CHAPTER  I
INTRODUCTION AND DESIGN OF THE STUDY

1.1 INTRODUCTION

The Indian passenger-car industry has been on the continuous growth trajectory in the recent past aided by different contributing factors of national development namely robust economic activity, increased environmental regulations, emerging organized retail industry, government’s increased focus on rural development, and development of infrastructure including roads supported by availability of funds for new projects as well as for easy vehicle financing for prospective buyers. The industry seems to be breaking out of its conventional cyclical trends and of the different size of cars. The small car segment has exhibited robust growth in production and sales over the last few years\(^1\).

The small-car segment had always been the high growth segment of the Indian automobile market right from the very first launching of the small-car in the Indian market by Maruti Udyog Company in 1983\(^2\). The multiplied growth of the same today, in many ways, reflects the psychographics and demographics of the car purchasing population in India. As such, for many years, small cars have accounted for a major part of the revenue of the fast expanding passenger-car market. But the best thing about the demand for small cars is that there are upgrades possible even in this segment – attending to the mature levels that the Indian car

\(^1\) [http://www.indianauto.com/](http://www.indianauto.com/)
\(^2\) [http://en.wikipedia.org/wiki/Maruti_Suzuki](http://en.wikipedia.org/wiki/Maruti_Suzuki)
industry has reached. Further, Indian consumers now want the latest technological and functional features in such cars and are not ready to wait for long to get the latest models from foreign car manufacturer as they did in the past. Now there are enough local and multinational players in the Indian market.

There has been significant relation to foreign players resulting in growth promotion. The eight percentage point cut in excise duty has revitalized this important segment even more and opened up avenues and growth prospects for the new players in the vast rural India. While the duty-cut is a welcome step, there should be a long-term, consistent direction to the policy, so that automobile manufacturers can plan their future product portfolio accordingly.

Due to various changes in the Indian economic scenario, India is one of the most promising of the world economies and is well on its way to becoming a global economic powerhouse in about a decade. It is also one of the fastest and most exciting automobile markets in the world. It is not surprising at all that almost every global automobile manufacturer is today keen on entering the Indian market.\(^3\)

Demand in the Maruti car segment will drive up the overall sale of passenger cars within the next two years, production capacity is expected to be twice the total demand for cars. With the small car segment acquiring stability in terms of prices, the action is shifting to the mid-size car segment. Sales in this segment will pick up as new models come in

\(^3\) http://www.imaginmor.com/automobileindustryindia.html
and income levels rise but still it will take some time for its sales to come anywhere close to the ‘economy segment’.

Wider availability of finance schemes by banks and financial institutions to buyers will also drive car sales. Sales in the used-car market is also expected to do well as more and more older models get replaced by newer ones at a faster pace. The coming in of Euro III and IV norms of environmental concerns will also increase scrap page rates\(^4\).

Export potential is also hopeful and promising. With production surplus in the domestic market, India will emerge as one of the leading car sourcing points in the Indian subcontinent.

### 1.2 CONSUMER BEHAVIOUR

Consumer behaviour is a complex, dynamic, multidimensional process, and all marketing decisions are based on assumptions about consumer behaviour. Consumer behaviour can be defined as “the decision-making process and physical activity involved in acquiring, evaluating, using and disposing of goods and services.”\(^5\)

The Dictionary of Marketing and Advertising defines consumer behavior as ‘Observable activities chosen to maximize satisfaction through the attainment of economic goods and services such as choice of retail outlet, preference for particular brands and so on.’\(^6\)

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\(^4\) www.fia.com/en-GB/mobility/policy/Fuelling_the_debate.pdf  
\(^6\) Ib.id.
This definition clearly brings out that it is not just the buying of car that receives attention in consumer behaviour but, the process starts much before the car has been acquired or bought. A process of buying starts in the minds of the consumer, which leads to the finding of alternatives among products that can be acquired with their relative advantages and disadvantages. This leads to internal and external research. Then follows a process of decision-making for purchase and using the car, and then the post purchase behaviour which is also very important, because it gives a clue to the marketers whether his product has been a success or not.

To understand the likes and dislikes of the consumer, extensive consumer research studies are being conducted. These researches try to find out:

- What does the consumer think of the Maruti car and those of its competitors?
- How can the Maruti car give facilities and an image in their opinion?
- How was the consumer satisfied by using the Maruti car?
- What are the reasons for selecting the Maruti car?

1.3. REVIEW OF LITERATURE

From the point of view of Ching et al (2008), the relationships between brand equity, brand preference, and purchase intentions on international air passengers’ decisions in Taiwan. The findings indicate

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positive relationships between brand equity, brand preference, and purchase intentions with a moderation effect of switching cost affecting the relationship between brand equity and purchase intentions. More specifically, the effect of brand equity on purchase intentions is not significant for passengers with low switching costs.

Kyung Hoon et al (2008)\textsuperscript{8}, suggests his studies relating to Health care marketers face unique challenges around the world, the role of the health care field plays in contributing to public welfare. Hospital marketing in Korea is particularly challenging since Korean law prohibits hospitals from running any advertising. As a result, Korean hospitals depend heavily on customer relationship management (CRM). This study identifies five factors that influence the creation of brand equity through successful customer’s relationships, trust, customer satisfaction, relationship commitment, brand loyalty and brand awareness.

Chang et al (2009)\textsuperscript{9}, the antecedents of brand equity are considered to be brand attitude and brand image, and the consequences of brand equity are considered to be brand preference and purchase intentions. This study concentrates on service brands, selecting 18 from 3 service categories. A structural equation model is presented. Not only does it show a good fit with the research constructs but also the relationships between brand image and brand equity, and brand attitude and brand equity. The impact of brand equity on customer preference and purchase

\textsuperscript{8} Kyung Hoon Kim, Kang Sik Kim, Dong Yul Kim, Jong Ho Kim, Suk Hou Kang (2008), “\textit{Brand Equity in Hospital Marketing}”, Journal of Business Research, 61 (2008), pp.75-82.

\textsuperscript{9} Chang, Hsin Hsin and Liu, Yam Ming ‘\textit{The impact of brand equity on brand preference and purchase intentions in the service industries}’, The Service Industries Journal, 29: 12 (2009), pp.1687 – 1706.
intentions is confirmed as well, which tends to validate the proposed research framework.

Manoj Pandey & Dr. J.K. Raju (2009), the outcome of brand positioning is brand perception which can be gathered from multiple routes including customer experiences, marketing communication efforts and word of mouth. The perception of the brand is critical as is apparent from the huge amount of money being spent by organization on brand development and measurement. Still very little is known about the relationship between brand perception and customer behavior including customer loyalty. It also emphasizes that brand uniqueness is critical in getting the customer attention however the source to create that uniqueness is critical in getting the customer attention. In addition to the above, the paper discusses different short and long term strategies of brand development.

Subhojit Banerjee, Rajesh K. Pillania (2009) discussed in their study that India is one of the fastest emerging markets. This paper is a multi-attribute study of car purchase behaviour in the Indian context. Eleven attributes, including resale value of the car, were considered for the study. The paired-comparison method was used to collect primary data, based on which a ratio scale has been constructed and validated using the Turnstone Case V method. The scale showed the importance of

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resale value in a car purchase decision, which is unique in developing economies. The study has important implications for car manufacturers and retailers alike, who would like to explore new consumer segments for positioning their products.

Adele Berndt (2009)\textsuperscript{12} discussed in his article that the motor industry plays a critical role in the economy of South Africa, with respect to both GDP and employment. Service quality is a fundamental aspect of service provision, and this is especially the case with motor vehicles, where substantial profits are generated in the servicing of vehicles. The implications of this study are that the customer perceives the way in which the service is delivered as critical in evaluating service quality.

Cristina OREA (2010)\textsuperscript{13} stated in his study that according to a recent study by GFK Romania, the institute number one of market research in Romania, 55\% of Romanians that plan to buy a car, would buy a second hand car. The paper has determined the price of a car using linear regression and the score of each type of car, which, on a scale from 1 to 5, will show whether or not a car worth to be bought. The results obtained indicate a strong correlation between price and features set cars: class, fabrication year, number of km, combustible, engine capacity, registration statement and emissions class.


R.D. Bikash, S.K. Pravat and Sreekumar (2010) discussed in their study that an attempts to find the factors, which are important for choosing the revolutionary car ‘Nano’ launched by one of the leading Indian automobile industry called ‘Tata Motors’. The paper considers 22 factors, which may be important in the customer decision-making process. Two approaches viz. Grey Relational Analysis and RIDIT analysis is used to rank the factors.

Hundal, B. S. and Grover, Saurabh (2010) analysed in their study that Tata Nano was one of the longest awaited and most talked about automobile debuts in India. It is known as people’s car. It is an engineering marvel to come out of India in terms of cost efficiency, fuel efficiency and space efficiency. This paper is an attempt to study the consumer behavior and also his perception towards car in the post-launch period. Factors that motivate buyers to purchase this car have also been studied.

Subadra, Murugesan and Ganapathi (2010) discussed in their study that in recent days India is witnessing a change in consumerism. The market is now predominantly consumer driver. The focus is shifting for product based marketing to need based marketing. Consumer is given many options to decide. Passenger car segment is no exception to this

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general trend. An effective market communication is imperative for reaching the target audience. So it is important that we study the consumer perceptions and behaviour of the car owners which will give us feedback on how marketing strategies can be worked. The study throws light on various features that the manufacturers should concentrate on to attract the prospective buyers. This study concludes that consumer behaviour plays a vital role in marketing cars and there is more scope for extensive research in this area.

Dr. P. Natarajan & Thiripurasundari U. (2010)', in their paper Brand Preference on ‘B’ Segment Maruti Cars, emphasized that strong brands quality increase trust in intangible products enabling customers to better visualize and understand them. The brand preference towards Maruti B segment cars is studied by administering structured interview schedule to 150 customers in Puducherry city. Maruti should take the initiative to introduce new models according to the choice of the customers at regular intervals which will pave the way to be No.1 Company in India in the near future. While the customer gets satisfaction and is able to improve his/her standard of living and quality of life, the marketer profits from the brand experience that the customer gets and is able to generate a surplus after ensuring satisfaction to the consumer.

Dr. P. Natarajan & U. Thiripurasundari (2010) this study observes that consumer preference of global brands vs. local brands in the Indian


car industry. Consumer brand perceptions have substantial implications in marketing. The customers’ preference towards local and global brands is studied by administering structured interview schedule with 150 customers in Puducherry city. The findings of the study advised that the consumers who possessed global car brands, preferred their car brands due to factors such as global presence, worldwide reputation and quality of being a foreign made. Consumers made favourable perceptions the country, wherein they tend to associate factors such as superior quality, technical advancements, modernization etc. to the country from which the brand had taken its origin. Consumers who owned a local brand evaluated the local brand in a favourable manner, wherein they tend to associate the brand to India’s strong automobile sector that makes quality and technically efficient cars.

Ajoy S Joseph and Y Kamble (2011)\textsuperscript{19} stated in their study that one of the most important factors that influence purchase of passenger cars in India is the availability of auto finance or consumer credit. This empirical study analyses the behavioral pattern exhibited by passenger car customers towards auto loan schemes and financiers when they purchase their cars. The study finding indicates that overall the three most important factors were considered by car purchasers while approaching an auto finance company were less processing time, easy documentation and explanation of the financing scheme by the staff.

Thiripurasundari U and Natarajan P (2011)\(^\text{20}\) stated in their study that brand equity is the added value endowed by the brand to the product (Farquhar 1989). Although the idea of using a name or a symbol to enhance a product’s value has been known to marketers for a long time, brand equity has gained renewed interest in recent years. The objective of the study are to analyse the importance of various factors like brand knowledge, brand preference, brand loyalty, brand application etc in car market in Puducherry. The primary data were collected from 300 car owners through an interview schedule. From the five factors, brand application factor has been rated as the most important factor in car industry. This study shows that it is possible to establish where a company should focus its improvement efforts in order to make it payoff.

Ernest Johnson and Silas Sargunam (2011)\(^\text{21}\) opined in their study that signatory to the World Trade Organizations, India could no longer apply quantitative restrictions on the import of used cars. In this study, an attempt has been made to understand the attitude of car buyers towards the import of used cars by using information system. Result reveals that one third of the respondents show interest in the imported used cars. Also, it is found that the demographic factors such as age, monthly household income and the number of earning members in the family have significant impact on the positive attitude towards the imported used cars.


Seyed Fathollah Amiri Aghdaie and Ehsan Yousefi (2011)\textsuperscript{22} stated in their study that Now-a-days the most important aspect in designing new products is to consider the needs and demands of the market. The result indicates that the most important criteria for domestic cars purchasers, include the technical performance, economic aspect, and after sale services, and for imported cars include, technical performance, beauty of the car as well as its safety.

B. Rameshwaran (2011)\textsuperscript{23} deals in his article that the world automobile industry has been witnessing an unprecedented scale of change since 1991 when liberalization took place in India for the first time. The wave of globalization has directly affected the international automobile industry and the buyer behaviour in the small car market, and the promotional strategies associated with it has accelerated the global reorganization of it.

Asghar Afshar Jahanshahi et al (2011)\textsuperscript{24} discussed in their article that there is a relationship between customer service and product quality with customer satisfaction and loyalty in the context of the Indian automotive industry? If yes, how is the relationship between these four variables? The automotive industry in India is one of the largest in the world and one of the fast growing globally. Customer satisfaction and


loyalty are the most important factors that affect the automotive industry. On the other hand, customer service can be considered as an innate element of industrial products. Customer service quality, product quality, customer satisfaction and loyalty can be measured at different stages, for example, at the beginning of the purchase, and one or two years after purchase. The population of the study is all of the Tata Indica car owners in Pune.

1.4 STATEMENT OF THE PROBLEM

Due to the emergence of globalization and liberalization, there is a stiff competition among the variety of car industries, which are focusing an attention in capturing the Indian markets. Cars, though considered as luxury once, now occupy a part of day-to-day life and have become a necessity.

Salem which is selected for the study is one of the main growing markets for car manufacturers. People who were not ready to spend their money on luxuries have now changed their behaviour that Yesterday’s luxuries are today’s necessities.

There was a time in India when the portly “Ambassador” was India’s most coveted and popular car. The Indian car buyer had to wait for months and even years before he could lay his hands on an ambassador or a “Fiat Padmini” which was usually handed over by nonchalant, supercilious salesmen. It was the Maruti 800, a product of the Japanese car giant Suzuki collaborating with Indian car maker Maruti which became a veritable watershed in the Indian auto market. It became the
small car which the Indian nuclear middle class families aspired for, since it was economical, compact and traffic-friendly; it was also easily maneuvered through the Indian rugged roads, Indian by-lanes and ‘gallis’ with ease.

But now that too is history. India has become one of the world’s fastest-growing car markets with scores of models plying the city roads and highways, from the home grown Tata’s and Maruti’s to Volkswagen’s and Rolls Royce’s.

The growing desire for cars also is a sign that Indian roads are finally good enough for international cars to ride on. There are many four to six lane highways in India now and the golden quadrilateral, which passes through New Delhi, Calcutta, Madras and Mumbai proving that the Indian government takes up the necessary infrastructure development very seriously. However, the small car sales has not been upto the expectation due to the poor road facilities in the rural parts of the Tamilnadu state and other hurdles like the strict rules laid by financial institutions and banks on car loans for the buyers purchasing cars on installment basis.

Moreover, the car owners, after purchasing the cars have been suffering with lot of problems, particularly with regard to after sales service, maintenance problems, spare parts problems and the problems with financial institutions. At this juncture, it is very essential to study the innumerable problems faced by the consumers purchasing the Maruti small cars and also the problems faced by the dealers on various dimensions such as legal, political, global threats, cheaper car models
(Tata’s “Rs.1 lakh car challenge”) etc. Based on the above issues, the following questions were probed by the researcher to take up this study.

1. To what extent the consumers are satisfied with use of Maruti cars?
2. Which factors influencing the purchase of Maruti cars among the consumers in Salem district?

1.5 NEED FOR THE STUDY

The last decade has seen the Indian industry gaining maturity and confidence. This industry is counted among the larger contributors to India’s economic development, witnessed over the last decade. In this regard, India shall learn from global history to steer ahead in proper direction. In the case of countries like Japan, German, Italy, the United Kingdom and more recently Korea, after the Korean war, post-war reconstruction have been strongly influenced by their manufacturing industries and in particular their automotive sector over the past fifty years. In India, too, the automotive industry can play an important role in sustaining its current, significant economic advancement.

Automobile industry is one of India’s largest industrial sectors today with a turnover that contributes to roughly 5 percent of India’s GDP\(^\text{25}\). More importantly, it contributes to the employment of over 2 million persons directly and to another 10 million indirectly. The industry is important for national policy in that it contributes 19 percent of indirect taxes. Its potential role may also be recognized by another view of

\(^{25}\) http://en.wikipedia.org/wiki/Automotive_industry_in_India
historical global patterns. As the per capita (GDP) of a society grows, mobility needs for its population rapidly increases. In its current phase of economic growth, India’s population may be expected to demonstrate a large appetite for personal mobility to be potentially quenched through both mass and private transportation and commercial vehicles for the movement of freight. While assessing the Indian market scenario, it is evident that until a decade ago, the auto sector in India had been a relatively protected industry limiting the entry of foreign companies with tariffs against imports. As part of a broader move to liberalize its economy, India has opened up the sector to foreign direct investments, and has also progressively relaxed trade barriers. Today, almost all the major global companies present in India are producing two-wheelers and passenger cars in almost all size-segments.

India produced about 8.5 million two-wheelers and 1.76 million passenger cars in 2010-11. It is a global major achievement in the two-wheeler industry that primarily produces motorcycles, scooters and mopeds of engine capacities below 200 cc. It ranks second in the world in the production of two-wheelers and 6th place in the production of passenger cars. The car industry has grown at a compounded annual growth rate of more than 75 percent during the last five years and has also witnessed a shift in the demand mix particularly, with sales of Maruti car showing an accelerated trend. The increased income level of the middle class family motivates and fulfilled their dream of owning a car through purchasing a Maruti car, which is much suitable for the Indian road

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26 http://auto.indiamart.com/two-wheelers
27 http://www.nationmaster.com/graph/ind_car_production
condition and financial capacity of the middle-middle and low-middle category of the respondents.\textsuperscript{28}

There is a greater need for studying the consumer behaviour pattern about the purchase and use of different models of Maruti cars especially in Salem district, Tamilnadu. Hence, an attempt has been made by the researcher to study about the consumer behaviour towards the purchase and use of Maruti cars in Salem district, Tamilnadu.

1.6 SCOPE OF THE STUDY

Now a days, car has become a necessity and forms a part of life of the middle class people. Therefore, there is a significant scope to examine the perception and purchase behaviour of the consumer of Maruti cars.

The study is restricted to Salem district in Tamilnadu which is economically the developing district, due to their increasing purchasing power, the people of this district have started to buy cars for business or personal use or the prestige and as a status symbol. Salem district with a population of 34, 80,008\textsuperscript{29} is a potential for all products and services, because people of various religions, languages, cultural backgrounds, demographic and psycho-graphic characteristics live in this area.

The study will highlight the emerging trends in the growth of Maruti car marketing and the major problems faced by the manufacturers as well as dealers in the global competitive era with numerous models with high-tech cars. The study will also help the Maruti car manufacturer

\textsuperscript{28} http://www.imaginmor.com/automobileindustryindia.html
\textsuperscript{29} Census of India 2011.
who ascertains the exact demand and their necessary models expected by the customers. Further, it suggests the government in formulating and enforcing regulatory and legal reforms in the automobile sector, and thus achieve its aim of ‘providing a standard of living’. So the study is mainly concerned with consumers behaviour towards the purchase and use of Maruti cars in Salem district, Tamilnadu.

1.7 OBJECTIVES OF THE STUDY

The study is based on the following objectives.

1. To study about the marketing performance of cars in general and particular in Salem district.
2. To ascertain the marketing strategy employed by the manufacturer of Maruti cars.
3. To analyze the factors that influence the purchase of Maruti cars.
4. To examine about the level of satisfaction of Maruti car users in Salem district.
5. To identify the major problems faced by the consumers in the buying of Maruti cars.
6. To suggest various measures based on the findings for improving marketing of Maruti cars in Salem district.

1.8 HYPOTHESES OF THE STUDY

The hypotheses of the research problem was taken out in the present context in consonance with the objectives of the study stated above as follows:
1. There exists statistically significant relationship between level of satisfaction towards using Maruti car and selected independent variables.

2. There exists statistically significant difference between level of influence on purchase of Maruti car and selected independent variables.

3. Level of satisfaction towards using Maruti car is positively associated with the influence on purchase of Maruti car.

1.9 AREA OF THE STUDY

Salem district is one of the major cities in Tamilnadu State and it is a hub of all activities like bus transport, train transport, courier services, car marketing, gold marketing, mango marketing, steel industry, etc. So, the sale of the Maruti Suzuki cars is very competitive in Salem district in Tamilnadu. For finding the marketing performance of Maruti Suzuki cars in Tamilnadu, it pinpoints the performance in Salem district. Hence, the researcher selects Salem district to study about the consumer behaviour towards the purchase and use of Maruti cars in Salem district. The study covers the entire nine taluks in Salem district.

1.10 RESEARCH METHODOLOGY

The validity of any research depends on the systematic method of collecting the data and analyzing the same in a logical and sequential order. In the present study, an extensive use of both primary and secondary data was made.
Sampling Design

Both primary and secondary data are used in the study for analysis purpose. For collecting primary data, field survey technique was employed in Salem district. A well framed questionnaire was also used to collect the primary data. First hand information pertaining to the consumer behaviour, satisfaction and benefits accrued by different Maruti car owners were collected from 900 sample respondents.

The entire Salem district has classified into nine taluks based on the stratified random sampling method and again a sample of 100 Maruti car users from every sample taluk were selected for data collection by following convenience sampling technique. The geographical distribution of sample respondents is exhibited in Table No. 1.1

**TABLE NO. 1.1**

**GEOGRAPHICAL DISTRIBUTION OF RESPONDENTS IN THE STUDY AREA**

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Name of the Taluk</th>
<th>No. of Sample Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Attur</td>
<td>100</td>
</tr>
<tr>
<td>2</td>
<td>Edapady</td>
<td>100</td>
</tr>
<tr>
<td>3</td>
<td>Gangavalli</td>
<td>100</td>
</tr>
<tr>
<td>4</td>
<td>Mettur</td>
<td>100</td>
</tr>
<tr>
<td>5</td>
<td>Omalur</td>
<td>100</td>
</tr>
<tr>
<td>6</td>
<td>Salem</td>
<td>100</td>
</tr>
<tr>
<td>7</td>
<td>Sangagiri</td>
<td>100</td>
</tr>
<tr>
<td>8</td>
<td>Valapady</td>
<td>100</td>
</tr>
<tr>
<td>9</td>
<td>Yercaud</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>900</strong></td>
</tr>
</tbody>
</table>
The above Table No.1.1 explained the total number of respondents selected in Salem district for the study purpose. The Salem district has nine taluks namely

1. Attur
2. Edapady
3. Gangavalli
4. Mettur
5. Omalur
6. Salem
7. Sangagiri
8. Valapady
9. Yercaud

The sample of 100 respondents in each taluk of Salem district (totally 900 respondents) was considered for primary data collection.

COLLECTION OF DATA

Frame Work of Analysis

By virtue of a mass of data obtained from research survey, as well as data from secondary sources collected and presented in the present report descriptive and analytical research was considered most appropriate for the study. The researcher used closed-ended and open-ended questions in the questionnaire to collect primary data.

The core of the study being ‘Buying Behaviour of Maruti car’, the study centres around the dependent variable viz., the level of satisfaction
perceived by the customers and their relationship with the related independent variables.

**Construction of Questionnaire**

The key aspect of the present research was identified through the preliminary interviews (Pilot study) with some selected car owners and the dealers. The questionnaire so drafted was circulated among some research experts, car owners, dealers and research scholars for a critical view with regard to wording, format, sequence and the like. The questionnaire was re-drafted in light of their comments.

**Pre-test**

The questionnaire meant for the respondents was pre-tested with twenty five Maruti car owners. After pre-testing, necessary modifications were made in the questionnaire to fit in on the track of the present study.

**Primary Data**

In order to fulfill the objectives set, a sample study was undertaken by using a well framed questionnaire that was duly filled by the respondents. The respondents were selected with varying background based on the important aspects of their age, education, occupation, area and so forth, in the rural and urban areas of Salem district. A noteworthy feature was that all the nine hundred respondents filled the questionnaire with much zeal. This was due to the high level of literacy among the respondents and the researcher’s rapport established with them. The specimen of the questionnaire was given to the selected sample respondents are shown in the appendix section of this thesis.
Secondary Data

The primary data were supplemented by a spate of secondary sources of data. The secondary data pertaining to the study was gathered from the records published by Maruti car manufacturers. Latest information was gathered from well equipped libraries in Bangalore, Mysore, Chennai and Coimbatore and from internet web resources. Further, the secondary data were also collected from various leading journals. A number of standard text books were studied to obtain pertinent literature on car marketing. Web resources were also used to collect the latest information about the performance of passenger car and Maruti car marketing.

Discussions and Informal Interviews

In order to know the buying behaviour of the respondents, several rounds of discussion were held with knowledgeable persons in the field of car marketing, namely dealers, automobile consultants, consumers and the research supervisor.

Statistical Tools Used for Analysis

The difference in the extent of using the Maruti car between the different types of respondents based on their gender, age, educational status, occupation, family income level, marital status, family size, nature of the family, wealth position, period of using Maruti car, purpose of using the Maruti car, type of car using, model of Maruti car using, kind of fuel car using was studied by means of:
• Percentages
• Averages,
• Ranges,
• Standard Deviation,
• Two-way tables,
• Chi-Squared test,
• Anova analysis,
• Multiple Correlation,
• Multiple Regression analysis,
• Multi-Discriminant Analysis.

Further factor analysis has been used appropriately. In addition that Henry Garrett Ranking Technique has been used for finding the problems under the study.

11. PERIOD OF THE STUDY

The primary data were collected for a period of two years i.e. 2008-09 and 2009-10 from the respondents covering all the nine taluks of Salem district. Secondary data for the past ten years from 2000-2001 to 2009-2010 are taken for the study purpose.
12. LIMITATIONS OF THE STUDY

The study is subject to the following limitations.

1. The study was conducted only in Salem district. Hence, the results arrived from the study may not be applied to other area in Tamilnadu.

2. The study is confined only to nine hundred respondents among the large sample population in nine taluks which was considered as enough for the study by the researcher.

3. There was a bias among the respondents in answering the questions in the questionnaire.

1.13 CHAPTER SCHEME

The present study is divided into Seven Chapters.

The First Chapter deals with Introduction, Consumer Behaviour, Review of Literature, Statement of the Problem, Need for the Study, Scope of the study, Objectives of the Study, Hypotheses of the Study, Area of the study, Research Methodology, Period of the Study, Limitations of the Study and Chapter Scheme.

The Second Chapter focuses an Origin and growth of industry of cars in Indian context.

The Third Chapter gives conceptual framework of consumer behaviour in general.

The Fourth Chapter presents the profile of the Maruti car manufacture and marketing in India and Profile of the study area.
The *Fifth Chapter* concentrates on the Socio-Economic conditions of the Maruti car users and their problems faced in using Maruti cars in the study area.

The *Sixth Chapter* deals with analysis and interpretation of data.

The *Seventh Chapter* deals with summary of findings and suggestions with conclusion.