



A Study on Consumer Buying Behavior with Special Reference to Maruti Cars

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ABSTRACT

The automobiles produced in the country uniquely cater to the demands of low- and middle-income groups of population which makes this sector stand out among the other automobile producing countries. To meet the future needs of customers (including the electrical vehicles) and stay ahead of competition, manufacturers are now catching up on upgradation, digitization, and automation. The chapter also analyzes India's national policy in light of these developments and investigates the elements that influence consumer purchasing behaviour and patterns as well as the best ways to comprehend these decisions.

Key words: Automobile, Consumer, Behaviour, Decision, Maruti

Introduction

Consumer buying behaviour is the culmination of a consumer's attitudes, preferences, intentions, and choices around their market-based purchasing behaviour. In order to gain a deeper understanding of consumers towards the Indian Automobile industry with reference to Maruti Cars.

In 2017, India became the world's fourth largest automobile market, and the demand for Indian vehicles continues to grow in the domestic and international markets Maruti Suzuki India Limited (MSIL) was established in Feb 1981 through an Act of Parliament, to meet the growing demand of a personal mode of transport caused by the lack of an efficient public transport system. Suzuki Motor Company was chosen from seven prospective partners worldwide. This was done not only due to their undisputed leadership in small cars but also due to their commitment to actively bring to MSIL, contemporary technology and Japanese management practices (which had catapulted Japan over USA to the status of the top auto manufacturing country in the world).

A license and a Joint Venture agreement were signed between Govt. of India and Suzuki Motor Company (now Suzuki Motor Corporation of Japan) in Oct 1982. Modernization of the Indian Automobile Industry; Production of fuel-efficient vehicles to conserve scarce resources and Production of large number of motor vehicles, which was necessary for economic growth of the Country. Maruti changed the way Indians thought about automobiles. "No other automobile manufacturer entirely dominates its native market" (The Economist). Despite the fact that there are currently 11 players in the passenger automobile sector, Maruti controls around 60% of the entire market share. MUL is also the world's first and only automobile business to lead its home market in terms of both market share and JD Power Customer Satisfaction (JD Power Asia Pacific 2000 India Customer Satisfaction studies). An Act of Parliament established Maruti Suzuki India Limited as a presumed public limited company in 1981. MSIL was regarded as public as long as the Government of India retained more than 51% of the equity. Suzuki Motor Corporation (SMC) acquired 26% of the shares under a License and Joint Venture Agreement signed in 1982. In 1989, SMC increased their shareholding to 40%. Maruti was no longer a government firm in 1992, when SMC increased its stake to 50%. SMC's stake increased to 54.2% in 2002, establishing MSIL a subsidiary of SMC. The government of India owns 46.6%, and the employees' trust owns the remaining 0.2%.

Objective

The main objective of the study is to analyse growing Indian automobile sector.

Analysis & Findings

The Data collected here are both primary as well as secondary. The primary data collected from the customers coming to buy Indian cars avoiding foreign cars. As Indian cars are more affordable, low maintenance required, quick service & reliable.

The Indian market has a voracious appetite for SUVs, and the compact SUV segment is showing its worth with impressive sales figures. The 2022 Maruti Suzuki Brezza, introduced in this segment by the country's major automaker, is the best-selling SUV on the Indian market. 15 193 units of the

2022 Brezza were sold during the month of August. In addition, the Maruti Suzuki Brezza achieved a year-over-year increase of 18%, with 12,906 units sold in India during the same month in the prior year. The Brezza outpaced the Nexon, which held the top rank for an extended period of time. The 2022 Maruti Suzuki Brezza outpaced the Nexon by a mere 108 units last month, as the Nexon sold 15,080 units. The redesigned 2022 Brezza was released in the country on June 30, and in just two months, the small SUV has surpassed the Nexon as the best-selling vehicle in India. The redesigned variant of the Brezza has a boxy shape that resembles a British SUV.

The SUV continues to be one of the most attractive cars in its class and has a solid driving presence. It now has a 9-inch touchscreen infotainment system with Android Auto and Apple CarPlay, automated climate control, a wireless phone charger, cruise control, a 360-degree camera, and a head-up display. The Brezza has a more comprehensive list of features than most of its competitors, and the SUV is now available with an electronic sunroof. Under the hood of the Brezza is a 1.5-liter, 4-cylinder, normally aspirated engine. It can generate a maximum of 103 horsepower and 137 Nm of torque. The available transmissions are a 5-speed manual and a 6-speed automatic. In addition, the engine is equipped with a mild hybrid system and boasts an EPA-estimated fuel economy of 20.15 km/l for manual models and 19.80 km/l for automatic models.

In order to restore its position as the leader in the SUV category, the new Maruti Brezza has achieved victory against the Tata Nexon, the Hyundai Creta, and the Tata Punch. The Maruti Brezza and the Tata Nexon have only a little margin of difference between them. A year-over-year rise of 18% can be seen when comparing the number of units sold of the Brezza by MSIL in August 2022 to the number of units sold in August 2021, which was 12,906 units. Same month, Tata Motors sold 15,085 units of the compact SUV Nexon, which is an increase from the 10,000 units the company sold of this model in August 2021. The Nexon had a rise in sales that was 51% higher than the previous year.

The sub-four-meter segment of the small SUV market was rocked in 2016 with the arrival of the Maruti Vitara Brezza, which set a new standard for the category. Even in the modern era, automobiles continue to have decent sales rates within their own market segment. New automobiles including the Nissan Magnite, Renault Kiger, and Kia Sonet have entered the market to compete with the Vitara Brezza in the segment in which it operates. The SUV faces competition from several vehicles already available in the market sector, including the Mahindra XUV300, the Tata Nexon, and the Hyundai Venue. To maintain its place in the market, the Vitara Brezza must undergo significant revisions.

The sunroof will make its debut on the Maruti Suzuki Maruti Vitara Brezza, which will be the first vehicle of its kind. Paddle shifters will be included in the next generation of the Maruti Vitara Brezza's automatic transmission. A brand-new floating infotainment system with a touchscreen measuring 8 inches. The instrument cluster on the dashboard will be upgraded to be partially digital as part of the next facelift. The second row of seats will also have air conditioning vents, and there will be USB ports throughout the car for charging mobile devices. The seats in the second row are going to get headrests that can be adjusted. In addition, the images that were taken without permission show a newly designed front grille together with headlights and taillights that are composed completely of LEDs.

At the moment, the Vitara Brezza has a system that is capable of intelligent hybridization (SHVS). This hybrid technology allows the electronic components of the vehicle to continue functioning normally even when the engine is turned off. The hybrid drivetrain of the next-generation Vitara Brezza will see significant enhancements in this regard. A compact battery pack with a capacity of either 1 or 2 kWh and the potential to undergo regeneration will be fitted in the Vitara Brezza. This will result in a noticeable improvement to the SUV's overall fuel economy.

Conclusion

The automobile industry is one of the most important drivers of economic growth of India and one with high participation in global value chains. The growth of this sector has been on the back of strong government support which has helped it carve a unique path among the manufacturing sectors of India. Maruti has a good sale in the market and in every possible way and is a part of today's economic growth in the country.

Recommendations

- Maruti Suzuki should pursue a defensive marketing approach because it is the world's second largest automobile manufacturer.
- Maruti Suzuki should undertake a thorough market study in India to learn about Indian consumers' perceptions.
- For its entry into the large vehicle class, Maruti Suzuki should employ an offensive marketing campaign. In the Indian domestic vehicle sector, Maruti Suzuki and Hyundai are market leaders.
- Maruti Suzuki must develop an optimal marketing production capacity since it faces the challenge of excess and under capacity during market ups and downs.

Reference

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