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A Study on Buying Preference of Maruti Cars with Reference to Aadhi Maruti at Kinathukadavu, Coimbatore

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ABSTRACT:

This research explores consumer buying preferences for Maruti cars at Aadhi Maruti, Coimbatore. With a focus on factors such as price, fuel efficiency, brand loyalty, after-sales service, and dealership experience, the study analyzes how these elements influence consumer decision-making. A descriptive research design was adopted, and data were collected through structured questionnaires from 102 respondents. The findings reveal key trends in customer preferences and provide actionable insights for enhancing dealership strategies and improving customer satisfaction. This study also provides empirical support to understand how dealership-level strategies correlate with consumer satisfaction. The results indicate that middle-aged consumers are more likely to prioritize value for money and after-sales service. Moreover, the findings can be used by automotive retailers to refine customer segmentation and tailor marketing efforts based on demographic insights.

Keywords: Buying preference, Maruti Suzuki, Aadhi Maruti, Consumer behaviour, Automobile dealership, Customer satisfaction.

INTRODUCTION

The automobile industry in India is characterized by intense competition and ever- evolving consumer preferences. Maruti Suzuki, the market leader, has maintained a strong foot- hold by offering affordable, fuel-efficient, and reliable vehicles. Aadhi Maruti, a prominent dealership in Coimbatore, plays a crucial role in promoting Maruti vehicles and shaping consumer experiences. This study investigates the buying behaviour of customers specifically choosing Maruti cars from Aadhi Maruti, focusing on factors like affordability, model variety, dealership service quality, and promotional strategies.

BUYING PREFERENCE

Buying preference refers to a consumer's inclination toward a specific brand or product based on their personal evaluation of various attributes. In the case of Maruti Suzuki, customers often consider factors such as affordability, fuel efficiency, brand reputation, resale value, and after-sales service. Aadhi Maruti has positioned itself as a preferred dealership by offering a wide range of models and a customer-centric experience. The preference for Maruti cars is also influenced by emotional connections, perceived value for money, and trust in the brand. This study identifies these influential elements to understand the core drivers behind customer decision-making.

ABOUT AADHI MARUTI INDUSTRY

Aadhi Maruti, established in 2012 in Coimbatore, is a prominent dealership of Maruti Suzuki India Limited. It operates multiple Arena and Nexa showrooms across Tamil Nadu, offering new car sales, exchange, financing, insurance, and after-sales services. Known for its customer-first approach and extensive reach, Aadhi Maruti has become a leading automotive retailer in the region. The dealership emphasizes digital engagement, service excellence, and sustainability, making it a key contributor to the growth of Maruti Suzuki in South India.

STATEMENT OF THE PROBLEM

Despite Maruti Suzuki's dominant market position in India, dealerships such as Aadhi Maruti face challenges in consistently aligning their strategies with dynamic consumer expectations. As customer preferences are influenced by variables such as income, age, promotional schemes, and technological expectations, it becomes essential to identify the specific motivators behind the consumer's car purchase decisions. This study seeks to bridge the gap by identifying and analyzing the key factors influencing buying preferences at the dealership level.

OBJECTIVES OF THE STUDY

- To Understand the Consumer buying behavior towards aadhi Maruti Suzuki cars.
- To Study the Factors influencing the buying behavior of consumer regarding aadhi Maruti cars.
- To evaluate the customer services offered by aadhi Maruti cars.

LIMITATIONS OF THE STUDY

- The study is geographically limited to Coimbatore city.
- Sample size is restricted to 102 respondents, limiting generalizability.
- Reliance on self-reported questionnaire data may lead to subjectivity.
- Dynamic economic and policy changes were not included in the scope.

RESEARCH METHODOLOGY

Research Design: Descriptive
Sampling Method: Convenience Sampling
Sample Size**:** 102 Respondents

Data Sources

- Primary: Structured questionnaire
- Secondary: Journals, websites, dealership reports

Analysis Tools

- Chi-square Correlation
- Descriptive Statistics

DATAANALYSIS AND INTERPRETATION

TABLE 1: AGE-WISE DISTRIBUTION OF THE RESPONDENTS

Age Group	Frequency	Percentage
Below 25	20	21.50%
25–35	24	18.50%
36–45	28	21.50%
46–55	16	27.70%
Above 55	14	9.20%
Total	102	100%

INTERPRETATION

The age distribution of the respondents reveals that a significant portion of the sample falls in the 46–55 age group, accounting for 27.7% of the total participants. This is followed by the age groups 36–45 and below 25, both representing 21.5% of the respondents. Individuals aged 25–35 constitute 18.5%, while those above 55 make up the smallest segment at 9.2%. These results indicate that middle-aged consumers, particularly those between 36 and 55, form the core customer base for Maruti cars at Aadhi Maruti.

H$_0$: The age group distribution follows the expected distribution (i.e., the observed frequencies match the expected frequencies).

H$_1$: The age group distribution does not follow the expected distribution (i.e., the observed frequencies do not match the expected frequencies).

TABLE 2: GENDER WISE DISTRIBUTION OF THE RESPONDENTS

Gender	Frequency	Percentage
Male	62	50.80%
Female	40	47.70%

Source: Primary Data

Interpretation

The gender distribution of the respondents indicates a fairly balanced representation between males and females. Out of the total 102 participants, 32 are male, accounting for 50.80%, and 31 are female, making up 47.70% of the sample. This near-equal proportion sug- gests that the study has captured perspectives from both genders almost equally, which adds to the reliability and inclusiveness of the findings. Additionally, there is 1 respondent (1.50%) who either identifies as a different gender or chose not to specify their gender, showing that the study also acknowledges gender diversity, albeit in a very small proportion. This distribution can help in analyzing whether gender has any influence on the buying preference or other variables considered in the study.

TABLE 3: CHI-SQUARE TEST – ASSOCIATION BETWEEN AGE AND NEW CAR PURCHASE

Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	74.516	15

Source: Primary Data

INTERPRETATION

The Pearson Chi-Square test result shows a Chi-Square value of 74.516 with 15 degrees of freedom (df). The Asymptotic Significance 1(02-sided) value, also known as the p-value, is not explicitly provided here, but given the high Chi-Square value relative to the degrees of freedom, it is likely that the p-value is less than 0.05. This suggests that there is a statistically significant difference between the observed and expected frequencies in the data.

Result: Since the p-value is < 0.01, the result is significant at the 1% level.

Conclusion: There is a significant relationship between a customer's age and their preference to purchase a new Maruti car.

CHI-SQUARE TESTS

TABLE 4: Gender Vs Preference for Maruti Cars

Factor	Calculated Value	P-value	df	Significance
Gender	20.638	0	2	Significant

Source: Primary Data Interpretation

The Chi-Square test conducted for the factor 'Gender' shows a calculated value of 20.638 with 2 degrees of freedom and a p-value of 0.000. Since the p-value is less than the commonly accepted significance level of 0.05, the result is considered statistically significant. This indicates that there is a significant association between gender and the variable being studied—such as buying preference or customer behaviour.

Correlation Analysis

TABLE 5: Correlation Between Monthly Income and Primary Rea- Son For Choosing Maruti Suzuki

Correlation Between	r	p-value
Monthly Income & Reason for Choosing Maruti	0.249	0.047

Source: Primary Data Interpretation

The correlation analysis between Monthly Income and the Reason for Choosing Maruti reveals a correlation coefficient (r) of 0.249 with a p-value of 0.047. The positive correlation coefficient indicates a mild positive relationship between the two variables, suggesting that as monthly income increases, there is a slight tendency for the reason behind choosing Maruti to vary in a particular direction, potentially   favoring certain features like brand value, fuel efficiency, or affordability. Since the p-value is less than 0.05, this correlation is statistically significant, meaning the relationship observed is unlikely due to random chance.

There is a positive and significant correlation between a customer's monthly income and the factors influencing their choice of Maruti Suzuki.

RESULTS AND FINDINGS

- The majority of respondents (67.7%) are aged between 25 and 55, showing that Maruti Suzuki appeals predominantly to middle-aged customers.
- The mean age category is 2.84, with a nearly symmetrical distribution as indicated by a skewness value of -0.05.
- Gender distribution is almost balanced, with males comprising 52.4% and females 47.6% of the respondents.
- Retired individuals represent the largest occupational group at 36.3%, followed by business owners at 25% and salaried employees at 20.1%.
- Most respondents have a monthly income between ₹50,000 and ₹75,000 (38.5%), indicating a primarily middle-income customer base.
- A Pearson Chi-Square test value of 74.516 with a p-value of .000 suggests significant associations among categorical variables in the study.
- The correlation between occupation and the primary reason for choosing Maruti Suzuki is weak and not statistically significant (r = .164, p = .195).

- Monthly income has a positive and statistically significant correlation with the primary reason for choosing Maruti Suzuki (r = .249, p = .047).
- Customers report high satisfaction with the sales experience at Aadhi Maruti, with a mean score of 1.22.
- fter-sales service also receives favourable ratings, with a mean satisfaction score of 1.30.
- The questionnaire used in the study shows moderate reliability, with a Cronbach's Alpha of .531, and the overall customer response items have a mean score of 15.88 with a standard deviation of 2.892.

SUGGESTIONS

- Emphasize Maruti Suzuki's reputation for reliability and cost-effectiveness, targeting budget-conscious buyers.
- Offer customized options for business owners, such as fleet discounts or models with high utility and low operational costs.
- Create targeted promotions for cus1to0mers based on their income, with premium offers for higher-income buyers.
- Highlight advanced safety features, tech innovations, and family-friendly vehicles for middle-aged customers (36-45 age group).
- Provide extended service packages and maintenance options for retirees seeking low-maintenance and reliable vehicles.
- Promote eco-friendly and fuel-efficient models to younger, environmentally conscious buyers.
- Offer attractive financing options, especially for first-time car buyers or those in the lower-income brackets.
- Celebrate customer milestones, such as anniversaries of car ownership, with personalized offers or discounts.
- Develop referral programs rewarding customers for recommending Maruti Suzuki to others.
- Improve sales experience by providing virtual showrooms or AR tools for an engaging, hands-on experience.
- Provide flexible warranties and easy upgrade options for loyal customers.
- Run targeted campaigns based on customer preferences, such as low-budget or high-tech features.
- Engage retired customers with personalized communication emphasizing reliability and ease of use.
- Create special offers for younger buyers (under 25) focusing on affordable models and student-friendly financing.

CONCLUSION

The study evaluates buying preferences of Aadhi Maruti Suzuki using demographic data, statistical analysis, and reliability testing. The dataset consist of 102 valid responses reveals a strong appeal among middle-aged customers, with 67.7% of respondents aged between 25 and 55. A nearly equal gender split shows balanced engagement across male and female buyers. Retired individuals form the largest occupational group, indicating the brand's popularity among post-retirement consumers. Business owners and salaried employees also contribute significantly to the customer base, showing diverse usage across professions. The majority of buyers fall within the ₹50,000–₹75,000 income range, reflecting a value-driven yet economically active segment. High satisfaction in sales and after-sales services, along with low brand-switching intent, signals strong loyalty. Income level has a statistically significant influence on buying motivation, while occupation does not. The Pearson

Chi-Square test highlights meaningful associations among key variables. A Cronbach's Alpha of 0.531 indicates moderate sur- vey reliability. Overall, customer sentiment is positive, with stable brand trust and satisfaction. These insights suggest opportunities to offer personalized services, milestone rewards, and age/income-based promotions. Maruti Suzuki can also focus on eco-friendly options and digital enhancements to attract younger buyers. Targeted engagement strategies could further strengthen retention and loyalty. The findings offer a clear roadmap for improving customer experience. With these efforts, Maruti Suzuki can stay competitive and deepen its market presence.

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LINKS

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