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## BUYER BEHAVIOR OF MARUTHI SUZUKI FOUR-WHEELER WITH SPECIAL REFERENCE TO COIMBATORE DISTRICT

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### 1 INTRODUCTION :

It's true that people will only recommend something to others if they are sufficiently satisfied; otherwise, there may be unfavorable effects. One such free promotion method that can reach a large audience is word-of-mouth, but it also has some drawbacks. Customers are the only ones who can control this kind of publicity; businesses have no control over it. Determining consumer perception is crucial because it affects both the product's and the company's success.

Customers are also very interested in this since it aids in their decision to buy. Few purchases are made by an individual only once or twice in their lifetime.

This question is a major headache for all the automobile companies and they all thrive to find out answer to this. The research report provides the insights about the consumer perception and how they behave while making purchase decisions. It also provides deep insights about the critical factors that influence them. The study will help the OEM's to better understand those factors that impact needs

This measurement of consumer satisfaction helps the company in determining the area where they need to focus and stimulate the improvements in the processes and practices followed by the company. Customer expectations may be defining as the attributes defined by the customer about the product or service. Customer satisfaction cannot be satisfied by mere fulfilling the consumer requirement because it is primary expected output from the company. However, failing to satisfy this need will cause dissatisfaction among consumers.

### OBJECTIVE OF THE STUDY

- To examine the consumer perception about the Maruti cars
- To Study the various factors like brand, color, size, model etc., in influencing consumer's choice
- To analyze the marketing strategy in brand positioning against the competitors

### SCOPE OF STUDY

- Doing an exhaustive questionnaire-based survey on the targeted consumer base.
- Understanding the critical factors underlying in each segment.
- Analyzing the consumer data to find out the influencing factors and how they impact them using various techniques.

### GENDER OF RESPONDENTS

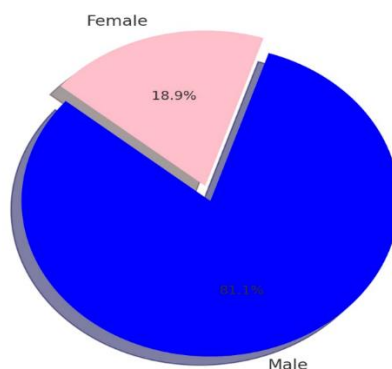
S.NO	GENDER	NO.OF RESPONDENTS	PERCENTAGE
1	MALE	73	81.1
2	FEMALE	17	18.8
	TOTAL	90	99.9

**INTERPRETATION:**

The gender distribution of respondents reveals that a significant majority of the participants are male, accounting for 81.1% of the total respondents. In contrast, female respondents make up only 18.8% of the sample. This suggests that the study or survey may have a male-dominated audience or the product/service being studied may be more popular among males. The total percentage adds up to 99.9%, reflecting a very slight rounding error in the data representation.

**GENDER OF RESPONDENTS**

Gender Distribution of Respondents

**QULIFICATION OF RESPONSE**

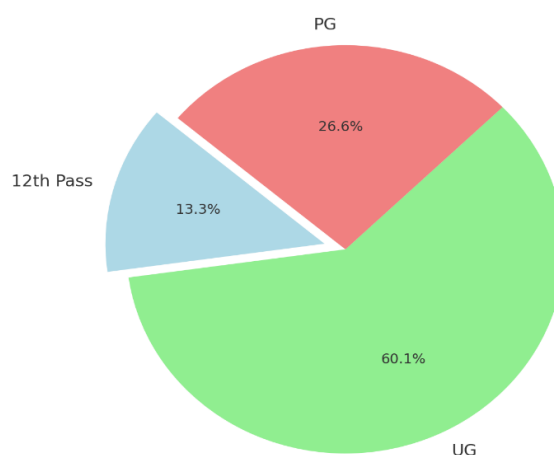
S.NO	QULIFICATION	NO.OF RESPONSE	PERCENTAGE
1	12	12	13.3
2	UG	54	60.1
3	PG	24	26.6
		90	100

**INTERPRETATION:**

The qualification distribution shows that the majority of respondents, 60.1%, have completed their undergraduate (UG) education. A significant portion, 26.6%, holds a postgraduate (PG) qualification, while 13.3% have only completed their 12th grade. This suggests that the sample primarily consists of educated individuals, with a strong representation of undergraduate qualifications. The total percentage adds up to 100%, indicating accurate data representation.

**QULIFICATION OF RESPONSE**

Qualification Distribution



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## **SUGGESTIONS:**

About 30% and 42% of respondents, respectively, believe that brand is a very important and important factor when buying a personal vehicle. About 12% of respondents view brand as an unimportant factor, and 3% view it as a very unimportant criterion. The remaining 12% are neutral.

About 45% and 42% of respondents, respectively, believe that price is a very important and important factor when buying a personal vehicle. The remaining 3%, however, have no opinion. Five percent think it is unimportant. Brand is viewed by 12% as a very unimportant factor. About 54% and 23% of respondents, respectively, believe that safety is a very important and important factor when purchasing a car for personal use. While 5% are neutral, roughly 13% view brand as a very unimportant factor, and 3% view it as an unimportant criterion.

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## **CONCLUSION**

In conclusion, the shift in social characteristics appears to be accompanied by a shift in the consumer's personality. A sizable population leans more toward individualism. They desire a significant amount of personal time. This shift in the social dimension is demonstrating the effects on consumer purchasing patterns. They make their own decisions. As a result, automakers must adjust to this shift and change their approaches. According to this study, the consumer journey is primarily determined by the brand's perception, which begins even before a person buys or uses a car. Even customer recommendations reflect this. Important purchasing decisions, such as buying a car, are frequently influenced by the suggestions made by friends or acquaintances. Customer perception thus becomes more significant in this context. The brand personality of an automobile is imposed on prospective buyers by the sellers. As a result, consumers have preconceived ideas about the brand, which is evident in how they perceive the car as a whole.