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CHAPTER 1

INTRODUCTION



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INTRODUCTION

Within the frame work of a realist view of the physical world, there are two general theories of the nature of perception.

The first is Strong Direct Realism (SDR). This accepts a realist view of physical world, and claims that our perceptual access to this world is psychologically direct. The second is the Broad Representative Theory (BRT). This too a realist view of the world, but claims that perceptual contact with physical items is always psychologically mediated, i.e. it is constituted by the not

in itself physical-item perceptive, and certain additional facts. SRD cannot be provide a satisfactory the phenomenal content of the perception and how such content features in the securing the perceptual contact. BRT cannot explain how we can have genuine perceptual access to the physical world at all. In the face of dilemma, the only way of providing a satisfactory account of perception is by abandoning the assumption of physical realism and adopting an idealist view of the physical world. Thos view can, in any case be established as correct by independent argument.

1.1 INTRODUCTION:

If there is any sales activity, there is a seller and a buyer. But what is essential between this is that there should be a product. A product can be a needle or an aircraft. But for a user it is a means of satisfying an unsatisfied need. A product alike fashion has to be updated time and again; else, it will fail in the Market.

For an updated, a products performance has to be checked time and again, and thus a research has to be carried out, whenever the performance declines of a product. A detail study should be done and corrective action should be done with in immediate effect.

1.2 RESEARCH:

Research is an activity in which an in depth analysis is done in order to find a reason for some pros and corns of the product; this is to done to clarify the performance of a product and locate the trace of the development or deterioration.

1.3 SALES:

The sale of ownership of a commodity from one person to another for some monetary exchange is called sales. In the life of a product may “Flourish or perish”.

For a product to flourish in the market “Product Research and performance Analysis” are necessary. As it always said SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis have to be conducted on every small and big product. The company doing SWOT analysis effectively and efficiently is the company is in the spotlight. More than a sale what mainly binds the customer is the service, which an organization and its dealers render.

As Joe Girard- the world’s bestseller says;

“The name of the game is service, service, service – Gives the customers so much service that they will feel guilty even thinking of doing business with somebody else”.

This is the policy that MUL (Maruti Udyog Limited) applies and that is why this project is named as Product Research and Performance of Maruti vehicles and their growth in comparison to other vehicles in this field.

1.4 CONSUMER SERVICE:

A relationship marketing approach draws attention to the importance of retaining as well as attraction consumers with the emphasis being placed on the long- term relationship with existing consumers. It involves changing the focus, with emphasis on consumer retention, high consumer service and commitment, and quality being a concern for all.

Two specifics strategies that have been put forward to retain consumer loyalty in service organizations. The first involves the service provider developing a clearly defined strategy for handling consumer complaints; a service recovery strategy. The second involves encouraging loyalty by offering one or more service guarantees.

Different consumers will have different views about how they want their problems to be dealt with that is, different recovery expectations. The way to

respond in this case is to design a recovery strategy that will meet the needs and expectations of each consumer. Service delivery system failures can be remembered as highly satisfactory if handled properly.

CHAPTER 2

RESEARCH DESIGN



CHAPTER 2

RESEARCH DESIGN

2.1 *RESEARCH DESIGN:*

“It is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to search purpose with economy in procedure.”

2.2 **CLAIRE SELTIZ:**

The research design is the conceptual structure within which research is conducted it constituted the blue print for the collection, measurement and analysis of data.

This chapter deals with the statement of problem. The objectives of the study, concepts followed methodology used, sampling techniques and fieldwork undertaken, analysis of data, Techniques followed and finally, the scheme of chapter's presentation in the report

2.3 STATEMENT OF THE PROBLEM:

A relationship of marketing approach draws attention to the importance of retaining as well as attracting consumer with the emphasize being placed on the long term relationship with existing consumer. Each and every market player is trying to improve its market share through quality and economising the manufacturing process. New competitors are being attracted in to the market and research activities are going on constantly to analyse the need and performance activity.

In such a situation, it is important for market leader to know the current market status to formulate the strategy of the firm to suit itself in the market.

Based on above brief sketch the research has taken up the market research on consumer perception towards all maruti cars in Bangalore.

2.4 NEED FOR THE STUDY:

There are various factors that influence the buying behavior, so it is very important to study the factor that influence the public interest in the purchase of maruti cars.

The market being so competitive and there are many four wheeler companies which can turn the company out of the market so it is very important to keep a sharp check on activity and strategy of the competitors.

This study is performed keeping the view of the people towards maruti brands and their purchases in order to show their options towards quality and comfort in these particular brands with respect to there income level.

The above explanation gives us an account of consumer perception towards all maruti brands in Bangalore.

2.5 OBJECTIVES:

The following are the objectives of present study:

1. To understand and analyze the consumer attitude towards different brands of Maruti cars.
2. To understand and analyze the factors which influence the buying behavior of the customer.
3. To make comparative (SWOT) analysis of the maruti cars with other competitive brands in the market.
4. To analyze consumer expectation on quality, durability, price, margin, credit facility, after sales service etc.
5. To come out with appropriate conclusion and suggestion based on the analysis and interpretation of data.

2.6 SCOPE OF THE STUDY:

The research study is conducted to collect the information regarding the present status of the firm in the competitive market of the maruti brands.

The study will also throw light on the factor influencing the competitive market of different brands of maruti cars. It will also give us a clear picture of market strategy followed by the various player in the market.

The information collected is very useful to company, student and to the customer. The projection made will help the company to amend or modify its market strategy based on the present scenario of the market.

2.7 DESIGN OF THE STUDY

The study was conducted in reference to various auto industries especially targeting upon Bimal Auto Agency, of Maruti vehicles. A very certain stand could not however be established due to a short span of studies. Even then an attempt is made to draw a genuine trace of the auto industries. Materials used in this study update from leading magazine and textbook like Business India, Auto India Magazine, Marketing Management, Newspapers etc.

The purchase ability and consumer satisfaction towards Maruti cars was studied with reference to around 25 Maruti users in and around M.G. Road. The sales figure in this project has been collected from Bimal Auto Agency of Bangalore.

2.8 **RESEARCH METHODOLOGY:**

Sources of Data

2.8.1 Primary Data:

It is the original data collected by the respondent. The data collected through questionnaires survey.

2.8.2 Secondary Data:

The research first required collection of secondary data from various sources, being books, journals and magazines, news papers, others.

2.9 SAMPLE DESIGN:

Judgmental sampling techniques will be used along with questionnaires to be administered personally to all those existing customers who already own Maruti cars as they are in a position to give feedback based on their experiences. For the purpose of this study 100 samples will surveyed to collect the primary data.

2.10 PLAN OF ANALYSIS:

After collecting the field questionnaires, the collected data will be transformed into a worksheet being classified demographically. The data related to a set of objectives will then be classified and the findings recorded after which the data will be graphically represented.

2.11 LIMITATIONS OF THE STUDY:

1. The study is limited only to Bangalore city.
2. The sample size of customer is limited to 100 because of time and cost factor.
3. The study is limited only to the respondents who have purchased Maruti cars from “Bimal Auto agency pvt.ltd”
4. Most of the respondents belong to upper middle class or upper class.

CHAPTER 3

PROFILE OF THE COMPANY



CHAPTER 3

PROFILE OF THE COMPANY

3.1 *Bimal Auto Agency*

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.

3.2 *Maruti Udhyog Ltd.*

In the year 1982: The joint venture agreement was signed between the Maruti Udhyog Ltd., Suzuki Motor Corporation and the Govt of India.

In the year 1983: maruti 800 was launched, the car which very soon became the most popular car on Indian roads.

In the year 1984: Maruti sold 10,000 vehicles through 19 dealers all over the country.

In the year 1985: The remarkable milestone in the history of Maruti Udhyog Ltd. As it sold its 50,000th vehicle. In the same year Maruti launched its all terrain vehicle (Gypsy), which was launched by the late Prime Minister Mr. Rajiv Gandhi.

In the year 1986: The new aerodynamic model of Maruti 800 was launched. The first exports of Maruti vehicles commenced. Maruti rolled out its 1, 00,000 vehicles.

3.2.1 In the year 1987:

- Maruti launched the handicapped control car, the first ever in India.
- Suzuki increases its stakes from 26% to 40%.
- The first major exports to Hungary executed.

3.2.2 In the year 1988:

- Six joint ventures inaugurated for the manufacture of critical components.
- Maruti was awarded the coveted Productivity Award by the National Productivity Council.(NPC).

3.2.3 In the year 1990:

- Maruti products 5,00,000th vehicle.
- The magnificent Maruti 1000 was produced and launched.
- In the year 1991: maruti was awarded Export House Status.

3.2.4 In the year 1992:

-
- Climate Systems India Ltd. A joint venture company with the Ford Motors set up to manufacture aluminium radiators.
 - Suzuki increases its holding by 50%.
 - Maruti won the coveted ET.HBSAI. Award and CII award for quality and reliability.

3.2.5 In the year1993:

- Maruti was granted, Trading House Status in recognition of its export performance since 1990.
- The technology superior Zen was launched.

3.3 *FIRSTS*

The first fully computerized plant in the country.

- Introduce computerized bookings.
- Maruti started the practice of “factory fresh” deliveries of vehicles, to the showrooms by custom built trailers.
- Development of component industry which till the early 80’s was absolutely underdeveloped, today, India is an exporter of automobile components.
- Almost one million maruti’s are on roads.
- Maruti sold abroad mostly in competitive European markets is more than 60,000.
- Introduction of a unique work culture of uniform, open offices and common canteens.

PRODUCTS AND PRICE LIST OF THE MARUTI SUZUKI PRODUCTS:

Product	Price (in lakhs)	Engine	Gear	Power (bhp)	Torque (bhp)	Segments
Maruti-800-AC	2.1	3cyl 796cc	4M	37	59	C

Maruti-800-Std	1.9	3cyl 796cc	4M	37	59	C
Maruti-Alto-LX(P)	2.7	3cyl 796cc	5M	47	62	C
Maruti-Alto-LXi(P)	2.9	3cyl 796cc	5M	47	62	C
Maruti-Alto-Std(P)	2.3	3cyl 796cc	5M	47	62	C
Maruti-Baleno-LXi(P)	5.8	4cyl 1590cc	5M	94	131	B
Maruti-Baleno-VXi(P)	6.6	4cyl 1590cc	5M	94	131	B
Maruti-Dzire-Diesel	5.6	4 cyl 1248 Mjet-CR	5 M	75	190	B
Maruti-Dzire-petrol	4.6	4 cyl 1298 CC	5 M	87	113	B
Maruti-Esteem-LX(P)	4.3	4cyl 1298cc	5M	85	110	B
Maruti-Esteem-LXi(P)	4.6	4cyl 1298cc	5M	85	110	B
Maruti-Esteem-VXi(P)	4.5	4cyl 1298cc	5M	85	110	B
Maruti-Grand-Vitara	23	V6 2736cc	5M	166	236	SUV
Maruti-Gypsy	5.2	4cyl 1298cc	5M	81	104	Jeep
Maruti-Omni	2.5	3cyl 796cc	4M	35	60	Van
Maruti-Swift-LXi(P)	4	4cyl 1298cc	5M	87.5	113	B
Maruti-Swift-VXi(P)	4.3	4cyl 1298cc	5M	87.5	113	B
Maruti-Swift-ZXi(P)	5.1	4cyl 1298cc	5M	87.5	113	B
Maruti-SX4	7	4cyl 1586cc	5 M	102	154	B
Maruti-Versa-DX(P)	4.3	4cyl 1298cc	5M	82	102	Van
Maruti-Versa-DX2(P)	4.7	4cyl 1298cc	5M	82	102	Van
Maruti-Versa-Std	4.3	4cyl 1298cc	5M	82	102	Van
Maruti-WagonR-AX(P)	4.6	4cyl 1061cc	5M	64	84	Van
Maruti-WagonR-LX(P)	3.3	4cyl 1061cc	5M	64	84	Van
Maruti-WagonR-LXi(P)	3.5	4cyl 1061cc	5M	64	84	Van

Maruti-WagonR-VXi(P)	3.7	4cyl 1061cc	5M	64	84	Van
Maruti-Zen-LX	3.76	4cyl 993cc	5M	60	78	C
Maruti-Zen-LXi	4	4cyl 993cc	5M	60	78	C
Maruti-Zen-VXi	4.22	4cyl 993cc	5M	60	78	C

3.4 THE MARUTI 800 CC



Dimensions

Length	3335mm
Width	1440mm
Height	1405mm
Wheelbase	2175mm
Ground Clearance	170 mm
Minimum Turning Radius	4.4 mm

Unladen Weight

640Kg

Transmission

Manual 4 forward,
All synchromesh,
1 reverse.

Engine

No of Cylinders

3

Piston Displacement	796 cc
Maximum Power	395 HP @ 5500rpm
Maximum Torque	5.75 KGM@2500rpm

Brakes

Front	Disc
Rear	Drum

Suspension

Front& Rear	Macpherson Strut and coil spring.
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<i>Tyres</i>	5.65-12-4 Pr
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FuelTankCapacity	30 litre
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Maruti 800 the car that revolutionized the automobile industry in India. The first truly contemporary car in India, the Maruti 800 represents the state of the art technology. Its exceptionally smooth body contours reduce wind resistance and combined with its low maintenance and superior fuel efficiency adds up to a car that is truly world class in every respect.

3.4.1 EXTERIOR:

a) Body Shape

The body of Maruti is a two-box design or hatchback as it is generally called. The styling of Maruti 800 is aerodynamically designed, with a low drag co-efficient. Drag co-efficient refers to the wind resistance which experiences while moving. Lower drag co-efficient; lower the wind resistance, which leads to the higher fuel efficiency and pick-up.

Its external size makes it a practical city, ideally suited for Indian conditions of narrow lanes, congested traffic and scarce parking places and

spaces. At the same time, it has a very compact engine room resulting in a large than expected cabin space.

b) Weight

The Maruti 800 has unladen weight of 6d20kgs with a power of 39.5bhs; the power to weight in bhp/ton is 63.71. The power to weight ration of a car in bhp/ton indicates the amount of power that is available to carry each tones of weight of the car, higher power to weight ratio of the car means that it has more available power **to weight** ration. This shows in its swifter acceleration and higher fuel efficiency on the other hand Premier Padmini has a much lower value to weight ratio.

c) Ground Clearance (mm)

- Maruti 800 _____ 170
- Ambassador _____ 159
- Padmini _____ 128

Maruti 800 has a highest ground clearance. Higher ground clearance means lesser chances of under body damage. This feature makes it more suitable for Indian roads, which has enough number of speed breakers and potholes.

d) Paint quality

Maruti 800 is painted within the state of the art paint shop using 3-coat paint process. First coat is the elector-coat done for giving anti-corrosion protective layer, to the bare metal. The electro coat is done using the Dip painting process wherein the whole body is immersed in the tank containing the paint. This dip painting process ensures that the whole of the body the hidden parts and even the smallest crevices get the protective coating. On this coat, two more coats the intermediate and the topcoats are applied.

e) Dimensions

The Maruti 800 is the car with shortest overall length, it's the most compact vehicle, its shorter length is due to the efficient packaging of the engine room, which the Suzuki is well known for. The shorter engine room thus makes its possible to have a larger cabin space in shorter overall length of the Maruti 800.

f) Turning radius

The turning radius of the Maruti 800 being the mere 4.4m it can easily negotiate congested traffic. The shorter turning radius enhances maneuverability. It helps easy parking in smaller parking slots. This is a definite advantage in most congested cities.

g) Bumpers

Maruti 800 is fitter with the Moulded plastic Bumpers unlike the metal bumpers of the Ambassador and the Padmini of the Premier automobiles. These bumpers can soak minor shocks without breaking and retract to their original shape. On the other hand, the metal bumpers are dented on the impact and hence the customer has to take pains of getting it repaired. Also plastic bumpers absorb shocks and prevent the body from damage. Where as metal bumpers on collision the impact is directly on the body, which might damage the body.

h) Lights and Indicators

Maruti 800 is a fitted semi sealed headlight; in this the lens and reflectors are made integral with each other. While it provides a bulb housing which is screwed to the reflector the advantage of having this system is that the relative positioning of the lens and the reflector is not disturbed while driving and while replacing bulbs thereby preventing any change in the direction of the beam of the light, which continues to be focused on the road. In addition, the head lamps assembly is provided with screws which can be used for adjusting the focus of the beam on road.

Maruti 800 is provided with the reversing light, which lights up reversing. This serves the dual purpose of warning the traffic behind and also lighting up the rear while reversing up in the dark.

i) Locks

Maruti 800 is provided with the single key, which can open all locks, Maruti 800 unlike Ambassador or Padmini is provided with locks on both

Front doors accessing options of entering the cabin from either side with comes handy many times while parking in narrow lots. Pushing the doorknob in lock position locks Maruti 800 and door while the door handle is kept pulled, this eliminates the need of using a key to lock the door, making locking easier and simple.

j) Glass area

Maruti 800 has a large glass area which increased all round visibility this enhances safety during driving as driver has uninterrupted view of traffic around him. The air-conditioned models are fitted with tinted glasses this reduces the heat inflow into the cabin making air conditioning more effective. In Maruti 800 all windows roll down fully whereas the rear windows roll down only partially causing inconvenience.

3.4.2 INTERIORS

Maruti 800 comes fitted with bucket seats as a standard fitment. These bucket seats are ergonomically designed keeping customer comfort completely in mind. The seat can be adjusted by sliding it forward and backward and also by reclining the back to suit ones most comfortable driving posture. The reclining mechanism is operated by a nut. The standard version is fitted with the PVC seat upholstery and the matching door trim. The DX version of the

Maruti 800 has a fabric seat upholstery, which has a soft touch feel and even more elegant looks.

a) Rear seats

The rear seats of Maruti 800 are bench type the seats are cushioned for extra thigh and lumbar support and enhance comfort.

The backrest of the seat can be folded to increase the luggage room. Further, the rear seats of the DX version are of the 50:50 split configuration. The advantage of this is that one half of the seat can be folded to accommodate any bigger luggage, and other half can be still be used to seat a person. In DX the backrest can be locked in two reclining positions, the knob on the seat has to be pulled out and the seat should be pushed in fully before releasing the knob. In case, rattling noise is heard while the seat is in the first position the backrest should be put to the second position. In the standard model only one locking position is provided with the door rims, which are high frequency welded to the hand board. This does away with sagging door trims and improves aesthetics of the interiors.

The standard version has a PVC door trim which matches with the seat covers. The DX version has the part fabric door trim, which is also matching the seat fabric. This enhances the aesthetics of the interiors. A door pocket is provided on the front doors, which separately screwed on to the trim. An armrest cum a door handle is also provided on all the doors.

b) Steering wheel

The poly-propylene steering wheel of the car is ergonomically designed to reduce driver fatigue, the steering wheel has got a surface texture which apart from improving grip also improves grip also improves the aesthetic appeal. It has two knobs for horn operations. Which can be easily thumb operated, this

dispenses with the need to lift the hand from the steering wheel and operate the horn.

c) Dashboard

Maruti 800 has a polypropylene molded dashboard rounded contours to enhance the aesthetics of the interiors. In fact this was the first car in India to have the molded dashboard. The dashboard a spacious glove box., which can be used to carry any small utilities.

d) Instrument cluster

Instrument cluster or instruments panel refers to the indicators, which are placed on the dashboard. In Maruti 800 the instrument cluster is side lit. Which gives good readability at night at the same time because of soft lighting the light do not distract drivers attention, thus improving road concentration of the driver. This thus acts as a passive safety feature. The uniwuity in the car is that if the hand brake light remains on even after releasing it the brake fluid level would have dropped below minimum level, in the brake fluid container.

e) The Fuse Box

Maruti 800 is provided with a fuse box, which contains fuses of various electrical equipment. It's placed under the dashboard on the driver's side. This includes fuses for the ignition coil, wiper motor, lights and accessories. There are 2 types of fuses that is 10A and 15A fuses. Replacement fuses are also provided inside this box, which can be used to replace any blow off fuse.

f) Choke

The carburetor of the engine is provided with a choke valve, which is operated by a knob placed on the dashboard. This should be used for cold starting of the engine. While starting the car in the cold condition the customer

should press the accelerator pedal 3 – 4 times. After pulling the choke knob fully the engine should be started, on starting the position of the choke should be adjusted by pushing it. So that the engine runs at a moderately fast idle speed continue choke until the engine can pick up rpm smoothly. Push the choke knob fully before driving.

g) Combination Switch

Maruti 800 has ergonomically designed combination switch levers. These are multifunction levers. The right turns indicators, the parking light, dipper and headlight controls, whereas the left stalk, the windshield wiper and washer controls. These stocks have been ergonomically placed for the ease of operation and easy accessibility to reduce driving fatigue.

h) Gear Shift

Suzuki's gearboxes are known to the world over their sleek and smooth operation. This not only reduces driver fatigue especially in a country like India, where one has to change gears very often but also improves road concentration of the driver.

i) Parking break

The parking break fitted on this car when pulled activities the rear breaks this break is not hydraulic but a mechanical one. This should be used if the vehicle is stopped and the engine is needed to be kept running.

j) Climate control

Maruthi 800 comes in 4 versions in terms of climate controls. It comes in 2 non-a/c Versions, standards and standards with heater. It comes in 2 a/c versions that are DX and DX with heaters.

3.4.3 CONVENIENCE FEATURES

The maruti 800 comes with many convenience features, main among which are:-

- 1) Sun visors.
- 2) Ashtray.
- 3) Cabin light.

- i) **Sun visors:** - Maruthi 800 is fitted with 2 Sun visors in the form and these can be used as shades to prevent from the glare of the sun. These sun visors are of swiveling type and can be turned to cover the side windows. In the DX version of maruthi 800 the left sun visor is also provided with the vanity mirror.
- ii) **Ashtray:** - Maruti 800 is fitted with 2 detachable ashtrays, as a standard fitment. One of them is placed on the dashboard, while the other one is fitted on the rear door. Pressing out the metal strip, which can be seen when the ashtray is in the open position, can pull out the ashtrays.
- iii) **Cabin Light:** -Maruti 800 is fitted with a three-position cabin light (courtesy light). The courtesy light is one which is on when any one of the front doors are opened. Operating the switch provided inside the cabin can also turn on this light.

3.4.4 SAFETY FEATURES

- a) **Monocoque Body:** - Maruti 800 has a Monocoque construction. This is Contrast to the chassis construction of the Ambassador and Padmini. A Monocoque has a singular construction. This means there are no separate, chassis and body, instead of, an individual sheet metal panels are welded as a single unit to make the whole body. On the other hand, in case the chassis construction (e.g. Trucks, Premier Padmini and Ambassador) there is separate body is mounted along with other mechanical parts. In a

-
- b) Monocoque construction the impact is distributed throughout the Vehicle body and the effect of the collision is less as the affected portion of the body collapses progressively along the crumple zones. Due to this, the vehicle takes all the shock maximizing the safety of the passengers. The Monocoque Construction has other advantages of being the lightweight, which contribute towards higher efficiency, and better pickup of the Vehicle.
- c) **Seat belts:** - Maruti 800 DX was fitted with the sea belts even before April-1995 regulation came into force. This is in accordance with the company's committed to provide safe cars to its customers. Seat belts are a very important safety feature in the car. During accidents, the seat belts prevent the passenger from being thrown forward, thus, the changes of injury caused by banging against the steering wheel, the dashboard, or the windscreen are sharply reduced in the case of an accident.
- d) On the other hand, in the event of a collision or sudden braking, Because of the sudden jerk, felt by the passengers the seat belts lock. Thereby holding the passenger back and preventing them from hitting wheel or the dashboard.
- **Head restraints:** A head restraint is safety feature provided on the car customers generally perceive these as head rests, the thing to rest their heads on. Actually these head restraints prevent the passengers from the neck injury, in the event of a collision from the rear. An injury which is caused due to the body jerk, where in the body goes forward and the head gets vehicle would result in the passengers head jerking back. The head restraint protects the neck of the passenger from the whiplash.
- **Laminated windshield:** Laminated windshields have been made mandatory regulation from the month of April – 1996. Maruti 800DX were fitted with the

laminated windshields even before the regulation came into force. Laminated windshields are a safety feature. In the event of collision the glass breaks into small fragments, which remain stuck to the adhesive layer and do not fall into the cabin, thereby saving the passengers.

3.5 **MARUTI OMNI**



Dimension

Length	3370 mm
Width	1410 mm
Height	1640 mm
Wheel Base	1840 mm
Ground clearance	165 mm
Minimum Turning Radius	4.1 m
Kerb / Weight	750 kg
Transmission	Same as Maruti 800
Engine	
No of cylinders	3
Piston Displacement	796 cc
Maximum output	37.0 bhp @ 5000 rpm

Maximum Torque	6.32 Kgm @ 3000 rpm
----------------	---------------------

Brakes

Front	Drum
-------	------

Rear	Drum
------	------

Suspension

Front	Mepherson struts
-------	------------------

Rear	Leaf Spring with shock Absorber
------	------------------------------------

<u>Tyres</u>	4.50 - 12 – 6 pr ult
--------------	----------------------

Fuel Tank Capacity	36 liters
--------------------	-----------

The maruti Omni is a vehicle for family with more headroom, space, legroom, luggage space, and more people room.

3.5.1 MARUTI OMNI

The maruti omni is a vehicle for family with more headroom, space, legroom, luggage space and more people room.

3.5.2 The most pointing feature:

It is the best-suited car for a country like India with narrow roads and ideal car for city like Bangalore, which is flooded with traffic. It occupies fewer parking spaces compared to other cars. It has got sliding doors sliding to the level of the body of the vehicles gives room for exit and entry. The hatch back door opens right from the floor making loading and unloading of goods convenient.

3.5.3 The Driver Cabin:

In the front end the driver can adjust his seat to any position of comfort of riding. The front seat along with the head restraints conforms to body

Contours are ensuring passenger confronts. The wide field of vision for a driver ensures optimum visibility and enhances safety.

3.5.4 Hill Climbing Ability:

A powerful engine of 796 cc with maximum output of 5000 rpm and maximum torque of 3000 rpm makes it to climb any peak. It can more than at a 14.3 vertical angle due to its immense engine power.

Standard Equipment:

1. Two speed wind shield wiper
2. Three position cabin light.
3. Multi function levers

Interior Equipment:

1. Reclining front seats
2. Adjustable front seat at restraint
3. Sliding facility on driver seat
4. Rear view mirror
5. Sun visors on both sides
6. Front and rear astray
7. Floor carpet
8. Steering lock
9. Glove compartments
10. 10.Front and rear assist grips

Exterior Equipment:

1. Lockable fuel cap
2. Hatch back door lock

-
3. Chrome plated hub caps
 4. Mud flaps

3.6 MARUTI SUZUKI ESTEEM



Dimension	ESTEEM	MARUTI 1000
Length	4090 mm	4075 mm
Width	1575 mm	1575 mm
Height	1395 mm	1395 mm
Wheel base	2365 mm	2365 mm
Ground clearance	160-170 mm	180 mm
Unladen weight	860-890 kg	825 kg
Transmission	Manual 5 forward, all Synchromesh, 1 reverse	
<u>Engine</u>		
No of Cylinder	4	4
Piston Displacement	1298 cc	970 cc
Maximum Power	65 bhp @ 600 rpm	46hp@5500rpm
Maximum Torque	10.1 kgm @ 4000 rpm	7.2 kgm @ 3500

Brakes

Front	Booster assisted ventilated disc
Rear	Boosted assisted drum

Suspension

Front	Machperson strut and coil spring
Rear	Machperson strut and coil spring

Tyres	155 / 80 R 13
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Fuel tank capacity	40 liters
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3.6.1 *THE MARUTI SUZUKI ESTEEM:*

The esteem series – The Esteem VX and the Esteem LX. Definitive luxury embodies in rare combinations of performance, power and reliability. With international standards of technology and path breaking design and drivability. The Esteem becomes an ideal car.

3.6.2 *FLAWLESS STYLING AND ELGANCE:*

In just one look the Esteem reveals its difference from the mere ordinary, sleek styling designed with panache for the discerning man with drive who looks for practical, durable features. All the little details add up to the refined aerodynamic wedge shape of the Nineties, the flow of the fender, the low hood, the sweep of the windshield, the continuous form windows and the head lights.

Each smooth curve has a purpose, wind tunnel design to reduce wind resistant and noise, to save fuel and enhance high-speed stability. A sophisticated painting process that results in a perfect surface finish with in-built corrosion resistance provides the final touches.

3.6.3 *THE INTERIORS*

One of the most striking characteristics of the Esteem series is the carefully designed interior. There is a particular emphasis on features, which add to driving ease. Precise driver positioning ergonomically designed seats centered on the instrument panel and the controls. Scientifically designed rear seats to provide better thigh support and better lumbar support.

To the scientific design add touches of luxury to the interior is roomy and plush, high pile molded carpeting perfectly matched with elegant upholstery. A spacious glove Compartment, Sun visors on the sides, front and rear ashtrays, anti-glare inside rear view mirror and a roomy boot to accommodate your entire luggage.

A console box for knickknacks, Magazine pockets for the front seats, climate controls provided by highly efficient A/C, and for the winter chill, a cabin heater.

In short, Esteem, is the most balanced blend of space, comfort and spacing.

3.6.4 *THE EXTRA-TOUCH*

Esteem VX offers more even in the way of luxury. DC motor driven power windows, with individual control buttons at each door, besides the central control provided at the drivers side.

A central locking system locks and unlocks all the four doors of the car simultaneously, supported by a manual back-up system.

A Kenwood-Maruti car stereo system. From the world renowned Kenwood corporation of Japan. 60 watt 4 speaker and with a detachable faceplate to thwart theft.

3.6.5 *THE ENGINE*

The Esteem's most outstanding feature lies under its hood. A unique 1.3 liter light weight all aluminium engine to give more usable power-65hp at 6000rpm. Conquer steep inclines with ease. Accelerate to 60kmph in 6.94 seconds from a standing start. With less engine weight on the front wheels, steering requires just the lightest touch. And since aluminium warms up much faster, fuel efficiency is improved with less wear and tear of the engine.

3.6.6 *ENGINE ACCOMPANIMENTS*

Complementary accompaniments for the state of the art engine, a reliable electronic distributor for constant sparking, an electric fuel tank to prevent vapor lock and a 5-speed gearbox with overdrive in the 4th and 5th gears.

3.6.7 *DRIVEABILITY*

The Esteem rides smoothly over the roughest roads, the driver of Esteem gets the feeling of its synchronized machinery, of complete control under all driving conditions. Its remarkable road hugging qualities counter the worst hair-pins. Macpherson struts soak up bumps effortlessly. Extra road clearance to make short work of speed breakers and potholes. Easy and crisp gear changing adds to the joy of riding. With wiper indicator and headlamp controls at your fingertips and back instrumentation, driving is completely distraction free.

The Esteem series. Pure driving pleasure, Engineered detail by detail.

3.6.8 *ENVIRONMENT FRIENDLY CAR*

Designed too be environment friendly, the Greemwheels Esteem, is equipped with a catalytic converter to convert and to control exhaust emission making a significant contribution towards reducing pollution.

3.6.9 *SAFETY FEATURES*

Esteem is packed with safety features to help one take the rough with the smooth. As per the unique Japanese concept Maruti. A each safety related component gets special attention from design through manufacturing.

The Esteem is the first Indian car to be fitted with a laminated windshield; highly resistant to penetration with a rough interlayer to prevent reduces the risk of injury. The Esteem also comes armed with childproof locks in the rear doors. The Esteem safety is seen in the reinforced side impact beams and crumple zones absorb impacts, easy steering, and booster Assisted brakes and a stabilizer bar (to reduce rolling on corners) round of the menu, to provide the highest standards of road holding agility and control.

3.6.10 *THE COMFORT*

The riders and are not ignored in the Esteem, easily accessible and spacious console box, packets in front doors and the back of the front seats, unique within reach glass holders. A steering wheel with the integral soft grain leather cover is optional.

Before ones foot performs on the accelerator it sinks in the luxuriant carpet, wile your eyes feast on the specialized high grade Poly-fabric upholstery on the seats and door trims, and additional comfort for parents by providing child proof locks at the rear.

3.6.11 *THE EXTRA TOUCH*

The Esteem AX with state of the art Japanese automatic transmission gives incomparable ease of driving. No clutch, No constant changing of gears, just start and roll. The auto transmission fluid used in Esteem AX is Dextron III, which needs replacement only after 8000 kilometers

3.7 THE MARUTI SUZUKI ZEN



Dimension

Length	3495 mm
Width	1495mm
Height	1405mm
Wheel Base	2335mm
Ground Clearance	170 mm
Minimum Turning Radius	4.9 m

Kerb/ Weight	730kg
---------------------	-------

Transmission	Same as Maruti 800
---------------------	--------------------

Engine

No of Cylinders	4 IN LINE
Piston Displacement	993 cc

Maximum output	50bhp @ 6500 rpm
----------------	------------------

Maximum Torque	7.2 Kgm @ 4500 rpm
----------------	--------------------

Brakes

Front	Booster Assisted Disc
Rear	Booster Assisted Drum

Suspension

Front	Independent with coil springs
Rear	3 link rigid axle with isolated Trailing arm, coil springs and Gas fitted fill shock absorber

Tyres	145/70 R 13
--------------	-------------

Fuel Tank Capacity	35 liters
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3.7.1 THE BODY

The Zen has a unique jellybean shaped body for reduced wind resistance to give greater fuel efficiency. The green tinted windows shaped to match the body design, broaden the field of vision for better safety. From headlights to tail lights, the Zen's exterior reflects its well thought of aesthetics. Its minimum turning radius, of 4.9 meters, gets you and out of the variety of exciting shades which reflects Suzuki – International range of colour-striking metallic shades that heighten the individualistic and the cosmopolitan characteristics of the Zen.

3.7.2 THE HEART:

The Zen is the only car in India in its category; with a light weight all aluminium contemporary engine. Under its bonnet nestles a one-liter 4-cylinder

engine, which combines a soft drive with fuel efficiency and consistent smooth performance. The feisty one-liter engine incorporates oil consumption. Teamed up with the hardy, easy to shift 5 speed manual gear box, the Zen does everything one wants it to do and many more without using much fuel at all.

3.7.3 *ZEN AUTOMATIC:*

The Zen automate is a phenomenon that propels to experience freedom, by doing away with the clutch and the usual hassle of shifting gears, because it understands the condition in which you drive. The rush hour traffic, the fatigue after the long hours of work, the reason to be unburdened. Now one has the option of the Zen automatic with its 3 speed automatic transmission. A car that gives unmatched power and freedom and experience unparallel driving pleasure.

3.7.4 *THE DESIGN:*

The Zen's sleek, Non-cornered body ahs very fine look. The Zen has very good maneuverability, smooth ride. A specially created city based car with updated technology, which has made it every affordable first choice. All efforts are made to utmost accurately screen every specification to the best and not the better. A Maruti Zen is a car texture to match city life.

3.7.5 TECHNICAL SPECIFICATIONS OF ZEN

PERFORMANCE.

FUEL

CONSUMPTION	26 Kilometers per litre
-------------	-------------------------

ACCELERATION	(0-60 Kmph) 8.99 seconds
--------------	--------------------------

STANDARD EQUIPMENT

-
- Air conditioner.
 - Heater.
 - Multi-mode air flow controls
 - Front Wipers(2 speed with intermittent)
 - Windshield washer
 - 3 Position cabin light
 - Halogen head lamps.

EXTERIOR EQUIPMENT

- Impact absorbent front and rear bumpers
- Right side rear view mirror
- Radial tiers
- Tinted glasses
- Back door lock.

INTERIOR EQUIPMENT

- Fabric Upholstery
- Steering wheel with leather cover
- Remote controlled fuel lid opener
- Remote controlled trunk lid opener
- Prismatic day night rear view mirror
- Front and rear assist grips.
- Front seat belts
- Front ashtray
- Molded floor carpet
- Trunk carpet
- Reclining and sliding front seats.
- Adjustable front seat head restraints
- Glove compartment

-
- Vanity mirror on the left sun visor
 - Molded and padded door trims

THE AVAILABLE COLOURS IN ZEN

- Metallic Aquamarine
- Metallallic Reddish Blue
- Olympus White
- Passion Yellow
- St.Germaine Red

The electro prophetic deposition system used for painting ensures Uniform paint quality, Anti-rust treatment and long life.

A special polyester resin is used to give the paint an enhanced and longer lasting gloss.

3.8 MARUTI GYPSY



<i>Dimension</i>	<i>GYPSY KING</i>	<i>GYPSYE</i>
Length	4010mm	4010mm
Width	1540mm	1540mm
Height	1875mm	1875 mm
Wheel base	2375mm	2375mm

Ground Clearance	210mm	210mm
Minimum turning radius	6 mm	6mm
Unladen Weight	965-1000 Kg.	965-1000kg.
Transmission	Manual 5 forward, all Synchromesh, 1 reserve	
Engine		
No. of Cylinder	4	4
Piston displacement	1298 cc	970 cc
Maximum Torque	6.32 kgm @3000 rpm	7.5 kgm @ 3000rpm
Brakes		
Front	Drum	Disc
Rear	Drum	Drum
Suspension	Front and rear leaf spring with Double action damper	
Tyres	F 78 – 15-4 Pr	
Fuel tank capacity	40 liters.	

3.8.1 MARUTI GYPSY

Gypsy owners are driven to explore new territory. Tread new paths, and discover new frontiers. Which is why they drive a gypsy. The four wheel drive

vehicle that packs superb maneuverability, smooth handling and energy into a sleek yet rugged frame. The gypsy E and Gypsy King. It is one range where you will always be at home.

To the lovers of the life of adventure, for those who love tough life and need a vehicle for their rough terrains the Gypsy is an accurate choice. Keeping up to its name, the gypsy wide trade ease the ideal all terrain vehicle, carrying you effortlessly through the smooth city roads to the most daunting and grueling dirt ensuring economy of operation and exceptional road grip and maneuverability making it the ideal vehicle to widen one's horizons.

3.8.2 THE EQUIPMENTS AND THE ADVANTAGES

- Reclining and sliding front seats: It helps the driver to select the best and the most comfortable seating based on his physical requirements.
- Multi-Function lever: It helps lessening the number of lever and helps easy usage and operations at finger tips without confusion.
- Front package tray: For small item such as Wallets, cassettes, diaries, books etc.
- Lockable glove compartments: It helps in maintaining glove and other items in safe and locked compartments.
- Floor carpets: For easy cleaning and wash ability helping long strenuous rides.
- Steering lock: To help parking in places where there is risk of rolling of and parking the vehicle in any situations.
- Removable canvas top: It has been a fancy of many and has been crazy for open models. To suffice needs of these people the soft top can be removed.
- Foldable front wind screen: For adventurous and carefree and travel fancy people this has been a gifted and long awaited feature.

-
- Windshield and two speed wipers: A water spray and a wiper by itself to clear the view in all the seasons.
 - Driver side view mirror: For better view of the rear view for better rider safety and good riding.
 - Hazard warning light: To make the rider aware of the possible hazard due to the technical default or any component failure.

3.9 MARUTI ALTO DETAILS



Specs	Availability
Overall Length	3495 mm
Overall Width	1475 mm
Overall Height	1460 mm
Kerb Weight	725 kg
Mileage (Overall)	14.5 km/liter
Seating Capacity (person)	5 person
No of Doors	5 door
Displacement (cc)	796 cc
Power	47 PS @ 6200 rpm
Torque	62 Nm @ 3000 rpm
Transmission Type	Manual
Gears/Speeds	5 Gears

Minimum Turning Radius	4.6 meter
Tyres	145 / 80 R12

3.9.1 DETAILED FEATURES

COMFORT

- Outside rear view mirror (RHS)

EXTERIOR

- Front Bumper
- Dynamic Front Grill
- S mark

INTERIOR

- Moulded carpet
- Luggage compartment carpet
- Moulded door trims
- Cabin lamp
- Electronic Tripmeter
- Floor rear console
- Glove Box
- Front door pockets

SAFETY

- Clear lens headlamps
- Head lamp leveling device – 4 steps
- Clear lens tail lamps
- Collapsible steering column
- Side-impact beams
- Rear door child safety lock

-
- Front and rear seat belts
 - High mount stop lamp
 - Booster assisted brakes

3.10 MARUTI SWIFT



Overall Length	3695 mm
Overall Width	1690 mm
Overall Height	1530 mm
Kerb Weight	980 kg
Mileage (Overall)	12.6 km/liter
Seating Capacity (person)	5 person
No of Doors	5 door
Displacement (cc)	1298 cc
Power	88 PS @ 6000 rpm
Torque	113 Nm @ 4500 rpm
Transmission Type	Manual
Gears/Speeds	5 Gears
Minimum Turning Radius	4.7 meter
Tyres	165/80 R14

3.10.1 DETAILED FEATURES

COMFORT

- Power steering
- Manual air conditioning
- Heater
- Antenna

EXTERIOR

- Halogen headlamps
- Headlamp leveling device
- Right ORVM (Internally adjusted)
- Tailgate opener key type
- Windscreen wiper 2-speed+1-speed intermittent
- Green tinted glass window
- Rear fog lamps
- 165/80 R 14 steel wheels

INTERIOR

- Cabin light (3 position)
- Cup holders (front 2, rear 1)
- Sports-type spherical shift knob
- Sun visors (both sides)
- Ticket holder
- Tripmeter (Digital display)
- Console box (Lower)

-
- Single folding rear bench seat
 - 3 assist grips
 - Front door trim pockets
 - Removable ashtray
 - Remote fuel lid opener
 - Speaker provision in door

EQUIPMENTS

- 3-spoke urethane steering wheel

SAFETY

- Brake assist
- Seat belts rear
- High mounted stop lamp
- Child lock (Rear door)
- Side impact beams

CHAPTER 4

ANALYSIS AND INTERPRETION OF DATA



CHAPTER 4

ANALYSIS AND INTERPRETION OF DATA

4.1 RESEARCH METHODOLOGY

4.1.1 DATA COLLECTION

The research first required collection of secondary data from various sources, being books, pamphlets, outlets and small note sheet from the company. The secondary was collected after carefully choosing the topic, which is very practical to base a research on.

There after primary data collection efforts were made, questionnaire were prepared carefully giving attention to question which would fetch a required information from the respondent. The questionnaire to the customer is structured non-disgusted one. It consisted of multiple-choice question, several dichotomous questions with two open-end questions.

4.1.2 NOTE:

A judgmental sampling technique was restored to which personally administrative questionnaire to each individual as only the people who have purchased maruti cars are in position to give a feedback based on their experience there.

4.1.3 PLAN ANALYSIS:

After collecting the field questionnaire the collected data was transformed to a worksheet being classified demographically. The data related to a set of

objectives was then classified and the findings recorded after which the data was graphically represented.

Form the processed data the research could loudly speak of its finding an implication as well as the aid in arriving at the conclusion. All the work done under the assumption that the data collected from the respondent was accurate.

4.1.4 LIMITATION OF THE STUDY

There is several limitation of this study

The time constrained factor prevailing

- ❖ The sampling sizes rather small due to the reduction of expenses in collecting primary data.
- ❖ The study is limited only to Bangalore city.
- ❖ The sample size of customer is limited to 100 because of time and cost factor.
- ❖ The study is limited only to the respondents who have purchased Maruti cars from “Bimal Auto agency pvt.ltd”
- ❖ Most of the respondents belong to upper middle class or upper class

4.2 MARKET RESEARCH

Market research is a systematic objective, and exhaustive search for the study of the facts relevant to any problem in the field of marketing.

- Richard Crisp.

Marketing research is systematic gathering, recording and analyzing of data about problems relating to the marketing of goods and services from the customer.

➤ **American Marketing Association.**

4.2.1 DEVELOPMENT OF SOUND RESEARCH DESIGN COMPRISES OF SEVEN STEPS:

1. Defining the object of the investigation.

-
2. Planning and determining the scope of investigation.
 3. Developing alternative methods for collection, analysis and interpretation of data.
 4. Estimating the time required.
 5. Preparing the personal and administrative set up.
 6. Preparing the budget.
 7. Formulating the research proposal and getting it sanctioned

4.2.2 ADVANTAGE OF MARKETING RESEARCH

1. It ascertains the position of a company in a specific industry.
2. It indicates the present and the future trends of the industry and thus points out how company affairs are to be managed.
3. It helps in the development and introduction of new products.
4. It offers guidance for improving the current products of the company.
5. It helps in assessing and enhancing the effectiveness of the sales management.
6. It can reduce the risk involved in marketing decisions.

4.2.3 PURPOSE OF MARKETING RESEARCH

1. To know the actual demand of the product in the market.
2. The degree of public satisfaction towards the product.
3. To discover the most suitable channel for distribution.
4. To know what improvements are to be made to meet the demand.
5. To determine the price of the product.
6. Finding out new market for the product.
- 7.

4.2.4 USES OF MARKET RESEARCH

1. Helps the manufacturer to manufacture the product, which suits the demand.
2. Prices can be adjusted by looking through the potential buyer.
3. Sales are increased by improving quality and utility of the product as per the choice of the costumer.

-
4. Wastage can be minimized and hence cost of marketing can be reduced.
 5. New markets can be explored and resorted to effect large-scale economics of bulk purchase of raw materials and distribution etc.
 6. It helps in discovering new lines of products.
 7. Unwanted products can be discarded and new ones can be added

4.3 TABLE # 1

Table showing Monthly income of Respondents:

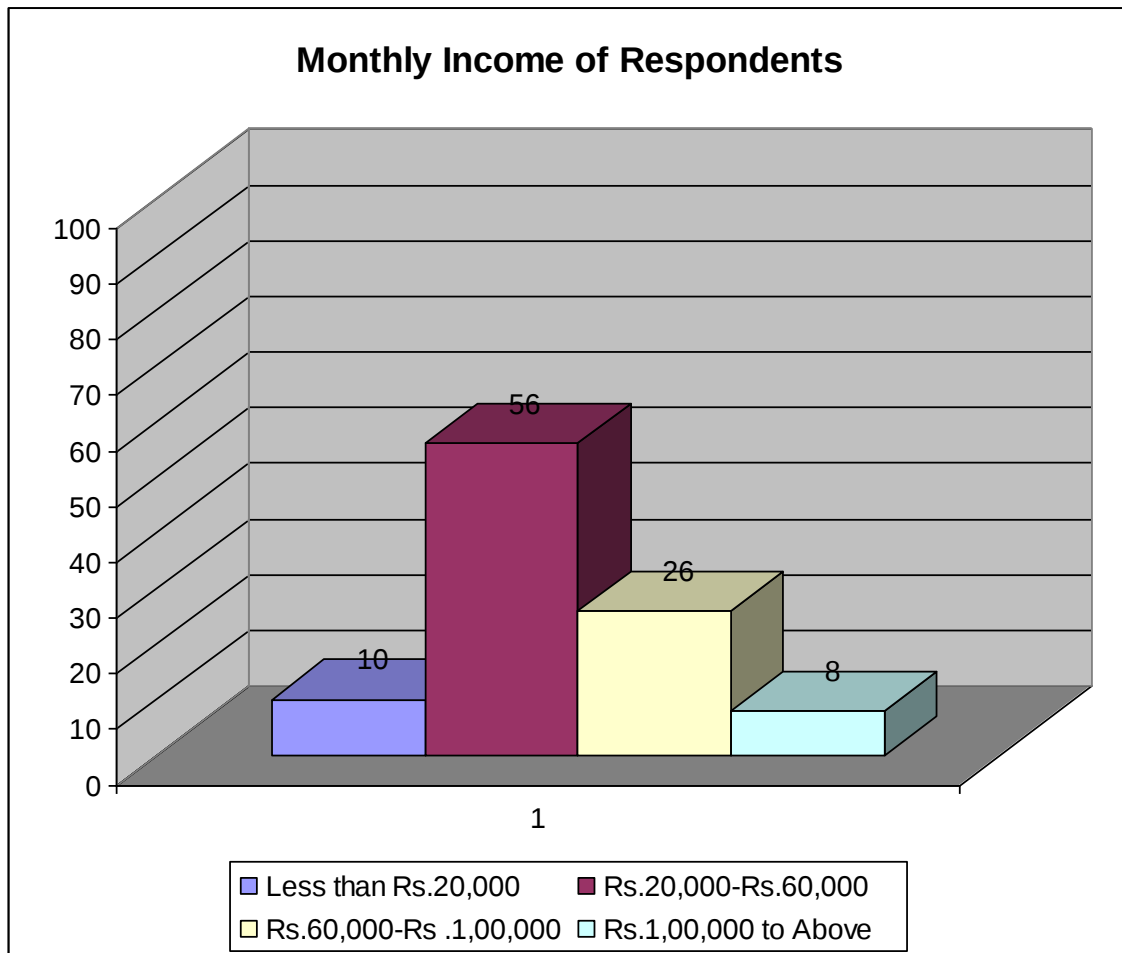
Sl.No.	Income	No.of Respondents	Percentage
1	Less than Rs.20,000	10	10%
2	Rs.20,000-Rs.60,000	56	56%
3	Rs.60,000-Rs .1,00,000	26	26%
4	Rs.1,00,000 to Above	8	8%
	Total	100	100%

The above table shows that 56% of the respondents belong to the income group of Rs.20,000-Rs60,000. The people of income group RS 60,000-1,00,000 with 26% follow them respectively.

As income group ABOVE RS 1,00,000 are followed with 8% respectively. And 10% of respondents with an income group of less than 20,000/- per month preferred to buy Maruti Car.

From the survey it is clear that the middle-high class group of people are much going for the **MARUTI CAR**.

This is represented with a graph.



4.4 TABLE # 2

Table showing why the Respondents go for MARUTI Car:

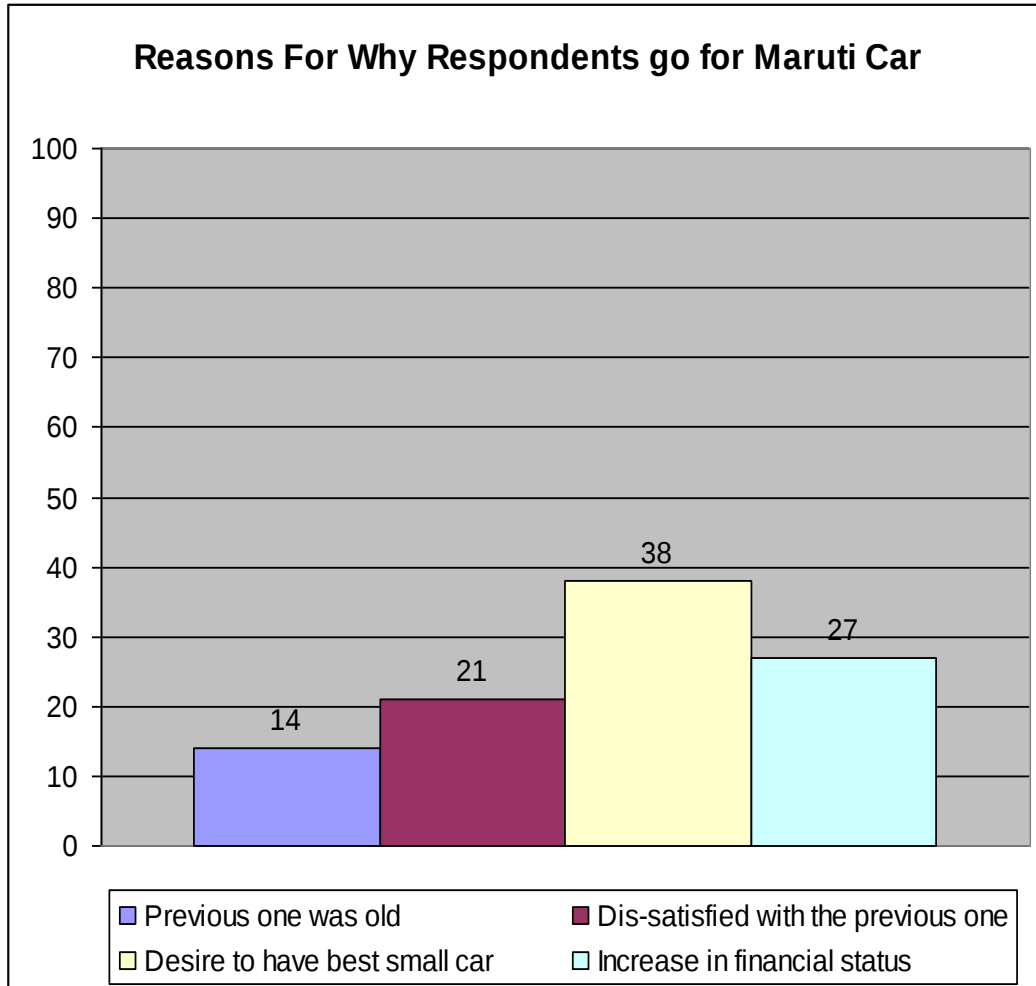
Sl.No.	Reasons	No. of Respondents	Percentage
1	Previous one was old	14	14%
2	Dis-satisfied with the previous one	21	21%
3	Desire to have best small car	38	38%
4	Increase in financial status	27	27%
	Total	100	100%

69% of the of the respondents preferred or desired to have the best small car '**MARUTI CAR**'.

27 % of the consumers went for it in the increase of their financial status which made to buy the Maruti. And remaining 21% of the consumers were dis-satisfied with the previous one which shows that the previous one was not upto the level of quality.

And the reaming 14% respondent of preferred to buy Maruti car since the previous one was old.

This is represented with a graph.



4.5 TABLE # 3

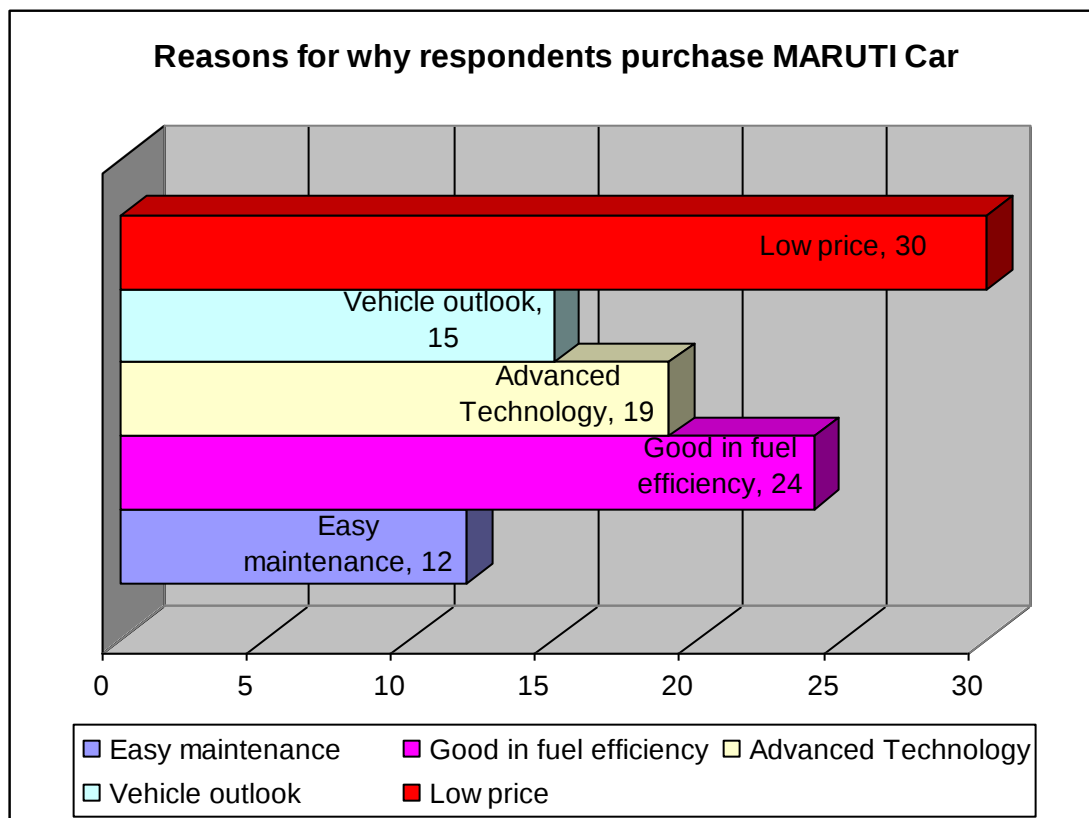
Table showing Reasons for why respondents purchase MARUTI Car:

Sl.No.	Reasons	No.of Respondents	Percentage
1	Easy maintenance	12	12%
2	Good in fuel efficiency	24	24%
3	Advanced Technology	19	19%
4	Vehicle outlook	15	15%
5	Low price	30	30%
	Total	100	100%

24% of the consumers chose MARUTI Car because it is of the good in fuel efficiency. Advanced technology as next to follow with 19% respectively, as well as 15% of the consumer's follows with vehicle outlook. 30% of the respondents preferred low price And 12% of the respondents preferred to buy Maruti car since it was easy to maintain.

This table shows or makes clear that over all performance of the **MARUTI CAR** is highly satisfying the customers.

This is represented with a graph.



4.6 TABLE # 4

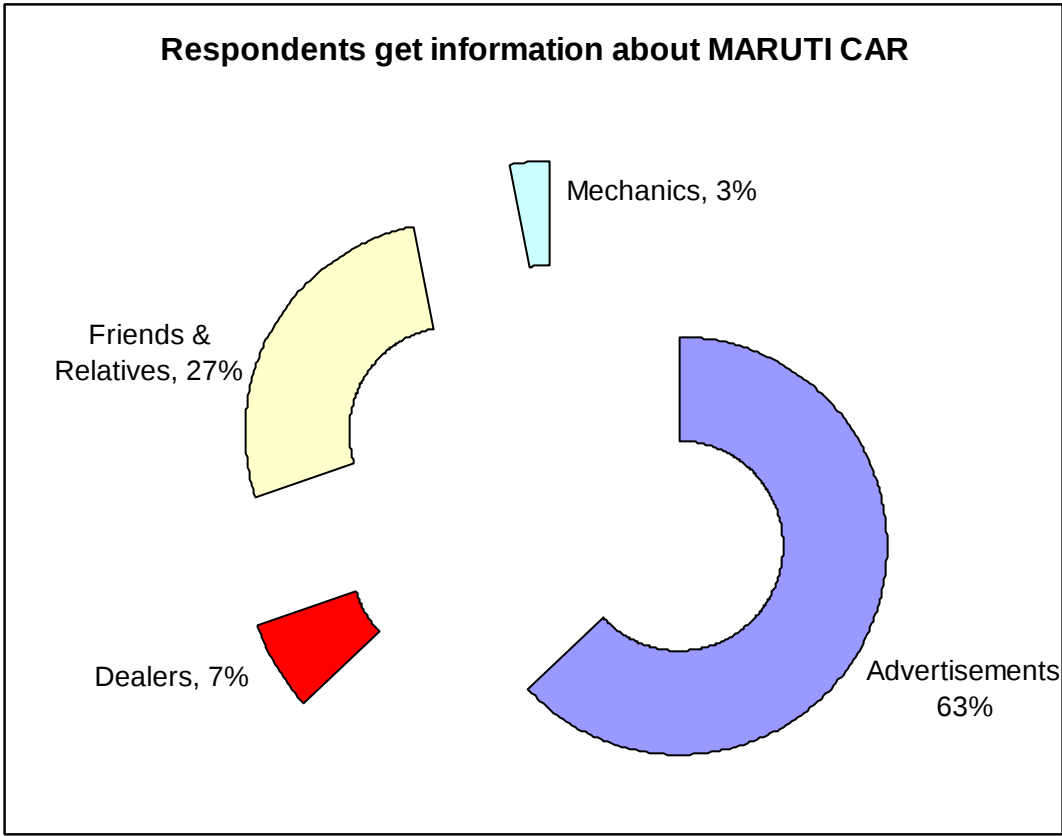
Table showing from where Respondents get information about MARUTI Car:

Sl.No.	Source	No.of Respondents	Percentage
1	Advertisements	63	63%
2	Dealers	07	07%
3	Friends & Relatives	27	27%
4	Mechanics	03	03%
	Total	100	100%

According to the survey, the customers are mainly influenced by the advertisements in different medias, which stands at 63%. Friends and relatives next to follow with 27%, which influences to buy the Maruti Car.

And 3% & 7% of respondents obtained the information through mechanics and dealers respectively.

This is represented with a graph.



4.7 TABLE # 5

Table showing time taken for final decision to buy MARUTI Car by the Respondents:

Sl.No.	Time taken	No.of Respondents	Percentage
1	Within a Week	18	18%
2	Within a Month	20	20%
3	Within 3 Months	50	50%
4	Above 3 Months	12	12%
	Total	100	100%

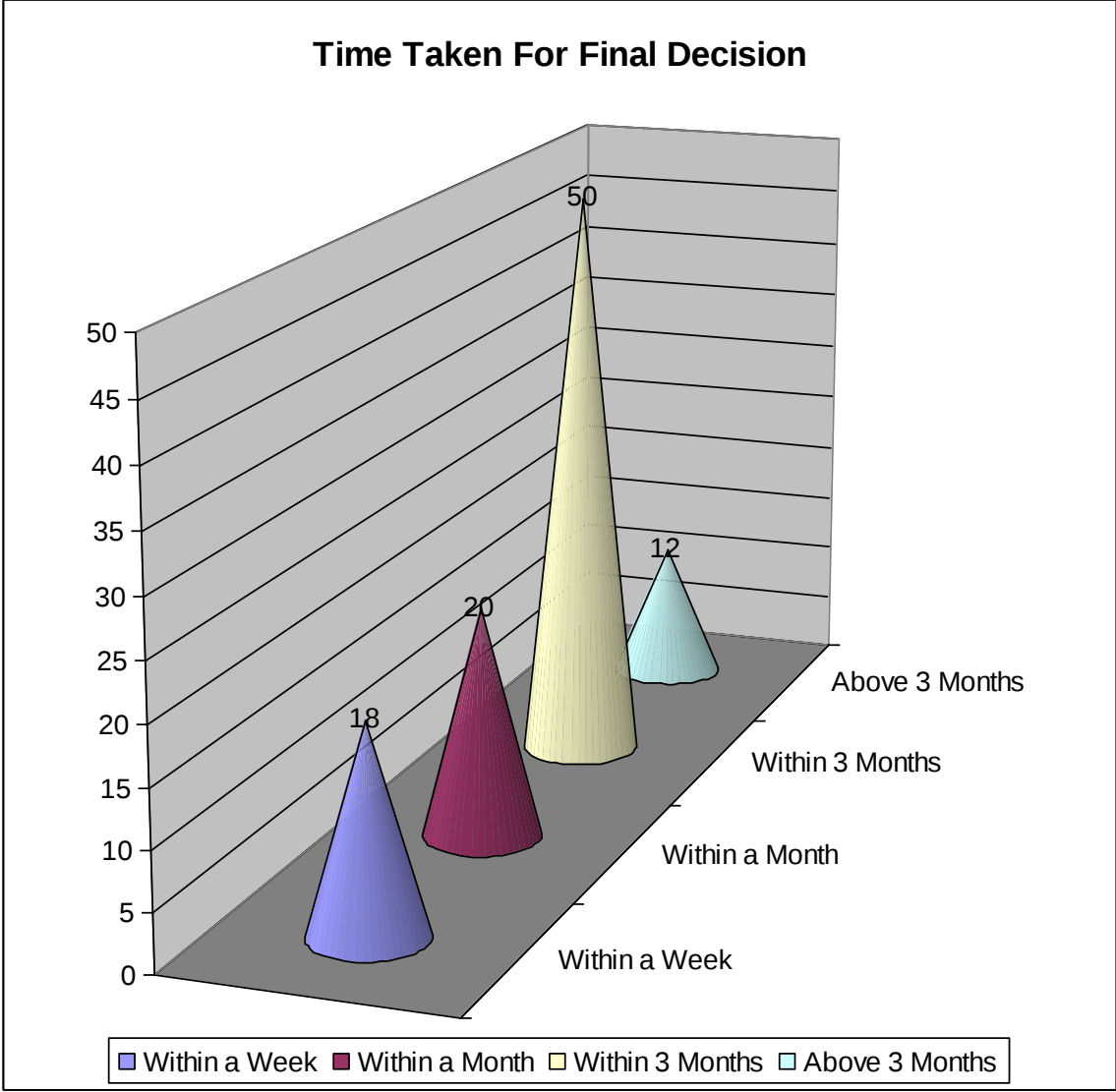
By the above table it is clear that 50% of the respondents took time for final decision to buy the **MARUTI CAR**. Respectively 20% of the costumers next to follow within a month to buy the same.

And 18% & 12% of the respondents took time for final decision to buy Maruti Car that is within a week and above 3 months respectively.

This makes clear that the consumers will be always aware regarding the market and they take time to think, to go for any product

.

This is represented with a graph.



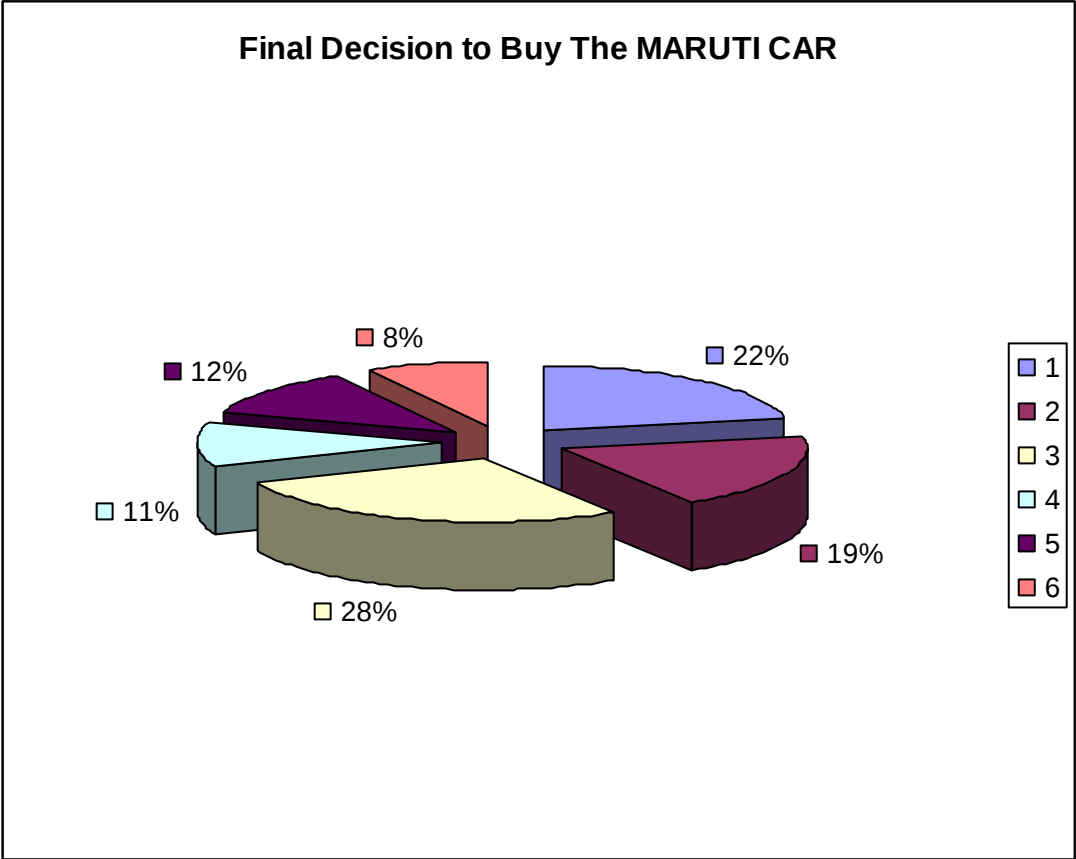
4.8 **TABLE # 6**

Table showing who made the final decision to buy the MARUTI Car:

Sl.No.	Decision taken by	No. of Respondents	Percentage
1	Solely	22	22%
2	Along with parents	19	19%
3	Spouse	28	28%
4	Friends	11	11%
5	Children	12	12%
6	Others	08	08%
	Total	100	100%

The above table shows that 28% of the consumers made decision with *spouse*. And secondly 22% of the customers took decision *solely*. *Along with parents* as next to follow with 19% & 11% of the respondents made their decision with friends, 12% and 08% of Children and others are regarding buying the Maruti Car.

This is represented with a graph.



4.9 TABLE # 7

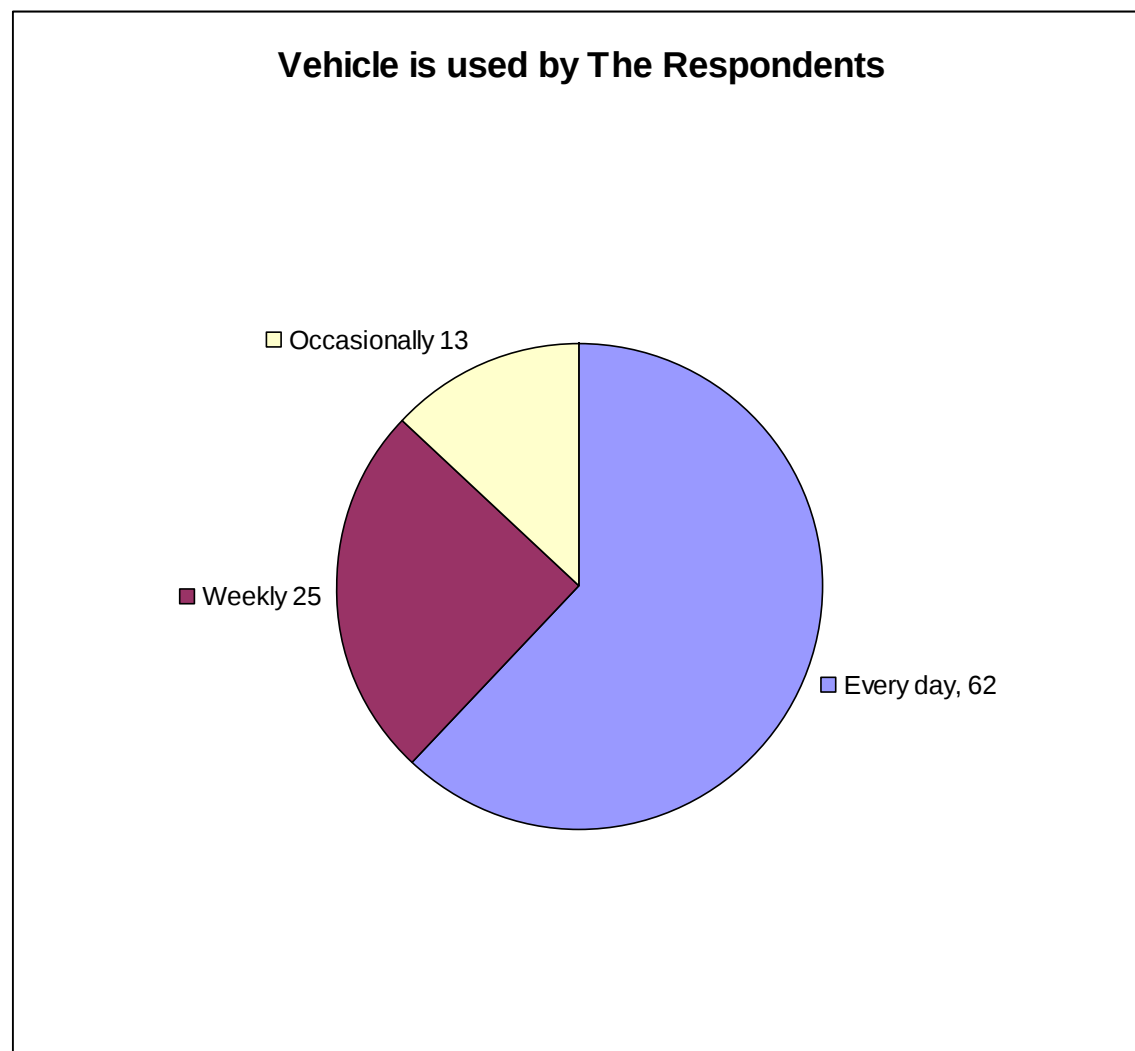
Table showing how often the vehicle is used by the respondents.

Sl.No.	Frequency	No.of Respondents	Percentage
1	Every day	62	62%
2	Weekly	25	25%
3	Occasionally	13	13%
	Total	100	100%

This table shows that the 62% respondents of use the car for daily use. And 25% of the customers are next to follow with; who use the car weekly. And 13% of the respondents use their cars occasionally

From this table we can make out that businessmen, individuals, professionals, small family and office going people are the most using the Maruti Car.

Even this is represented in the form of graph.



4.10 TABLE # 8

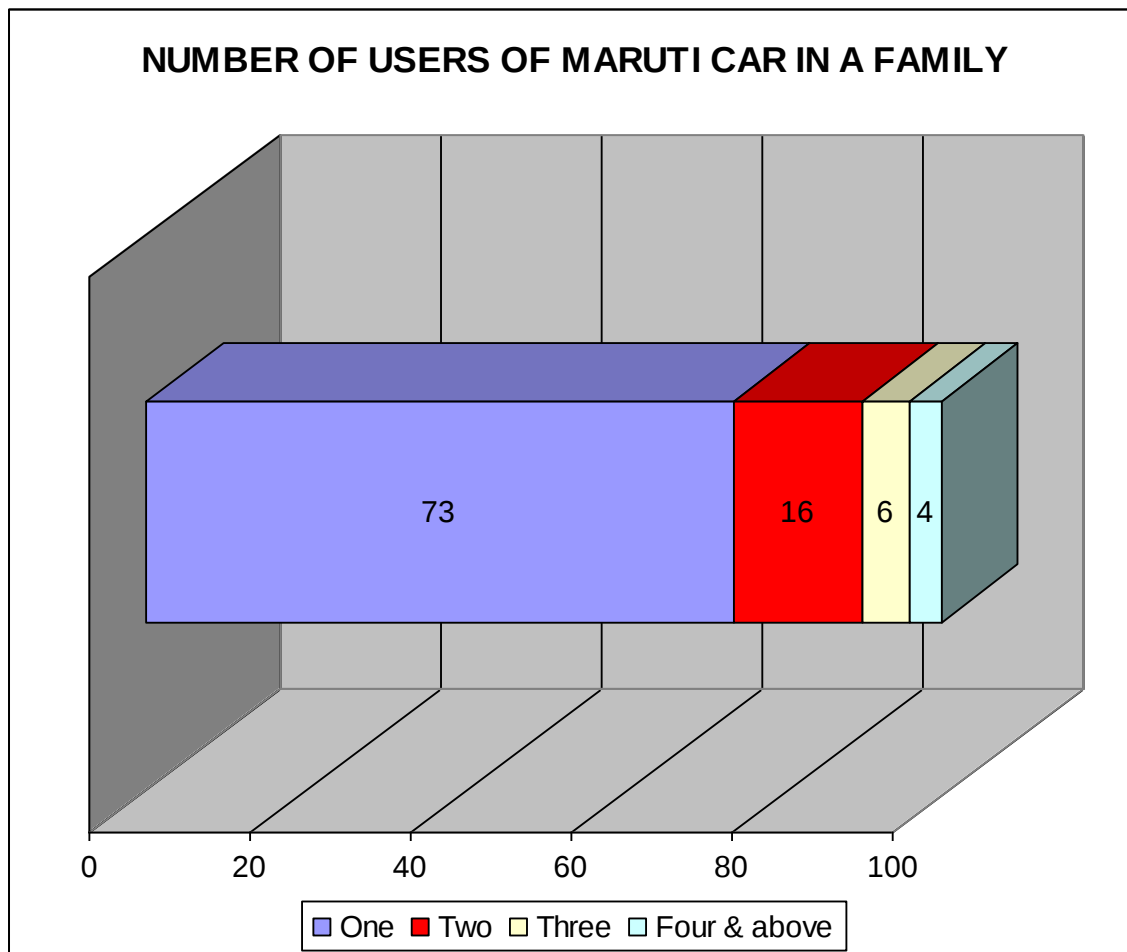
Table showing number of users of MARUTI Car in a family:

Sl.No.	Users	No.of Respondents	Percentage
1	One	73	73%
2	Two	16	16%
3	Three	06	06%
4	Four & above	04	04%
	Total	100	100%

This table shows that the 73% of the respondents use the care solely. Two users are next to follow with 16% respectively. Three users are next to follow with 06% respectively.

Here 73% of the respondents opinioned that car is used by one person in the family. And 16% of the respondents opinioned that car is used by two persons in the family. And 06% of them claimed that 3 persons are using the cars in the family. 05% respondents opinioned that 4 and above use the car in the family.

This is represented in the graphical form



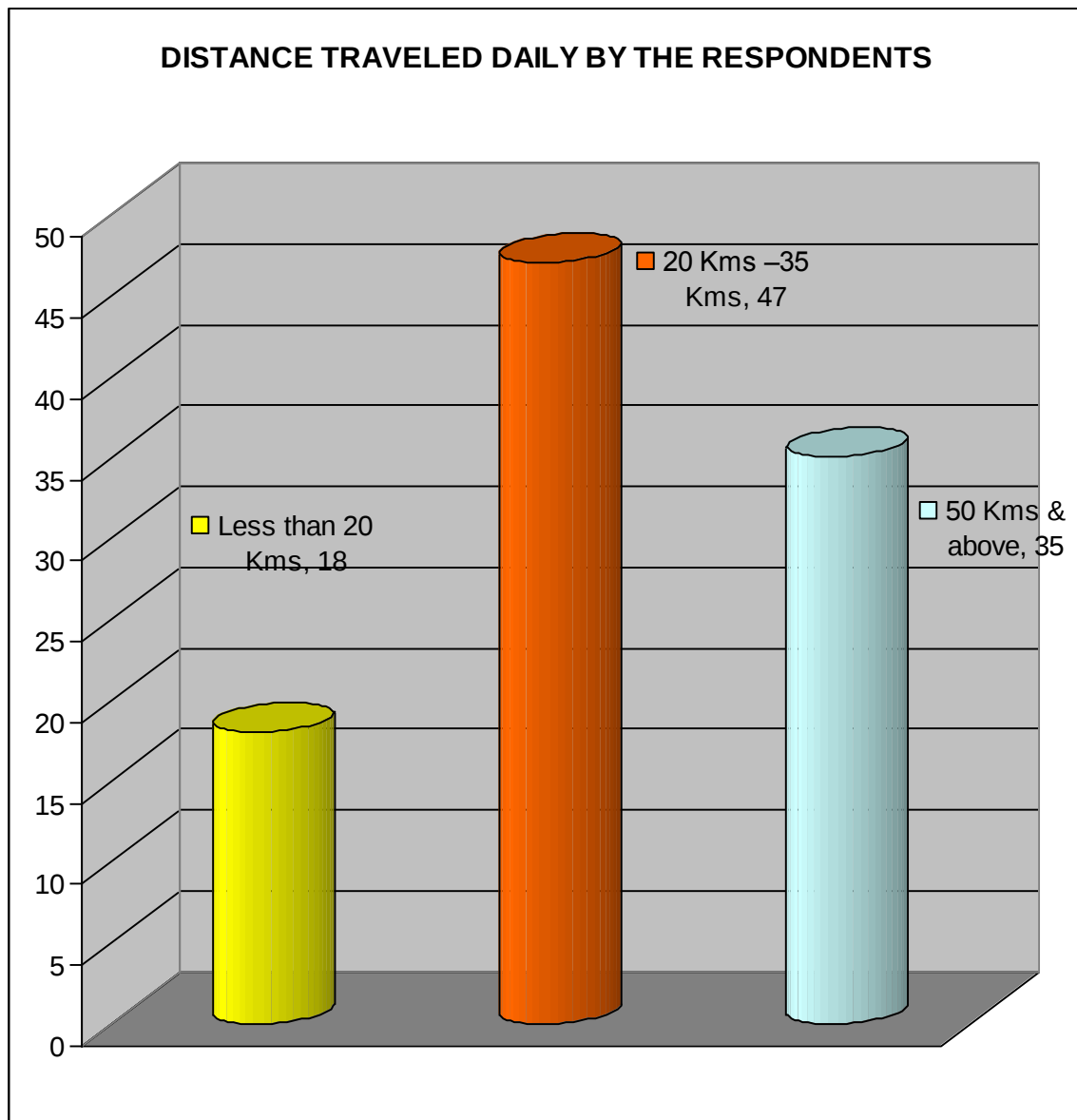
4.11 TABLE # 9

Table showing Distance traveled daily by the Respondents:

Sl.No.	Distance	No.of Respondents	Percentage
1	Less than 20 Kms	18	18%
2	20 Kms –35 Kms	47	47%
3	50 Kms & above	35	35%
	Total	100	100%

From the above table it is clear that 47% of the respondents. Travel between 20-35 kms. And 35% of respondents claimed that they travel 50 kms and above. Remaining 18% of respondents said that, they travel less that 20 kms.

This is represented in the graphical form.



4.12 TABLE # 10

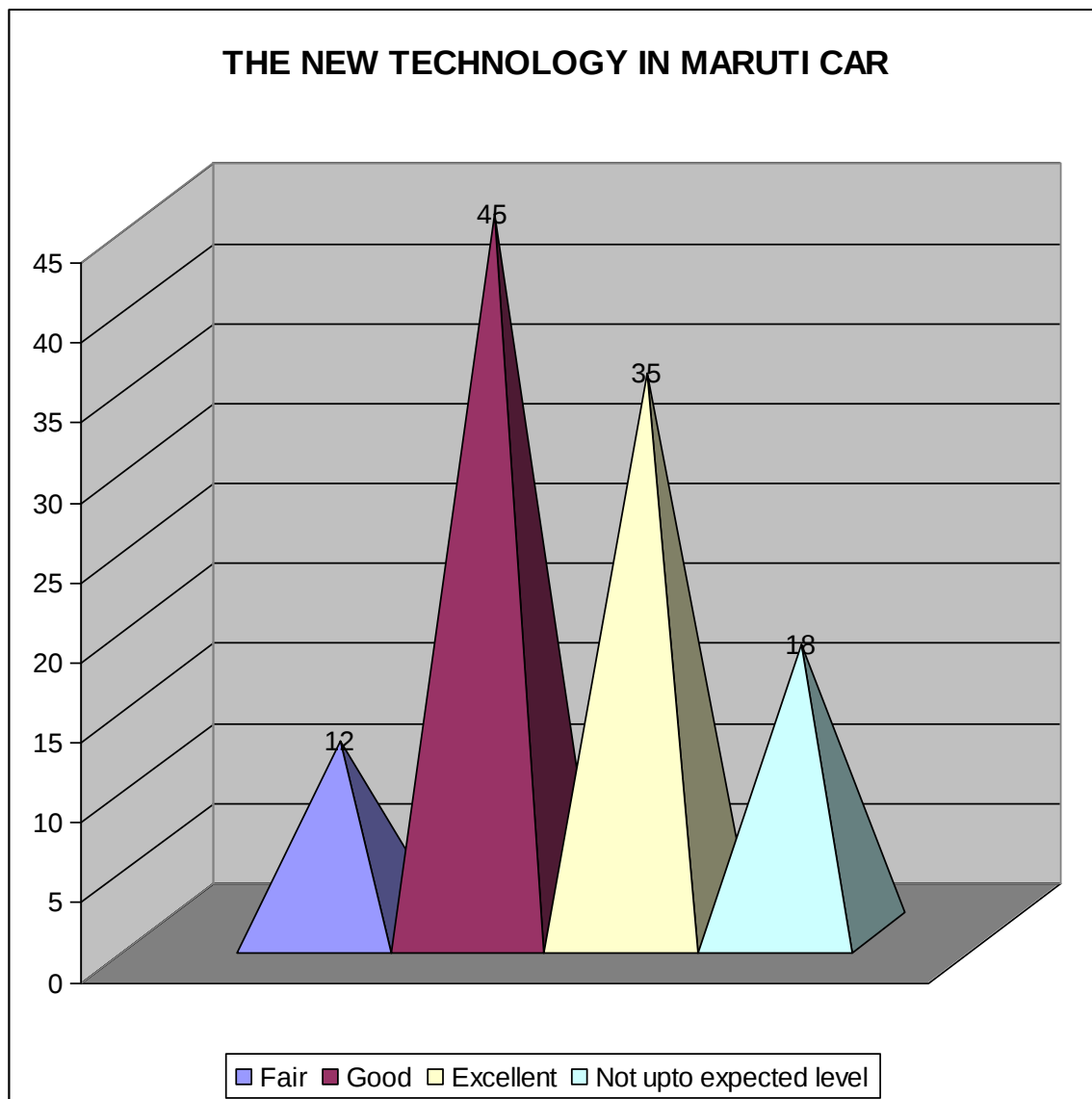
Table showing how the Respondents rate the new technology in MARUTI Car:

Sl.No.	Opinion	No.of Respondents	Percentage
1	Fair	12	12%
2	Good	45	45%
3	Excellent	35	35%
4	Not upto expected level	18	18%
	Total	100	100%

This table clearly the 45% indicates that the customers find GOOD technology and 35% Of the respondents follow with the opinion EXCELLENT. And remaining 12% and 18% of the respondents with the opinion of FAIR and Not upto expected level.

From the survey it is clear that majority of the respondents gave their opinion about new technology in Maruti Car as good technology.

This is represented in the graphical form.



4.13 TABLE # 11

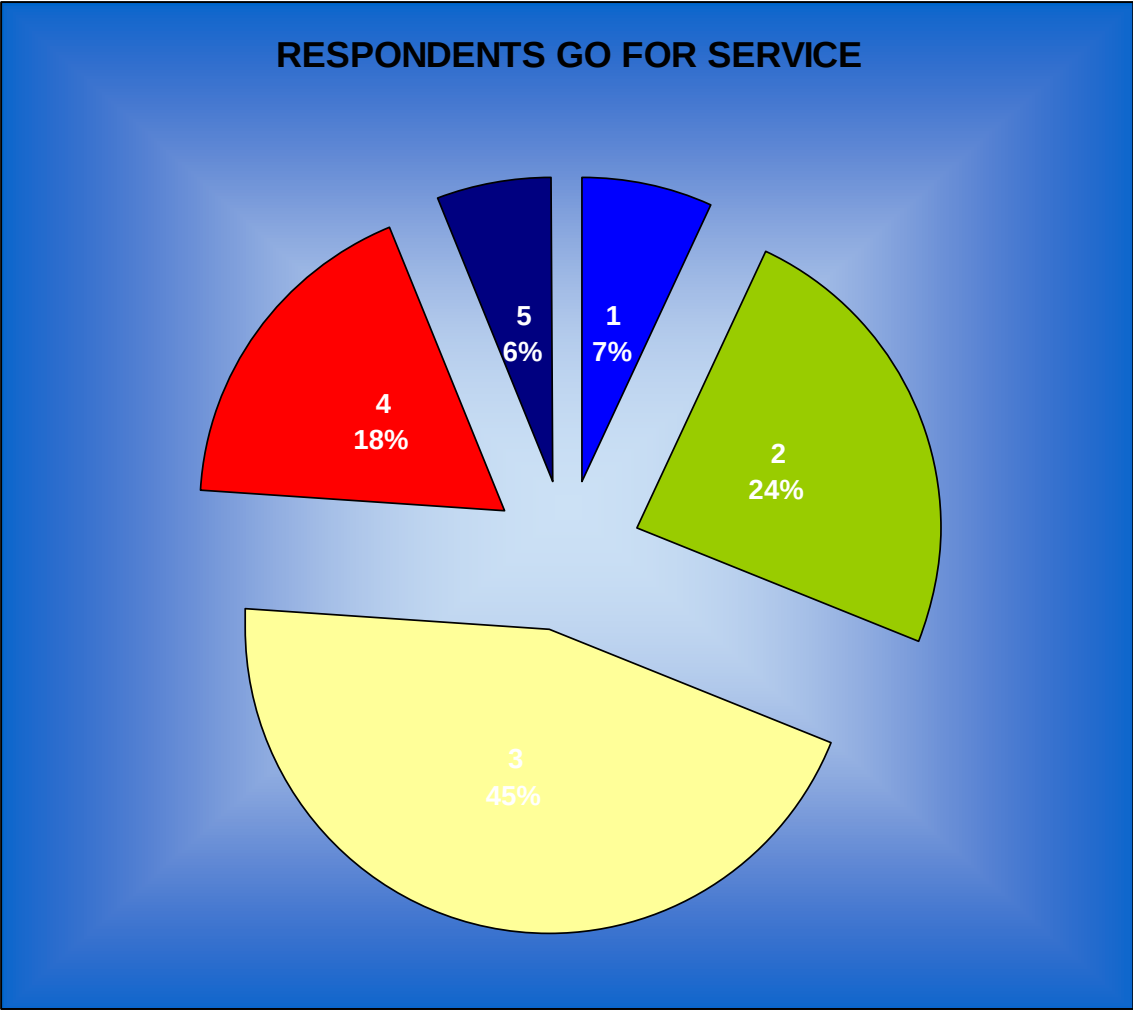
Tables showing how often the Respondents go for Service:

Sl.No.	Frequency	No.of Respondents	Percentage
1	Weekly	07	07%
2	Monthly	24	24%
3	Once in 3 Months	45	45%
4	Once in 6 Months	18	18%
5	Not frequently	06	06%
	Total	100	100%

This table shows that the 07% of the respondents go for **WEEKLY**.45% of the respondents go for service **ONCE IN 3 MONTHS**. And other 18% of the respondents go for **ONCE IN 6 MONTHS**. And next to follow is with 24% of the respondents go **ONCE IN A MONTH**.

From the survey it is clear that majority of the respondents go for service once in a 3 months.

This is represented in graphical form.



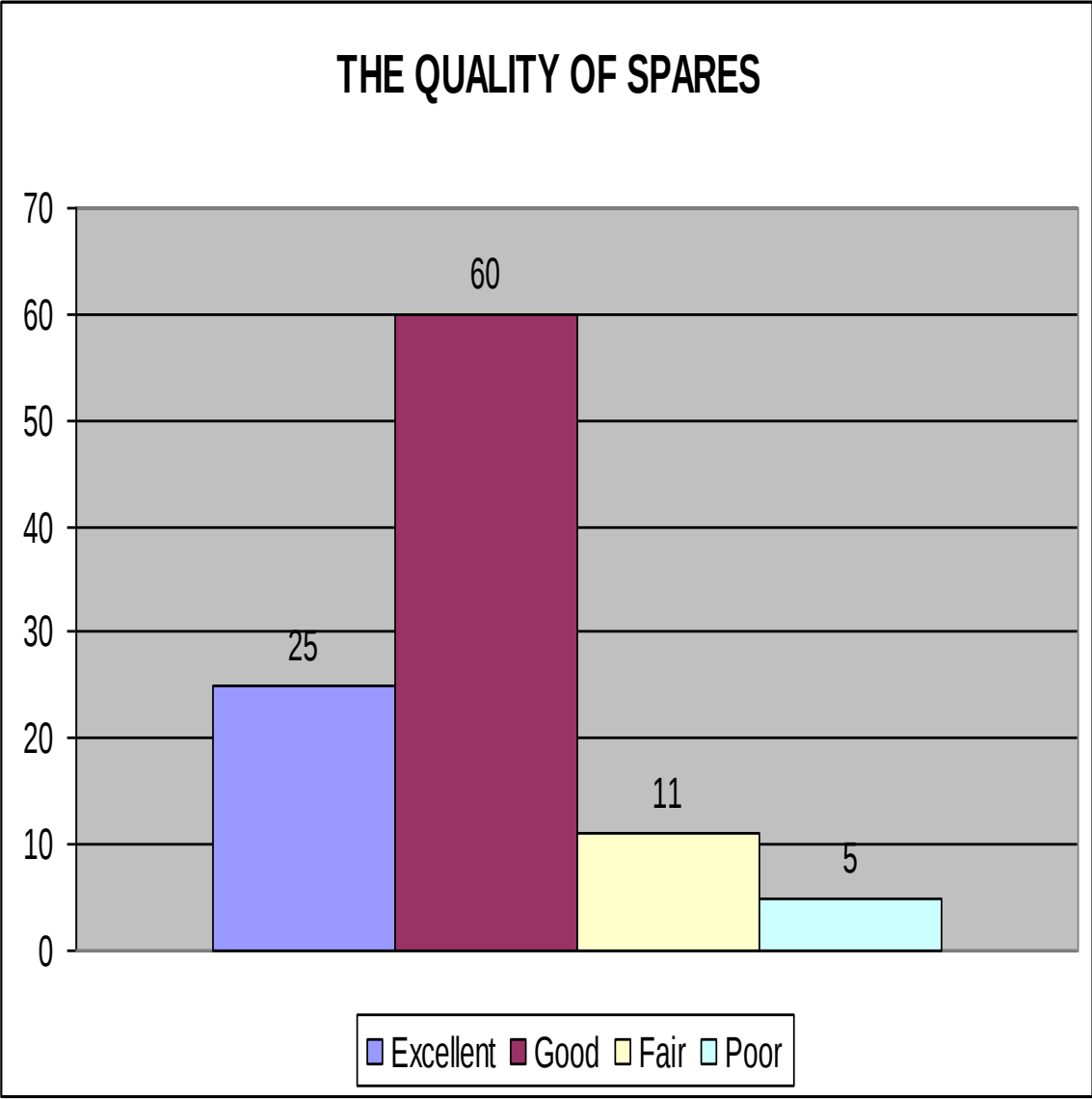
4.14 TABLE # 12

Table showing the Quality of spares of MARUTI Car:

Sl.No.	Opinion	No.of Respondents	Percentage
1	Excellent	25	25%
2	Good	60	60%
3	Fair	11	11%
4	Poor	05	05%
	Total	100	100%

From the above table it is clear that 60% of the customers believes that the spares of the Maruti Car are GOOD. And are rated as excellent by the 25% of the respondents and as by the 14% and 05% of the respondents says fair and poor.

This is represented in a graphical form.



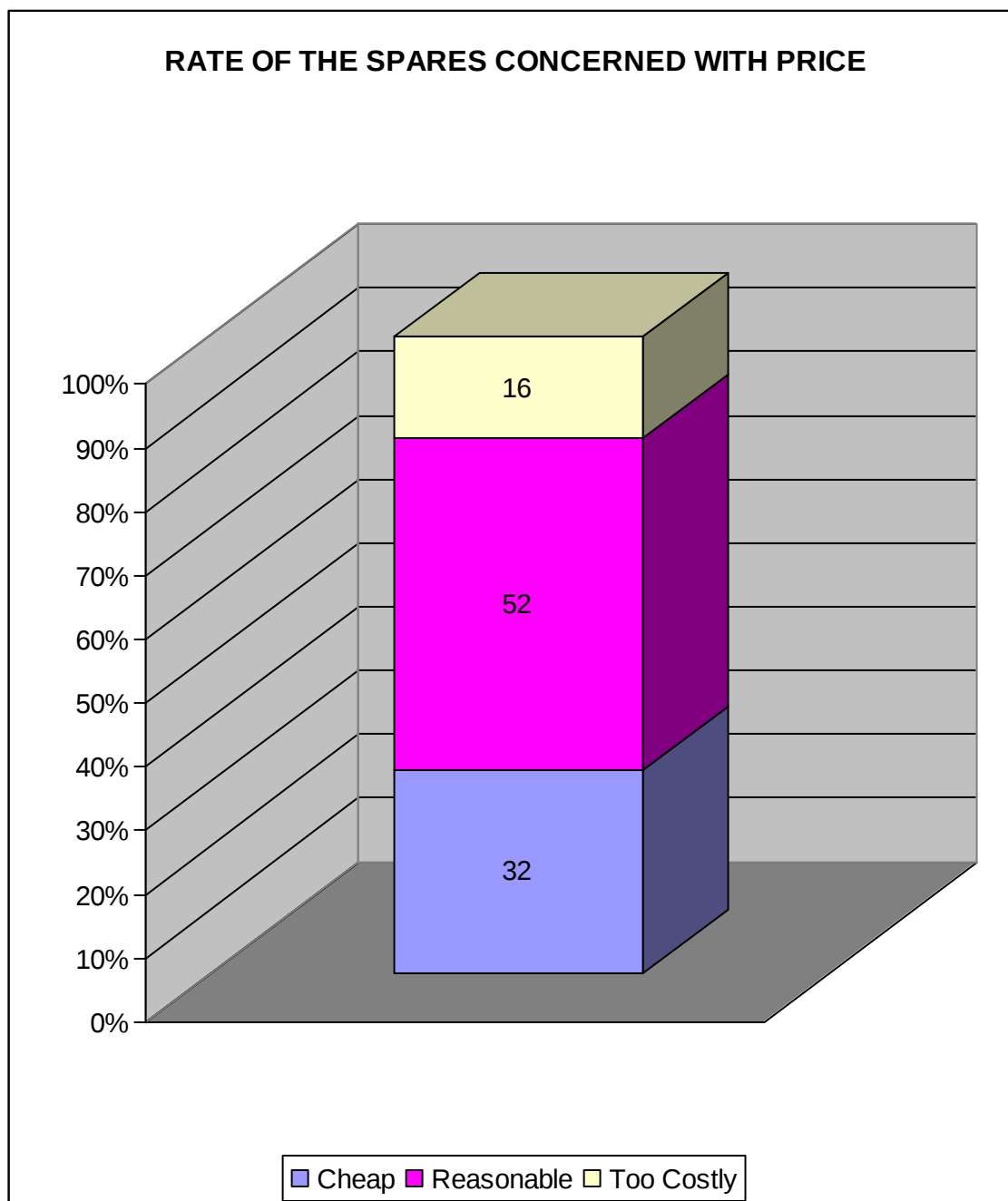
4.15 TABLE # 13

Table showing the rate of the spares concerned with price:

Sl.No.	Rate	No. of Respondents	Percentage
1	Cheap	32	32%
2	Reasonable	52	52%
3	Too Costly	16	16%
	Total	100	100%

This table clearly shows that the respondents have shown satisfactory results with spares concerned with price factor, which stands at 52%. No respondents consider it as low price. Too costly as next to follow with 16% respectively.

This is represented in a graphical form.



4.16 TABLE # 14

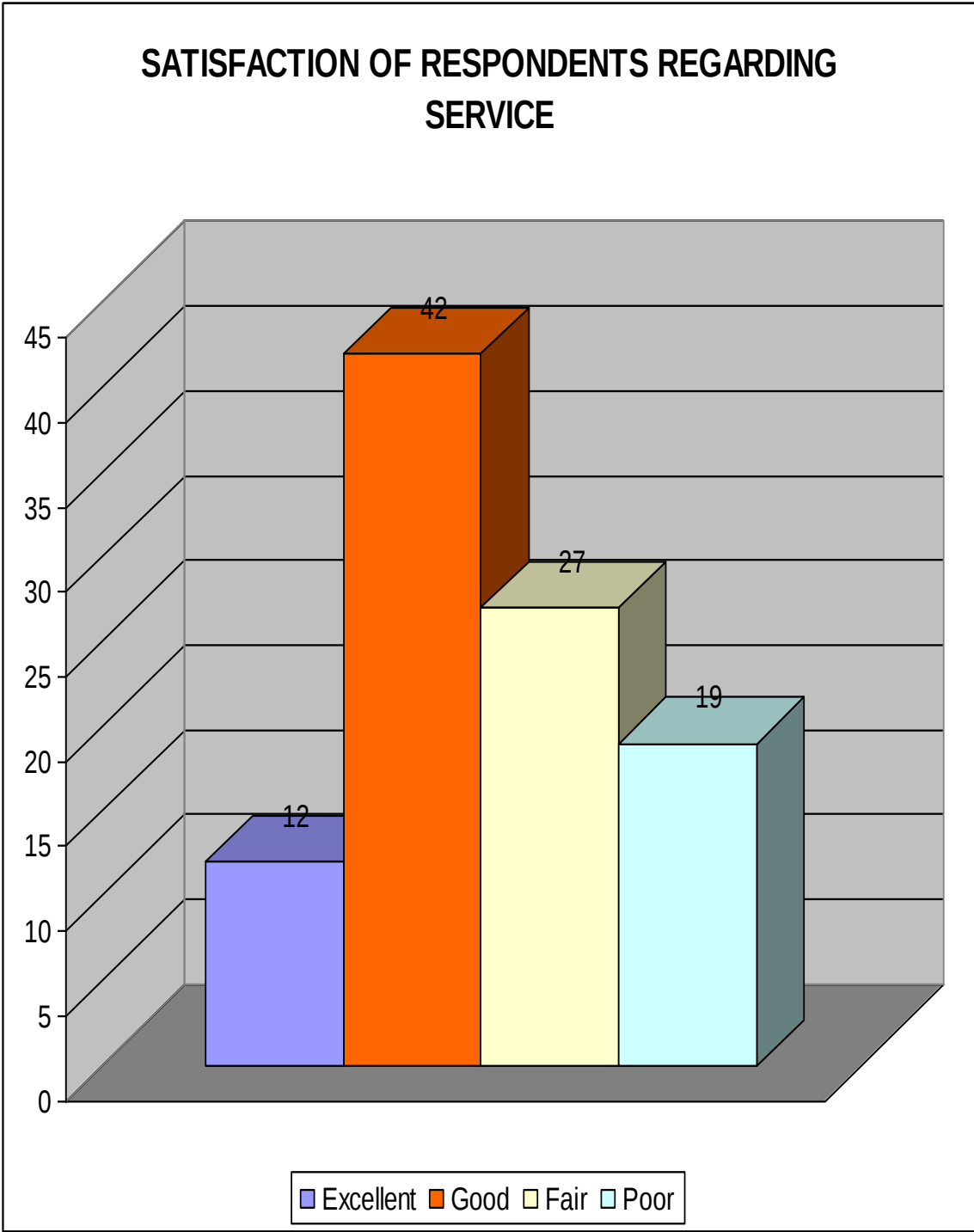
Table showing satisfaction of respondents regarding service of MARUTI Car:

Sl.No.	Opinion	No.of Respondents	Percentage
1	Excellent	12	12%
2	Good	42	42%
3	Fair	27	27%
4	Poor	19	19%
	Total	100	100%

This table shows with regards to satisfaction of respondents. 42% of the respondents were highly satisfied with the service done by the company. This shows that the wide range of customers have accepted the service renders capability.

And 12%,19% & 27% of the respondents consider excellent,poor and fair respectively.

This is represented in a graphical form.



4.17 TABLE # 15

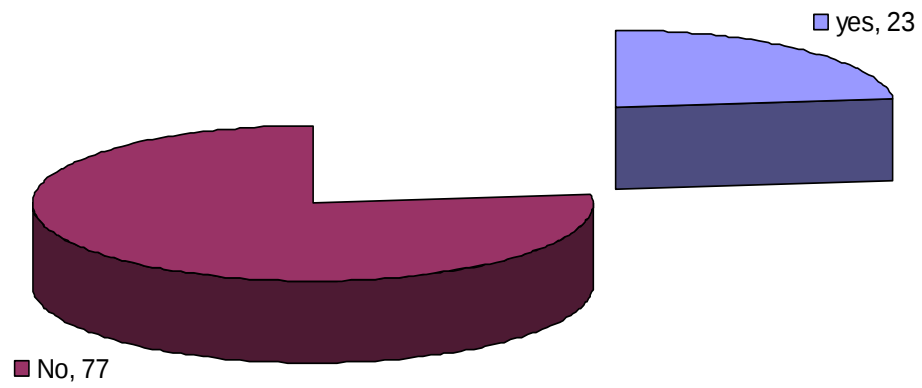
Table showing whether Respondents face any delay in servicing of MARUTI Car:

Sl.No.	Opinion	No.of Respondents	Percentage
1	Yes	23	23%
2	No	77	77%
	Total	100	100%

From the above table it is clear that the 77% respondents are satisfied with time factor of the service station. And 23% of the respondents are not satisfied.

This is represented in a graphical form.

DELAY IN SERVICING



CHAPTER 5

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION



CHAPTER 5
SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS:

- 1) From the survey it is very clear that consumer are highly satisfied with low price of the vehicle *MARUTI CAR*.
- 2) From the survey findings, advertisements made by the company were attractive and possessive for the product.
- 3) Most of the respondents use the vehicle daily with average of 35kms; we can make out that vehicle suits in city drive with ease.
- 4) All most all the respondents in the survey are highly satisfied with the performance or technology in the vehicle, which made the product to sustain growth in the market.
- 5) Respondents have rate the spare of the MARUTI Car's are good concerned with quality and have given satisfactory opinion regarding the company.
- 6) Respondents have also given the opinion that the price of the Spares are reasonable and satisfied upto the level.
- 7) Majorities of the respondents are highly satisfied with service done by the company's authorised service station.
- 8) It is reveled from the survey; majority of the customers say that it is a complete family car.
- 9) It is found from the survey that majority of the customers advise others to purchase the same vehicle.

5.2 SUGGESTIONS:

Suggestions offered are based on the findings of the study conducted.

- In all the respects MARUTI UDYOG LTD. is found to be the biggest competitor to the HYUNDAI, DAEWOO, TATA AND FINALLY SKODA. So innovative strategy should be adopted to compete with competitors.
- Consumer awareness regarding the MARUTI UDYOG LIMITED, is at the peak, organization must make use of it.
- Since the market condition is much concentrated on small car Segments, the Company should advertise the benefits of the vehicle.
- Company should widen the area of dealers by appointing more number of dealers and the building outlook should be designed in such a way that it attracts the prospective customers.
- Much more sales persons should be appointed who have good and high communication skills, so that they can convince the customers easily and should be able to delight the customer which is very essential in sales and service field.
- Display should be made in the public places like exhibitions, Clubs, main streets of the cities, etc so that the customers come to know about the product very easily.
- Test drives facilities should be made in a highly reputed companies like. So that the prospective buyers get desire to go for the product. This method influences the buyer to buy, since it directly creates a psychological effect .
- The outlook of the vehicle can be still modified so that it creates a new demand in the car market and attract new customers which further improves sales.

5.3 CONCLUSION

Maruti cars has actually ascended the aspiration curve with its brand. Phenomena probably brought about by its commonality on the capital's roads. Maruti finds high acceptance amongst housewives and also by young adults.

Its common road presence has helped brand gain acceptance across segments. It obviously emerges as an urban brand. The small car buyers are being increasingly exposed to offerings in the premium car segment.

Customers are highly satisfied with the Maruti car's technology, Outlook, fuel efficiency, their behaviour regarding the purchase of the product, etc.

CHAPTER 6

BIBLIOGRAPHY



CHAPTER 6

BIBLIOGRAPHY

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Books and magazines :

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<i>Principles of marketing</i>	<i>W.J. Stanton</i>
<i>Marketing research</i>	<i>Aaker / Kumar/ Day</i>
<i>Research Methodology</i>	<i>Kothari</i>

ANNEXURES

QUESTIONNAIRE

Dear Respondent

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

➤ 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. Why did you go for MARUTI Car?

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

2. What made you to purchase your MARUTI Car?

- a. Easy Maintenance ☐ b. Good in Fuel Efficiency ☐
- c. Low price ☐ e. Advanced Technology ☐
- d. Vehicle Out-look ☐

3. Where did you get information about MARUTI Cars?

- a. Advertisements ☐ b. Dealers ☐
- c. Friends & Relatives ☐ d. Mechanics ☐

4. Time taken for final decision to buying MARUTI Car.

- a. Within a Week ☐ b. Within a Month ☐
- c. Within 3 Months ☐ d. Above 3 Months ☐

5. Who made the Final Decision?

- a. Solely ☐
- b. Along with parents ☐
- c. Spouse Friends ☐
- d. Children ☐
- e. Others ☐

6. How often the vehicle is used.

- a. Every day ☐ b. Weekly ☐
- c. Occasionally ☐

7. Number of users of your vehicle.

- | | | | |
|--------|-----|-----------------|-----|
| a. One | () | b. Three | () |
| c. Two | () | d. Four & above | () |

8. Distance traveled daily.

- | | | | |
|--------------------|-----|----------------|-----|
| a. Less Than 20Kms | () | b. 20 – 35 Kms | () |
| c. 50Kms and above | () | | |

9. How do you find New Technology in MARUTI Cars?

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

10. How often you go for Service

- | | | | |
|---------------------|-----|----------------------|-----|
| a. Weekly | () | b. Monthly | () |
| c. Once in 3 months | () | d. Once in Six Month | () |
| d. Not frequently | () | | |

11. How often you go for Service

- | | | | |
|--------------|-----|---------|-----|
| a. Excellent | () | b. Good | () |
| c. Fair | () | d. Poor | () |

12. How do you rate the spares concerned with price.

- | | | | |
|---------------|-----|---------------|-----|
| a. Cheap | () | b. Reasonable | () |
| c. Too Costly | () | | |

13. Your Satisfaction regarding service

- | | | | |
|--------------|-----|---------|-----|
| a. Fair | () | b. Good | () |
| c. Excellent | () | d. Poor | () |

14. Have you faced any delay in servicing of your MARUTI Car?

- | | | | |
|--------|-----|-------|-----|
| a. Yes | () | b. No | () |
|--------|-----|-------|-----|