CHAPTER - VII

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 INTRODUCTION

This chapter deals with summary of findings, suggestions with conclusion. In modern times, the marked increase of the earning capabilities of individuals has brought about enormous changes in human relationship and this is remarkable noticeable in all market. In earlier days, food, clothing and housing were the main concern of most of the people. Consumer behaviour in general, is the process whereby individual decide what, when, how and from whom to purchase goods and services. It is influenced by cultural, social, personal and psychological factors and includes all types of the behaviour that consumer display in buying, using evaluating and disposing. And so, it reflects the totality of a consumer’s actions as regards to the acquisition, consumption and disposition of goods and services, including the decision –making process that precedes buying process and past buying orientation.

The study is aimed at measuring the level of satisfaction perceived by the Maruti car users. For this purpose, 900 sample respondents were selected on random basis in Salem district of Tamilnadu. Field survey technique was employed to collect the first hand information from the sample respondents. In this chapter, an attempt is made to bring the key findings and to arrive at the conclusion. Based on these findings, a few suggestions have also been made.
5.2 FINDINGS

From the analysis made out of the data collected from 900 sample respondents, the following are the findings.

1. From the analysis it is noted that the majority (28.6%) of the respondents have came to know about Maruti cars from their colleagues.

2. It is witnessed from the analysis that the majority (29.1%) of the respondents have an idea about Maruti cars from the advertisement in the newspapers.

3. It is found from the analysis that the majority (18.0%) of the respondents opined that the heads of the family and the children are deciding authority to purchase the Maruti cars.

4. It could be observed from the analysis that the majority (23.2%) of the respondents have purchased their Maruti cars through brokers.

5. It is found from the analysis that the majority (62.6%) of the respondents are purchasing the Maruti car on cash basis.

6. It is noted from the analysis that the majority (46.9%) of the respondents are preferred loan from bank because of strict procedure followed by private financiers in case of non-repayment of dues.

7. It is observed from the analysis that the majority (44.7%) of the respondents are preferred to pay car loan on monthly instalment instead of either once in six months or yearly instalment.
8. It is evident from the analysis that the majority (25.0%) of the respondents are selected the particular model of car from the point of view of low fuel consumption.

9. It is cleared from the analysis that the majority (23.2%) of the respondents are using those Maruti cars which are giving 11 to 15 kms mileage for every one litre of petrol.

10. It is viewed from the analysis that the majority (85.4%) of the respondents are not fitted gas kit in their cars.

11. It is implied from the analysis that the majority (57.3%) of the respondents are fitted gas kit due to economical point of view.

12. It is evident from the analysis that the majority (42.3%) of the respondents are more influenced by the factor “brand image” to purchase Maruti car.

13. It is noted from the analysis that the majority (45.2%) of the respondents are satisfied towards the factor “road worthiness” or “ground clearance” while driving the Maruti cars.

14. It is opined from the analysis that the majority (54.8%) of the respondents are satisfied with accessibility towards the price and place of Maruti cars.

15. It is implied from the analysis that the majority (34.9%) of the respondents are satisfied with the sales promotional activity in the form of free gifts given for Maruti cars.

16. It is cleared from the analysis that the majority (30.2%) of the respondents are frequently shift over to another car within the period of 5-10 years.
17. It is shown from the analysis that the majority (78.8%) of the respondents are preferred to buy the same brand at the time of replacement of old car.

18. It is witnessed from the analysis that the majority (72.3%) of the respondents are not selecting the same brand because such cars are “Not up to their level of satisfaction”.

19. It is noted from the analysis that the majority (75.2%) of the respondents are not willing to own more than one car.

20. It is examined from the analysis that the majority (15.2%) of the respondents are choosing to buy swift – VDI cars.

21. It is observed from the analysis that the majority (54.7%) of the respondents are like to suggest their friends and relatives to buy Maruti cars.

22. It is studied from the analysis that the majority (32.1%) of the respondents are suggested to purchase Maruti cars for the reason of low maintenance cost.

23. It is inferred from the analysis that the majority (73.7%) of the respondents are not recognized the dealer’s service after purchase the car.

24. It is observed from the analysis that the majority (54.9%) of the dealers contact the respondents once in a month.

25. It is noted from the analysis that the majority (32.9%) of the dealer contact the respondents for the purpose of reminding about the free services of car.
26. It cleared from the analysis that the majority (32.6%) of the respondents have said that they expect assistance from their dealers for giving insurance claims without any delay.

27. It is observed from the analysis that the majority (29.3%) of the respondents are highly satisfied with after sales service of the dealer.

28. It is noted from the analysis that the majority (28.8%) of the respondents are getting information from the sales manager to know about the special features of Maruti car.

29. It is inferred from the analysis that the majority (45.1%) of the respondents approached the salesman for 2 times before selecting the car.

30. It is observed from the analysis that the majority (75.0%) of the respondents are convinced through canvassing for the purchase of Maruti cars.

31. It is inferred from the analysis that the majority (72.9%) of the respondents are not convinced because the salesman is unable to answer certain queries related to operation and performance of the car.

32. It is cleared from the analysis that the majority (84.0%) of the respondents are purchased the Maruti cars through the knowledge of advertisement.

33. It is understood from the analysis that the majority (71.6%) of the respondents like to recommend others to buy his same brand of car owned.
HENRY GARRETT RANKING TECHNIQUE

By using Henry Garrett Ranking Technique, it is learnt from the analysis that,

1. It is found from the analysis that the majority (52.2 mean score) of the respondents are interested in the purchase of the Maruti car because it is very economical in price–wise and a fuel consumption-wise.

2. It is clear from the analysis that the majority (53.1 mean score) of the respondents are faced the problems with dealer because they charges higher cost and takes longer time for servicing.

3. It is noted from the analysis that the majority (75.4 mean score) of the respondents are faced the problems towards Maruti car as ‘unable to control high speed’ while driving and ‘not sturdy’ in its chase.

4. From the analysis, it is cleared that the level of influence towards purchase of Maruti cars is positively associated with their age, occupation, monthly family income, period of using the car, type of car using and model of car in the study area.

5. From the regression analysis, it is found that the satisfaction level perceived by the Maruti car users is positively associated with their age, educational qualification, occupation, monthly family income, marital status, nature of family, wealth position, period of using the car, purpose of using the car and model of car in the study area.
6. It brings from the Discriminate Function Analysis that the factors like gender, age, monthly family income, family size and fuel method are significantly discriminating with two groups (low and high satisfied groups) was applied to the respondents.

7. It is noted from the analysis, that all the loading factors which are having the loading value less than 0.5 are rejected from the analysis.

LEVEL OF INFLUENCE OF THE RESPONDENTS TOWARDS THE PURCHASE OF MARUTI CARS

1. It is inferred from the study that the high level of influence among the female respondents is arrived at the maximum level (80.3 mean score).

2. It is understood from the analysis that (80.4 mean score) of the respondents who are 50 years of age group having high level of influence at the maximum level.

3. It is observed from the analysis that (80.3 mean score) of the respondents who are having high level of education influence at the maximum level.

4. It is learnt from the analysis that (80.1 mean score) of the respondents who are private employees have high level of influence at the maximum level.

5. It is evident from the analysis that (81.0 mean score) of the respondents whose annual income goes up to Rs.300000 perceiving high level of influence at the maximum level.
6. It is understood from the analysis that (80.2 mean score) of the respondents who are unmarried perceive high level of influence at the maximum level.

7. It is learnt from the analysis that (80.2 mean score) of the respondents whose family size up to 3 members attain high level of influence at the maximum level.

8. It is understood from the study that (80.1 mean score) of the respondents who belong to nuclear family have high level of influence at the maximum level.

9. It is inferred from the analysis that the (80.2 mean score) respondents those who are having Rs.21 lakhs to 30 lakhs of wealth position are attained high level of influence at the maximum level.

10. It is concluded from the analysis that (80.4 mean score) of the respondents who use the cars for 1-3 years are having higher level of influence at the maximum level.

11. It is implied from the analysis that (79.7 mean score) of the respondents who use the car for the purpose of personal use are having higher level of influence at the maximum level.

12. It is inferred from the study that (80.2 mean score) the respondents who owned second hand car are having higher level of influence at the maximum level.

13. It is speculated from the analysis that (81.5 mean score) of the respondents who owned Swift-D’zire are having higher level of influence at the maximum level.

14. It is learnt from the analysis that (80.0 mean score) of the respondents who used petrol in the car are having higher level of influence at the maximum level.
15. It is observed from the analysis that it could be made the level of influence towards the purchase of Maruti car is positively associated with their age, occupation, monthly family income, period of using the car, type of car using and model of car in the study area.

LEVEL OF SATISFACTION OF THE RESPONDENTS TOWARDS THE USE OF MARUTI CAR

1. It is concluded from the analysis that the maximum (140.1 average) level of satisfaction perceived by the female respondents towards the use of Maruti cars in the study area.

2. It is inferred from the analysis that the maximum (139.5 average) level of satisfaction towards the use of Maruti cars perceived by the respondents in the age group between 36 and 50 years.

3. It is concluded from the analysis that the maximum (138.0 average) level of satisfaction towards the use of Maruti cars attained by the college level educated respondents.

4. It is identified from the analysis that the maximum (139.7 average) level of satisfaction is attained by the Government employee’s respondents towards the use of Maruti cars.

5. It is understood from the analysis that maximum (141.0 average) level of satisfaction towards the use of Maruti cars perceived by the respondents whose annual income level of up to Rs.300000.

6. It is concluded from the analysis that the maximum (138.5 average) level of satisfaction towards the use of Maruti cars perceived by the unmarried respondents.
7. It is identified from the analysis that the maximum (139.6 average) level of satisfaction towards the use of Maruti cars perceived by the respondents who are having up to 3 members in their family.

8. It is identified from the analysis that the maximum (137.9 average) level of satisfaction towards the use of Maruti cars perceived by the respondents of joint family.

9. It is noted from the analysis that the maximum (139.5 average) level of satisfaction towards the use of Maruti cars perceived by the respondents who are having Rs.11 lakhs to 20 lakhs of their wealth.

10. It is found from the analysis that the maximum (139.8 average) level of satisfaction towards the use of Maruti cars perceived by the respondents who are using the car for 1-3 years.

11. It is identified from the analysis that the maximum (142.1 average) level of satisfaction towards the use of Maruti cars perceived by the respondents who are using the car for the purpose of business use.

12. It is concluded from the analysis that the maximum (138.7 average) level of satisfaction towards the use of Maruti cars perceived by the respondents who are owned second hand cars.

13. It is inferred from the analysis that the maximum (149.3 average) level of satisfaction towards the use of Maruti cars perceived by the respondents who are possessing Swift D’Zire.

14. It is concluded from the analysis that the maximum (139.7 average) level of satisfaction towards the use of Maruti cars perceived by the respondents who are using LPG in the car.

15. It is observed from the analysis, that could be made the level of satisfaction perceived by the Maruti car users is positively associated with their age, educational qualification, occupation,
monthly family income, marital status, nature of family, wealth position, period of using the car, purpose of using the car and model of car in the study area.

16. Discriminate function analysis was applied to the respondents based on the low and high satisfied level. The following factors significantly discriminate the two groups (low and high satisfied level of groups).

SUGGESTIONS

The following suggestions are given by the researcher which is arrived through findings of the study.

1. Sometimes, the salesmen are not answering the suitable replay on the queries raised by the buyers about the operation and performance of Maruti cars. Hence, it is suggested that the salesman should be properly trained both in the marketing aspects and in the requisite technical knowledge about the Maruti cars.

2. The manufacturers should position their products through sales promotional - activities such as advertisements etc. Generally, Indian consumers are very strongly influenced by testimonials of sports personalities, endorsements by film stars and celebrities. For positioning the consumer durables like cars, the manufacturers can utilize the endorsement of these celebrities.

3. It is also suggested that the car manufacturers should have a separate Research and Development department devoted to
marketing and they should conduct periodical surveys about the demand of their cars.

4. Experts believe that the main driver for thriving of the Indian car market is the availability of car finance on easy instalments and reasonable interest rates. Most of the respondents have also endorsed this view saying that they have bought cars because of the easy availability of finance. Hence, the car dealers should have tie up arrangements with authorized financial institutions to boost up their sales.

5. The demand for Maruti car segment is increasing because of the growing number of nuclear families as well as parking problems. Hence, it is suggested that the manufacturers should find out the needs, requirements, tastes and preferences of the consumers before making design of the car.

6. Both the central and state Governments should come forward to reduce the tax on the car manufacture and its spare parts in order to increase the demand for cars in the country.

7. The brand image and brand loyalty could be boosted up by manufacturing and marketing of Maruti cars with improved quality and new technology at a reasonable price in order to suit the needs of the middle income group.

8. There has been a tremendous change in the economical and social status of Indian women. Many of them have been placed in higher position than male because of their educational advancement. The study reveals that most of such women respondents want
automobile manufacturers to produce their cars to according to the
taste and likings of women branded “exclusively for women” as the
two wheelers manufacturers do.

9. Most of the respondents expressed that they face technical
problems in their existing car and some of them opined that they
switch over to another brand because they would like to buy a new
technology car. Hence, the Government should announce a national
award for the automobile companies which adopt Research and
Development measures.

10. Government should announce physical incentives to encourage
indigenous designs, developments and marketing ego on car
production.

11. Vehicle manufacturers must improve customer education for
operation and maintenance such as:

a. Detailed operating and maintenance manuals.
b. Network of approved service points.

12. Due to steady increase of petrol/diesel prices, fuel efficiency needs
to be improved. Constant improvement and technical upgradation
for better fuel efficiency alone will attract more customers.

13. The Government of India should take steps to establish a number of
Auto LPG pump stations in all the urban and rural areas which are
now available only in few cities.
General suggestions:

a. Availability of service station, at least, at every 25 kms on National highways.

b. Experienced foremen are needed at all service stations.

c. All service stations should be equipped with spare parts at reasonable cost.

d. Free service can be extended upto five years.

e. More space can be provided between seats in all the segments.

14. Driving is uneasy for those who are short. So, the manufacturers should provide a better seating arrangement which will be convenient even for the shortest persons.

15. For hot countries like India, it is recommended to fix sun roof glass on the top of the car to reduce hotness inside the car.

16. All cities in Tamilnadu should be connected with four lanes and road transport. It will improve the mileage and reduce the number of accidents, which in turn will boost sales of cars.

17. Besides the existing technological improvements in the manufacture of Maruti car, there is a greater need for the Maruti Suzuki car company to further introduce advanced technological changes in the production of cars in order to attract more number of consumers.
**CONCLUSION**

Consumer behaviour mainly depends on human behaviour that goes in making purchase decisions an understanding of the consumer behaviour enables a marketer to take marketing decision which are compatible with its consumer needs. There are four major classes of consumer behaviour determinants and expectations namely, cultural, socio-economic, personal and psychological.

From the discussions made in the previous chapters, there are certain Maruti car product attributes which are identified in the study as influencing the purchase decision and satisfying the consumers. Maruti Company should concentrate on these features.

The growth in the population of India and the increasing number of middle class consumers have attracted the attention of car manufacturers and marketers. The Maruti car marketers who study the behaviour of consumers should cater to their needs, and then only their business will be a great success.

Realizing the importance of passenger car industry in the present economic situation, the researcher has analysed the behaviour of consumers related to Maruti cars in Salem District, Tamilnadu. From the study, it is found that majority of the respondents in entire nine taluks of Salem district prefer to buy the following model of Maruti cars such as Swift-VDI, Swift-D’zire, SX4, Alto, Maruti-800, Omni, Eeco, WagonR. So, Maruti car manufacturer should concentrate on the production of large
number of the above cars demanded largely. And also it should introduce new technological improvements in the manufacture of cars other than the above models.

**SCOPE FOR FURTHER RESEARCH**

During the course of literature survey and field study, the researcher has found that the consumer behaviour towards the Maruti car users is satisfied in the recent years. The study relates to consumer behaviour towards the purchase and use of two wheelers in Salem district may be undertaken.

Besides, a comparative study of consumer behaviour towards the use of Maruti cars and Hyundai cars in Tamilnadu may also be considered.
Text
1-128,130-159,161-246

Color
129,160