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CONSUMER BEHAVIOUR TOWARDS MAHINDRA SUV'S WITH REFERENCE TO COIMBATORE CITY

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INTRODUCTION

Mahindra & Mahindra Limited (M&M) is an Indian multinational automotive manufacturing corporation headquartered in Mumbai. It was established in 1945 as Mahindra & Mohammed and later renamed Mahindra & Mahindra. Part of the Mahindra motors, M&M is one of the largest vehicle manufacturers by production in India. In 2007, M&M acquired Punjab tractors limited (PTL), making it the world's largest tractor manufacturer. Subsequent to this takeover, the former PTL was merged into M&M and transformed into the Swaraj division of Mahindra & Mahindra in 2009. In 2011 Mahindra acquired a majority stake of South Korea's Sang Yong motors, turning it into a subsidiary. In October 2014, Mahindra acquired a 51% controlling stake in Peugeot Motorcycles and a 100% controlling stake in October 2019. In May 2015, Mahindra acquired a 33.33% stake in Japanese tractor manufacturer Mitsubishi agricultural Machinery (MAM), a subsidiary of Mitsubishi Heavy Industries. In December 2020, after Mahindra stopped funding it, SsangYong entered into receivership, de facto no longer being a Mahindra subsidiary from that point on, and de jure after November 2022, when a KG Group -led consortium completed the acquisition procedures for a controlling stake, moving SsangYong out of receivership. The SUVs were the top-selling models from the brand. Its domestic sales were secured with 8,715 units in January 2023 while last year during the same month, the company could only sell 3,026 units. Overall, YoY growth was marked at 188 percent for Scorpio SUV. Bolerotakes second place in the best-selling SUVs from Mahindra. In January 2018, Mahindra announced its foray into the sprayers business through the acquisition of a 26% equity stake in M.I.T.R.A. Argo Equipment's Pvt Ltd, a Maharashtra- based AdTech company (MITRA). In March 2020, Mahindra further increased its stake in the company to 39%.

OBJECTIVES OF THE STUDY

- To analyse the various factors that influence the customer to purchase Mahindra SUV.

SCOPE OF THE STUDY

- This study makes an attempt to measure the level of customer satisfaction towards Mahindra SUV
- Decide upon the change to be made to increase the satisfaction level and there maintaining its leadership position in the automobile industry and beating the competitor.

STATEMENT OF PROBLEM

Mahindra SUV's was evaluated by getting feedback from the customers and findings. Marketing level indicates how successful the organization is in providing products and service to the marketplace. The study would help the company to improve the customer buying behavior to Mahindra SUV's.

LIMITATIONS

- This study is conducted in Coimbatore, Tamil Nadu.

- The results cannot be same in other areas, district, state or country.
- There is a chance for bias as it is based on individual's responses
- This results are confined to limited sample size.

REVIEW OF LITERATURE

- Shinde Govind P. & Dubey Manisha (2011)(1)1 the study has been conducted considering the segments such as passenger vehicle, commercial vehicle, utility vehicle, two and three-wheeler vehicle of key players performance and also analyze SWOT analysis and key factors influencing growth of automobile industry
- Sharma Nishi (2011)(2)2 studied the financial performance of passenger and commercial vehicle segment of the automobile industry in the terms of four financial parameters namely liquidity, profitability, leverage and managerial efficiency analysis for the period of decade from 2001-02 to 2010-11.

DATA ANALYSIS AND INTERPRETATION

Simple Percentage Method

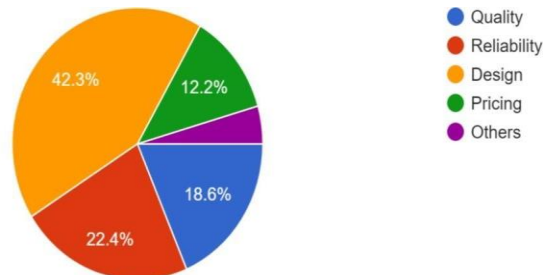
Table showing view on Mahindra SUV's

VIEW	No. of Responses	Percentage
Quality	29	18
reliability	35	22
design	66	43
pricing	19	13
others	7	4
Total	156	100

INTERPRETATION:

The above table shows that 43% of the respondents are design, 22% of the respondent's are reliability, 18% of the respondent's are quality, 13% of the respondent's are pricing and 4% of the respondent's are others.

CHART



WEIGHTED AVERAGE SCORE METHOD

Table showing overall performance of SUVs

Items	Highly satisfied	Satisfied	Neutral	Dissatisfied	Total	Weighted Average	RANK
	4	3	2	1			
Price	456	93	20	1	570	3.65	I
Comfort	296	171	50	0	517	3.31	IV
Colour	416	81	50	0	547	3.50	II
Fuel consumption	336	144	46	1	527	3.37	III

INTERPRETATION

To find out the percentage of overall performance of SUV , the score was given to the highly satisfaction levels like score 4, satisfied was given has 3, Neutral was given 2 and score 1 was given to dissatisfied.

The above table depicts that, 'improvements needed for the customers' was given the with price in the Weighted average of 3.65, and marked as Rank 1, Comfort got 2nd rank with the weighted average of 3.31, 'colour' got 3rd rank with the weighted average of 3.50, 'fuel consumption' got 4th rank with the weighted average of 3.37.

CONCLUSION:

Based on consumer behaviour towards Mahindra SUVs, it can be concluded that overall satisfaction levels are influenced by various factors. Factors such as vehicle performance, design, brand reputation, pricing, after-sales service, and features play crucial roles in influencing purchase decisions. Consumers tend to be more satisfied when these factors align with their preferences and expectations. Additionally, positive word-of-mouth and reviews also contribute to consumer satisfaction and influence future purchase intentions. Therefore, understanding and addressing these factors effectively can enhance consumer satisfaction and drive sales for Mahindra SUVs.