

CUSTOMER BUYING BEHAVIOUR AND SATISFACTION TOWARDS MARUTI SUZUKI CARS WITH SPECIAL REFERENCE COIMBATORE CITY

AUTHOR: SUDHEKSHA.G

CO AUTHOR: NITHYAROOBINLS

INTRODUCTION

Automobile industry is one of the fastest growing industries of the world. The automobile industry in India, the tenth largest in the world with an annual production of approximately two million units, is expected to become one of the major global automotive industries in the coming years. A number of domestic companies produce automobiles in India and the growing presence of multi national investment, too, has led to an increase in overall growth. Following the economic reforms of 1991, the Indian automotive industry has demonstrated sustained growth as a result of increased competitiveness and relaxed restrictions. The monthly sales of passenger cars in India has exceeded one crore units. The automotive industry directly and indirectly employs about 3.1 per cent of India's Gross Domestic Product(GDP).

Indian automobile industry has grown tremendously since 1898, a time when a car had touched Indian streets for the first time. At present it holds a promising tenth position in the entire world holding the second place in two wheelers and the fourth place in commercial vehicles. With standing a growth rate of eighteen percent annum and an annual production of more than two million units, it may not be an exaggeration to say that this industry in the coming years will soon touch a figure of ten million units per year.

Economic liberalisation, increase in per capital income, various tax relief policies, easy accessibility of finance, launch of new models and exciting discount offers made by dealers all together have resulted in the emergence of a stupendous Indian automobile industry.

A number of domestic companies produce automobiles in India and the growing presence of multinational investment, too, has led to an increase in overall growth. The monthly sales of passenger cars in India exceed one crore units.

STATEMENT OF THE PROBLEM

Customer choice process is a complex phenomenon. Making a decision to buy a product or services involves many processes. The literature on brand preference studies reveals that for the selection of durable products, especially four wheelers, the customer has to spend much time to evaluate and choose the desired one, based on their need and economic condition. The marketing strategies followed by the manufacturer and marketer as well as pre-conceived idea of the buyer also play a vital role in selection of a particular brand and to get more satisfied. Only a limited number of attempts have been made to study the impact of buying behaviour factors and customer's

satisfaction. So, in this project it has made an attempt to identify the buying behaviour factors and customer's satisfaction of Maruti Suzuki cars.

OBJECTIVE OF THE STUDY

- ✓ To study about the services provided by Maruti Suzuki showroom in Coimbatore.
- ✓ To analyse consumer's awareness about various brands and models of Maruti car

SIGNIFICANCE OF THE STUDY

- Now a days, a car has become a necessity and forms a part of life even for the majority of middle-class people. The study is conducted in Coimbatore district of TamilNadu, which is economically their chest district and famous for textile industries, pump industries, information related companies and so on.
- Due to the increasing purchasing power, the people of Coimbatore district have started buying cars for business, personal use, prestige or social status. The district a potential market for all consumer products and services.
- A knowledge of the buying behaviour of different market segments helps a seller to select their target segment and evolve suitable marketing strategies to increase sales. The present study focuses on the customers of Maruti Suzuki.
- Understanding their expectations, perceptions and satisfaction will help manufacturers to improve the physical attributes of cars and also service quality.

SCOPE OF THE STUDY

It is aimed to study the car market and buying behaviour of the customer the project analysed the social, economic, demographic of the buyer and also studied the psychology of customers measured in terms of their buying characteristics of car. The study includes the detailed study of customer focusing on the various parameter's that lead to identifying and understanding the perception of the customers in buying the Maruti cars. This behaviour or attitude in buying the car can very well standard to other cars.

METHODOLOGY OF THE STUDY

Research in common refers to a search for knowledge. Research methodology is a way to systematically solve the research problem. It may be understood as science of studying how research is done scientifically.

- Sources of data

The data is collected through in two ways:

- ✓ **Primary data:** -The primary data was collected freshly and thus it was original in character. It has been collected through questionnaire. The questionnaires were given to the respondents when they visited respective showrooms.

✓ **Secondary data:** -Secondary data are data which have already been collected by someone its main sources are Journals, Newspapers, Magazines, and Internet etc.

- Sample Design

The sample design which is used in the study is convenience sampling. Respondents from Coimbatore were selected on the basis of convenience.

- Sample size

Sample size taken for the study is 110 respondents.

LIMITATIONS OF THE STUDY

The analysis of the present study has been carried out based on the information has collected from the Maruti Suzuki cars user who are residing at Coimbatore district.

- The study is an opinion survey; caution may have to be exercised while extending the result to other areas.
- Due to time constrict only 100 numbers of respondents were considered.

The result fully depends on the information given by the respondents which may be based.

PROFILE OF THE MARUTI SUZUKI

Maruti Suzuki India Limited (MSIL, formerly known as Maruti Udyog Limited) is a subsidiary of Suzuki Motor Corporation, Japan. Maruti Suzuki has been the leader of the Indian car market for over two and a half decades. The company has two manufacturing facilities located at Gurgaon and Manesar, south of New Delhi, India. Both the facilities have a combined capability to produce over a 1.5 million (1,500,000) vehicles annually. The company plans to expand its manufacturing capacity to 1.75 million by 2013.

The Company offers 15 brands and over 150 variants ranging from people's car Maruti 800 to the latest Life Utility Vehicle, Ertiga. The portfolio includes Maruti 800, Alto, Alto K10, A-star, Estilo, WagonR, Ritz, Swift, Swift DZire, SX4, Omni, Eeco, Kizashi, Grand Vitara, Gypsy and Ertiga. In an environment friendly initiative, in August 2010 Maruti Suzuki introduced factory fitted CNG option on 5 models across vehicle segments. These include Eeco, Alto, Estilo, Wagon R and Sx4. With this Maruti Suzuki became the first company in India to introduce factory fitted CNG vehicles.

Maruti Udyog Limited (MUL) was established in February 1981, though the actual production commenced in 1983 with the Maruti 800, based on the which at the time was the only modern car available in India, its only competitors- and were both around 25 years out of date at that point. Through 2004, Maruti Suzuki has produced over 5 million vehicles. Maruti Suzuki's are sold in India and various several other countries, depending upon export orders. Models similar to those made by Maruti in India, albeit not assembled or fully manufactured in India or Japan are sold at Suzuki Corporation.

Maruti 800. Suzuki also felth at Bhaskarudu was aproxy for the Government and would not let it increase its stake

in the venture If Maruti Suzuki would have been able to in digenise gear boxes then Maruti Suzuki would have been able to manufacture all the models without the technical assistance from Suzuki. Till today the issue of localization of gear boxes is highlighted in the presents.

In 2009-10, the company sold a record 10,18,365 units including 1,47,575 units which we exported primarily to Europe, the remaining 870,790 sold in India. In the third quarter of 2009- 2010, the company sold 258, 026 units. Thus, in March 2010, Maruti Suzuki had a India market share of 53.3 per cent of the Indian passenger car market of 16,33,752 passenger car unites

It is Maruti Suzukit at brought revolution in Indian automobile industry.Maruti Suzuki entered the market in 1983 at a time when scooters were in keen demand and motorcycles were rare. It took a lot of patience and hard work to develop the market. Today almost every major car maker of the world is present in India where Maruti Suzuki is the market leader with over fifty per cent market share. Maruti Suzuki has achieved this as a result of its service quality and customer satisfaction.

A satisfied customer is the best advertisement. And a prospect who is being satisfied will be turning into a customer of a product or service. Whatever it may be, business or industry, it can sustain only with satisfied customers in the longrun. A satisfied customer is the best advertisement. And a prospect who is being satisfied will be turning into a customer of a product or service. Whatever it may be, business or industry, it can sustain only with satisfied customers in the long run

Customer satisfaction is a person's feeling of pleasure or disappointment resulting from a perceived performance in relation to his or her expectation. If performance falls short of expectations, a consumer is dissatisfied. If performance matches expectations of a customer, he is satisfied.If performance exceeds the expectations of a customer,he is highly satisfied order lighted.

The quality improvement by manufacturers and service providers has become extremely a preferred objective in today's competitive markets to make the product to buy by the customers. This study attempts to study customer expectations, perceptions and satisfaction in the quality of Maruti Suzuki in Coimbatore district.

ORGANIZATION OVERVIEW

- Maruti Udyog Limited(MUL) was established in Feb1981 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 froms even prospective partners world wide. This was due not only to their undisputed leadership in small cars but also to their commitment to actively bring to MUL 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 was signed between Govt of India and Suzuki Motor Company (now Suzuki Motor Corporation of Japan) in Oct 1982.The objectives of MUL then were:

- Modernization of the Indian Automobile Industry.

- Production of fuel-efficient vehicles to conserve scarce resources.

Production of large number of motor vehicles which was necessary for economic growth.

Technological Advantage

- We have introduced the superior 16*4 Hyper techengines across he entire Maruti Suzuki range. This new technology harnesses the power of a brainy 16-bit computer to a fuel-efficient 4-valve engine to create optimum engine delivery. This means every Maruti Suzuki owner gets the ideal combination of power and performance from his car.
- Our other innovation has been the introduction of Electronic Power Steering (EPS) in select models. This results in better and greater maneuverability. In other words, our cars have become even more pleasurable to drive.

Production

Spread over a sprawling 297 acres with 3 fully-integrated production facilities, the Maruti Udyog Plant has already roll out over 4.3 million vehicles. In fact, on an average, two vehicles roll out of the factory veryminute. And it takes on an average,just 14 hours to make a car.More importantly, with an incredible range of 11 models available in 50 variants, there's a Maruti Suzuki made here to fit every car-buyer's budget.

PRODUCTION MILESTONES

- i)1st vehicle produced, December 1983 ii)1,00,000 vehicles produced by August, 1986 iii)5,00,000 vehicles produced by June, 1990
iv)10,00,000 vehicles produced by March, 1994 v)15,00,000 vehicles produced by April, 1996 vi)20,00,000 vehicles produced by October, 1997

RESEARCH AND DEVELOPMENT

Research and Development

SUZUKI develops “value- packed products” for the new generation and changeable lifestyle. Constantly creating new technologies and applying them to the products with affluent imagination. Applying this philosophy and approach to our R&D. The Suzuki teams

cover a wide range of the latest advances is such fields as energy. Environmental, electronics,communication, information and control applications. All this R&D energy is devoted to the output of products that meet the challenges of the next generation

The facility, Suzuki R&D Center Private Limited, is wholly owned by Suzuki Motor Corporation, Japan. This is an arrangement similar to its engine and battery manufacturing facility in Gujarat. The carmaker is looking to put in place a framework to strengthen its R&D competitiveness and capabilities with this facility. The talent employed here will be pickedfrom within the country and Suzuki will associate with Indian academic institutes and start-ups to develop.

One of the most advanced R&D facilities in India and amongst the top facilities in Asia, this 600- acre, Integrated R&D Center has state of the art vehicle testing and evaluation labs, besides a world class Proving ground with unique test tracks.

The objectives of the dissertation, a quantitative research was held. The main characteristic of quantitative research is that it is mostly appropriate for small samples, while its outcomes are not measurable and quantifiable. Its basic advantages, which also constitutes its basic difference with quantitative research, is that it offers a complete description and analysis of a research subject.

PRODUCTS

MARUTI SUZUKI WAGONR

Maruti Suzuki WagonR has become the symbol of confidence. It has been in the Indian automobile market for over to decades now. The big new WagonR stronger, stylish, power full and equipped with a load of comfort and safety features. Available at a great price, WagonR is a that is Dil se strong

The very mention your WagonR brings spaculousness comfort and practically to mind. With the launch of the ‘Dil Se Strong’ WagonR, you now get more space and power, and the car has become a lot more pratical as well. It has been all most 20 years that the car was introduced to the Indian market and ever since it is launch, the price of Maruti Suzuki WagonR and the value it offers has made it the choice of many cars buy years.

MARUTI SUZUKI SWIFT

Competing with the other cars of Maruti, Maruti Swift is gradually making its position in the world pf mid-sized family car. Maruti Swift has come up with the special technical specifications of 1 valve 4- cylinder, 1300 cc engine generating power of solid 87bhp rpm. Maruti swift is equipped with various safety features and well advanced equipment’s.

There are four variants in this car:

- Swift LXi
- Swift VXi
- Swift ZXi
- Swift Diesel ‘Ldi’
- Swift Diesel ‘Vdi’

MARUTI SUZUKI EECO

Happiness family size is not just a line, but the concept behind the design of the Maruti Suzuki Ecco, with its luxurious and spacious interior space, wrapped in wonderful aesthetics inside out. Add To this with a powerful engine, the Maruti Suzuki Ecco brings income the happiness of owning a truly world class car. And makes every outing in it one of sheer happiness, family size.

MARUTI SUZUKI ALTO

Maruti Alto is one of the best-selling cars in India. It has included different new features in it like clear lens headlamps, sparking tail lamps, dynamic front grill and number, stylish fabric, rotary control for AC etc. Other features that are really important for the comfort and safety of the passenger are electronic power steering, excellent services back up, convenient cup holders, high rigid monologue frame made of high tensile steel, front and rear seat belts, booster assisted brakers etc. Its better mileage and low engine friction make this car most fuefficient car in A2 segment (petrol)

Ithas three variants:

- Maruti Alto
- Maruti Alto Lx
- Maruti Alto LXi
- Maruti Alto K10

MARUTI SUZUKI BALENO

Convenience goes bold in the new age Baleno which comes with a number of features to Enhance your driving experience. The top features of the baleno include the first-in-segment head up display,

360 view camera, smartplay pro+ next generation Suzuki connect. And the 1.2 L K series dual jet dual VVT Engine. Along with that, the new age baleno also has dual-tone interiors. Cruise control. Type A and type C charges in the rear, tilt and telescopic, steering, rear AC vents, UV cut glass, push start/ stop, steering mounted audio and voice control, electrically foldable and adjustable ORVMs automatic climate control, auto dimming IRVM, 16-inch precision cut alloy wheels, and much more.

REVIEW OF LITERATURE

1. AjoyJosephS:(2023) One of the most important factors that influence purchase of passenger cars in India is the availability of auto finance or customer credit. This empirical study analyses the behavioural pattern exhibited by passenger car customers towards auto loan schemes and Financiers when they purchase their cars. The study was based on the data collected from five hundred and twenty five passengers car owners consisting of professionals, employees of public and private sector, business men and agriculturist in Dakshin a Kannada district of Karnataka State. The respondents have been broadly categorized in to three groups on the basis of original price range of their cars viz. cars in the price range of Rs. 2 – 4 lakhs, Rs. 4 – 6 lakhs and Rs. 6 – 9 lakhs. The study finding indicates that the most important three factors considered by car purchasers while deciding auto finance company were less processing time, easy documentation and explanation of the financing scheme by the staff.

2. Nitin Joshi1.D Mishra (2023) The aim of the study is to understand the behavior of the customer in the State of Maharashtra which is one of the most developed states of India. The study was carried out to understand the customer awareness on environment friendly car (EFC). The objective of the study is to understand the awareness levels and create awareness of the EFC so that the efforts of the manufacturing the green car will be achieved. SPSS 17.0 has been used for analysis of the data. Five hundred respondents have been asked to fill in a questionnaire. The study has been done keeping in mind age group and the geographical area of the respondents. With reference to the age group, it is observed that there is no significant difference in the awareness.

3. Pallawi B. Sangode:(2022) This research paper is based on the findings of comparative study of service quality of Maruti Suzuki and Hyundai Showrooms in Nagpur. 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 study was conducted using a convenience sample of forty respondents who were owners of Maruti and Hyundai cars. The questionnaire was a self-completion questionnaire consisting of 26 questions.

4. Thiripurasundari.U(2021) Brand Equity is the added value endowed by the brand to the Product. Although the idea of using a name or a symbol to enhance a product's value has been known to marketers for along time, brand equity has gained are new interest in recent years. The objectives of the study were to analyse the importance of various factors like brand knowledge, brand preference, brand loyalty, brand application etc. in car market in Pondicherry. The primary data were collected from three hundred 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 ascertain where a company should focus its improvement efforts in order to make It pay off.

5. Asghar Afshar Jahan shahi: (2021) In this research, the author addresses the following questions that are becoming increasingly important to managers in automotive industries: is there 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 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 the purchase. The population of the study comprised all of the Tata Indica car owners in Pune. The hypotheses of the study were analysed using regression and ANOVA. The results of the study showed that there was a high positive correlation between the constructs of customer service and product quality with customer satisfaction and loyalty.

6. Natarajan.PandThiripurasundari.U:(2021)This study focuses on the 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 a structured interview schedule with one hundred and fifty customers in Pondicherry 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 the quality of being imported. Consumers made favourable perceptions on 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 tended to associate the brand to India's strong automobile sector making quality and technically efficient cars.

7. Sudharani Ravindran and Gayathri devi:(2020)The authors in the irarticle studied the customer satisfaction of Hyundai i10 in Coimbatore city. The research is descriptive in nature. The sample design adopted for the study was the simple random sampling. The sample size was one hundred which included only owner of Hyundai i10 cars in Coimbatore city. The customer's expectations over a Hyundai i10 were identified and it was found to be based on certain factors. The most motivated factor to buy Hyundai i10 car was also found out (Design and Style).The attributes like suspension and handling were identified to be below par for a Hyundai i10.

8. Chidambaram and Alfred :(2020) The study postulates that there are certain factors which influence the brand preferences of customers. Within this framework, the study reveals that customers give more importance to fuel efficiency than other factors. They believe that the brand name tells them something about product quality, utility, and technology, and they prefer to purchase passenger cars which offer high fuel efficiency, good quality, technology, and durability, and are priced reasonably

9. Jelsy Joseph.J and Hemalatha.T: (2019) Their study "Customer Relationship Management in Passenger Car Industry" argues that after-sales services not only help in firms coming close to the customer and build credibility for their service and commitment towards the customer but also help improve mouth publicity and goodwill generated from such customer-oriented efforts. It also reveals that the firms improve their market share and interact with consumer to maintain relationship. A customer acquisition and relations have become the most important

terms in sales.

10. Suresh A.M : (2018) This research reports and measures customer satisfaction with small cars in Bangalore city. The research identified sales support, vehicle design, purchase support, cost of ownership and delight features as underlying factors of customer satisfaction. The research tries to rank small cars on these factors. The study also tries to find out whether customer satisfaction varies among customers on the basis of demographics.

11. Sumit Jain: (2018) The automotive industry is now facing new and pressing challenges. Globalization, individualizations, digitalization and increasing competition are changing the face of the industry. In addition, increasing safety requirements and voluntary environmental commitments have also contributed to the changes a head. The size of the organization is no longer a guarantee of success.

The purpose of this study is to present a short overview of the auto motive industry today and.

Highlight challenge facing the industry.

12. Ranganathan.R: (2017) His study "Consumer Markets and Buyer Behavior of Cars", argued that brand image could be increased by the advertisement which clearly showed the features of the cars. The result of the study was that the necessity was the first factor of choosing the car and mileage was an important factor expected from the car.

13. Chidambaram.K: (2016) The researchers undertook a study on "Brand Preference of Passenger Cars - A Study with Special Reference to Coimbatore City in Tamil Nadu", argued that the customers gave more importance to fuel efficiency than to other factors. They believed that the brand name was explanatory of product, quality, utility and technology. Consumers preferred to purchase passenger cars, as they offered high fuel efficiency, good quality, technology and durability, and could be purchased at a reasonable price.

14. Chimun Kumar Nath: (2016) The aim of this paper is to make a correlation analysis of the responses of customers regarding various attribute ratings of a car. Further it also seeks to determine the underlying benefits consumers are looking for from a new generation car by classifying them according to their relative importance they put in the attribute ratings by the method of principal component analysis. From the study it has been observed that customers are purchasing new generation cars because of several considerations and these considerations can be attributed to two major factors which may be labelled as: economic benefit factor and social benefit factor.

15. Kristin Diehl: (2016) The study suggests that consumers often search for and choose from ordered sets, commonly from options listed from best to worst. Greater search can lead to more positive evaluations for improving versus declining orderings because consumers experience more positive moments in which they base their evaluation. Overall evaluation is influenced by these key moments over and above the quality changes of the set satisfaction. Customers after purchasing products from the company may have doubts in their decision making; and the only way to manage this uncertainty is to establish a long term relationship with customers.

16. Richard et.al.: (2015) Their large scale, national study investigates the influences of monthly payment incentives (rebates and low interest rates) on the decision process of both car and truck owners and lessees. The results suggest that incentives are found to be significantly more important among lessees than among buyers. While evidence suggests that incentives obviously should not be used on a wholesale basis, there appears to be a

niche among which incentives may be successful. The author suggests that lessees would be open to choosing a vehicle that has an attractive monthly payment via rebates and other incentives.

17. Ali Araghchi: (2015) This paper aims at investigating and determining the nature of the service quality construct and its relationship with those of customer satisfaction, customer experience and behavioral intentions. Moreover, this study aims at identifying the dimension that is the best predictor of overall service quality, in terms of generating an outcome that identifies dimensions regarding service quality in Iranian retail stores.

This was achieved through performing a theoretical and empirical study. The theoretical study provided by identifying relevant theories, determining and defining service quality, customer satisfaction, customer experience and behavioral intention for retailers in the industry of Iranian handmade carpet. The empirical study comprised five hundred questionnaires. The key finding of the study is that service quality is represented by four dimensions. The dimensions referred to as the best predictor of overall service quality are tangibility, reliability, responsiveness and knowledge of employee. Moreover, there is a strong relation between —customer experience |from on side and—service quality, customer satisfaction, behavior a intention from the other side.

18. Saikat Banerjee: (2014) Enormous scope for passenger car industry serious. He undertook a study on "Passenger Car Market of China, Current Scenario and Future Trends", to emphasize that the passenger car market of China had more competition and must fulfil the needs and wants of consumers. The broad categories of Chinese passenger car markets were mini car, sub compact, sedan, full size sedan, luxury, Small Utility Vehicle and Multi-Purpose Vehicle. The study also reveals that China passenger car industry have quantity-focused production technology, no bench marked supply of automotive parts, non- approach towards marketing area, and sales and services networks.

19. Schiffman & Kanuk: (2014) The study has used intelligent agents to locate the best prices for the products or services, bid on various marketing offerings, by pass distribution outlets and middlemen, and shop for goods around the globe and around the clock from the convenience of their homes. To understand the awareness of consumers and their behaviours, in depth, study has been done on various literatures available in the area of green marketing. From an empirical perspective, a substantial academic and professional literature explores the areas like sustainable marketing, consumer behaviour and green car and its response in the market place. The methodologies of these studies vary widely but the major findings have been observed to define the research objective.

FINDINGS OF THE STUDY

- Majority of respondents 68% are male.
- Most of the sample respondents are in the age group of less than 25 year 47%
- Majority of the sample respondents are in the under graduate 58%
- Most of the sample respondents are in the entrepreneur 48%

- Most of the sample respondents are in the 30001-40000 43%
- Majority of the sample respondents are in the unmarried 68%
- Most of the sample respondents are in the 6-12month 36%
- Most of the sample respondents are in the when they buy the car 6month -1 year 32%
- Most of the sample respondents are in the internet 49%
- Most of the sample respondents are in the purpose of the usage of business purpose 38%
- Most of the sample respondents are in the maintenance charge per year 10000-20000 48%
- Most of the sample respondents are in the less than 1000 32%
- Most of the sample respondents are in the importance of car importance 44%

SUGGESTION

- More attractive advertisement has to be provided through various advertisement media.
- More attractive advertisement has to be provided through various advertisement media.
- Respondents are also facing problems in mileage & performance, so this is another suggestion to the manufacturer, to take an additional care.

QUESTIONNAIRE

1. Gender :

- a) male
- b) female

2. Age:

- a) Less than 25years
- b) 26 –35years
- c) 36 –45years

3. Occupation

- a) government employee
- b) private employee
- c) business man

4. Monthly income

- a) less than 30000
- b) 30000-40000
- c) 40000-50000
- d) above 50000

5. Qualification

- a) HSC
- b) UG
- c) PG

6. Maritalstatus

- a) Married
- b) Unmarried

7. How much time you took to decide to buy acar?

- a) Less than 6months
- b) 6- 12 months c)12-18months
- d) more than 18 months

8. When did you buy the car?

- a) Less than 6months
- b) 6 month- 1year
- c) 1-2years
- d) above 2years

9. How much time you took to buy a car after you decided tobuy.

- a) less than 1month
- b) 1 month-3months
- c) 3 month-6months
- d) 6 month -1years
- e) above1years

10. Please indicate your source of information for buying Maruthi Suzukicar:

- a) Friends&Relatives
- b) Internet
- c) Dealer/Broker
- d) Others

11. Indicate the payment method for purchasing your present car:
 - a) Full cash payment
 - b) EMI
12. Please indicate the purpose of usage of your car:
 - a) Business purpose
 - b) Family purpose
 - c) Rental
 - d) other purpose
13. How much money you spent for maintenance and repair for a year:
 - a) Less than 10000
 - b) 10000-20000
 - c) 20000-30000
 - d) above 30000
14. Average distance coverage every week:
 - a) Less than 1000km
 - b) 1000-2000km
 - c) 20000-30000
 - d) above 3000km
15. Please indicate the importance of having a car in your personal life:
 - a) very important
 - b) Important
 - c) Neutral
 - d) Not important
16. Rate overall satisfaction of your car:
 - a) Highly satisfied
 - b) Satisfied
 - c) Neutral
 - d) Dissatisfied
 - e) Highly dissatisfied
17. Will you suggest your relatives to buy the Maruti Suzuki car?
 - a) yes
 - b) No
18. Which is your favourite car in Maruti Suzuki brand?
 - a) Swift
 - b) Baleno
 - c) Celerio
 - d) Alto
 - e) Ertiga
19. Are you satisfied with the service provided by the Maruti Suzuki car?
 - a) yes
 - b) no
 - c) maybe
20. What are the elements do you think are most important when you are buying a car?
 - a) Brand
 - b) price
 - c) Maintenance cost
 - d) Product quality

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