as Marathwada region is concerned, it was observed during survey that in few districts like- Hingoli, Osmanabad and Parbhani, no authorized Maruti & Hyundai dealer showroom was available hence it is recommended that the companies should call application for dealership in those districts to promote their brands.

32) To match the demand and supply of vehicles it is recommended that, the companies should minimize the waiting period of their popular models and in this regard the companies should also improve the dealer distribution system.

The above recommendations are based on the primary data collected from customers and dealers of Maruti Suzuki & Hyundai Motors in Marathwada region. Those recommendations are suitable mainly for Marathwada region as the above recommendations has been given on the basis of survey and discussions done with customer and dealers of Marathwada region. Those recommendations are not suitable for other regions because when the region changes, suddenly a change occur at
geographic, demographic environment and behavioral aspect. Also the perception, views, opinions of customers and dealers of other regions might be different.

The above recommendations are prepared very carefully & application of those recommendations will definitely enhance the sales, improve the after sales service & overall performance of dealers of Maruti Suzuki & Hyundai Motor as well as automobile companies especially Maruti Suzuki India Limited and Hyundai Motors India Limited. The above recommendations if applied properly will not only satisfy the customer but will delight them.

The Indian automobile industry is a booming industry which has witnessed a tremendous growth. Today the Indian automobile market has crowded with lot of renowned national and global companies. In today’s stiff competition, automobile companies if want to sustain for long must focus on continuous up gradations, innovations & need to frame distinctive, fair & ethical business strategies also the companies should focus on providing good after sales service along with better value added services.

In current scenario the focus of automobile companies should be to delight their customers rather than just satisfying them. The automobile companies should not forget the important quote of Mahatma Gandhi as follow:

**A Customer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an interruption in our work. He is the purpose of it. He is not an outsider in our business. He is part of it. We are not doing him a favor by serving him. He is doing us a favor by giving us an opportunity to do so.**