

CHAPTER – 1

INTRODUCTION

There are rapid changes taking place in the business environment today. Changes are what product the customers are asking for in each and every product. With respect to the automobile world, it suits even better. Not so long ago, automobiles were very few in numbers. But now, the situation is such that the companies are manufacturing as per the tastes and preferences of the customers.

When the customer's tastes keep fluctuating, it is very important that the companies must find out as to what is lacking and hence what best can be one overcome that. Manufactures must respond to market trends while marketing themselves responsible for protecting the environment. Their main aim is to focus on the customer and satisfy his needs in order to achieve success.

Marketing is the creation and delivery of a standard of living. The main aim of marketing is to meet and satisfy customer's needs and wants. Marketing success greatly depends on the ability of the marketer to forecast the demand for his product. Understanding consumer behavior is never easy. As a marketer, it is important to understand consumer behavior, so as to be able to predict how consumers are likely to react to various informational and environmental cues and devise marketing strategies accordingly.

This will help to earn a competitive advantage at market place. Hence, now-a-days companies are trying to achieve for higher TCS- Total Customer Satisfaction. With a release of new model every other week, there is a very cut throat competition among the competitors. Especially in the "C" segment, where-in customers prefer a luxurious yet an

affordable car. Honda city, Maruti SX4, Mitsubishi Cedia Elegancey, Chevrolet Aveo constitutes this segment.

With the entry of Hyundai Verna, Mahindra Renault Logan the competition is very tough. Therefore to know as how exactly the customer perceives Maruti “SX4”-this study is conducted.

The Garden City of India and more recently the I.T. Capital of India are how the world sees one of the most popular and liked city India- Bangalore. This city has gone through a number of changes in the recent years. A whole lot of people from all over the globe are not only investing, but also area making the city as their home. With so many MNC’S establishing this city as their base, has made the automobiles giants to come out with new and more luxurious products at affordable prices to launch here.

MARKET

The term market cannot be put together in a single way. It has a very broad sense. It may be considered as a convenient meeting place where buyers and sellers gather together for exchange of goods. A market can exists wherever buyers and sellers are in free contact with one another that only a single price prevails for commodity at any given time.

MARKETING

Marketing indeed an ancient art, this has been practiced in one form or the other. Philip Kotler defines marketing as a “as a social process through which individual and groups obtain what they need and want through creating, offering and freely exchanging products and services”.

Peter Ducker puts it this way “The main of marketing is to know and understand the customer that the product or service fits him & sells itself”.

MARKETING MANAGEMENT

Marketing Management is the process of planning and executing the concept, pricing, promotion and distribution of ideas, goods, and services to create exchange that satisfy individual and organizational goals.

MARKETING SEGMENTATION

Marketing is the process of disaggregating the total markets for a given product, into a number of sub-markets.

This process confers several benefits on the marketing man. It helps him to distinguish one customer group from another within a given market, thereby enabling him to decide which segment of the market should form his target. Segmentation brings to the customers as well. When market segmentation reaches higher level of sophistication and perfection, customers and companies can choose each for mutual benefits and satisfaction.

.

The common methods of marketing segmentation are:

- Geographic segmentation – religion, continents- state.
- Demographic segmentation-family-religion-gender.
- Psychographic segmentation-personality, lifestyles.
- Buyers behavior segmentation-benefits, user rates
- Volume segmentation-quantity of purchases

CONSUMER

A consumer is one who is the ultimate user of the product.

CONSUMER MARKET

“A consumer market can define as all the individual and household who buy goods and services for personal consumption”.

CONSUMER BEHAVIOUR

All psychological, social and physical behavior of all potential consumers as they become aware of, evaluate, purchases, consume and tell others about products and services.

Consumer behavior is very important is very factor in the research carried out by the company. It forms a base for the company by giving out the tastes and preferences of the consumer. Thus the study of consumer behavior is important because buying behavior of the segment market is understood.

FACTORS OF COMSUMER BEHAVIOUR

1. Cultural factor: This consists of cultural factor, sub- culture and social class, which are particularly important in consumer behavior.
2. Social factor: This includes reference groups, family and social roles and statures.
3. Personal factor: Age and stage in the life cycle, occupation, economic circumstances, life styles and personality and self-concept constitutes the personal factors.
4. Psychological factor: A person's buying choices are influenced by motivation, perception, learning, beliefs and attitudes.

CUSTOMER PERCEPTION TOWARDS A PRODUCT

After undertaking a various amount of research and later developing a product, the feedback from forms a vital part. How the customer perceives the product is very necessary. The company should give utmost importance to the opinions of the customer. Based on their feedback and perception, a product must be manufactured.

Once the company releases a new product into the market, it is necessary to know the response from the market as to how well the product is being received. Customer's perception gives out the opinion about the product. If there are any drawbacks, then it gives a chance to the company to rectify them and improve upon them.

Periodical surveys such as this should be undertaken by the company to keep in touch with the customer's perception and preferences from the company.

GLOBAL SCENARIO

Today the automobile industry has grown into a large business that involves billions of dollars. The competition among manufactures has become very intense. This competition makes car pricing very competitive. Manufactures now as receive slim profits per vehicle where as before they were able to gain high profits. The life cycle of the car allow around 4 years of life cycle for each model. European and U.S manufactures have followed his trend.

They have reduced their products life cycle from around 10 years to 5 years on an average.

Ever since the birth of the automobile by Henry Ford, the world has seen a dramatic change in the development of the car. Through out the years, innovation has not only made the appearance of the automobile more extravagant, but it has also enabled car companies, such as General Motors, to produce more efficient modes of transportation.

Along with the United States, the Swedish car companies (Volvo and Saab) are also producing more innovative safer vehicles. The shift of focus to safety in vehicles instead of horsepower and looks has led to numerous features that already have been implemented or are going to be introduced in the upcoming years.

The automobile dealership is a highly competitive business in the US. The most successful dealership in the US must have a good consumer service in addition to a good product. The fact that in a short-period, Lexus has outnumbered Mercedes Benz and BMW in the number of cars that they can sell each year earlier than Lexus. Lexus was ranked first in JD Power survey for quality and customer satisfaction.

Car dealers try to find many effective ways to have a level of customer satisfaction. For example, Saturn dealerships with their one price policy were ranked highest in customer satisfaction among the domestic car dealership. Lexus believes if they can have good communication with their customers and employees, they not only will learn exactly what customer's need and expect but employees job satisfaction will help perpetuate their high level of service quality.

The automobile industry has become a very complicated business, which uses a lot of high-tech equipment. There is a lot of risk that is involved in the industry. This industry already uses billions of dollars in order to develop safety equipment, which can reduce the risk in cases of car accident. They still continue to do research in order to make car as safe as possible. They are also trying to give a lot of attention to their workers' affairs, especially production line workers, because they know that their workers have to do their work as accurately as possible in order to comply with today's demand.

Today consumers are more concerned about car quality and customer service. That is why the manufacture that has high quality and outstanding customer service has high sales but also has more expensive product. Today people are willing to pay extra money for quality and good treatment. In order to survive in this business area, the automobile manufacturers extend their product warranty and offer a high quality product at a competitive price. That is why today's automobile has higher quality than in the past.

INDIAN SCENARIO

The Indian automobile Industry after decades of severe protectionist and a regulatory policy was completely deregulated when passenger cars were licensed in 1993.

Until then three major car manufacturers Hindustan Motors Limited that country's oldest car manufacturer and which ruled the Indian market during the early 1950's and late 1960's dominated the Indian car market. Premier Automobile Limited was the country's second oldest car manufacturing unit, which began operations in the mid 1950s and later went on to acquire a major market share during the early 1970 and 1980s.

Maruti Udyog Limited was the country's youngest car manufacturer. It was formed in 1983 as result of joint venture between MUL and Suzuki Motor Corporation of Japan.

India has overtaken car producing nations such as the United Kingdom and Italy and is now the tenth and ninth largest producer of motor vehicles and passenger cars respectively in the world. Indian auto manufacturers produced 1.71 m (million) cars and 2.31 m motor vehicles in 2007¹. Domestic passenger car sales amounted to 1.08 m (1.38 m incl. utility vehicles such as SUV's and MPV's) in 2006-07 (year ended March 2007).

Domestic two-wheeler (motorcycles, scooters and mopeds) sales amounted to 7.86 m, three-wheelers to 0.43 m (largest in the world) and commercial vehicles (8th

largest in the world in 2006¹) to 0.39 m. India is also the largest tractor manufacturing country having produced some 310,000 units in the year ended March 2007. Two-wheeler sales, especially motorcycles, have been hit hard in the current fiscal with sales showing negative growth. India's automobile exports in 2005-06 included over 170,000 passenger cars, 40,000 commercial vehicles, 77,000 three-wheelers and over ½ million two/three-wheelers. India is the second largest motorcycle (over ½ m are produced every month) and the fourth largest commercial vehicle manufacturer in the world. India's auto industry produced a total of 11.07 million motor vehicles during the year ending March 2007. Auto exports amounted to almost USD 2.3 billion in the year 2005-06. Over 13 million people work directly or indirectly in the auto industry.

The Indian automotive components industry's turnover reached USD 8.7 bn in 2004-05. Auto ancillary exports increased to an estimated Rs 153 bn during 2007-08 while the total turnover of India's vehicle tyre industry amounted to an estimated Rs 142.5 bn in 2005-06. The total number of registered motor vehicles on Indian roads is approx. 100 million.

With this dizzy sales figure, it appears that India, which still has a low level of motorization, is rapidly discovering the miracle of mobility and the vast demand potential. In turn growth will be rapid and sustained.

Spurred on by a combination of factors, growth is strongest in the passenger car industry. The rapidly expanding middle class, a healthy growth in the working population and wage rates have strengthened the purchasing power of Indian consumer who now see a set of wheels as the icon of modern society. Further more the increasing competition in the auto industry and auto finance sector make cars increasingly affordable.

Automobile Peugeot a division of PSA group, the largest auto manufacture was one of setup the base. They tied with premier automobile limited to make the Peugeot 309 passenger car.

Premier Automobile Limited entered into a technical collaboration with Fiat of Italy to manufacture the Fiat UNO.

The top end of the market was not to be left out and Mercedes Benz India limited a joint venture between Mercedes Benz, AG and Telco introduced the E-class Mercedes. BMW with their tie up with Hero Motors will bring their latest 5 series cards A4 and A6 Saloon.

Daewoo, the first Korean Company to enter the Indian market tied up with DCM to launch the “Cielo” in the Indian Market. Ford Motor Company made its entry Indian markert with joint venture with Mahindra and Mahindra to launch Escort Ford following with Ford Ikon and the most recent car Ford Fiesta into Indian market.

The Japanese have been led by Honda, which has tied with Shriram Industrial Engineering Ltd to launch “Honda City” and Honda has also gone ahead and launched the more powerful, VTEC-engine version of City ZX. General Motor has launched “Opel Astra following Chevrolet Aveo Mitsubishi Motor Corporation has tied up with Hindustan Motors to launch.

- “Mitsubishi lancer” Sixth Generation Mitsubishi Lancer
- Cedia - Seventh Generation Mitsubishi Lancer

Hyundai Motor India attains milestones such as the launch of the Accent and Verna and yet another path-breaking record in its young. Renault-Nissan Logan In partnership with Mahindra and Mahindra Established auto manufacturers and new

entrants in the Indian auto market are expanding their production capacities on a large scale. Companies undergoing expansion include Maruti-Suzuki, Ford, Honda and Hyundai.

Renault and Nissan have agreed to build a new auto plant near Chennai with an annual capacity of 400,000 units and is expected to production in 2010.

HISTORY OF CAR INDUSTRY

Today, technology is growing so that, one even can't dream such speed and progress in every field of life. Today, the world is very small. Since the world is progressing so fast, one should know that this time has happened because of the vast progress on field of Automobile Industry. A time was there when even owning a two wheeler was treated as luxury. Today even a car necessity. So, many changes have taken place in the car industry meeting the tastes and preference of the society. What was a luxury yesterday is a necessity today.

The automobile industry in India is the eleventh largest in the world with an annual production of approximately 2 million units. India is expected to overtake China as the world's fastest growing car market in terms of the number of units sold and the automotive industry is one of the fastest growing manufacturing sectors in India. Because of its large market (India has a population of 1.1 billion; the second largest in the world), a low base of car ownership (7 per 1,000 people) and a surging economy, India has become a huge attraction for car manufacturers around the world.

Though several major foreign automakers, like Ford, GM and Honda, have their manufacturing bases in India, Indian automobile market is dominated by domestic companies. Maruti Suzuki is the largest passenger vehicle company, Tata Motors is the largest commercial vehicle company in India. Other major Indian automobile manufacturers include Mahindra & Mahindra and Bajaj Auto.

While automobiles were introduced to India in the late 1890's, the manufacturing industry only took off after independence in 1947. The protectionist economic policy of the government gave rise in the 1950's to the Hindustan Motors Ambassador, based on a 1950's Morris Oxford, and, is still ubiquitous in the roads and highways of India. Hindustan Motors and a few smaller manufacturers such as Premier Automobiles, Tata Motors, Bajaj Auto, Ashok and Standard Motors held an oligopoly until India's initial economic opening in the 1980's. The maverick Indian politician Sanjay Gandhi championed the need for a "people's car"; the project was realized after his death with the launch of a state-owned firm Maruti Udyog Suzuki which quickly gained over 50% market share. The Maruti 800 became popular because of its low price, high fuel efficiency, reliability and modern features relative to its competition at the time. Tata Motors exported buses and trucks to niche markets in the developing world.

The pre-liberalization era of the car industry was characterized by limited production. Hindustan Motors ruled the car industry for long time. Seeing that there was no other car being offered specifically for household segment, Premier Automobile Limited (PAL) entered the market. Its offering was the Old Italian Fiat being manufacture under a license agreement. PAL found its niche in the household segment. It introduced premier when the license agreement with Fiat expired and through this offering kept it niche secured.

The liberalization of 1991 opened the flood gates of competition and growth which have continued up to today. The high growth in the Indian economy has resulted in all major international car manufacturers entering the Indian market. General motors, Ford, Toyota, Honda, Hyundai and others set up manufacturing plants. Rolls Royce, Bentley and Maybach are examples of the few high end automobile manufacturers which entered in the recent market The Tata Nano is at the lower end of the price range costing approx US\$ 2,500 and Bugatti Veyron at the other with a price tag of over US\$ 2 million.

Post –Liberalization Era in 1993, licensing in automobiles was done away with after initiation of reforms in 1993. This prompted the entry of global automobile

manufacture through financial and technical collaboration with the domestic companies. In 1995 Daewoo entered the mid segment with Cielo through a tie up with DCM. Cielo also started off well with first luxury car in Indian, thus indicating that the Indian customers were ready to spend more for the better car. General motor through a joint venture, launched Opel Astra and Chevrolet Aveo. Honda which launched, Honda City and ZX followed by Hyundai Accent and Verna were launched by Hyundai Motors. And lancer and cedia which came as result of tie up between Mitsubishi and Hindustan Motors

India's love affair with the automobile is famously embodied in the 1920's Rolls Royce collections of the erstwhile maharajas. The growing middle class aspires for the automobile for its convenience and as a status symbol.

Upper middle class and wealthy car owners employ full-time chauffeurs to navigate the aggressive and seemingly lawless traffic patterns of most cities. The construction of expressways such as the Mumbai-Pune expressway has opened up new touring opportunities. The expected launch of a Formula One circuit in New Delhi is expected to spark public enthusiasm for a motor sporting industry.

CHAPTER - 2

RESEARCH STATEMENT OF THE PROBLEM

Cars in the “C” segment mainly depict the snob value of an individual. With respect to the Indian market, the performance of the engine and more precisely the economy plays a vital part. Hence, to actually analyze as to how exactly the customer perceives Maruti “SX4” with respect to the performance and service is the core objective to this study. Therefore the problem identified is “Customer satisfaction towards Maruti “SX4”.

TITLE

A study on “Customer satisfaction towards Maruti “SX4” in Bangalore City.

OBJECTIVES

The objective of the study is to understand customer satisfaction towards Maruti “SX4”. The objectives are.

1. To know the influencing factors in the decision making of buyer.
2. To analyze the rating of Maruti SX4 on its overall performance with that of its competitors.
3. To analyze the styling, comfort, fuel efficiency, performance of the car.
4. To analyze what SX4 different from other cars.
5. To know how far consumers are loyal and aware of Maruti SX4

SCOPE OF THE STUDY COVERS AND ANALYSES THE CUSTOMER’S OPINION TOWARDS MARUTI SX4.

Scope of study covers and analyses the customer’s opinion towards Maruti “SX4”.By analyzing the behavior of customers, I would be benefited in the following ways.

- Exposure to present market scenario.
- Better understanding of consumers.
- My communication skills would improve.
- To get complete knowledge about the Martui SX4.

- The company can understand consumer preferences.
- Any new modifications can be carried out on the product.
- To improve on the advantages and rectify the mistakes, if any.

RESEARCH DESIGN

A research design is specification of methods and procedure for acquiring the information needed. It is the overall observational patterns as framework of the products that stipulates what information is to collected from which source by what source by what procedure.

SAMPLE PLAN

In marketing research, it is not possible to study the whole population. Hence sampling becomes inevitable.

TYPE OF SAMPLE

Sample unit

The target population of respondent was owner of SX4. To understand their perceptions towards the car were classified into their age, group, occupation, family, monthly income and others.

Sampling size

Here it was not sample the entire population in short period hence the sample size was only 50 respondents.

Sampling procedure

Convenience sampling method was adopted and accordingly the target populations were owners of SX4 only.

Research Instrument

The questionnaire consists of a set of question presented to respondents for their opinion.

- Questionnaire includes both open-end and close-end questionnaire
- Closed-end questions: The questions pre-specify the possible answer and respondent make choice among them.

Open-end questions: These are the questions that allow respondents to answer in their own words.

A. Plan of Analysis

The data collected from questionnaire were processed and analyzed. Each question were treated under different heads and tabulated.

SOURCE OF DATA

The project report includes both primary and secondary data.

- **Primary Data:** It is the original data collected by the respondents. This was collected through questionnaire survey.
- **Secondary Data:** It includes both external and internal sources.

Internal data were company reports while external data were magazines, textbooks, and websites. Etc

OPERATINAL DEFINITIONS OF THE CONCEPT

- **Product**

In contrast to firm oriented definitions, a product oriented approach focuses on the features inherent in the product itself and on the effects these features are likely to have on consumers established usage patterns.

One product riented framework considers the Extent to which a new product is likely, to disrupt established behaviorpatterns. It defines the following three types of product innovations.

- **Market**

A market oriented approach judges the newness of a product in terms of how much exposure consumers have to the new product. Too market oriented definitions of product innovation have been extensively in consumer studies:

- 1)A product is considered new if it has been purchased by a relatively small (fixed) percentage of the potential market.

2) A product is considered new if it has been on the market for relatively short (specified) period of time. Both of these market oriented definition are basically subjective, because they leave the researcher with the task of establishing the degree of sales penetration with in the market that qualifies the product as a innovation, (e.g. the first 5 percent of the potential market to use the new product) or how the product can be on the market and still be considered new (e.g. the first three months that product is available).

- **Consumer**

Although each of the three approaches described above have been useful to consumer researchers in their study of the diffusion of innovations some researchers have favored a consumer-oriented approach an innovation. In this context, a new product is any product that a potential consumer judges to be rather than no physical features or markets realities. Although some advertising and marketing practitioners have enclosed the consumer-oriented approach, it has received little systematic research attention.

- **Price**

Price can be broadly defined as the amount of money the consumers have to pay for a product to the sum of value consumer's exchange for the benefit for having or using the products/services.

- **Quality**

The quality features in a product/ service with varying capacities of delivering the sought benefits and satisfying the needs.

LIMITATIONS OF THE STUDY

1. The study is limited only to Bangalore city.
2. Due to limited number of respondent the findings of the study may not be same for the complete population.
3. The study is limited only to the respondents who have purchased Maruti SX4 car from “Bimal Auto agency pvt.ltd”.
4. It is assumed that the respondent understood to the chance of misunderstanding was remote but cannot be ruled out.

OVERVIEW OF THE CHAPTER SCHEME

- ***Chapter -1: Introduction***

Provides details of the topic under study and presents a short theoretical back drop for the study.

- ***Chapter -2: Design of the study***

Gives details about the statement of the problem, the scope of the study, its objectives, the methodology, the sample studied, the tools and techniques used for data collection.

- ***Chapter-3: Company profile***

This chapter gives the details about Maruti “SX4”and Maruti Suzuki Company and brief details about Bimal Auto Agency.

- ***Chapter -4: Analysis of Data***

Includes the analysis of the data collected in the survey. Relevant inferences are drawn from the analysis and presented in the chapter.

- ***Chapter -5: Summary of Findings***

This chapter gives the summary of the finding drawn from the survey.

- ***Chapter -6: Conclusion & Recommendations***

This chapter draws relevant conclusions from the findings made. It also includes some suggestions.

CHAPTER – 3

COMPANY PROFILE

The car Maruti “SX4” belongs to the company name by ‘MARUTI UDYOG LIMITED’. Following is the profile of the company.

A license and a joint Venture agreement was signed with Suzuki Motor Corporation of Japan, in October 1982, by which Suzuki acquires 26% shares of the equity, with an option to increase it to 40% Suzuki exercised. This option in 1987 was increased to 40% Suzuki Motor Corporation further increased its equity share to 50%, in the year 1992, thus converting MARUTI UDYOG LTD. into a Non-Government Company.

The key of Maruti’s success has been its management. MUL’s first chairman was Mr. V. Krisnamurthy. His first objective was to make sure his fledging company got, not only the product and technology from Suzuki, but also imbibed the super efficient work culture of the Japanese. More instrumental in taking Maruti into its present position of strength is the outgoing managing director Mr. R. C. Bhargava, who over the last 16 years has turned the company into the jewel of the public sector,

The Government nominated Mr. S.S.L.N. Bhaskarudu as the Managing Director on August 27, 1997. Mr. Bhaskarudu had joined Maruti in 1983 after spending 21 years in the Public sector undertaking Bharat Heavy Electricals Limited as General Manager. Later in 1987 he was promoted as Chief General Manager, 1998 as Director, Productions and Projects, 1989 Director, Materials and in 1993 as Joint Managing Director.

The Suzuki Motor corporation didn't attend the Annual General Meeting of the Board with the reason of it being called on a short notice. Later Suzuki Motor Corporation went on record to state that Mr. Bhaskarudu was "incompetent" and wanted some one else. However the Ministry of Industries, Government of India refuted the charges.

Media stated from the Maruti sources that Bhaskarudu was interested to indigenise most of components for the models including gear boxes especially for Maruti 800. Suzuki also felt that Bhaskarudu was a proxy for the Government and would not let it increase its stake in the venture. If Maruti would have been able to indigenise gear boxes then Maruti would have been able to manufacture all the models without the technical assistance from Suzuki.

The relation strained when Suzuki Motor Corporation moved to Delhi High Court to bring a stay order against the appointment of Mr. Bhaskarudu. The issue was resolved in an out-of-court settlement and both the parties agreed that R S S L N Bhaskarudu would serve up to December 31, 1999, and from January 1, 2000, Jagdish Khattar, Executive Director of Maruti Udyog Limited would assume charges as the Managing Director. Many politicians believed, and had stated in parliament that the Suzuki Motor Corporation is unwilling to localize manufacturing and reduce imports. This remains true, even today the gear boxes are still imported from Japan and are assembled at the Gurgaon facility.

COMPANY – BRIEF

There are two plants - one for the Indian market and the other for the foreign market. The first car, i.e. Maruti Suzuki 800 was launched from MUL on 14th December 1983, which was presented to Mrs. Indira Gandhi the then Prime Minister of India. The Omni version was launched in November 1984. This was followed by Gypsy, which came to the market during December 1985. The Maruti 800 was redesigned and the new model came to the market in April 1986. Thus Maruti 800 in October 1990, Largest selling car in India, until 2004.

1. Maruti Omni: Launched 1984.
2. Maruti Gypsy: Launched 1985.
3. Maruti 1000: Launched 1990. Production ended in 1995.

4. Maruti Zen: Launched 1993 with a facelift in 2003. Production ended in 2006.
5. Maruti Esteem: Launched 1994. Production ended in 2007. Will be shortly replaced by Maruti Dzire.
6. Maruti Wagon-R: Launched 1999 Modified 2006
7. Maruti Alto: Launched 2000. Currently the largest selling car in India
8. Maruti Swift: Launched 2005
9. Maruti Zen Estilo Launched in 2006
10. Maruti Suzuki SX4 Launched in May 2007

PLANT HISTORY

M/s. Maruthi Udyog Limited is situated about 50 kms from Delhi to Gurgaon in Haryana. It covers an area of about 8 kms in length and is divided into various working shops. The area of the company is around 300 acres and only about 55 - 60% of the land is covered.

The current equity classification is 49% held by the Indian Government and 50% share held by M/s. Suzuki Motors Corporation. The employees of the company share the remaining 1-%.

In the beginning, MUL started with the manufacture of 800cc cars, which were totally assembled with parts imported from Japan. This continued for a few years till the parts were obtained from domestic sources.

The factory in Gurgaon is capable of producing 3,65,600 vehicles in a single year. This amounts to 1400 vehicles per day, which includes all the different models. In recent times, this figure was reduced to 900 vehicles. There are currently two plants in existence

namely plant 1 and plant 2. The third plant is to be opened by the year, which will be the largest producer of vehicles in the whole of Asia.

The company is run by a Board of Directors, comprising of 5 directors who report the Government of India nominated by the President of India and 5 Directors from Suzuki Corporation. It has created a revolution in the country and also a good impression not only in Indian minds, but also among foreigners.

Every Maruti is backed by the best in technology and service, like superior engineering and styling from M/s. Suzuki Motors Company, world leaders in small car technology, backed by state of the art manufacturing. M/s. MUL has nearly acquired 3 / 4th of the total market share in Asia.

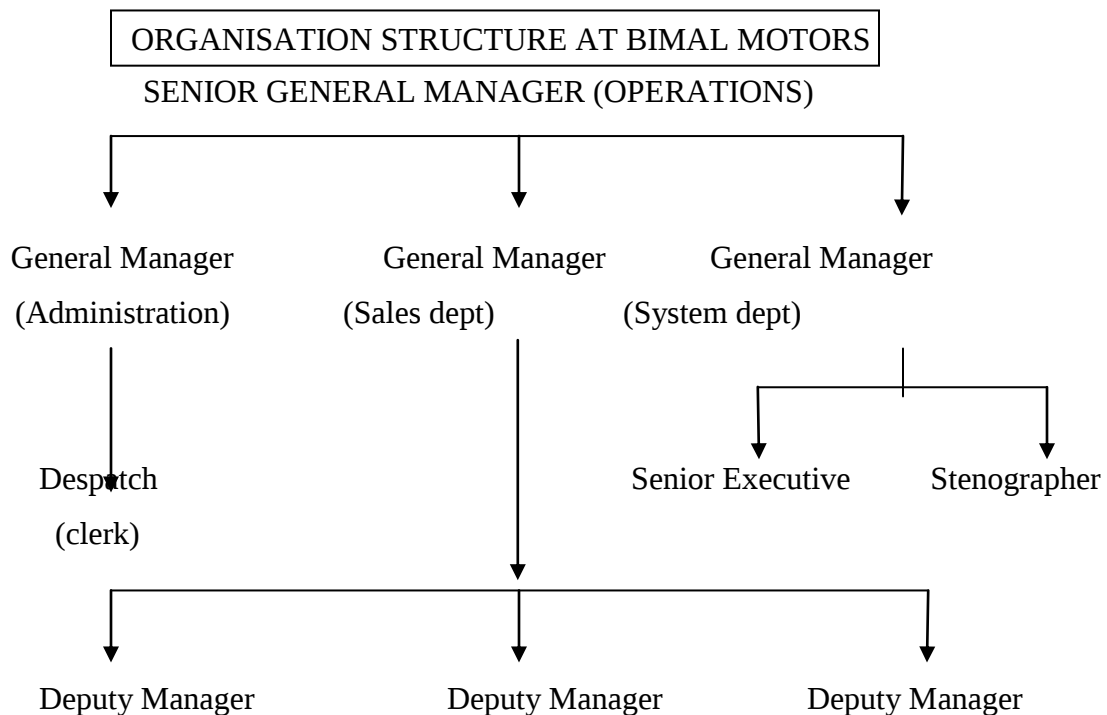
The main and important objectives of maruti

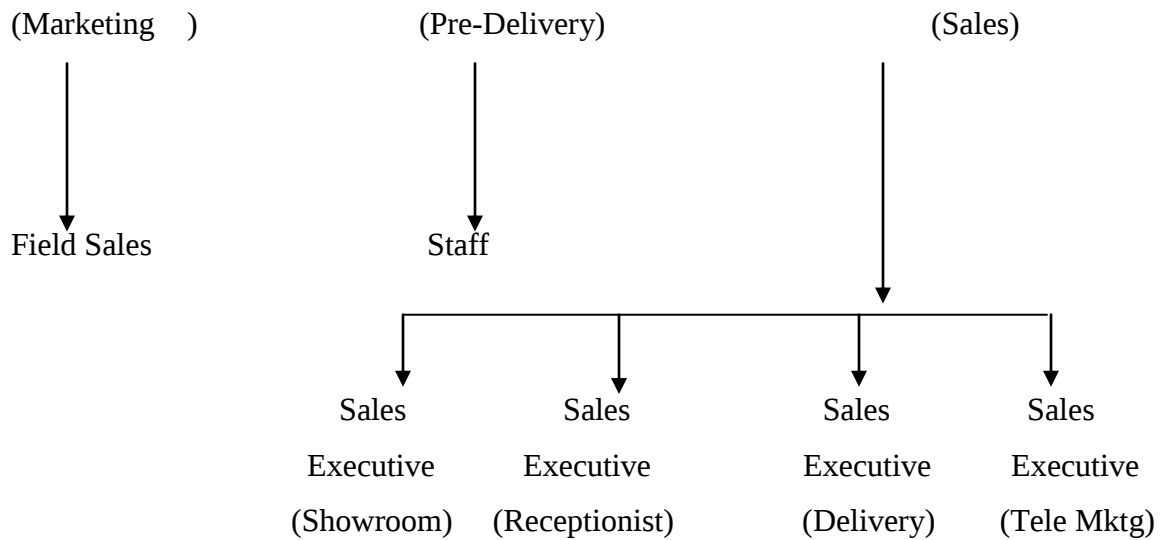
Udyog ltd. are as follows:

1. Modernisation of Indian Automobile Industry.
2. Production of fuel - efficient vehicles to conserve resources.
3. Production of large number of motor vehicles which was necessary
For economic growth.
4. To provide small cars for single families.
5. The existing cars in India market were not able to satisfy the Customers with regards to fuel efficiency and hence Maruti 800 was Introduced.
6. Consumer satisfaction through quality of our products and services,
Achieved by consistent adherence to procedures and systems.
7. Teamwork and recognition that each employee is important for the
Company's growth and prosperity.
8. Organisational and individual discipline.
9. Respect for laws, ethics and human beings.
10. To have a long term objectives and policies and goals.

COMPANY VISION

The company's visions for the future are to become an international competitive company in terms of production volume, quality, cost and profits. Their aim is not only to retain leadership in India, but also to aspire to be amongst the global players. The company's culture, thinking and actions have been consistent with their vision.





COMPANY'S MISSION

To provide a wide range of modern, high quality fuel-efficient vehicles in order to meet the need of different customers, both domestic and export markets. ***Maruti cars are a winning combination of Suzuki compact car technology.***

All Maruti vehicles are the products of Suzuki's worldwide leadership in compact car technology. A technology that has fine tuned the art of maximizing the minimum of providing compact car with sufficient interior spaces, performance and durability. This is the expression of phenomenal engineering strength that has taken the lead in designing an entirely new category of cars worldwide.

High value and low maintenance

All Maruti cars are packed with value - added features. They are engineered to give you maximum fuel efficiency and require very little maintenance, so what you get is superior quality at the right price.

Reliable quality

With a growing customer's base of over two million people, it goes without saying that Maruti is synonymous with reliability. It is also a car company that constantly upgrades its products to suit your changing needs with the changing needs with the changing times.

The largest network

Our strong support base of 186 Maruti showrooms and 1029 Maruti authorised service outlets across 488 cities assure you the best possible service wherever you go. Providing you with state of the art workshop, Maruti genuine parts and over 30000 trained personnel, to make the maintenance of your Maruti a non-worry proposition.

A range to suit your every need

Today Maruti Udyog Ltd. is the only Indian automobile company that can promise its customers a wide range of cars to suit a host of different lifestyle.

Maruti udyog ltd. Has introduced the following models in last 18 years

- 1) MARUTI 800 (796 CC, hatchback car)
- 2) OMNI (796 CC,)
- 3) GYPSY (970 CC, 4 WD off –road vehicles)
- 4) MARUTI 800 (new model)

- 5) MARUTI 1000 (970 CC, 3 box car)
- 6) MARUTI ZEN (933 CC, hatchback car)
- 7) ESTEEM 1.3L (1298 cc, 3 box car) lx
- 8) ESTEEM 1.3L (1298 cc, 3 box car) vx
- 9) ESTEEM 1.3L (1298 cc, 3 box car) ax
- 10) ZEN AUTOMATIC (993 CC,)
- 11) GYPSY KING (1298 cc 4wd off-road vehicle)
- 12) OMNI (E) (796 cc, MUV, 8 seater)
- 13) GYPSY (E) (970 cc, 4WD 8 seater)
- 14) NEW MARUTI 800 (796 cc, STD, & DX)
- 15) THE 1998 ESTEEM (1298 cc, LX, VX, SND AX)
- 16) NEW OMNI AND OMNI E (796 CC, MUV)
- 17) ZEN VX & ZEN VX AUTOMATIC
- 18) ZEN D (1527 cc, diesel)
- 19) ZEN LX (993 cc,)
- 20) ZEN CLASSIC (993 cc,)
- 21) ZEN VXI (993 hatchback car with power steering)
- 22) OMINI XL (796 cc, MUV , high roof)
- 23) BALENO (1590 cc,)

24) WAGNO-R (1061CC)

25) ALTO

26) VERSA

27) SWIFT

28) ZEN ESTILO

29) SWIFT DIESEL

30) SX4

31) GRAND VITARA

32) DZIRE

PRODUCTION PROCESS

The MUL has a unique production process. The production process for all the models are carried on simultaneously in 3 lines - cars, Omni, and Gypsy.

The metal sheets undergo the following process for conversion into the body of car. Welding, Painting and Assembling activities are carried on at the appropriate stages.

The different workshops involved in the production process are:

- Blanking Line
- Press Shop
- Welding Shop
- Paint Shop
- Parallel Assembly Line

- Engine Assembly Shop
- Machine Shop
- Testing & Inspection
- Warehousing

EMPLOYEE POLICY

MUL has drafted a very excellent policy, which has led to the success of the company and the fulfillment of its objectives.

The company has a policy of common uniform to all the levels of employees. The employees will have the uniform of same colours and material from the persons who possess the highest authority to the lowest workers. The average age of the workers is 34 years.

The total manpower at the factory is 5700 permanent workers and 1400 from the ITI training school who are given one year training and then recruited by the company if the need arises or the nature of the individual is good. He is posted at a different station every week, so that he is trained in all the jobs. The employees of MUL are trained properly; some of them are sent to Japan for training. Japan had trained 700 workers from India.

The company has provided canteen facilities within the factory premises where all employees are served the same type of food at the prices, which are heavily subsidised. However the Japanese workers and personnel have separate facility for meals. The management has also provided proper medical facilities to all its employees. The normal working hours of the office is from 9.30 am to 5.30 PM for the managerial and administrative staff. However the production department has three shifts

SHIFT 'A'	7.30 AM TO 3.30 PM
SHIFT 'B'	3.30 PM TO 11.30 PM
SHIFT 'C'	11.30 PM TO 7.30 AM

The employees work for 8 hours a day for 6 days in a week which leads to a total of 286 days, however the management does not encourage overtime. The employees are allowed to avail 32 days leave in a year.

The welfare club is also provided for the employees as well as to their wives and children. There is crèche system maintained to the children of the employees. Basic necessity like milk and food is provided to children while in the crèche. The company provides all types of loans to the employees. There are three workers colonies where the first colony accommodates 1158 people, the second colony 1200 people and the third colony takes 300 workers.

Excellent management employee relationship is characterized by

- Participating Management.
- Communication & Information sharing.
- Team Work & “ Kaizen “.
- Party among employees.
- open office culture for easier accessibility.

They have a well-established suggestion scheme, which encourage employees to share their viewpoints. The suggestion system is divided into three phrases, which is as follows:

- Whenever an employee has an idea, it should come out and be known to all.
- Any suggestion is not considered as a complaint. The suggestion can be given in a department.

SUGGESTION SCHEME AND QUALITY CIRCLES

1st phase

The management received 56000 suggestion in 1st year alone, out of those 16000 ideas were implemented, which saved 3 crores for the company. 10% of the savings goes to the employees who came up with the suggestions.

2nd phase

There is now a minimum of 13 suggestions per employee.

3rd phase

Each employee is allowed only 5 suggestion but the best one will be implemented.

4^t phase

There will be only 5 suggestions closed in 1 year but all of them will be implemented.

MARUTI CULTURE

Building a distinctive organisational culture is one of the most challenging tasks facing a company. Organisational Culture means a philosophy, which guides actions and behavioural patterns of employees. It also defines the work environment. Maruti has created a distinctive work culture whereby a 'WE' feeling dominates among employees and each one considers himself/herself an important member of **Maruti family**. Each individual is given total respecting whatever the job he/she may be doing. All employees wear the

same uniform, eat in the same canteen, travel by the same bus and sit in open offices irrespective of the nature of their work or position in the company's hierarchy. All employees endeavor to participate in the growth of company. Forums like Maruti Sahyog Samiti, suggestion scheme & small group activity, and quality circles go a long way to promote teamwork and information sharing among the employees.

DISCIPLINE

Discipline, too, is an important aspect of Maruti work culture. Adherence to systems, rules and regulations will ensure quality in out products and services while maintaining a peaceful work environment.

QUALITY GROUPS

Each quality group consists of 350 quality circles. There are a total of 450 ' Kaizen ' group (' Kaizen ' means continuous improvement in the system). The best groups are closed and sent to Japan for training. Every year, 1400 people from Maruti are trained in Japan. They learn various types of working system there and implement them here

EMPLOYEES PATH TO SUCCESS

- Team work and recognition that each employee future growth and prosperity is totally dependent on the company's growth and prosperity.
- Organisation and individual discipline.
- Constant increase of productivity of labour and capital.
- Steady improvement of quality and reduction of costs.
- Customer orientation.
- Having long term objective and policies and confidence in attaining their goals.

- Respect for laws, ethics and human kind.

EXPORT

Maruti has gone beyond being just a house hold name in India. The pulse of india resonates across the globe, as contented Maruti owners drive their vehicle on the roads of fine continents. Maruti's popular vehicles, which combine elegance, efficiency and luxury and are at affordable process, have stormed frontiers from Australia to Chile and from Germany to Zimbabwe. India's greatest automobile success story is now a well - established symbol of universal appeal.

Their main importers are:

- β Australia
- β Chile
- β France
- β Germany
- β Greece.
- β Hungary
- β Italy
- β Malta
- β Netherlands
- β Nepal
- β Poland
- β Portugal
- β Sri Lanka
- β Uruguay
- β Yugoslavia

While other importers are:

- β Argentina
- β Austria
- β Bahamas
- β Bangladesh
- β Belgium
- β Bhutan
- β Cyprus
- β Denmark
- β Egypt
- β Guinea Israel
- β Lebanon
- β New Zealand
- β Nigeria
- β Russia
- β Ireland

During the last two year 32,000 vehicles have been exported. This year it is targeted to 25,000. And so far around 20,000 cars have been exported

DESCRIPTION OF MUL'S MARUTI "SX4"

As the research study is done with special reference to car 'MARUTI SX4', it is necessary to know the product information in depth.

MARUTI SX4 – 'IN A LEAGUE OF ITS OWN AND MAN'S RIDE'

This is the collaboration with SUZUKI Company of Japan. It stands out from the rest of the crowd an attempt to strengthen its position in the sedan cars market has launched its premium model bearing The new Maruti Suzuki "SX4" is the second international model being launched in India, is a splendid cross over car that provides the elegance of saloon with offering unparallel comfort its muscular and dynamic exterior styling reflects the power it keeps bridled under its hood. The tallest, the widest and the broadest in its class the "SX4" stands a head and shoulder above the competition.

With imposing exterior, luxurious interiors and a sporty driving It is one of the most popular cars in highly competitive markets such As Holland, Italy, Germany performance, it is a easily any man's dream car come to life influenced by the latest, European design trends, the SX4 sedan boasts of a trapezium form, with wide accentuate the 'active lifestyle' look.

The "SX4" new contemporary and economical 1.6 litre M-series petrol engine delivers generous power and torque throughout the rev range. It delivers good drivability and response. The suspensions, brakes, and transmissions were tuned in Europe, with further fine tuning for local preferences.

The SX4 is a comes true for the all those seeking style and comfort, the rounded dash board, the high roofline height adjustable seats, audio system controls at the steering wheel, automatic air condition systems and lights around dials. The SX4 has the best thoughtfully designed to promote the best of luxury. Get your hand on the SX4 and unleash the man in you. "SX4 sedan is just the right car with which Maruti Udyog can reinforce its presence in the A3 segment and enhance its leadership".

MODELS AVAILABLRE ARE

- 1) SX4 VXI.
- 2) SX4 ZXI.
- 3) SX4 ZXI LEATHER.

Maruti Suzuki SX4 is available in 07 sparkling colors

1. Midnight Black
2. Azure Gray
3. Silky Silver
4. Clear Beige
5. Sunlight Copper
6. Pearl Arctic White
7. Supreme Red

Safety features of Maruti Suzuki “SX4”

1. Rear doors Child-lock.
2. Intelligent Computerised Anti-Theft System (iCATS) which prevents its engine from running unless the correct key is present.
3. ABS, and Emergency Brake-force Distribution (EBD).
4. Enhanced safety through seat belt pre-tensioners and force limiters.
5. Accented seating position provides wider & better visibility.

Maruti SX4

Engine:

Type: 4 cylinder, 1.6 l 16 v

Displacement: 1586cc

Maximum Power HP/RPM: 103ps @ 5500rpm

Maximum torque KGM/RPM: 145 nm @ 4200rpm

Performance:

Maximum speed: 175 kms/hr

Fuel tank capacity: 50 ltrs

Transmission: 5 speed manual all synchronized suspension.

Maruti SX4 is car, which in short, a mixture of style, comfort and performance. Hence, it was a very good initiative taken up not only on the basis of its performance but also because of the fact that before this dealer, there was only one namely, Bimal Auto Agency. Hence, this proved as boon for the customers. Considering they were to rely on only one dealer. The service provided here is also very top class. This helped for the showroom in a very quick span of time. In the automobile field, once the car is sold, its only half the battle won. The other most vital part forms the service. At Bimal Auto Agency, servicing is the most vital part. Maruti SX4 owners are very much delighted with quality of service undertaken.

A BRIEF DISCUSSION ON COMPETATIVE BRAND OF CARS

Maruti Suzuki SX4 has been priced between Rs. 6-6.5 Lacs, is in a tough competition from its Ford Fiesta, Hyundai Verna, Honda City, and Indigo XL.

The company can launch more precise attacks on its competitors and can prepare stronger defense against attacks. Thus knowing one's competitors is critical in effective marketing planning. A Company most constantly compares its products, price, channels and promotion with its close competitors.

BRIEF DESCRIPTION ABOUT BIMAL AUTO AGENCY PVT LTD

Bimal Auto Agency is an authorized Maruti-Suzuki dealership and is located at Guwahati and Bangalore. With total sales of over 12885 new cars in 2006-07, Bimal is one of the largest Maruti-Suzuki dealerships in the country. It is also among the few ISO 9001 quality certified dealerships in the country.

Bimal Auto was established at Guwahati by the Sarawgi family in 1978 and started with retailing of spare parts. It was awarded the Maruti-Suzuki dealership for Guwahati in 1984 and since then there has been no looking back. LML (under Bimal Auto) & Yamaha (under Ratan Auto Agency – a group company) two-wheeler dealerships were subsequently added to the dealership portfolio.

While Bimal retained the No.1 Maruti-Suzuki dealership rank in the North-Eastern region since 1984, it was awarded another dealership in Bangalore. In 2002, the Sarawgi family took the bold initiative to set up a world-class Maruti-Suzuki dealership in Bangalore. Spread over a sprawling 3-acre campus, the new state-of-art Bimal Auto dealership became a landmark on Whitefield Rd, one of the IT hotspots in Bangalore.

Over the last five years, the main facility at Whitefield amazed customers with sales, service, accident repairs, spares, accessories, insurance, finance and extended warranty in a single location. Bimal has pioneered the concept of product customization and its range of customized “Bimal Edition” cars is always in good demand.

While we customize to improve the aesthetics, look and feel and overall functionality of the car, we ensure that the vehicle specifications or manufacturer warranty is not compromised. The dealership also started the Maruti True Value operations to provide exchange or trade-in facility for customers and also to retail quality, Maruti certified pre-owned cars. The Bimal True-Value operation is rated the best in India. The all-new display facility for 100 pre-owned cars also makes it the largest True Value dealership in Bangalore.

Bimal Auto also extended its service facility to a new setup at Kanakpura Rd (J P Nagar) to cater to the service requirements of Bimal customers in South Bangalore. It also expanded sales operations by way of a brand new sales outlet in Indiranagar. Located on the trendy Indiranagar 100 Ft rd and surrounded by up-market residential areas, corporate offices, restaurants and shopping areas, the new showroom has become a landmark by itself.

Bimal Auto did itself proud by being chosen by Maruti to be India's first "Maruti Driving School" – and offering "Potential Drivers" an ideal platform to learn driving the correct and scientific way. With advanced training methods, well-trained instructors and above all, state-of-the-art, world class simulators for better & safe learning facilities, MDS provides immense opportunities to learn driving and develop confidence. The confidence for five business locations in Bangalore within a span of just 5 years comes from the strength of "Team Bimal" which is over 800 strong. The confidence comes from a drive for customer satisfaction and the zeal to provide "Miles of Smiles" to our customers and a passion for continuous improvement of dealership's systems and processes. Bimal Auto, incidentally, has also been rated as the best employer amongst all Maruti dealerships in the South-II region.

Dealership Awards / Recognitions / Achievements and

Presentations at Maruti Dealer Conferences

1. "Platinum Plus" Category for Balanced Score Card – 2006-07

2. All India Highest True Value Sales – 2006-07
3. All India Highest Exchange penetration percentage – 2006-07
4. All India Highest MGA Offtake Growth – 2006-07
5. All India Highest Spares Offtake Growth – 2006-07
6. All India Highest Bodyshop Productivity Enhancement – 2006-07
7. **All India Runner-up “Dealer Employee Satisfaction Survey 2005-06”**
8. “Gold Plus” Category for Balanced Score Card – 2005-06
9. Best Practice Presentation on “Sales through Exchange” – 2005-06
10. All India Highest Corporate Sales – 2004-05
11. All India Highest Penetration for True Value Cars – 2004-05
12. Best Practice Presentation on “Enquiry Generation & Management” – 2004-05
13. “Gold Plus” Category for Balanced Score Card – 2004-05
14. “Platinum Plus” Category for Balanced Score Card – 2003-04
15. All India Best Technical Feedback – 2003-04
16. Best Practice Presentation on “Product Customization” – 2003-04
17. “Young Entrepreneur of the Year 2002-03” – Naveen Sarawgi, CEO (Bimal, Bangalore)
18. All India Best New Showroom – 2002-03
19. All India Best New Accident -Repair Workshop - 2002-03
20. “Gold Plus” Category for Balanced Score Card – 2002-03
21. All India Best New Workshop – 2001-02

Value added services provided by Bimal

For New car Sales

- Two convenient world-class sales locations – Whitefield Rd & Indiranagar
- 100% trained sales advisors to guide you through your buying process at showroom or at your door-step
- Dedicated cars for test-drive at showroom or at your door-step
- No-haggle prices / offers and a no-hassle shopping experience
- Integrated one-stop facility for auto finance, insurance, accessories, registration and extended warranty
- In-house exchange or trade-in facility for old car to new car
- Accessories value packages and customized “Bimal Edition” cars.

After Sales Service

- Two convenient state-of-art service locations – Whitefield Rd & Kanakpura Rd (JP Nagar) and Indiranagar Sales Showroom (Pick-up and drop point)
- Shuttle service to convenient locations for service customers
- 24-hrs break-down and emergency services with on-road repair van or towing vehicle
- Replacement vehicle for service vehicles beyond 24 hrs
- Automatic Car Wash facility
- Insurance renewal facility under Maruti Insurance for nearly cashless repairs
- Complete accident repairs management through 2 dedicated towing vehicles, dust-free paint booth, latest collision repair equipment and tools.

MARUTI “SX4”



CHAPTER -4

ANALYSIS & DATA INTERPRETATION

The preparation, tabulation and analysis of data consists of the following steps:

- 1) Preparation of data including edition and coding.
- 2) Tabulating the data.
- 3) Determining whether significant differences exist between categories.
- 4) Explaining why differences exists finally.
- 5) Making recommendations.

EDITING AND CODING

Editing is the step whereby researcher, eliminate error or parts of confusion in the data coding is a step. Where a researcher assigns respondents answer to the concerned response categories. Coding and Tabulation is a step, which can be discussed as given below:

- a. The effectiveness of the entire analysis function may be hampered because of poor editing and coding.

- b. Editing helps researcher to evaluate field free and effectiveness of questionnaire. This provides information on how best research procedure can be improved in future.

TABULATING THE DATA COLLECTED

After the data have been fully prepared and entered into the computer, the tabulation work begins. Reaearcher should just prepare a plan specifying which items of data are to tabulated and whether each item is to be tabulated separately or in combination with other items.

TABLE # 1

Table showing the age of the Respondents:

Sl.No.	Age	No.of Respondents	Percentage
1	15-20	00	0%
2	21-25	08	16%
3	26-30	19	38%
4	31 & Above	23	46%
	Total	50	100

Analysis :-

From the above table we can analyze that majority of the respondent's i.e 46% of them are in the age of 31 & above. Followed by next majority of the respondent's i.e. 38% of them are in the age group of 26-30 years. 16% of them are in the age group of 21-25.

Inference :-

From the above analysis we can infer that majority of the respondent's who own Maruti "SX4" car are in the age of 31& above.

GRAPH-1

Graph Showing the age of the respondents.

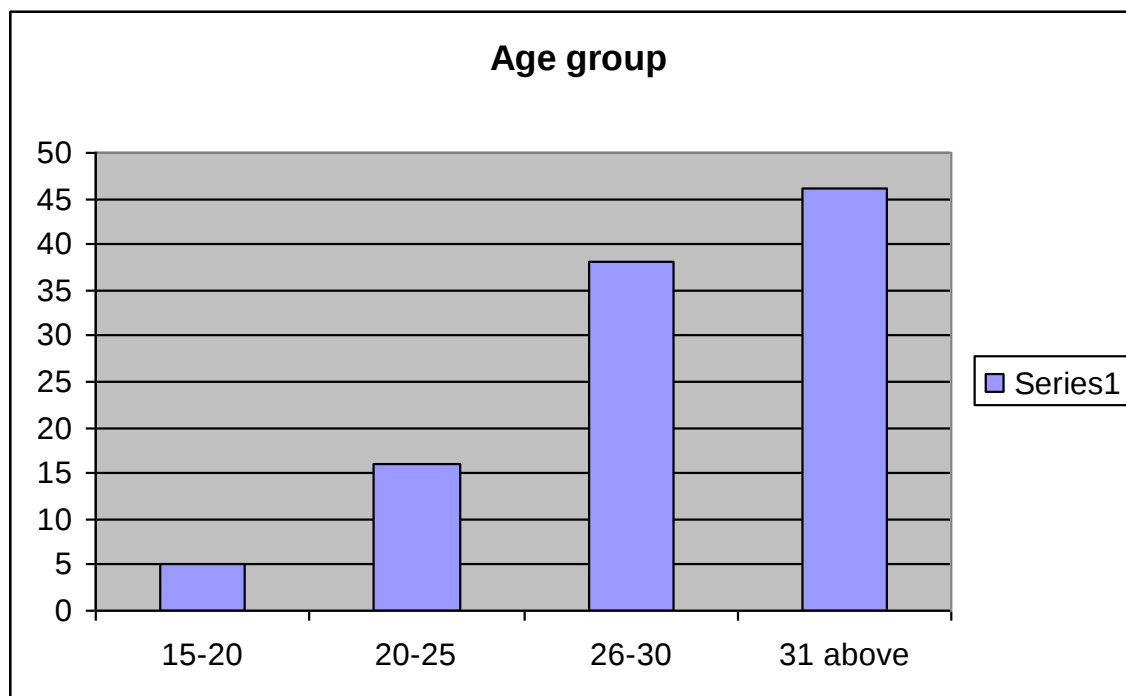


TABLE # 2

Table showing why the Respondents go for MARUTI “SX4”

Sl.No.	Occupation	No. of Respondents	Percentage
1	Student	00	00%
2	Professional	10	20%
3	Businessmen	35	70%
4	Others	05	10%
	Total	50	100%

Analysis:- From the above table we can analyze that majority of the respondent's i.e 70% of them are Businessmen. 20% of them are professionals. And remaining 10% of them are in other professions.

Inference :-From the above analysis we can infer that majority of the respondent's owing Maruti “SX4” car are in the field of Business.

GRAPH-2

Graph showing the occupation of the respondents.

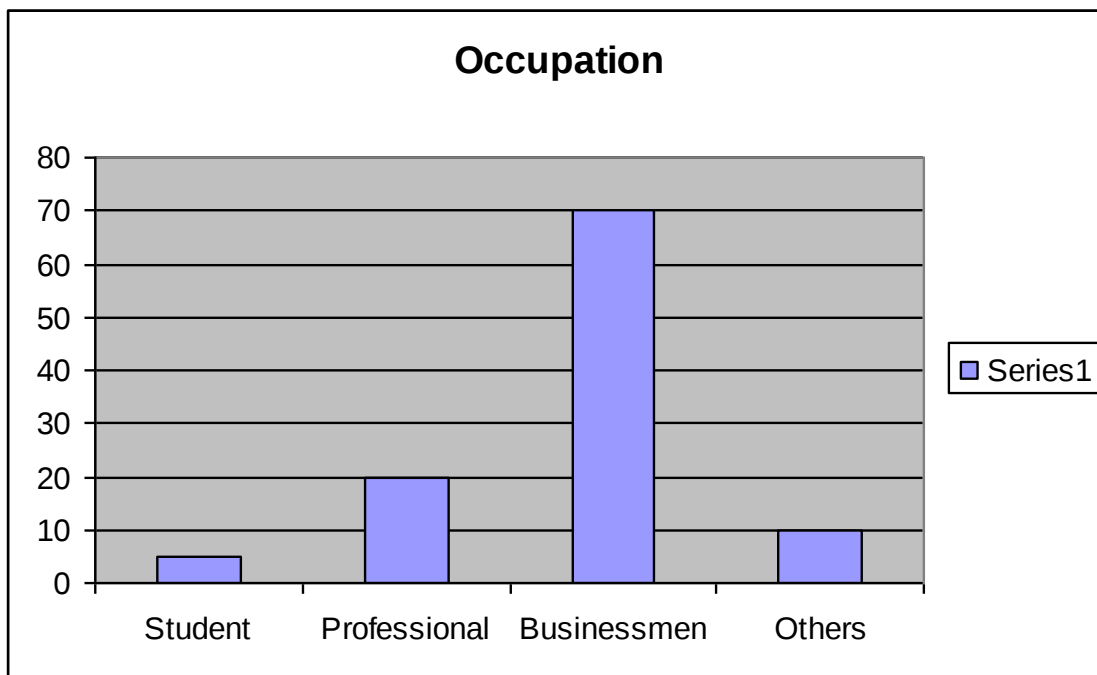


TABLE # 3

Table showing Reasons for why respondents purchase MARUTI “SX4”:

Sl.No.	Reasons	No.of Respondents	Percentage
1	Price	07	14%
2	Sitting comfort	21	42%
3	Brand	03	06%
4	Resale value	08	16
5	Mileage	11	22%
	Total	50	100%

Analysis :-

From the above we can analyze that 42% of the respondent's preferred to buy a car because of sitting comfort, 22% of them preferred because of the mileage given by the car .16% had the reason of its resale value.the respondent's looked up the factor of price. And the remaning 6% of them looked upon the brand name.

Inference:-

From the above analysis we can infer that majority of the respondent preferred to buy a car because of the sitting comfort.

GRAPH-3

Graph showing reasons for buying a car.

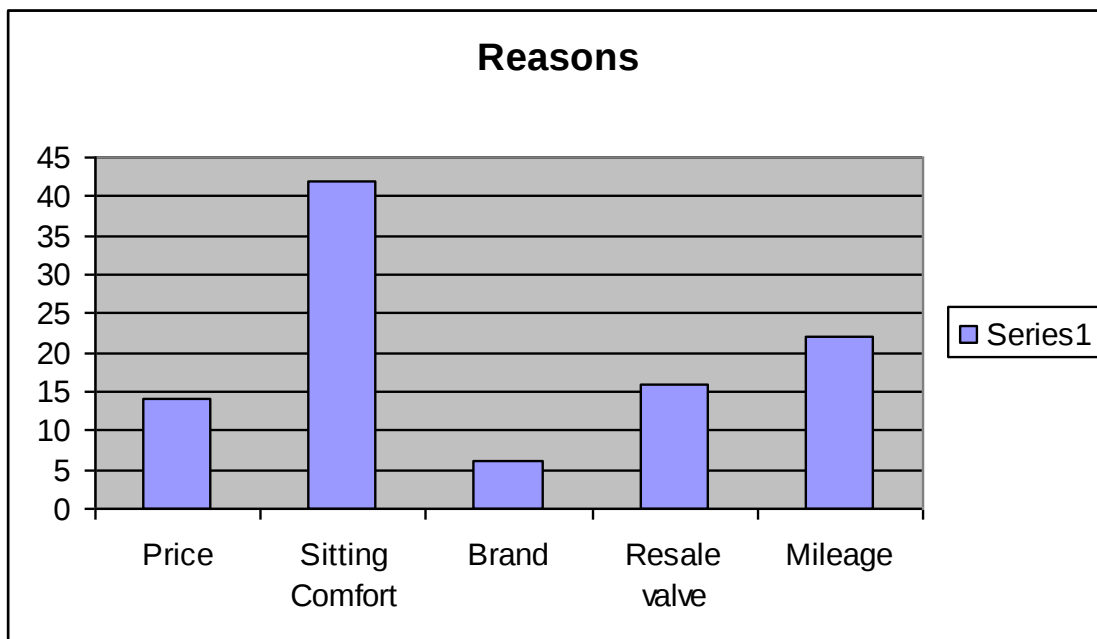


TABLE # 4

Table showing the income of the Respondents.

Sl.No.	Income	No. of Respondents	Percentage
1	Less than Rs. 20,000	05	10%
2	Rs.20,000 to 60,000	15	30%
3	Rs. 60,000 to 1,00,000	26	52%
4	Rs.1,00,000 & Above	04	8%
	Total	50	100%

Analysis :-

From the above table we can analyse that majority of the respondent's i.e. 52% of them are in the monthly income group of Rs. 60,000 to 1,00,000. 30% of them are in the group of Rs. 20,000 to 60,000. 10% of them are in the income group of Rs.1,00,000 & above.

Inference :-

From the above analysis we can conclude that majority of the respondent's who own a Maruti "SX4" car are businessmen's who are having an monthly income of Rs.20,000 to 60,000.

GRAPH-4

Graph showing the income of the respondents.

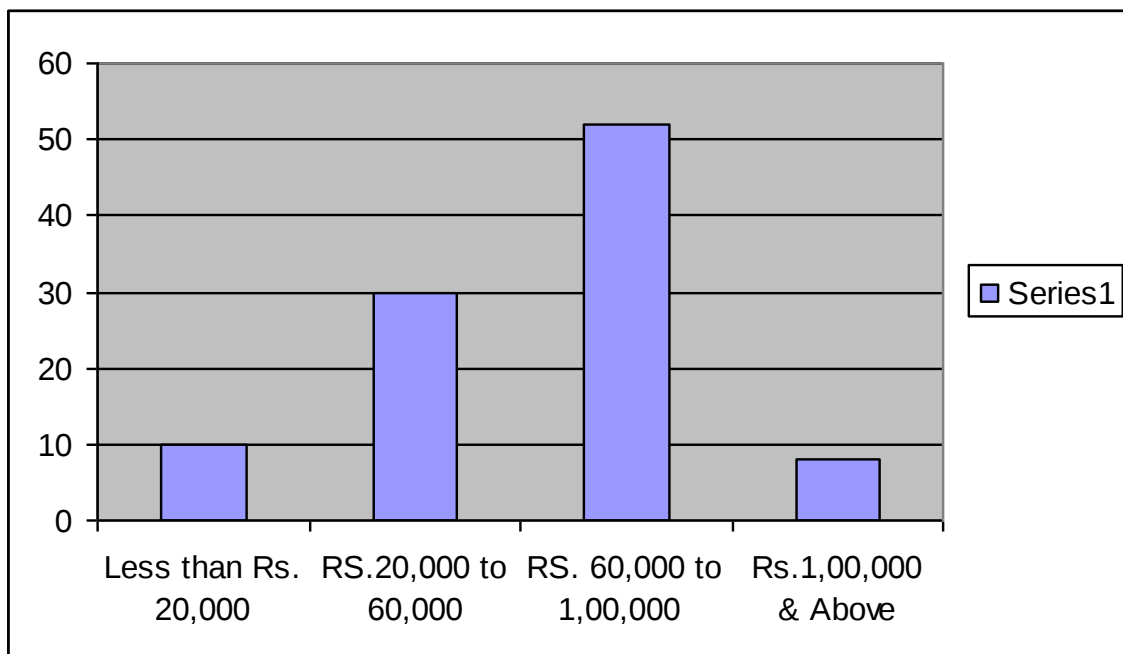


TABLE # 5

Table showing awareness of various brands of cars.

Sl.No.	Awareness of Brands	No.of Respondents	Percentage
1	Maruti	25	50%
2	Ford fiesta	05	10%
3	Hyundai Verna	14	28%
4	Honda City ZX	02	04
5	Others	4	08%
	Total	50	100%

Analysis :-

Form the above table we can analyze half of the respondent's i.e 50% of them are aware of Maruti brand of cars . 28% of them are aware of Hyundai verna. 10% of them are aware of Ford fiesta. 4% respondents know Honda. The rest 8% of them are aware of the other cars.

Inference:-

From the above we can conclude that other than Maruti "SX4" car majority of the respondents are aware of Maruti Brand .

GRAPH-5

Graph showing awareness of various brands of cars other than Maruti”SX4”

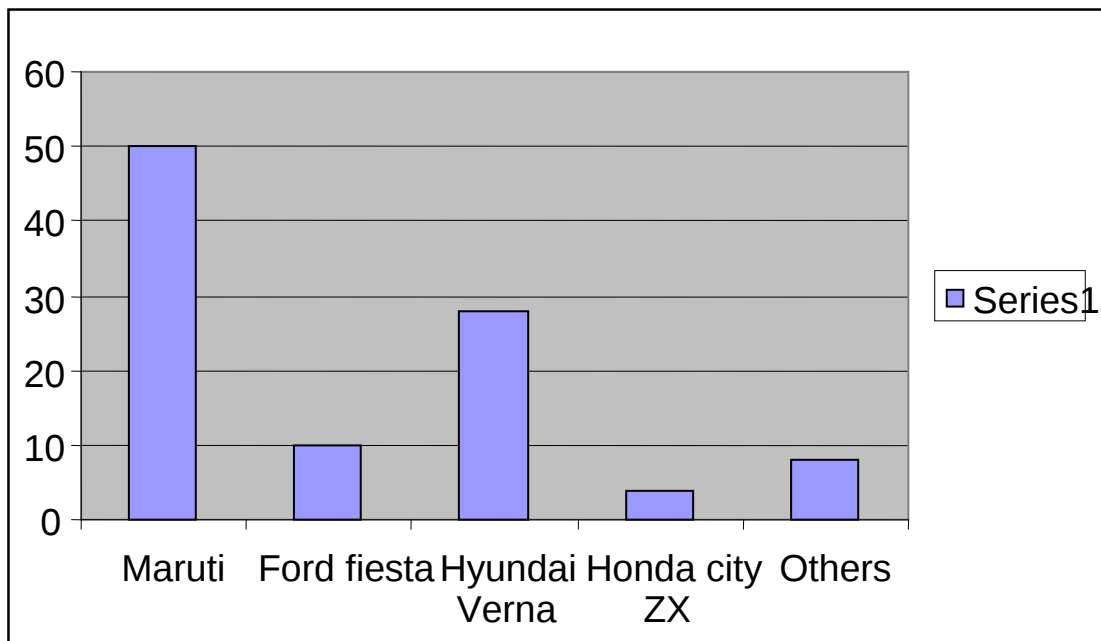


TABLE # 6

Table showing respondents opinion regarding the price of Maruti "SX4":

Sl.No.	Opinion	No. of Respondents	Percentage
1	High	08	16%
2	Medium	42	84%
3	Low	00	0%
	Total	50	100%

Analysis :-

From the above table we can analyze that large majority of the respondent's i.e. 84% of them have a review that the price of Maruti "SX4" car is medium. 16% of them consider is a high. None of the respondent's had an opinion that it is low.

Inference :-

From the above analysis we can conclude that a large majority of the respondent's are have a review that price of Maruti "SX4" is medium.

GRAPH-6

Graph showing respondents opinion regarding the price of Maruti "SX4".

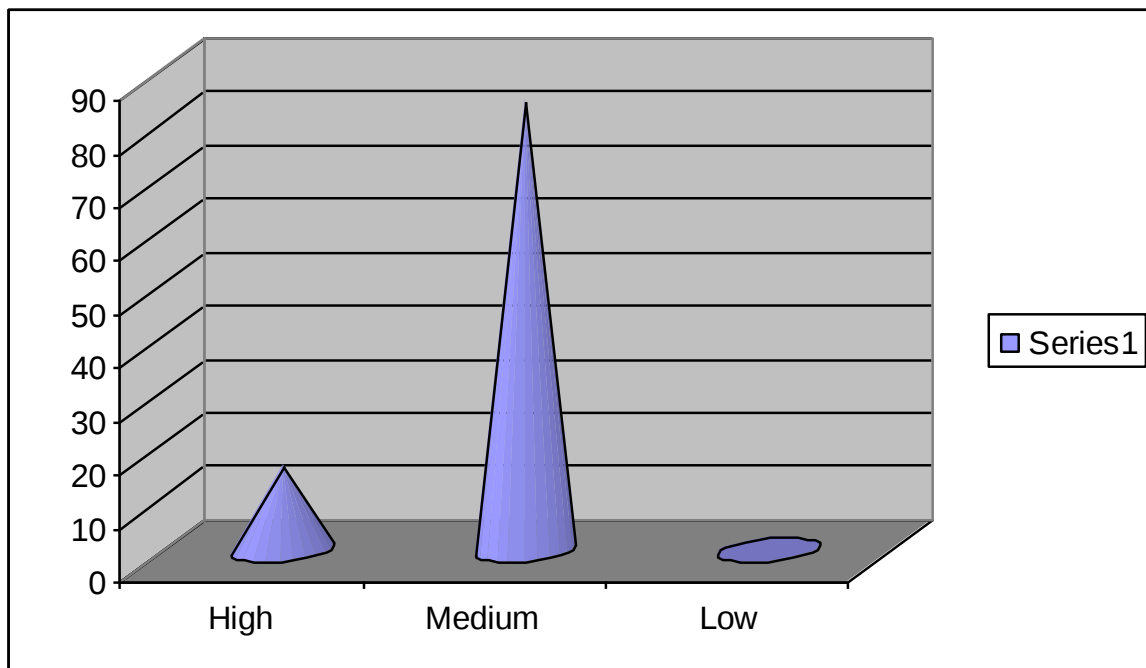


TABLE # 7

Table showing sources of information about Maruti" SX4":

Sl.No.	Sources of information	No.of Respondents	Percentage
1	Friends/Relatives	23	46%
2	Newspaper	04	08%
3	Magazine	12	24%
4	Television	09	18%
5	Others	02	04%
	Total	50	100%

Analysis:-

From the above table we can analyze that 46% of the respondent's have come to known to Maruti "SX4" through friends/relatives. 24% of them are known to Maruti "SX4" by way of magazines. 18% and 4% of them are aware by way of newspapers and by other sources respectively.

Inference:-

From the above analysis we can infer that majority of the respondent's are aware about Maruti "SX4" mainly through word of mouth i.e. by friends/relatives.

GRAPH-7

Graph showing sources of information about Maruti”SX4” car.

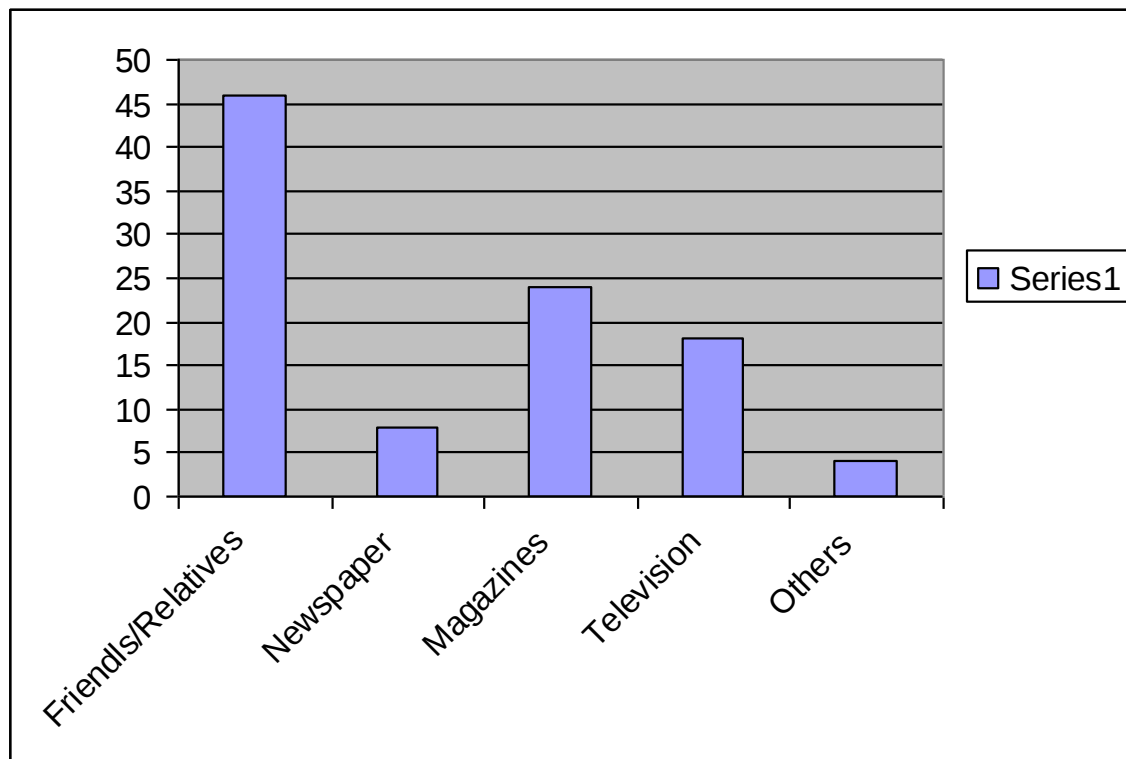


TABLE # 8

Table showing the mode of payment made.

Sl.No.	Mode of payment	No. of Respondents	Percentage
1	Cash	28	56%
2	Finance	06	12%
3	Loan	16	32%
	Total	50	100%

Analysis :-

From the above table we can analyze that more than half of the respondent's i.e 56% of them made their payment by way of cash. Next majority of the respondent's i.e 32% of the respondent's mode of payment was through loan. The remaining 12% of the made it through finance.

Inference:-

From the above analysis we can infer that majority of the respondent's made the payment by way of cash.

GRAPH-8

Graph showing the mode of payment made.

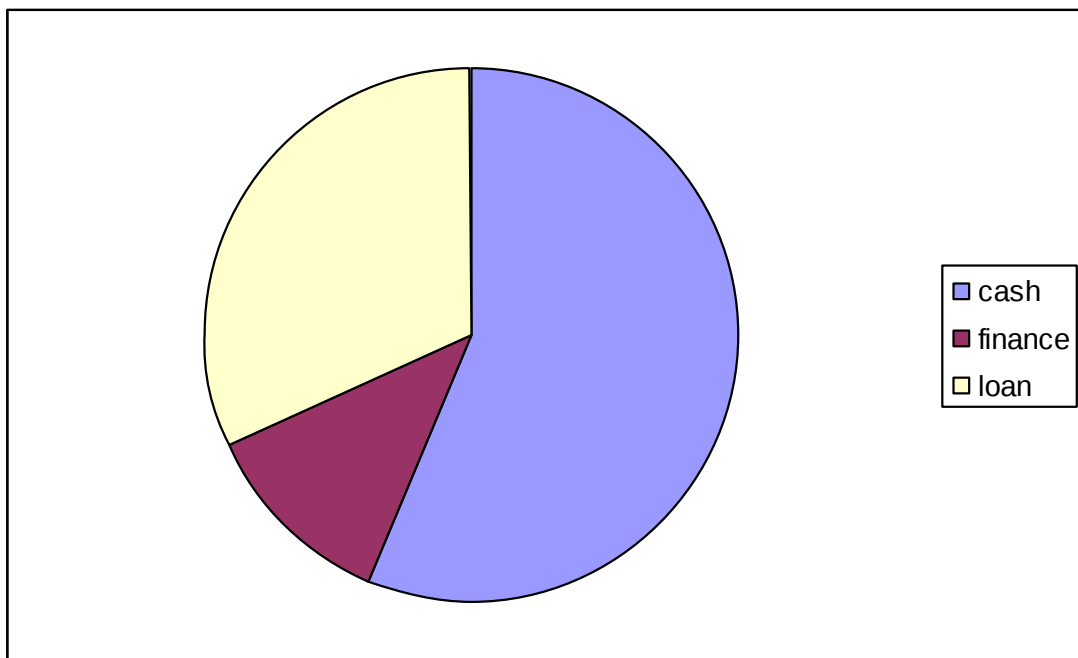


TABLE # 9

Table showing whether the respondents are satisfied with Maruti”SX4”:

Sl.No.	Satisfied	No. of Respondents	Percentage
1	Yes	45	90%
2	No	05	10%
	Total	50	100%

Analysis :-

From the above table we can analyze that large majority of the respondent's i.e 90% of them are satisfied with their Maruti“SX4” car. Only 10% of them are not satisfied with Maruti”SX4”.

Inference:-

From the above analysis we can conclude that a large majority of the respondent's are satisfied with Maruti”SX4”.

GRAPH-9

Graph showing whether the respondents are satisfied with Maruti "SX4":

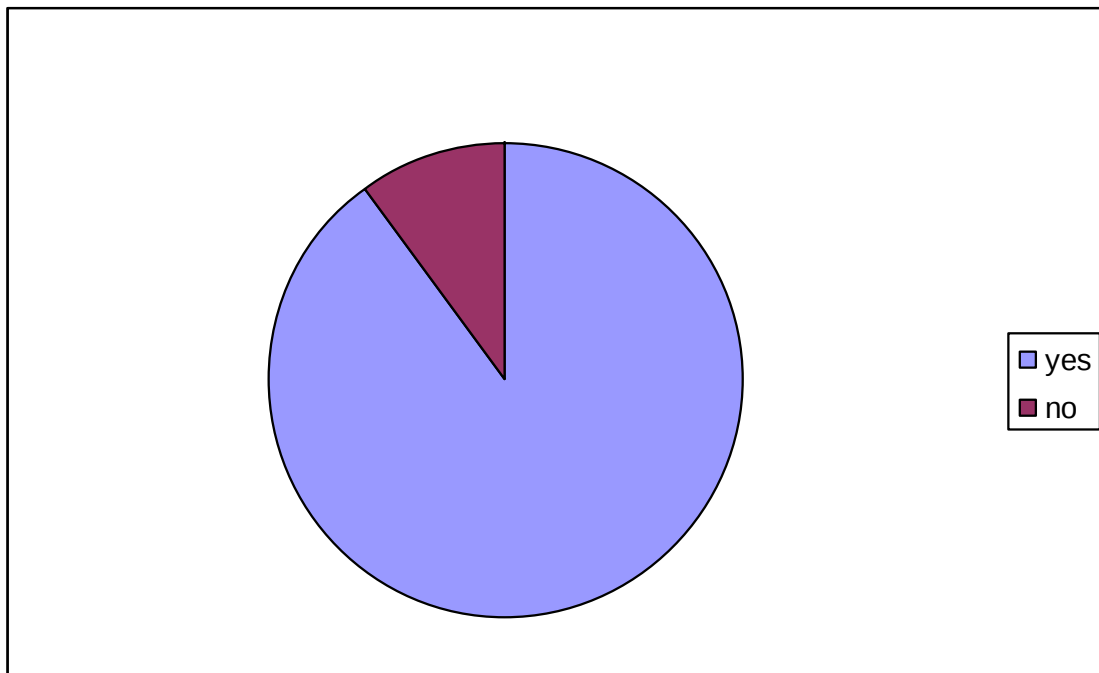


TABLE # 10

Table showing Respondents Reasons Regarding High Maintenance.

Sl.No.	Reasons	No. of Respondents	Percentage
1	Servicing	06	12%
2	Spare Parts	21	42%
3	Repairs	19	38%
4	Others	04	8%
	Total	50	100%

Analysis :-

From the above table we can analyze of the respondent's i.e 42% of them have an opinion that spare parts is the main criteria for keeping up the high maintenance of the car. 38% of them consider servicing as main criteria. 8% have other reasons for maintenance of the car.

Inference:-

From the above analysis we can conclude that majority of the respondent's have an opinion that spare parts is the main criteria for keeping up the high maintenance of the car .

GRAPH-10

Graph showing respondents opinion regarding high maintenance.

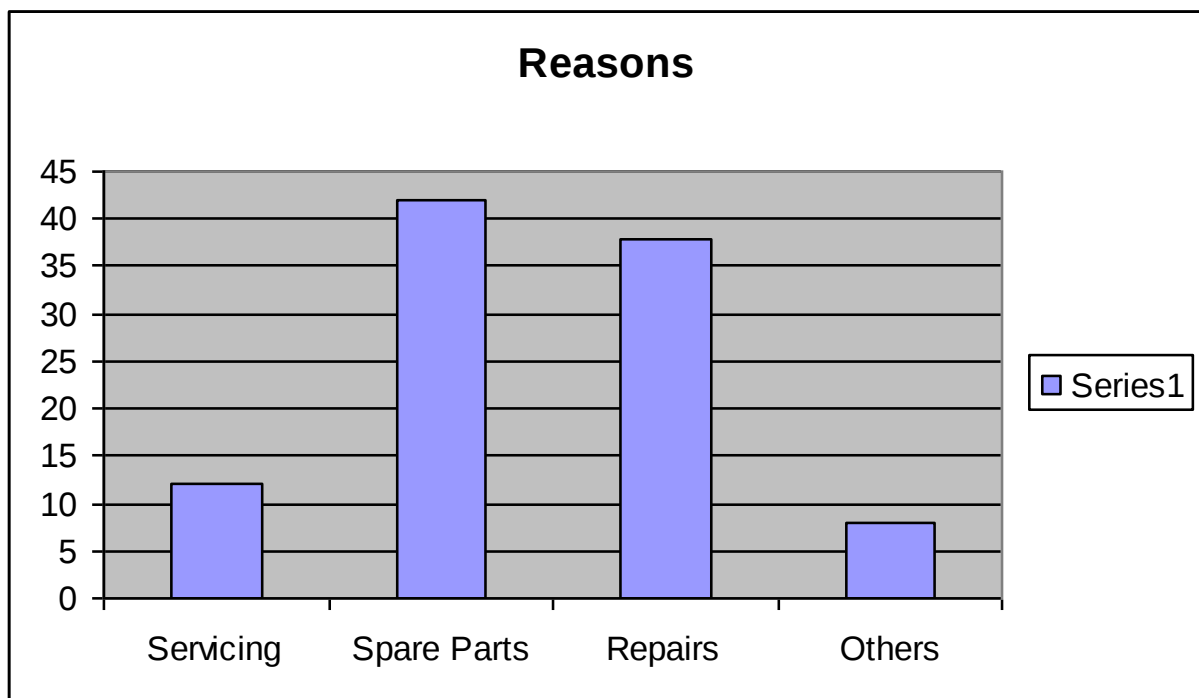


TABLE # 11

Table showing the Authorised Dealers from where the Respondent's have purchased the car.

Sl.No.	Authorized Dealers	No. of Respondents	Percentage
1	Bimal Auto Agency	22	54%
2	Sagar Auto Agency	28	56%
3	Others	00	00%
	Total	50	100%

Analysis :-

From the above table we can analyze that majority of the respondent's i.e 56% of them have an purchased the car from Sagar Auto Agency. Very closely i.e 54% of them have purchased the car from Bimal Auto Agency.

Inference:-

From the above analysis we can conclude that majority of the respondent's have purchased the car from Sagar Auto Agency. Though Bimal Auto Agency is very close ti it in sales, still they need to improve in their servicing and in other aspects to give a 100% customers satisfaction.

GRAPH-11

Graph showing the Authorised Dealers from where the Respondent's have purchased the car.

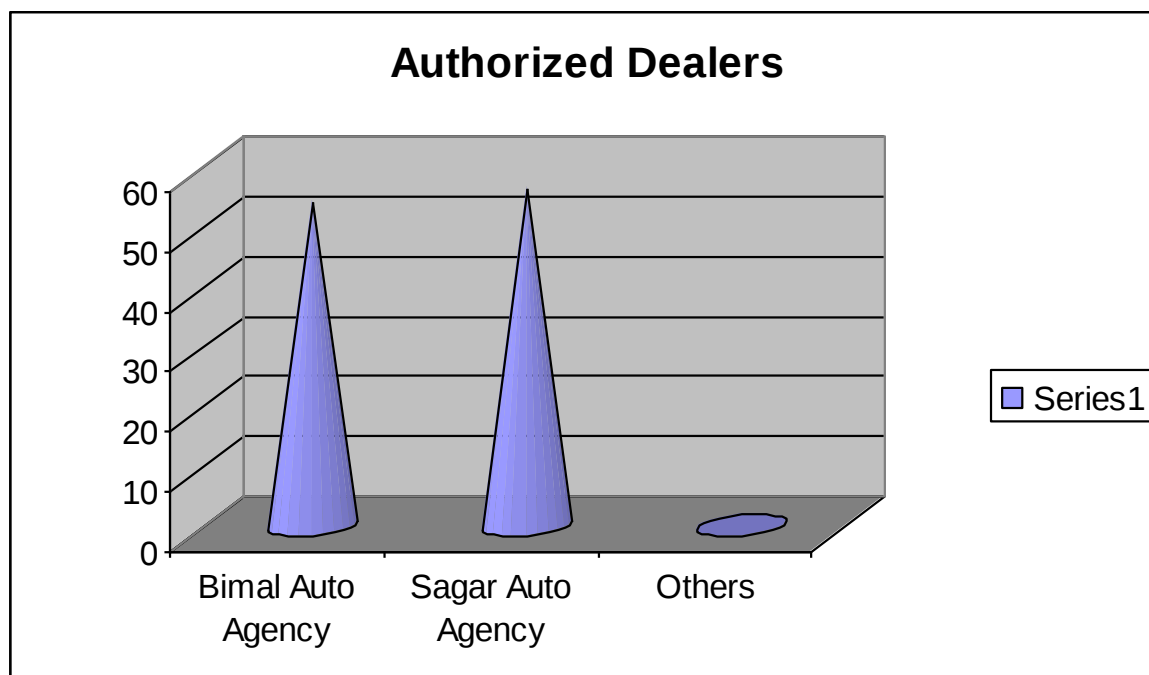


TABLE # 12

Table showing the Rating of the services provided by the Bimal Auto Agency.

Sl.No.	Rating	No. of Respondents	Percentage
1	Excellent	34	68%
2	Average	16	32%
3	Poor	00	00%
	Total	50	100%

Analysis :-

From the above table we can analyze that majority of the respondent's i.e 68% of them have an excellent review about the services provided by Bimal Auto Agency. 32% of the respondent's rate it an average.

Inference:-

From the above analysis we can conclude that majority of the respondent's have an excellent review about the servicing given by Bimal Auto Agency.

GRAPH-12

Graph showing the Rating of the services provided by the Bimal Auto Agency..

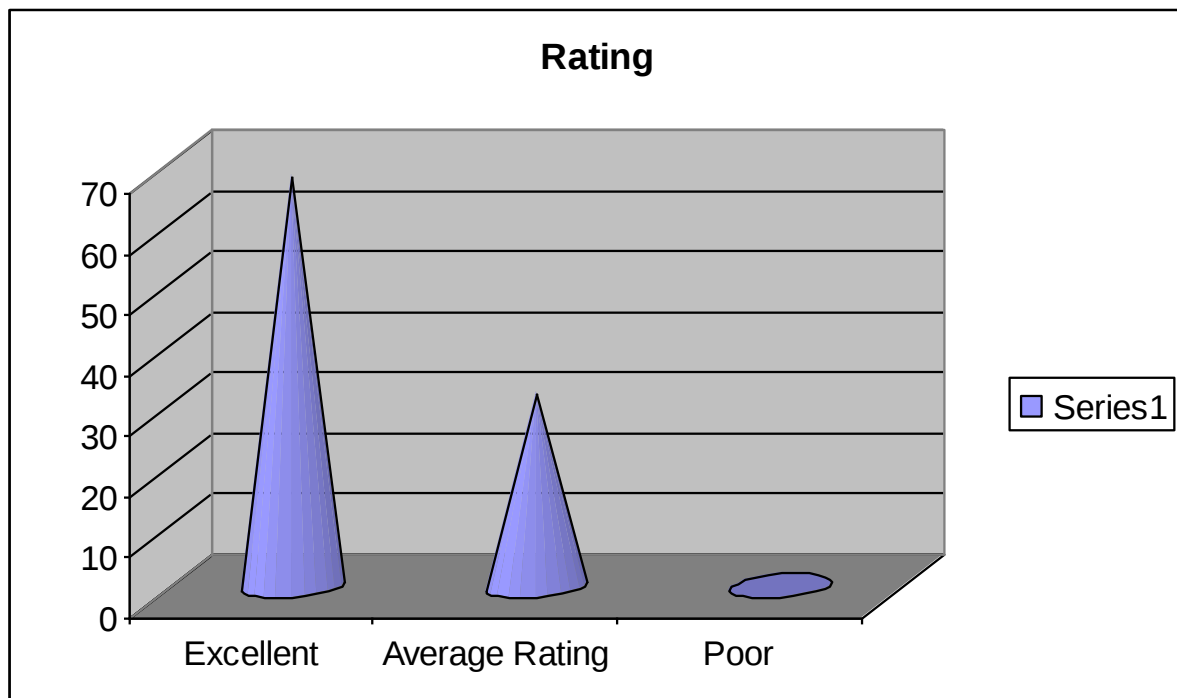


TABLE # 13

Table showing the services which the respondents expect from a dealer.

Sl.No.	Services Excepted	No. of Respondents	Percentage
1	Fast Delivery of Cars	05	10%
2	Good & Prompt services	21	42%
3	Mobile Service	22	44%
4	Others	02	04%
	Total	50	100%

Analysis :-

From the above table we can analyze that majority of the respondent's i.e 44% of them expect mobile service from a dealer. 42% of them expect good and service prompt from dealer. 10% of them expect fast delivery of cars and the rest 4% of them expect other services from a authorized dealer .

Inference:-

From the above analysis we can conclude that majority of the respondent's expect for mobile services from dealer.

GRAPH-13

Graph showing the services which the respondents expect from a dealer..

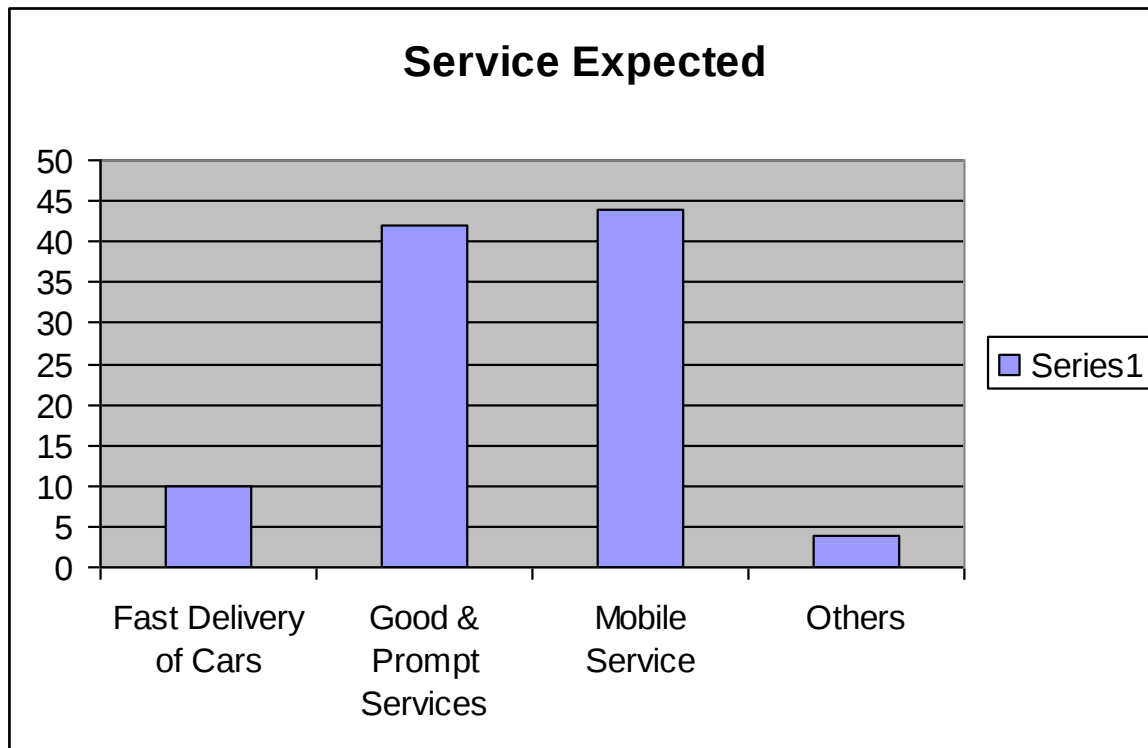


TABLE # 14

Table showing Respondents Rating the performance of Maruti”SX4”:

Sl.No.	Rating	No. of Respondents	Percentage
1	Excellent	39	78%
2	Satisfactory	11	22%
3	Average	00	00%
4	Poor	00	00%
	Total	50	100%

Analysis :-

From the above table we can analyze that majority of the respondent’s i.e 78% of them have an excellent review about the performance of the maruti ”SX4”. 22% of the respondent’s rated the performance car is satisfactory. None of them rated the performance of the Maruti”Sx4” car as average or poor.

Inference:-

From the above analysis we can conclude that majority of the respondent’s have an excellent review about the performance of the Maruti”SX4” Car..

GRAPH-14

Graph showing rating the performance of Maruti”SX4”Car.

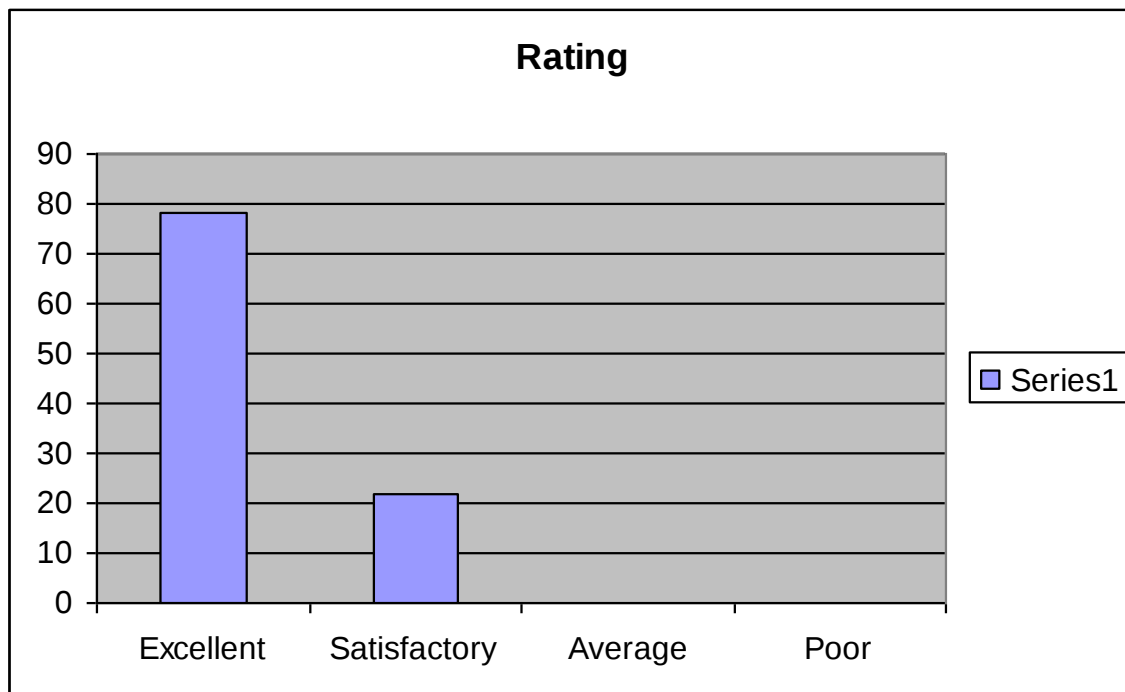


TABLE # 15

Table showing reasons for preference of Maruti”SX4” Car over other Brands.

Sl.No.	Rating	No of Respondents	Percentage
1	Sleek Looks	32	78%
2	Mileage	05	10%
3	Brand Name	11	22%
4	Others	02	04%
	Total	50	100%

Analysis :-

From the above table we can analyze that majority of the respondent's i.e 64% of them preferred Maruti”SX4” because of its brand name. 10% of Maruti”SX4” car over other brands because of its mileage. 22% of them Maruti”SX4” Car over other brands because of its brand name. 4% of them had others for choosing Maruti”SX4” car over other brands.

Inference:-

From the above analysis we can conclude that majority of the respondent's preferred Maruti”SX4” car to other brands mainly due to its sleek looks..

GRAPH-15

Graph showing Car Reasons for preference of maruti”SX4” Car over other brands.

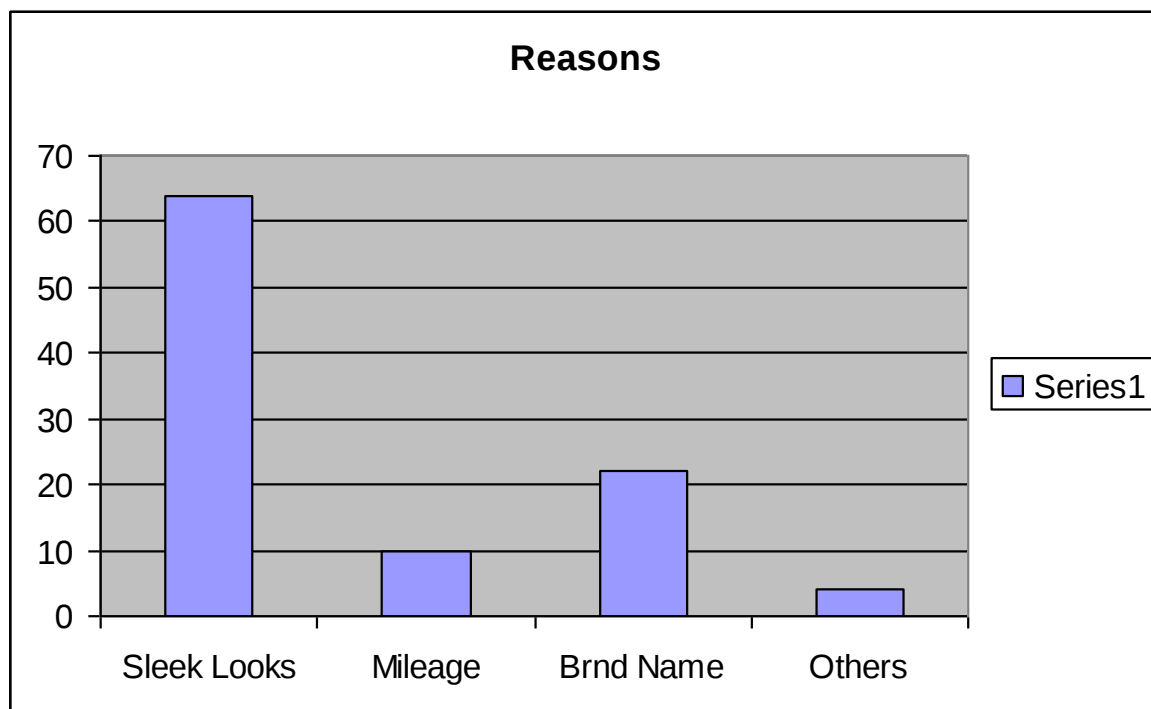


TABLE # 16

Table showing whether the respondents like to recommend Maruti”SX4”to others:

Sl.No.	Whether Recommned	No. of Respondents	Percentage
1	Yes	50	100%
2	No	00	00%
	Total	50	100%

Analysis :-

From the above table we can analyze that large majority of the respondent's i.e 100% of them like to recommend Maruti”SX4” car others .

Inference:-

From the above analysis we can conclude that 100% majority of the respondent's are willing to recommend Maruti”SX4” car to others.

GRAPH-16

Graph showing whert her the respondents like to recommend Maruti”SX4” to others..

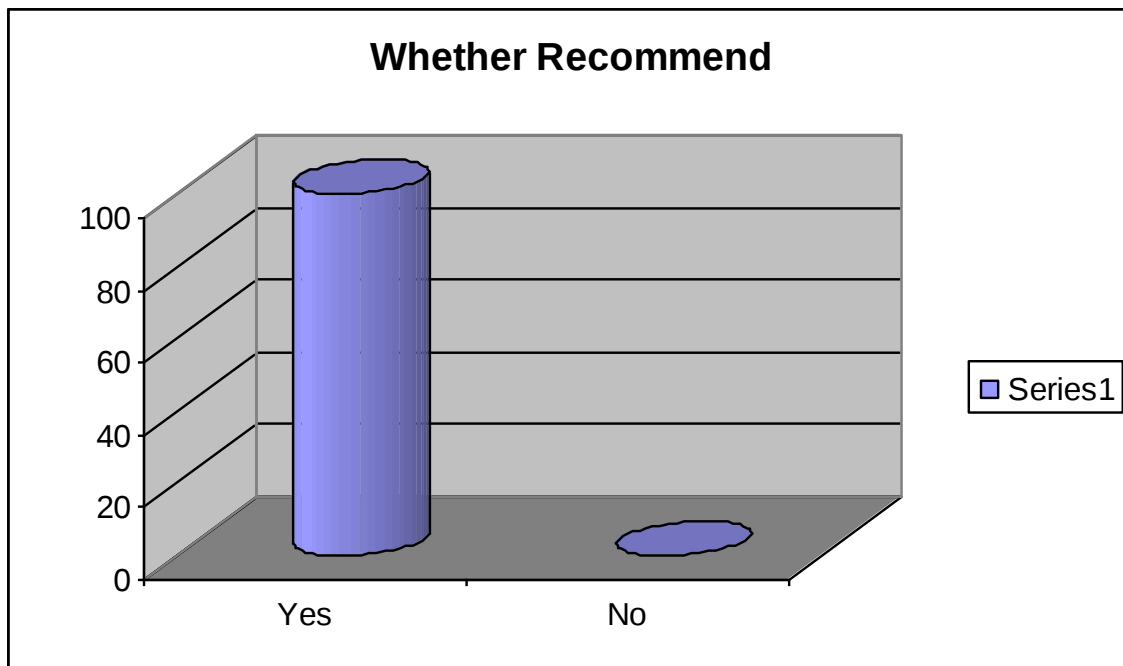


TABLE # 17

Table showing who made the final decision to buy the MARUTI “SX4”:

Sl.No.	Decision taken by	No. of Respondents	Percentage
1	Solely	15	27%
2	Along with parents	05	24%
3	Spouse	27	35%
4	Friends	03	14%
5	Children	00	00%
6	Others	00	00%
	Total	50	100%

Analysis :-

From the above table shows that 35% of the consumers made decision with ***spouse***. And secondly 27% of the customers took decision ***solely***. ***Along with parents*** as next to follow with 24%. & 14% of the respondents made their decision with friends regarding buying the Maruti”SX4”.

Inference:-

From the above analysis we can conclude that majority of the respondent’s are willing to decision with their spouse for Maruti”SX4” car.

GRAPH # 17

Graph showing who made the final decision to buy the MARUTI "SX4":

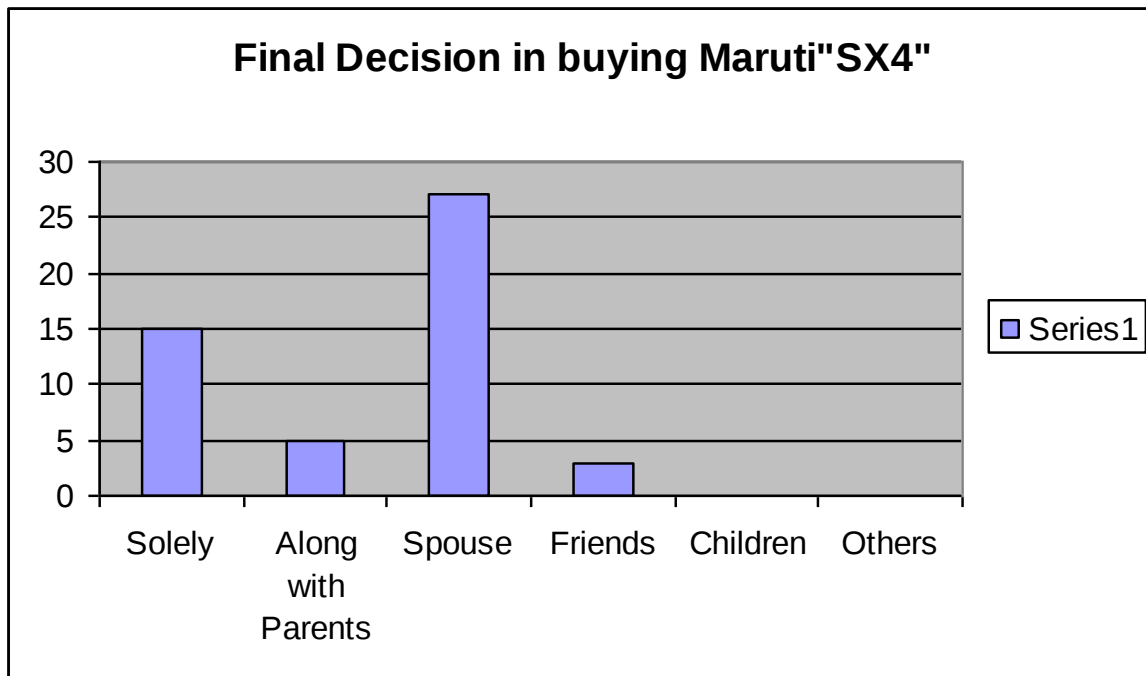


TABLE # 18

Table showing why the Respondents go for MARUTI”SX4”:

Sl.No.	Reasons	No. of Respondents	Percentage
1	Previous one was old	03	04%
2	Dis-satisfied with the previous one	07	09%
3	Desire to have best looking car	30	69%
4	Increase in financial status	15	18%
	Total	50	100%

Analysis :-

69% of the of the respondents preferred or desired to have the best small car ‘**MARUTI “SX4”**

Inference:-

18 % of the consumers went for it in the increase of their financial status which made to buy the ZEN. And remaining 9% of the consumers were dis- satisfied with the previous one which shows that the previous one was not upto the level of ‘**MARUTI “SX4”**..And the reaming 4% respondent of preferred to buy Maruti Zen since the previous one was old.

GRAPH # 18

Graph showing why the Respondents go for MARUTI" SX4":

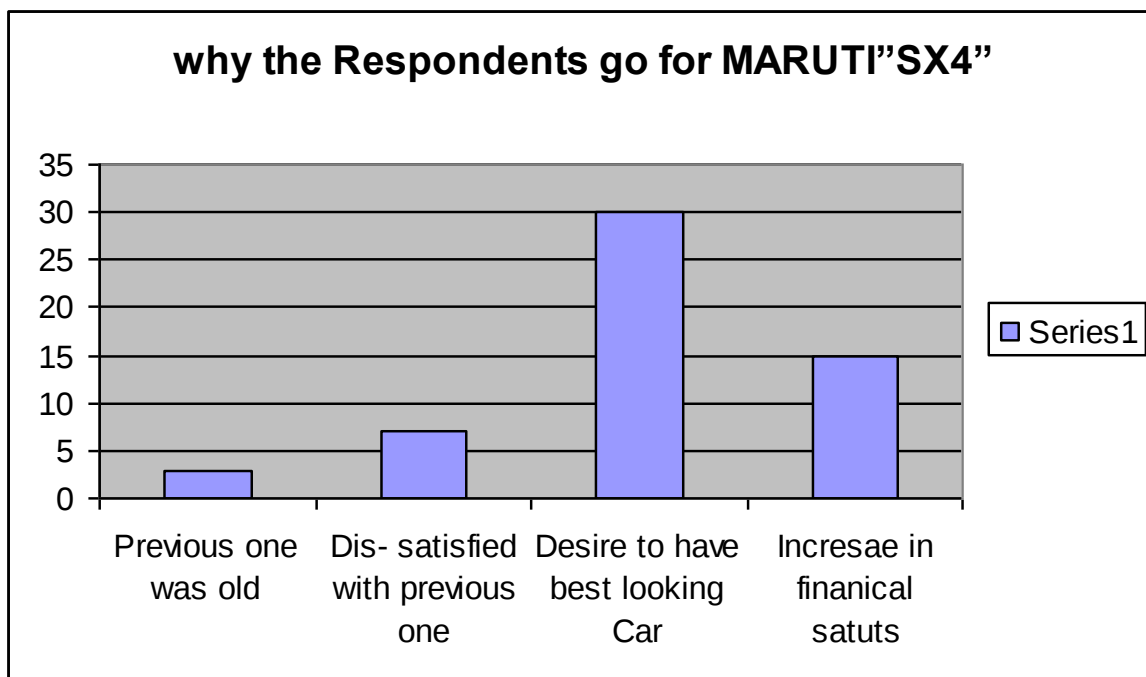


TABLE # 19

Table showing how the Respondents rate the new technology in MARUTI”SX4”:

Sl.No.	Opinion	No.of Respondents	Percentage
1	Fair	09	11%
2	Good	30	69%
3	Excellent	16	20%
4	Not to expected level	00	00%
	Total	50	100%

Analysis :-

Table clearly the 69% indicates that the customers find GOOD technology and 20% Of the respondents follow with the opinion EXCELLENT. And remaining 11% of the respondents with the opinion of FAIR.

Inference:-

From the survey it is clear that majority of the respondents gave their opinion about new technology in Maruti”SX4” good technology

GRAPH # 19

Graph showing how the Respondents rate the new technology in MARUTI" SX4":

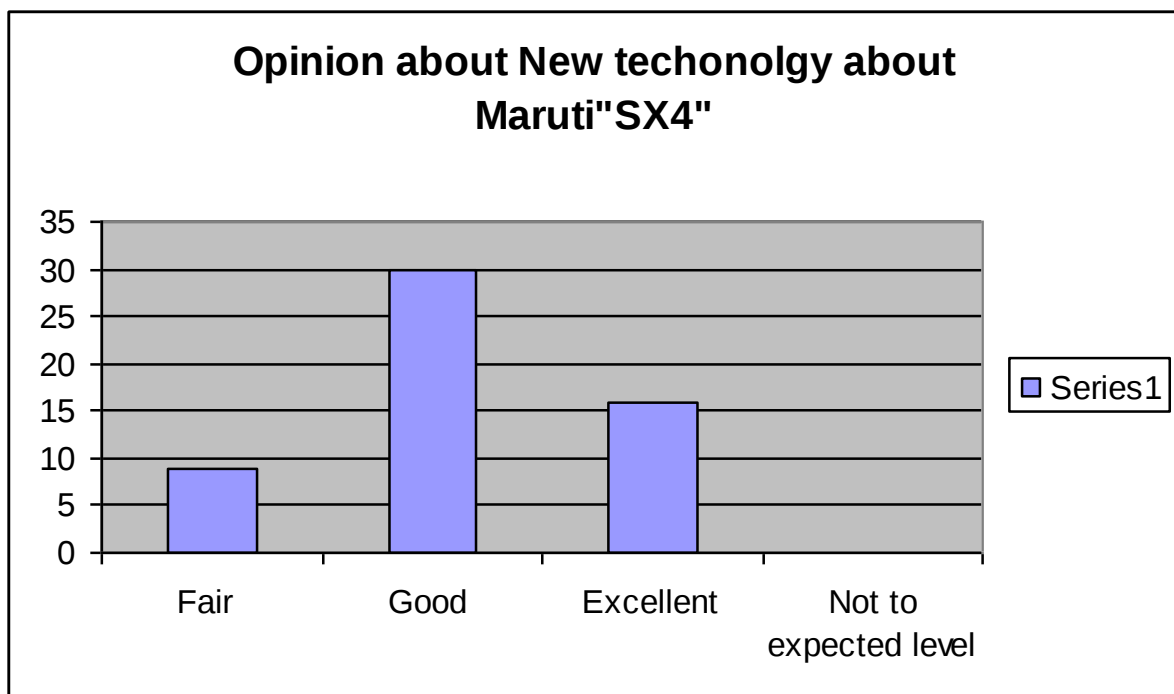


TABLE # 20

***Table showing whether Respondents face any delay in servicing of
MARUTI" SX4".***

Sl.No.	Opinion	No.of Respondents	Percentage
1	Yes	00	00%
2	No	50	100%
	Total	50	100%

Analysis:-

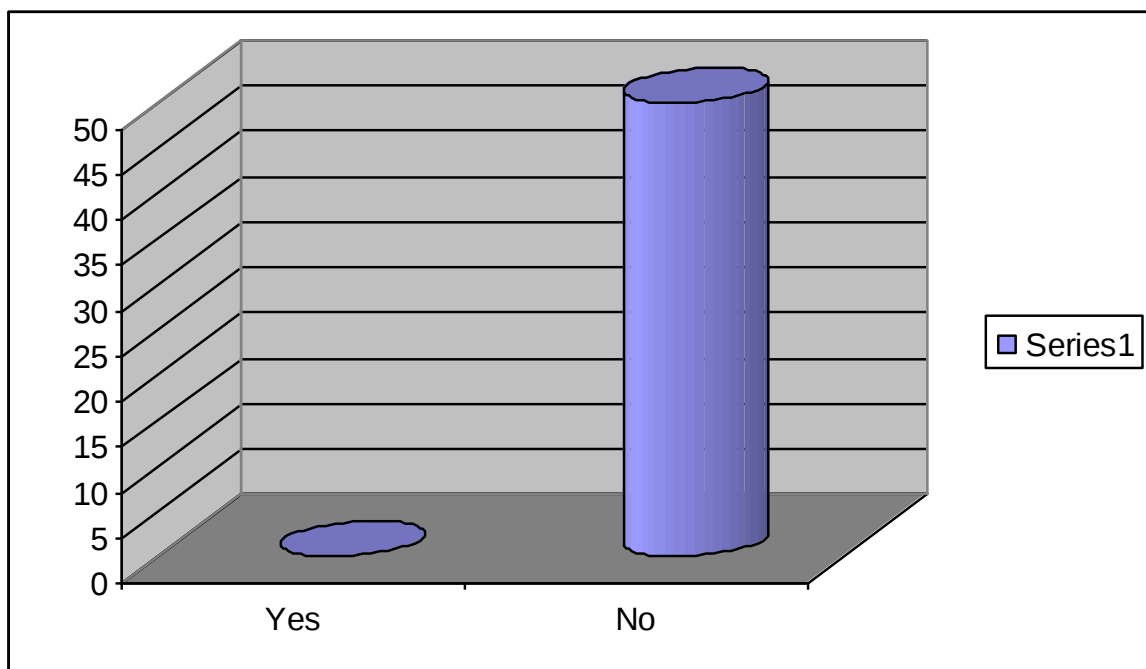
From the above table it is clear that the respondents are highly satisfied with time factor of the service station.

Inference:-

This table also focuses that the capability of the company, that it never give the way to dis-satisfy the customers.

GRAPH # 20

Graph showing whether Respondents face any delay in servicing of MARUTI" SX4".



CHAPTER-5

SUMMARY OF FINDINGS

- Majority of the respondent's i.e.(46%) of them are in the age group of 31 & above.
- Majority of the respondent's i.e.(70%) of them are businessmen.
- Majority of the respondent's i.e.(52%) of them are in the monthly income group of rs.60,000 to 1,00,000.
- Half of the respondent's i.e.(50%) of them are aware of Maruti.
- (42%) of the respondent's preferred to buy a car because of the sitting comfort.
- (46%) of the respondent's have come to know Maruti" SX4" through friends/relatives.
- More half of the respondent's i.e.(56%) of them made the payment by way of cash.
- A large majority of respondent's i.e.(90%) of them are satisfied with their Maruti" SX4" car.
- A large majority of respondent's i.e.(84%) of them have an review that the price of Maruti" SX4" car is medium.
- Majority of the respondent's i.e.(42%) of them have an opinion that spare parts is the main criteria for keeping up the high maintenance of the car.
- Majority of respondent's i.e.(56%) of them have purchased the car from Sagar Auto Agency. Very closely i.e. of them have purchased the car from Bimal Auto Agency.

- Majority of respondent's i.e.(68%) of them have an excellent review about service provided by Bimal Auto Agency.
- Majority of respondent's i.e.(44%) of them have expect mobile services from the dealer.
- A majority of respondent's i.e.(78%) of them have an excellent review about the performance of the Maruti" SX4" car.
- Majority of respondent's i.e.(64%) of them preferred Maruti" SX4" car over other brands due to its sleek looks.
- Majority of respondents in the survey are highly satisfied with the performance or technology in the vehicle, which made the product sustain growth in the market.
- Almost all respondent's i.e.(100%) of them like to recommend Maruti" SX4" car to others.

CHAPTER-6

RECOMMENDATIONS & CONCLUSION

RECOMMENDATIONS

After the study, it can be interpreted that Maruti”SX4” is well accepted and appreciated in the market. However as a continues improvement exercise, the following points highlighted may be looked into.

- 1) Mass media that television, Newspaper, Magazines play a very important role in adversting. Maruti”SX4” car is not reaching to customers through above media, it may be considered to encash on powerful and selective media.
- 2) The company should make efforts to attract/influence the customers belonging to other age groups.
- 3) The company should try to create more awareness about the brand which is least rated.
- 4) The company must initiate its R&D to do research on those lines to as to reduce the prices of spare parts.
- 5) Company should make an arrangement for the effective finance to increases the sales of Maruti”SX4” car.
- 6) The dealer must e influnced to provide the mobile service which is common now-a-days.

CONCLUSION

After the study, we can come to a conclusion that, through Maruti”SX4” is a very successful product in its class, the company can still strengthen its position by looking into the following.

Maruti”SX4” is a car with great looks. Looks which the people can’t resist to turnaround and have a glance at it. One glance at long, muscular body, the drop-dead gorgeous looks, the ultra-luxurious interiors, forces the people to make it their necessity. Maruti”SX4” with its wide range of colours, excellent paint finish offers various choices to the customers. The car offers the best mileage in its class that is it returns a very high fuel efficiency compared to its competitors.

Customers are highly satisfied with the “SX4” technology, Outlook, fuel efficiency, their behaviour regarding the purchase of the product, etc. It is revealed from the survey; majority of the customers say that it is a complete Man car and agree the word ‘MARUTI “SX4”’is *Men Ride*.

BIBLIOGRAPHY

Principles of Marketing :- Philip Kotler, 11th Edition.

Marketing Management :- V.N Ramaswamy

Reasearch Methodolgy :- C.R. Kothari, 2nd Edition

Web sites :-

www.BimalMaruti.com

Search Engines:-

www.google.com

www.wikipedia.org/wiki/Maruti_Udyog.com

Questionnaire

Dear Respondent

I am a 4th semester MBA student of AL AMEEN Institute of Management Studies. I am conducting a survey on Customers satisfaction towards “MARUTI SX4”. So please spare some time to this questionnaire.

• Name :-----

• Age :

a. 15-20 () b. 21-25 ()

c. 26-30 () d. 31 & above ()

• Occupation :

a. Professional () b. Businessmen ()

c. Others ()

• Income :

a. Less than 20,000 () b. 20,000 to 60,000 ()

- c. 60,000 to 1, 00,000 () d. 1, 00,000 to Above ()
- 1 Do you own a Maruti “SX4” Car?
- a. Yes () b. No ()
- 2 If no, which car do you own?
- a. Honda city () b. Ford Fiesta ()
- c. Hyundai Verna () d. Others ()
- 3 What are your reasons to buy that car?
- a. Price () b. Comfort ()
- c. Brands () d. Resale Value ()
- e. Mileage ()
- 4 What were your means of Finance?
- a. Finance () b. Loan ()
- c. Cash ()

- 5 Are you satisfied with your Maruti SX4?
- a. Yes () b. No ()
- 6 Through which source did you come to know about Maruti SX4?
- a. Newspaper () b. Magazines ()
- c. Television () d. Others ()
- 7 What is your opinion about the price of “SX4”?
- a. High () b. Medium ()
- c. Brands ()
- 8 What do you think is the reasons for high maintenance?
- a. Servicing () b. Spare Parts ()
- c. Repairs () d. Others ()
- 9 Through which authorized dealers you purchased the car?
- a. Sagar Auto Agency () b. Bimal Auto Agency ()
- c. R.N.S Auto Agency () d. Others ()

10 How do you rate the services provided by Bimal auto agency?

- a. Excellent () b. Average ()
c. Poor ()

11 What services do you expect from a dealer?

- a. Fast Delivery of cars ()
b. Good % Prompt service ()
c. Mobile Service ()
d. Others ()

12 How do you rate the performance of “SX4”?

- a. Excellent () b. Satisfactory ()
c. Average () d. Poor ()

13 Why do you prefer SX4 over other brands?

- | | | | |
|----------------|-----|------------|-----|
| a. Sleek looks | () | b. Mileage | () |
| c. Brand Name | () | d. Others | () |

14 who made the final decision?

- | | | | |
|-----------|-----|------------|-----|
| a. Spouse | () | b. Friends | () |
| c. Others | () | | |

15. Why did you go for MARUTI SX4?

- | | |
|---------------------------------------|-----|
| a. Previous one was old | () |
| b. Dissatisfied with the previous one | () |
| c. Desire to have best looking car | () |
| d. Increase in financial status | () |

16 How do you find New Technology in MARUTI SX4?

- | | | | |
|--------------|-----|-----------------------|-----|
| a. Fair | () | b. Good | () |
| c. Excellent | () | d. Not expected level | () |

17. Your Satisfaction regarding service?

a. Fair () b. Good ()

d. Excellent () d. Poor ()

18. Would you recommend this car to anybody?

a. Yes () b. No ()

-----Thank You-----