

INTRODUCTION

Present days companies work in a battle field or war zone of spontaneous changing technology, innovations, new laws, managed trade policies and diminishing customers loyalty etc., so in order to withstand in such a dynamic field it is very necessary to the companies to understand the “market and consumer conscious.”

Market is a place where buyer and seller meet for transaction with the exchange of money and goods, according to American Marketing Association “marketing is defined as a process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods and services to create exchange, that satisfy individual and organizational objectives.”

Marketing is defined from latin word “Marcatus” which means it’s the place where business is conducted which means to trade, market means a place or locality where things or brought and sold. India has a very rich and diversified culture, in marketing it is necessary to understand the consumer behaviour.

A firm foundation is consumer behaviour is the starting point in building a successful carrier in marketing, it is only a paid form of marketing, consumers exists in a society which is totally differentiated on some symbolic variable like education, status, prestige, income, occupation, etc.

In short we can say that all the activities which are involved in a physical transfer and ownership of goods form part and parcel of marketing.

There are different approaches for the study of marketing there are:

- Commodity approach
- Functional approach
- Institutional approach
- System approach

Marketers influence demand by making the product as per the consumer's satisfaction that is easily available to target customers, A marketer is someone seeking resources from someone else, and willing to offer something of value in exchange.

The marketer has to certain marketing functions they are:

- ❖ Contractual Function
- ❖ Merchandising Function
- ❖ Pricing Function
- ❖ Promotion Function
- ❖ Physical distribution Function

Consumer behaviour includes the act of individual directly involved in obtaining and using economic goods and services including sequence of division process that receive and determine the acts. Understanding of Consumer Behaviour is very essential in Marketing planning and programs.

Consumer behaviour is defined as “All Psychological, Social, And Physical Behaviour of Potential Customers as they become aware of evaluating, purchasing and consuming and also tell others about the product or services”.

A consumer market can be defined as all the individuals in obtaining and households who buy the goods and services for personal consumption. The study of consumer behaviour is comparatively a new research field. Basically human beings have

been social in nature and their buying decisions or freedom of choice is determining by the affluence of the individual consumers and the society in questions.

In the relationship between the marketers and the consumers advertising plays an important role by providing information to the consumers and spreading awareness. Advertising can be defined as “Mass trade communication of goods, services or ideas by an identified sponsor. It is trade by the seller who wants to communicate about his product to service to his customers. And this advertisement appears in the recognized media such as newspapers, magazines, television, radio, etc.

The field of costumer research focuses exclusively on consumer perception rather other aspects of the marketing process. Therefore consumer research provides the basis for the development of new products and services aspects to meet the targeted consumer needs.

Hence, the project has been done for PRATHAM MOTORS PVT, LTD. to understand the consumers perception towards MARUTI SUZUKI CARS and its competitors.

GENERAL INTRODUCTION

Maruti Udyog Ltd. was incorporated on February 24, 1981, with the main object of acquiring and taking over from GOI the undertaking of Maruti. All the land and property and Maruti's factory has been acquired by the Central Government by Maruti (Acquisition and Transfer of Undertaking) Act, 1980 (The Acquisition Act).

Maruti Udyog Limited was established in February 1981 through an Act of Parliament, to meet the growing demand of a personal mode of transport caused by the lack of an efficient public transport system.

Suzuki Motor Company was chosen from seven prospective partners worldwide. This was due not only to their undisputed leadership in small cars but also to their commitment to actively bring to Maruti Udyog Limited contemporary technology and Japanese management practices (which had catapulted Japan over USA to the status of the Top Auto Manufacturing Country in the World).

A license and a Joint Venture agreement were signed between Government of India and Suzuki Motor Company (now Suzuki Motor Corporation of Japan) in October 1982.

The objectives of Maruti Udyog Ltd. then were:

- ✓ Modernization of the Indian Automobile Industry
- ✓ .
- ✓ Production of fuel-efficient vehicles to conserve Scarce Resources.
- ✓ Production of large number of motor vehicles which has necessary for Economic Growth.

December 1983 heralded a revolution in the Indian Car Industry.

Maruti collaborated with Suzuki of Japan to produce the first affordable car for the average Indian. At this time, the Indian car market had stagnated at a volume of 30,000 to 40,000 cars for the decade ending 1983. This was from where Maruti took over.

The sales figure for the year 1993 reached up to 1,96,820. The company reached a total production of one million vehicles in March 1994 becoming the first Indian Company to cross this milestone. It crossed the two million mark in 1997.

India's largest automobile company, Maruti entered the Indian car market with the valid aim to provide High Quality, Fuel – Efficient, Low – Cost Vehicles. Its cars operate on Japanese technology, adapted to Indian conditions and Indian car user. Maruti comes in a variety of models in the 800 segments.

To fend off growing competition, Maruti has recently completed an Rs. 4 billion expansion project at the current site, which has increased the total production capacity to over 3,20,000 vehicles per annum. It has further plans to modernize the existing facilities and to expand its capacity to 1,00,000 units in the year 1998-99. The total production of the company will exceed 4,00,000 vehicles per year.

Maruti Udyog is a 24-year-old company, which is running successfully. It has extended its branches all over India. It has also gone globalization; some of the countries are China, Japan, Srilanka, Pakistan, USA, etc. The main objective of the company is to produce Consumer satisfaction goods spread over a sprawling 297 acres with 3 fully-integrated production facilities, the Maruti Udyog Plant has already rolled out over 4.3 million vehicles. In fact, on an average two vehicles roll out of the factory every minute. And it takes on an average, just 14 hours to make a car. More importantly, with an incredible range of 11 models available in 50 variants, there is a Maruti Suzuki made here to fit every car-buyer's budget and dream.

Maruti Suzuki produced its first vehicle on December 1983. 40,00,000 vehicles produced by April, 2003 and 45,00,000 vehicles produced by April 2004. The car models which they produce are Maruti 800, Omni, Alto, Wagonr, Zen, Swift, Esteem,

Baleno, Grand Vitara, and Versa.

More than half the cars sold in India are Maruti cars. The company is a subsidiary of Suzuki Motor Corporation, Japan, which owns 54.2 per cent of Maruti. The rest is owned by the public and financial institutions. We are listed on the Bombay Stock Exchange and National Stock Exchange in India.

During 2006-07, Maruti Suzuki sold about 675,000 cars, of which 39,000 were exported. In all, over six million Maruti cars are on Indian roads since the first car was rolled out on December 14, 1983.

Maruti Suzuki offers 10 models, ranging from the people's car, Maruti 800, for less than Rs 200,000 (\$ 5000) ex-showroom to the premium sedan SX 4 and luxury SUV, Grand Vitara.

RESEARCH DESIGN

OBJECTIVES OF THE STUDY

- To study consumer's perception towards Maruti Suzuki Car.
- To know how consumer's react towards the performance of Maruti Suzuki Car.
- To study how consumer's influenced to buy a Maruti Suzuki Car.
- To know how consumer's select their purchase patterns.
- To study consumer's attributes towards Maruti Suzuki Car.
- To Analyse the consumer's life style with reference to color, preference etc.
- To access consumer's reaction towards different models of Maruti Suzuki Car.
- To find out which model of Maruti Suzuki Car has higher frequency of sales.

STATEMENT OF THE PROBLEM

Today due to globalization of the Indian economy, it has become challenge for the company to meet the expectations of the consumers. Apart from these, they also have to know the opinion or perception of consumers about their organization in order to acquire new consumers and also to retain the existing consumers.

Also to analyse and find out various preference and attitudes of consumer towards the customer service undertaken by Maruti Udyog Limited.

Hence the project is done to study the “Consumer Perception towards Maruti Suzuki Cars”.

SCOPE OF THE STUDY

The study of this research has helped in studying the consumer's attitudes, thinking, etc. in random wise. The scope of the study was to know the present customers opinion towards Maruti Suzuki Car, for which the study was revealed as positive approach for Maruti Car for many reasons like Model, Brand, Quality, Mileage, Comfort, etc.

DEFINITION:

According to Claire sleet and others “A Research Design is arrangement for collection and analysis of data in a manner that aims to combine relevance purpose with economy in procedure.”

Research design is a series of advance decisions that taken together comprise a master plan or model for the conduct of the investigation.

CLASSIFICATION OF RESEARCH DESIGN IN MARKETING DESIGN

Marketing research design can be classified on the basis of the fundamental objectives of the research.

RESEARCH DESIGN IN MARKETIG RESEARCH

EXPLORATORY

DESCRIPTIVE

CASUAL

➤ **EXPLORATORY RESEARCH DESIGN**

The exploratory design is used when one is not conversant with the problem environment. Such type of investigation is mainly concerned in determining the general nature of the problem and the variable related to it.

Exploratory research is generally carried out by tapping 3 sources of information. That is:

1. Study of secondary sources.
2. Discussion with individuals.
3. Analyzing some specific cases.

➤ **DESCRIPTIVE RESEARCH DESIGN**

Descriptive designs are determined for some definite purpose. A number of marketing research studies are based on such designs. It is focused on the accurate description of the variables present in the problem.

➤ **CASUAL RESEARCH DESIGN**

Casual Research Design attempt to specify the nature of functional relationship between 2 or more variables present in the problem environment.

Ex: effectiveness of advertising can be judged from the extent to which it affects sales or attitudes of the consumer.

APPLICATION FOR THE STUDY – (SELECTED RESEARCH DESIGN)

Descriptive Research Design has been chosen to study the problem, this is mainly concerned in conducting the investigation for some definite purposes with a help of structural questionnaire to gather primary information. Also 100 respondents were used to obtain information regarding customer perception and also improve the strategies on the basis of questions from respondents.

1. DATA COLLECTION METHOD

This part us given mush performance because of the accuracy of the collected data is of great importance for gathering correct and valid conclusions from the investigation.

The following are the main steps in data collection method are:

- The type of information required in the investigation.
- Identification of the sources from where the information can be available.
- Establishing the facts that are available at present and the additional facts required.
- Selection of the appropriate information i.e., collection method.

DEFINITION OF DATA

Some information related to any objective is known as data. Data can be classified in terms of nature, design, duration and source.

CLASSIFICATION OF DATA

Data Are Classified Into Following:

- ✓ Theoretical
 - ✓ Experimental
 - ✓ Duration
1. Short Time
 2. Long Time
 3. Primary & Secondary

DATA AVAILABLE IN MARKETING RESEARCH

- **PRIMARY DATA**
- **SECONDARY DATA**

PRIMARY DATA

The data which are originally collected by an investigator or agency for the first time for any statistical investigation and used by them in the statistical analysis are termed as primary data. Primary data are generated in an investigation according to the needs of the problem in hand.

PRIMARY SOURCE

1. Case Study Methods
2. Project techniques
3. observational method
 - i. Experimental methods.
 - ii. Survey Methods.

SECONDARY DATA

The data published or unpublished which have already been collected and processed by some agency or person and taken over from there and used by any other agency for their statistical works are termed as secondary data.

In short, secondary data can be defined as data collected by some one else for purposes other than solving the problem being investigated.

Secondary Sources

1. Journals.
2. Magazines.
3. Newspapers etc.

APPLICATION FOR THE STUDY

The method used to collect data to have a study on consumer perception towards **Maruti Suzuki Cars** is given below:

During my research I have first collected the secondary data, it may pointed out that today, in all large number of statistical enquiries secondary data are generally used because fairly reliable published data on a large numbers of diverse field are now available in government institutions, private organizations and research institutions.

I have collected secondary data from the following sources:

1. Company records and credentials.
2. Company magazines.
3. Journals.
4. Newspapers.
5. Company brochures.
6. Other major record which reveal past and present performance of the respective organization.

After collecting the information from the secondary data, I have collected primary data in two ways:

OBSERVATIONAL METHOD

Through this method, I have collected the fresh data gathered by obtaining the relevant respondents and setting the descriptive research design to yield some useful hypothesis about the respondent. Observation method used to get a through idea about the marketing program.

DATA COLLECTED THROUGH SURVEY

Survey had been undertaken to gather relevant information by conducting personal interview personal interview with some of the respondents and the survey was done with the help of a “Questionnaire.”

2. RESEARCH MEASURING INSTRUMENT

The most popular research instrument for collecting primary data is questionnaire consists of a set of questions presented to respondents for their answers. Questionnaire need to be carefully designed, developed, tested and checked before they are administered on a large scale.

The questionnaire was designed in a systematic manner in the form of multi choice questions, suggestions, columns, etc., this structural questionnaire helped in obtaining valuable data and information about the consumer perception and the consumer attitudes, preferences towards the customer service undertaken by **MARUTI SUZUKI COMPANY** to ensure customer satisfaction.

The questionnaire was distributed and collected within Bangalore City.

3. **SAMPLING**

- i. Sample size – 50 respondents.
- ii. Sampling unit – the study was undertaken through 50 samples with the help of questionnaire.
- iii. Sampling methods – there are 2 basic methods of sampling, they are:

PROFITABILITY SAMPLING

In this method of sampling each unit of the population has a definite chance of being included in the sample.

NON PROFITABILITY SAMPLING

Hence no particular method for selecting the units of the sample is adopted. The basis of selection can be simply opportunity convenience and purpose.

APPLICATION OF THE STUDY

The sampling method used to collect data to have a study of Maruti company's consumer perception towards their car products was "profitability sampling technique." Because data was collected with the help of questionnaire for the study.

4. FIELD WORK

Field work was done with the help of questionnaire. As this part signifies the accuracy of the data collected. The study was undertaken with the help of the regional manager of Maruti Udyog Limited. Regional office who provided all necessary guidance in analyzing and preparing each and every part of the questionnaire in order to come out with an accurate report.

The study has been done in Bangalore City with the help of 100 respondents. During my field work I had visited the consumers of some Maruti showrooms, dealers, etc and got useful information's to complete this project work successfully.

METHODOLOGY

The methods used in my research are quite simple and traditional. During the study the data collected was much of randomness. It has enabled me to obtain much information directly in contact with the consumers by personal interview, which is a famous tool, adopted in collecting information.

The data sources which are used to this study are primary Data and secondary data. The primary data consists of original information gathered for the specific purposes. The secondary data consists of the information that already exists somewhere having been collected for other another purposes.

Due to time constraint only few areas were covered for my research work.

The research approaches done here is purely personal. That is by interviewing personally. The research instrument is questionnaire and the sample size is 100. The interview was done for all the three classes of peoples. That is upper class, middle class, and the lower class.

PLAN ANALYSIS

- The entire questionnaire were processed and edited according to the objectives of the study.
- The data was transferred from the questionnaire to work sheets.
- The data and information obtained from the respondents are put into the tabular form.
- Data is organized in tally marks and graphs to have the overview of the facts and figures.
- The study has been done to know the consumer perception towards MARUTI SUZUKI CARS with the help of questionnaire and market surveys.
- The data is to be originated in such a way that they would yield specific results and answers to the objectives of the study.

LIMITATION OF THE STUDY

The limitations of the study are as follows:

- ✓ The geographical area covered has been restricted to the city of Bangalore City.
- ✓ The questionnaire was restricted to a sample size of 100.
- ✓ The time limit for the project study has been limited to short period of time.
- ✓ The findings of the study are based on t assumption that the information
Collected the respondent is correct.
- ✓ Therefore the survey study was limited to 100 respondents only.

THEORETICAL PRESPECTIVE

Consumer Behaviour:

Every marketing activity revolves around the consumer. He is the focus point. In the early stages of economic revolution, the customer had to accept what product had produced. But today the consumer dictates terms to the manufacture the products he wants.

Consumer purchases a commodity as dictated by their mental and economic forces. Mental force creates desires and wants and the customers feel that products offered by manufacturers can satisfy those wants. But the economic force may come in the way of satisfying that want.

Hence, the producer should study and analyze the consumer behaviour to manufacture The product accordingly.

Consumer behaviour can be said to be melding of all those of knowledge concerning with human behaviour-behavioral sciences. Consumer very tremendously in their ages incomes, status education level mobility pattern tastes and preferences. There is a change in the social environment of the customer especially with the rising customer earning and the sharply dropping savings rate resulting in increasing amount of disposable income to be spent on products and services.

The wealth of products and service in a country makes our economy strong. Almost all the products which are availability to buyers have a number of alternative supplies i. e. substitute products available to consumers who make decision to buy the products. Therefore a seller, most of his time seeks buyers and tries to place them. In order to be successful, a seller is concerned with.

- ❖ Who is the consumer?
- ❖ What dose consumer buys?
- ❖ When dose consumer buy?
- ❖ How dose consumers buy?
- ❖ Where do consumers buy?
- ❖ Why do consumers buy?

A buyer makes a purchase of a particular product brand and this can be termed as “product buying motives”, and the reason behind the from a particular seller is “patronage motives”.

Motive refers to through urge strong feelings and drive. They make a buyer to react in the from of decision. The motivation explains the behaviour of the buyer . The motives induce a consumer to purchase a particular brand or a particular product. The motives may be generally controlled by economic, social psychological influence etc. when the consumer buy a product ,his aim are desire for security, rest, comfort, curiosity, self preservation, fashion etc. The motive is an inner urge that prompts one to action, it is not a mere desire. The stimulated desire is called as a motive.

The knowledge of buying of consumer is essential for marketers. The change in the markets are brought by the consumers. The need and desire of the consumer and their buying behaviour greatly depend upon their income, social status psychology etc.

A marketer is always interested to know how consumers respond to the various stimuli-product, price, promotion and other stimuli such as buyer environment-economic, technology, political and cultural. The marketer studies the relationship between the marketing stimuli and consumer response.

The factors influencing the consumer behaviour are internal needs, motives and perceptions and attitude as well as external family, social group , culture, economics, business influence etc.

The study of the buyer behaviour is essential to understand what marketing .The is success or failure in the marketing depends upon the individual reaction, expressed in the form of buying pattern. The buyer behaviour has many approaches. Namely the economic, the psychological, the socio-cultural etc. A buyer is subjected to many influences before the actual purchase.

DETERMINANTS OR FACTORS INFLUENCING CONSUMER BEHAVIOUR

Consumer behaviour is process potential customer are subject to various stimuli. The customer is regarded as a black box as we cannot see what is going on in his mind. He responds to the stimuli or inputs and may purchase some product or service of interest to the Marketing management.

The model of buyer's behaviour is a stimulus response model. Response may be decision to purchase or not to purchase.

Following figure shows the determinants of consumer's behaviour

1. Cultural factors

- Culture
- Subculture
- Social class

2. Social Factors

- Reference group
- Family
- Role and status

3. Personal factor

- Age and stage of life cycles
- Occupation
- Economic orientation
- Life style
- Personality
- Self concept

4. psychological Factors

- Motivation
- Perception
- Learning
- Attitude

My study consumer perception towards Maruti Company covers the psychological Factors influencing buyer behaviour.

MOTIVATION

Motivation can be said to be the inner drive that is sufficient pressing and directs the person to seek satisfaction of the need. Satisfaction on the need reduces the felt tension. When a person perceive a stimulus. he or she may are may not be moved to respond to such a stimulus . Motivation acts as driving force in the flow towards purchase action. Motivation has direct cause and effect relationship. It gives answer to a question . Why a person is acts at all? The answer is he or she is motivated .i. e., set into motion to take action to fulfill the need or want.

Motivation is the drive to act, to more , to obtain a goal are an objective .

Motivation is mental phenomenon. It is affected by perception, attitude and personality traps and by outside influences such as culture and marketing efforts.

Motivation in buyer is concerned with the reason that impel buyer to take certain

actions. It suggests that the reasons behind consumer acting are basically cognitive (attitude, value and beliefs). Motivation points what is wanted. A human being is motivated by need and wants.

PERCEPTION

Perception is the process of selecting, organizing and interpreting or attaching meaning to events happening in environment. Perception influences or shapes this behaviour. Perception gives direct path to be taken by the behaviour. Perception is the meaning we give on the basis of our experience. To perceive it to see, to hear, to touch, to taste, to smell and to sense something or event or relation and to organize, interpret and find meaning in the experience.

Our sense perceives the colour, shape, sound, smell taste etc. Of the stimulus. Our behaviour is governed by these physical perceptions. Perception determines what is seen and felt by the consumers when numerous stimuli are directed towards them every day the consumers when numerous stimuli are directed towards them every day by messages broadcast by the marketers through their promotional devices.

Thus, perception of the individual are selectively organized, an understanding of perceptual selection is required by marketer. It is useful in evaluating the new product opportunities and for determining the way consumer perceive their products as similar or dissimilar to another brand and can provide clues on how the adviser can create brand equity image.

Consumer behaviour is very strongly affected by the concept of perceived quality. In the absence of direct experience or other information. Consumers often rely on price as an indicator of quality. Similarly, consumer very often view the company image as an indicator of their perceived quality of product. Thus, perception is one of the most important factors which influence buyer behaviour.

LEARNING

Learning is defined as all changes in behaviour that results from previous experience and behaviour in similar situations. It refers to a change in the behaviour, which occurs as a result of practice. Learning is the product of reasoning, thinking, information, processing and perception. Consumer behaviour is critically affected by the learning experience of buyers. Learning theorists say that a person learning is produced through the inter play of drives, stimuli, cues and the response and re-information.

Marketers are interested in knowing how consumer respond to products of the same make. It is know whether consumers draw “Generalization “based on their learning of process. Conversely, “Discriminations “are learned through experience customers learn that all generalizations are valid. “Reinforcement” is probably involved in the learning of preferences for product. Marketers have applied the learning process to study the effectiveness of advertising and used this to teach the consumer about their products and also help them to develop brand loyalty.

Thus, marketers should try to buildup the demand for their products by associating with strong drives, using motivating cues and providing positive re-inforcement. Conversely, the marketer must also ensure that consumer will not shift way from a favorable brand due to negative re-inforcement.

ATTITUDE

An attitude can be said to be” a person’s enduring favorable or unfavorable cognitive evaluation, emotional feeling and action tendencies towards some object or idea”.

Attitude are learned, primarily through interaction with others, particularly family and peer groups. Marketers are interested in knowing how attitudes are formed and how they are changed. Social psychologist defines attitude as an emotionalized predisposition (Indination) to respond positively or negatively to an object or class of objects. Predispositions can be thought of as categories of meaning stored in the memory of a person and it is based on

previous experience, predisposing the person to have in a specific manner towards a certain object in the environment.

Attitude affected both perception and behaviour. We change our attitude and belief slowly. For example, once consumer has developed a brand loyalty. It is hard to change is attitude towards their brand, and advertisement of a competing brand is unbelievable to him. In general an attitude is a state of mind of feeling. It includes predisposition to behave in some way. Attitudes are very important in explaining consumer behaviour.

Attitudes are always learned through our experience. Attitudes interact with perception, thinking, feeling and reasoning. Marketer through market mix can confirm our existing attitude, while introducing a new product. Changing present attitudes, particularly negative attitude toward a certain brand, is the most difficult job for marketing management.

In short, attitude eventually influence buying decision which people make and therefore, marketers are deeply interested, in consumer's attitude, belief, value and goals. That is consumer's predisposition. Knowledge of consumer attitudes can provide a good basis for improving products, redesigning packages and developing and evaluating promotional programs. Consumers resist a change in their attitudes. But a change in the attitude leads to change in the consumer behaviour. The consumer should be allowed to draw their conclusion and message should be repeated to increase awareness and knowledge on the part of the prospect. Thus , the marketer has to make all efforts to inculcate positive

attitudes and a positive image with in the consumer through a proper communication program.

BUYING DECISION PROCESS

The process consists of

- Recognition of an unsatisfied need are perceive want.
- Identification of Alternatives.
- Evaluation of Alternative.
- Purchase decision.
- Post purchase experience and behaviour.

Recognition of unsatisfied need or Perceive Want

Buying process starts when a person begins to feel that he has unsatisfied need. Generally the unsatisfied need leads to tension. The nature of the want indicates the speed with a person moves to fulfill the unsatisfied want, which is of high pressing need. On the basis of the urgency of the need, the order of the priority is formed. Marketers should furnish the information of selling points.

Identification of Alternatives

Different alternatives are available in the market. The consumer should know the brand of the product, which gives maximum satisfaction. And the person has to search for the relevant information of the product brand,

location, etc... There are many reasons such as friends, neighbors, the marketers, salesman etc..

Evaluation of alternatives this is a critical stage, especially with regard to costly items. Consumers have different alternatives. The attributes- taste, color, price, durability provided by the marketers. On the basis of the attributes preferences say price, color, etc.. Consumer reduces the number alternatives for instance, when we buy a table on the basis of price range, we may be able to eliminate the alternatives, then color etc.. The marketers must understand this process.

Purchase decision by considering the likes and dislikes of the alternatives, one is about to take the decisions as to buy or not to buy. One will consider with reference to the product, type, quality etc..

There are three factors which influence the buying acts are as follows.

- Social factors.
- Situational factors.
- Perceived risk.

Post purchase decision

Feedback information is important as a far as seller is concern. A brand preference naturally repeats sales to the marketers. A satisfied buyer is a silent advertisement. If the purchased brand fails to give the expected satisfaction to the buyer. The effects the sales negatively, a satisfying experience of a buyer tends to strengths the preference.

COMPANY PROFILE

Nature of business:

Maruti Udyog Ltd. is mainly concerned with the production and distribution of cars. Their cars are sold in great numbers in India. It is the number one car selling vehicle in India...

SWOT ANALYSIS

STRENGTHS:

- International Company-global presence.
- Only manufacturers of cars in India.
- Prompt and reliable service.
- Professional marketing team.
- Customer satisfaction certificates in 2002.

WEAKNESS:

- Limited Product range.

OPPERTUNITIES:

- Secure more nomination business.
- Acquire more business from current, lapsed and new customers.
- Brand positioning-enhance brand, image among customers.

THREATS:

- Possibility of new entrants?
- Price competition from other brand cars.

Maruti Suzuki India Limited

Maruti Suzuki India Limited is the premier car company in India.

Maruti Suzuki Limited (MSL) was established in Feb 1981. The company entered into collaboration with Suzuki Motor Corporation of Japan to manufacture cars. Maruti is the highest volume car manufacturer in Asia, outside Japan and Korea. Despite there being 11 companies now in the passenger car market in India, Maruti holds about 60% of the total market share. Maruti Suzuki India Limited, the largest Car selling company in India, has many unique Service advantages for the customers. It has bagged the First Position in JD Power Customer Satisfaction Index for the consecutive two years. The company has also ranked highest in the India Sales Satisfaction Study.

Maruti Udyog Limited is a publicly listed Automaker in India. It is a leading four-wheeler automobile manufacturer in South Asia. Suzuki Motor Corporation of Japan and Indian organizations jointly hold the company. It was the first company in India to mass-produce and sell more than a million cars. It is largely credited for having brought in an automobile revolution to India. It is the market leader in India. On 17 September, 2007, *Maruti Udyog* was renamed to **Maruti Suzuki India Limited**. The company's headquarters remain in Gurgaon, near New Delhi.

Profile



The old logo of Maruti Udyog Limited. Later the logo of Suzuki Motor Corp. was also added to it

Maruti Udyog Ltd is one of India's leading automobile manufacturers and the market leader in the car segment, both in terms of volume of vehicles sold and revenue earned. Until recently, 18.28% of the company was owned by the Indian government, and 54.2% by Suzuki of Japan. The Indian government held an initial public offering of 25% of the company in June 2003. As of May 10, 2007, Govt. of India sold its complete share to Indian financial institutions. With this, Govt. of India no longer has stake in Maruti Udyog.

Maruti Udyog Limited (MUL) was established in February 1981, though the actual production commenced in 1983. Through 2004, Maruti has produced over 5 Million vehicles. **Marutis** are sold in India and various several other countries, depending upon export orders. Cars similar to Marutis (but not manufactured by Maruti Udyog) are sold by Suzuki in Pakistan and other South Asian countries.

The company annually exports more than 30,000 cars and has an extremely large domestic market in India selling over 500,000 cars annually. Maruti 800, till 2004, was

the India's largest selling compact car ever since it was launched in 1983. More than a million units of this car have been sold worldwide so far. Currently, Maruti Alto tops the sales charts.

Due to the large number of Maruti 800s sold in the Indian market, the term "Maruti" is commonly used to refer to this compact car model. Till recently the term "Maruti", in popular Indian culture, was associated to the Maruti 800 model.

Maruti Suzuki India Limited, a subsidiary of Suzuki Motor Corporation of Japan, has been the leader of the Indian car market for over two decades.

It's manufacturing facilities are located at two facilities Gurgaon and Manesar south of New Delhi. Maruti's Gurgaon facility has an installed capacity of 350,000 units per annum. The Manesar facilities, launched in February 2007 comprise a vehicle assembly plant with a capacity of 100,000 units per year and a Diesel Engine plant with an annual capacity of 100,000 engines and transmissions. Manesar and Gurgaon facilities have a combined capability to produce over 700,000 units annually.

Maruti Suzuki Today

More than half the cars sold in India are Maruti cars. The company is a subsidiary of Suzuki Motor Corporation, Japan, which owns 54.2 per cent of Maruti. The rest is owned by the public and financial institutions. We are listed on the Bombay Stock Exchange and National Stock Exchange in India.

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Maruti Suzuki offers 10 models, ranging from the people's car, Maruti 800, for less than Rs 200,000 (\$ 5000) ex-showroom to the premium sedan SX 4 and luxury SUV, Grand Vitara.

Suzuki Motor Corporation, the parent company, is a global leader in mini and compact cars for three decades. Suzuki's technical superiority lies in its ability to pack power and performance into a compact, lightweight engine that is clean and fuel efficient.

Maruti is clearly an "employer of choice" for automotive engineers and young managers from across the country. Nearly 75,000 people are employed directly by Maruti and its partners.

The company vouches for customer satisfaction. For its sincere efforts it has been rated (by customers) first in customer satisfaction among all car makers in India for seven years in a row in annual survey by J D Power Asia Pacific.

Maruti Suzuki was born as a government company, with Suzuki as a minor partner, to make a people's car for middle class India. Over the years, the product range has widened, ownership has changed hands and the customer has evolved. What remains unchanged, then and now, is Maruti's mission to motorise India.

Partner for the Joint Venture

Pressure started mounting on Indira and Sanjay Gandhi to share the details of the progress on the Maruti Project. Since country's resources were made available by mother to her son's pet project. A delegation of Indian technocrats was assigned to hunt a collaborator for the project. Initial rounds of discussion were held with the giants of the automobile industry in Japan including Toyota, Nissan and Honda. Suzuki Motor

Corporation was at that time a small player in the four wheeler automobile sector and had major share in the two wheeler segment. Suzuki's bid was considered negligible.

In the initial rounds of discussion the giants had their bosses present and in the later rounds related to the technical discussions executives of these automobile giants were present. Osamu Suzuki, Chairman and CEO of the company ensured that he was present in all the rounds of discussion. Osamu in an article writes that it subtly massaged their (Indian delegation) egos and also convinced them about the sincerity of Suzuki's bid. In the initial days Suzuki took all steps to ensure the government about its sincerity on the project. Suzuki in return received a lot of help from the government in such matters as import clearances for manufacturing equipment (against the wishes of the Indian machine tool industry then and its own socialistic ideology), land purchase at government prices for setting up the factory Gurgaon and reduced or removal of excise tariffs. This helped Suzuki conscientiously nurse Maruti through its infancy to become one of its flagship ventures.

Joint venture related issues



An aerial view of the Gurgaon Facility

Relationship between the Government of India, under the United Front (India) coalition and Suzuki Motor Corporation over the joint venture was a point of heated debate in the Indian media till Suzuki Motor Corporation gained the controlling stake. This highly profitable joint venture that had a near monopolistic trade in the Indian automobile market and the nature of the partnership built up till then was the underlying reason for most issues. The success of the joint venture led Suzuki to increase its equity from 26% to 40% in 1987, and further to 50% in 1992. In 1982 both the venture partners had entered into an agreement to nominate their candidate for the post of Managing Director and every Managing Director will have a tenure of five years ^[4]

Initially R.C.Bhargava, was the managing director of the company since the inception of the joint venture. Till today he is regarded as instrumental for the success of Maruti Udyog. Joining in 1982 he held several key positions in the company before heading the company as Managing Director. Currently he is on the Board of Directors. ^[5] After completing his five year tenure, Mr. Bhargava later assumed the office of Part-Time Chairman. 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. ^[6] 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. ^[7] 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. Till today the issue of localization of gear boxes is highlighted in the press . ^[8]

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. ^[9] 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

Disinvestment and public listing

The National Democratic Alliance Government headed by Atal Behari Vajpayee passed the resolution on December 22, 2003 to dilute its stake in the venture. Maruti was not a special case, but it was the policy of the government to reduce the public debt by offloading its stake in many public sector companies and joint ventures. The preparations had began much earlier. The Suzuki Motor Corporation suggested the government to

offload its stake in the Capital Market. Some believed this was a ploy to gain control of the company at cheap price due to the unhealthy conditions of the capital market. ^[10]

The red herring prospectus was filed with the Securities and Exchange Board of India on May 2, 2003. The Union Government made an offer of 7.22 crore shares representing 25 percent of the fully diluted equity state of the Maruti Post offer. After the dilution, the government's stake was reduced to 20.8 and the Suzuki Motor Corporation's stake increased to 54.2 percent. The remaining equity belonged to institutional and individual investors ^[11]. As the offer was oversubscribed by the general public, the Government raised the size of the Initial Public Offering by 10 percent. Investors had submitted bids ranging from Indian Rupees 115 to 360 per share. As per Bombay Stock Exchange data, about 69% or 5.83 crore (58.3 million) bids received were for Rs 120 per share.

The company has 28,89,10,060 shares As on February 15, 2006 the government stake reduced to 18.28% and the Suzuki Motor Corporation has a stake of 54.21%. As on May 10, 2007 the government sold its complete stake to financial institutions. Currently 71.06% of the equity is held by foreign investors including Suzuki Motor Corporation ^[13] Following are the codes assigned to Maruti Udyog Limited on Stock exchanges and news services

- **Bombay Stock Exchange:** 532500
- **The National Stock Exchange:** MARUTI
- **Bloomberg:** MUL@IN
- **Reuters:** MRTI.BO

Industrial relations

For most of its history, Maruti Udyog had relatively few problems with its labour force.

Its emphasis of a Japanese work culture and the modern manufacturing process, first

instituted in Japan in the 1970s, was accepted by the workforce of the company without any difficulty. But with the change in management in 1997, when it became predominantly government controlled for a while, and the conflict between the United Front Government and Suzuki may have been the cause of unrest among employees. A major row broke out in September 2000 when employees of Maruti Udyog Ltd (MUL) went on an indefinite strike, demanding among other things, revision of the incentive scheme offered and implementation of a pension scheme. Employees struck work for six hours in October 2000, irked over the suspension of nine employees, going on a six-hour tools-down strike at its Gurgaon plant, demanding revision of the incentive-linked pay and threatened to fast to death if the suspended employees were not reinstated. About this time, the NDA government, following a disinvestments policy, proposed to sell part of its stake in Maruti in a public offering. The Staff union opposed this sell-off plan on the grounds that the company will lose a major business advantage of being subsidised by the Government.

The standoff with the management continued to December with a proposal by the management to end the two-month long agitation rejected with a demand for reinstatement of 92 dismissed workers, with four MUL employees going on a fast-unto-death. In December the company's shareholders met in New Delhi in an AGM that lasted 30 minutes. At the same time around 1500 plant workers from the MUL's Gurgaon facility were agitating outside the company's corporate office demanding commencement of production linked incentives, a better pension scheme and other benefits. The management has refused to pass on the benefits citing increased competition and lower margins.

Services offered

Sales of automobiles



The largest selling car from Maruti's stable, **Maruti 800**

In the order they were launched:

1Maruti 800: Launched 1983. Largest selling car in India, until 2004.

2Maruti Omni: Launched 1984.

3Maruti Gypsy: Launched 1985.

4Maruti 1000: Launched 1990

5Maruti Zen: Launched 1993 with a facelift in 2003.Production ended in 2006.

6Maruti Esteem:Launched 1994

7Maruti Wagon-R:Launched 1999 Modified 2006

8Maruti Baleno:Launched 1999. Production ended late 2006/early 2007.

9Maruti Alto:Launched 2000. Currently the largest selling car in India

10Maruti Grand Vitara:Launched 2003

11Maruti Grand Vitara XL-7

12Maruti Versa: Launched 2004

13Maruti Swift: Launched 2005

14Maruti Zen Estilo Launched in 2006

15Maruti Swift Diesel Launched in 2007

16Maruti Suzuki SX4 Launched in May 2007

17Maruti Grand Vitara Sports Utility Vehicle Launched in July 2007

Authorized Service Stations

Maruti is one of the companies in India which has unparalleled service network. To ensure the vehicles sold by them are serviced properly Maruti had 1545 listed Authorized service stations and 30 Express Service Stations on 30 highways across India.

Service is a major revenue generator of the company. Most of the service stations are managed on franchise basis, where Maruti trains the local staff. Other automobile companies have not been able to match this benchmark set by Maruti. The Express Service stations help many stranded vehicles on the highways by sending across their repair man to the vehicle.

Maruti Insurance

Launched in 2002 Maruti provides vehicle insurance to its customers with the help of the National Insurance Company, Bajaj Allianz, New India Assurance and Royal Sundaram. The service was set up the company with the inception of two subsidiaries Maruti Insurance Distributors Services Pvt. Ltd and Maruti Insurance Brokers Pvt. Limited

This service started as a benefit or value addition to customers and was able to ramp up easily. By December 2005 they were able to sell more than two million insurance policies since its inception.

Maruti Finance

To promote its bottom line growth, Maruti launched Maruti Finance in January 2002. Prior to the start of this service Maruti had started two joint ventures Citicorp Maruti and Maruti Countrywide with Citi Group and GE Countrywide respectively to assist its client in securing loan. Maruti tied up with ABN Amro Bank, HDFC Bank, ICICI Limited, Kotak Mahindra, Standard Chartered Bank, and Sundaram to start this venture including its strategic partners in car finance. Again the company entered into a strategic partnership with SBI in March 2003. Since March 2003, Maruti has sold over 12,000 vehicles through SBI-Maruti Finance. SBI-Maruti Finance is currently available in 166 cities across India.

"Maruti Finance marks the coming together of the biggest players in the car finance business. They are the benchmarks in quality and efficiency. Combined with Maruti volumes and networked dealerships, this will enable Maruti Finance to offer superior service and competitive rates in the marketplace".

— **Jagdish Khattar**, *Managing director of Maruti Udyog Limited in a press conference announcing the launch of Maruti Finance on January 7, 2002*

Citicorp Maruti Finance Limited is a joint venture between Citicorp Finance India and Maruti Udyog Limited its primary business stated by the company is "hire-purchase financing of Maruti vehicles". Citi Finance India Limited is a wholly owned subsidiary of Citibank Overseas Investment Corporation, Delaware, which in turn is a 100% wholly owned subsidiary of Citibank N.A. Citi Finance India Limited holds 74% of the stake and Maruti Udyog holds the remaining 26%. GE Capital, HDFC and Maruti Udyog Limited came together in 1995 to form Maruti Countrywide. Maruti claims that its finance program offers most competitive interest rates to its customers, which are lower by

0.25% to 0.5% from the market rates.

Maruti TrueValue

Maruti True Value is a service offered by Maruti Udyog to its customers. It is a market place for used Maruti Vehicles. One can buy, sell or exchange used Maruti vehicles with the help of this service in India.

N2N Fleet Management

N2N is the short form of **End to End Fleet Management** and provides lease and fleet management solution to corporates. Its impressive list of clients who have signed up of this service include Gas Authority of India Ltd, DuPont, Reckitt Benckiser, Sona Steering, Doordarshan, Singer India, National Stock Exchange and Transworld. This fleet management service include end-to-end solutions across the vehicle's life, which includes Leasing, Maintenance, Convenience services and Remarketing.

Accessories

Many of the auto component companies other than Maruti Udyog started to offer components and accessories that were compatible. This caused a serious threat and loss of revenue to Maruti. Maruti started a new initiative under the brand name **Maruti Genuine Accessories** to offer accessories like alloy wheels, body cover, carpets, door visors, fog lamps, stereo systems, seat covers and other car care products. These products are sold through dealer outlets and authorized service stations throughout India

Maruti Driving School

As part of its corporate social responsibility Maruti Udyog launched the Maruti Driving School in Delhi. Later the services were extended to other cities of India as well. These schools are modelled on international standards, where learners go through classroom and

practical sessions. Many international practices like road behaviour and attitudes are also taught in these schools. Before driving actual vehicles participants are trained on simulators.

"We are very concerned about mounting deaths on Indian roads. These can be brought down if government, industry and the voluntary sector work together in an integrated manner. But we felt that Maruti should first do something in this regard and hence this initiative of Maruti Driving Schools."

— **Jagdish Khattar**, *at the launch ceremony of Maruti Driving School, Bangalore*

Exports

Maruti Exports Limited is the subsidiary of Maruti Udyog Limited with its major focus on exports and it does not operate in the domestic Indian market. The first commercial consignment of 480 cars were sent to Hungary. By sending a consignment of 571 cars to the same country Maruti crossed the benchmark of 3,00,000 cars. Since its inception export was one of the aspects government was keen to encourage. Every political party expected Maruti to earn foreign currency.

Angola, Benin, Djibouti, Ethiopia, Europe, Kenya, Morocco, Sri Lanka, Uganda, Chile, Guatemala, Costa Rica and El Salvador are some of the markets served by Maruti

Exports

VISION

"The leader in the Indian automobile industry, creating customer delight and share holders' wealth; a pride of India".

PRODUCT PROFILE



SWIFT

Maruti Swift

Competing with the other cars of Maruti, Maruti Swift is gradually making its position in the world of mid-sized family car. Maruti Swift has come up with the special technical Specifications of 16 valve 4-cylinder, 1300 cc engine generating power of solid 87bhp @ 6000 rpm.

Maruti swift is equipped with various safety features and well advanced equipments.

There are four variants in this car:

- Swift LXi
- Swift VXi
- Swift ZXi

Swift LXi

3 assist grips, 3 spoke urethane steering wheel, antenna, cabin light (3 position), console box (lower), cup holders (front 2, rear1), front door trim pockets, green tinted glass window, halogen headlamps, headlamp leveling device, heater and manual Air conditioning, OVRM (internally adjusted), rear fog lamps, wind screen wiper 2 speed plus 1 speed intermittent, tailgate opener key type, trip meter (digital display), sun visors (both sides), brake assist , child lock (rear door), high mounted stop lamp, power steering, rear seat belts etc. are the features available in this model.

Swift VXi

Apart from the features found in other model, striking features of this model are black colored A & B pillars, 12v accessory socket in center console, day and night rear view mirror, door ajar warning lamp, driver's seatbelt warning lamp, tachometer, driver's seat belt warning lamp, vanity mirrors (sun visor co-driver side), rear seat head restraints, fabric accented door trims, central door locking (4 door), front and rear electronic windows, front fog lamps, light off/ key reminder, manual air-conditioning, key not removed warning buzzer, etc.

Swift ZXi

Special features that have made this model more market friendly are rear window demister, rear parcel shelf, rear window wiper, room lamp and luggage room, keyless entry, dual front airbags, colored outside door mirror cowls, colored outside door handles, 12v accessory socket in luggage room, driver seat height adjuster, central door locking (5 doors), seat belts 3-point ELR with shoulder adjusters, seat belts front 3-point ELR with pretensioning, tailgate opener electromagnetic type etc.

TECHNICAL SPECIFICATIONS OF MARUTI SWIFT

Body Type

Body Type	:	Hatchback
Number of doors	:	5
Seating capacity	:	5

Engine

Capacity	:	1298cc
Number of cylinders	:	4
Number of valves	:	16
Bore x Stroke	:	74.0 x 75.5 mm
Compression ratio	:	9.0:1
Maximum power	:	87bhp @ 6000rpm
Maximum torque	:	113Nm @ 4500rpm
Fuel distribution	:	Multipoint injection

Transmission

Type	:	Five-speed manual, with synchromesh in all gears one reverse	
Gear ratios	:	1st	3.545
	:	2nd	1.904
	:	3rd	1.280
	:	4th	0.966
	:	5th	0.757

Dimensions

Overall length	:	3695mm
Overall width	:	1690mm
Overall height	:	1530mm
Wheelbase	:	2390mm

TRACK

Front	:	1470mm
Rear	:	1480mm
Ground clearance	:	170mm
Minimum turning radius	:	4.7 meters
Steering	:	Rack & pinion, power assisted

BREAK

Front	:	Ventilated Discs
Rear	:	Drums
Tyres	:	165/80 R14 / 185/70 R14 (tubeless)

Weights

Kerb weight	:	980 kgs. [LXi] 1000 kgs. [VXi] 1010 kgs. [ZXi]
Maximum speed	:	160kmph
Fuel tank capacity	:	43 litres

SUSPENSION

Front	:	McPherson strut and coil spring
Rear	:	Torsion beam and coil spring
Rear	:	drum

Omni

FITS ALL



MARUTI OMNI

Maruti Omni can accompany anybody during the lazy holidays.

Its seating capacity can accommodate a group of people going for picnic or outing.

Stylish, smart and sporty looks of newly launched Maruti Omni is very comfortable. Its reclining and sliding front seat, enough leg space and ample headroom make it more spacious.

Its sleek sliding door and new side body graphics are giving new taste to the car lovers. Apart from this, smart new steering wheel, clear lens headlamps and head lamp leveling device are lining up to market this car properly.

There are 3 variants in this car:

- ✓ 5 seater Maruti Omni
- ✓ 8 seater Maruti Omni
- ✓ LPG Maruti Omni

5 seater Maruti Omni

5 seater Maruti Omni has capacity to arrange seating for five. In 5 seater Maruti Omni behind the front seats there is an arrangement for 3 seats in a row one after another.

8 seater Maruti Omni

8 seater Maruti Omni is with the accommodation facility for eight. In 8 seater Maruti Omni behind the front seats there is a seating arrangement for two long seats to accommodate six more occupants. Those both rear seats are arranged face to face which give scope to gossip with each other while going for family picnic or friendly freak out.

LPG Maruti Omni

- LPG Maruti Omni is the most cost saving new car of the Maruti Omni.
- Its 5 seater accommodation arrangement with LPG kit (Vialle, Netherlands) fitted by the
- Factory keeps it noticeable to the buyers.
- It has capacity of 62.1 ltr LPG cylinder / reserve fuel tank (petrol, 5 ltr).
- It runs with the power of 27bhp@ 4500rpm.

Dimensions

Length	:	3370mm
Width	:	1410mm
Height	:	1640mm
Wheel base	:	1840mm
Ground clearance	:	165mm
Turning radius	:	4.1m

FUEL SYSTEM

Car burettor

Fuel tank capacity : 30 liters

Weight

Omni : 785 kg, Omni E - 800 kg

Engine

Type : 4-stroke cycle, water cooled

Number of cylinders : 3

Number of engine valves : 6

Piston displacement : 796cc

Power Transmission

Type : Manual, 4 forward, all synchromesh, 1 reverse

Brakes

Front : Booster assisted Disc
Rear : drum

CAPACITY

Fuel tank (petrol) : 36 liters

PEERFORMANCE

Maximum power : 35.0bhp

Minimum power : 6.1kqm



Maruti 800

Driving with the high quality of fuel efficiency and economical purchasing price have enhanced the popularity of the Maruti 800. Its lowest fuel consumption cost has made this car forever better choice for the buyer.

It's easy accommodating small structure of 4.4 meters of radius has made it an user friendly car. For its easy to park structure, it is very comfortable to parking anywhere, even if the space is too little. It can be smoothly driven in an overcrowded street or in a narrow lane.

Features of Maruti 800

- ✓ Side impact beams
- ✓ Laminated windshield
- ✓ Additional body reinforcement

Other extra new features:

- ❖ Collapsible steering columns
- ❖ High mount stop lamp
- ❖ Clear lens Headlamps
- ❖ Front Grille
- ❖ Dual Tone interior upholstery
- ❖ Bharat stage III : Hi-tech 32 ECM and ultra-refined engine

- ❖ Suzuki badging
- ❖ Clear multi reflector headlights
- ❖ Attractive tail lamp
- ❖ Specifically placed crumple zone

There are two variants found in Maruti 800:

- Maruti 800 STD BS III
- Maruti 800 AC BS III

Maruti 800 STD BS III

Its weight is 650kg. It is without Air-conditioner.

Maruti 800 AC BS III

To give the comfort of an Air conditioner, especially during sultry summer days, Maruti 800 is running its name as the low cost air-conditioned car. Its weight is 655kg.

Maruti 800 Std. & AC variants are available in Bharat Stage III version.

Maruti 800 colors

- ❖ Superior white
- ❖ Bright red

These are the metallic colors:

- Icy Blue (new)

- Caribbean Blue (new)
- Silky silver
- Crystal gold (new)

Dimensions

Overall length	:	3335 mm
Overall width	:	1440 mm
Overall height	:	1405 mm
Wheelbase	:	2175 mm
Minimum turning radius	:	4.4 m
Ground clearance	:	170 mm
Seating Capacity	:	4 persons

Weight

Unladen weight	:	665 kg (AC BS III), 650 kg (Std. BS III)
Laden weight	:	1000 kg

POWER

Engine Type	:	4 stroke cycle, water cooled SOHC (1C2V)
No. of cylinders	:	3
Piston displacement	:	796 cc
Maximum output (Std.,AC)	:	37 bhp at 5000 rpm
Maximum torque (Std.,AC)	:	59 Nm at 2500 rpm

Power Transmission

Type manual	:	4-forward, all synchromesh, 1 reverse
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Steering

Type : Rack & pinion
Turning radius : 4.4 Mtrs

Suspension

Front : McPherson strut & coil spring
Rear : Coil spring with gas filled shock absorbers

Brakes

Type : Dual circuit
Front : Disc
Rear : Drum

Tyres

Tyre size : (Radial) 145/70 R-12

Capacity

Fuel tank capacity : 28 liters (BS III)

ALTO



MARUTI ALTO

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

It has three variants:

- ❖ Maruti Alto
- ❖ Maruti Alto Lx
- ❖ Maruti Alto Lxi

Maruti Alto

It has new features like front bumper, dynamic front grill, \ S mark, clear lens headlamps, clear lens tail lamps etc.

Maruti Alto Lx

Along with the features that are present in Alto, there are many additional new features like rotary control for AC, integrated rear seat head restraints etc.

Maruti Alto Lxi

Along with all the features that are present in Alto LX and Alto, another distinctive extra feature included in this model is electronic power steering.

Various colors found in this car are :

- Superior White
- Midnight Black
- Pearl Silver
- Silky Silver
- Bright Red
- Brilliant Yellow

- Wine Red (new)
- Carribean Blue(new)

WEIGHT

Kerb weight Alto	:	725 kg
Alto Lx / Alto Lxi	:	740 kg
Gross vehicle weight	:	1165 kg

ENGINE

Swept volume	:	796cc
No. of cylinders	:	3
Engine control	:	32 bit computer
Maximum power	:	47 bhp @ 6200 rpm
Maximum torque	:	62 Nm @ 3000 rpm

TRANSMISSION

5 speed, all synchromesh, manual

SUSPENSION SYSTEM

Front	:	McPherson Strut with torsion type anti-roll bar
Rear	:	Coil spring with double action telescopic shock Absorbers.

SEATING

Capacity : 4 Persons

TYRES

Tyre size : 145 / 80 R12

DIMENSIONS

Overall length	:	3495 mm
Overall width	:	1495 mm
Overall height	:	1460 mm
Wheelbase	:	2360 mm
Tread - Front / Rear	:	1290 mm / 1290 mm
Minimum turning radius	:	4.6 m
Ground clearance	:	160 mm



Maruti Versa

Maruti Versa

With all the comfort and safety features, Versa is well equipped with twin AC, power steering, meta tech engine, child lock safety, computer controlled self diagnosis, ample space for legroom, comfortable seats with three row seating option, vacuum assisted brakes and load sensing proportioning valve etc.

Versa has two models:-

- 5 seater
- 8 seater (DX & DX2)

5 seater

With enough space for legroom, this 5 seater versa is equipped with seating arrangement for 5 adult people. It has various features like both side sun visor, vanity mirror co-driver seat, fabric plus PVC upholstery, molded floor carpet, front wiper (2 speed plus intermittent), wheel hub cap, all tinted glass, electronic multi-tripmeter, heater, side and front impact beams, 8 inch booster-assisted brakes, halogen headlamps etc.

8 seater (DX & DX2)

With the seating arrangement for 8 adult people , this model has option for unfolding third row for making luggage space. Covering all the features of Versa model, both DX and DX2 have various extra features like rear cabin lamp, cigarette lighter, front door pocket, body colored bumpers, body graphics, electronic tachometer, single air-conditioner (Versa DX) and twin air-conditioner(Versa DX2), true response electronic power steering, power window (front), central door locking (all 5

Doors), collapsible steering column etc.

DIMENSIONS

Overall length	:	3675 mm
Overall width	:	1475 mm
Overall height	:	1905 mm
Wheelbase	:	2350 mm

Suspension

Wheel track Front	:	1280 mm
Rear	:	1290 mm
Turning radius	:	4.5 mts

WEIGHT

Unladen weigh Versa	:	930 kg, DX - 975 kg, DX2 - 985 kg
Laden weight Versa	:	DX & DX2 - 1585 Kg

ENGINE

4 stroke cycle, all aluminium water cooled SOHC, MPFI

Cylinders	:	In-line 4
No. of valves	:	4 / cylinder
Piston displacement	:	1298 cc

Bore X stroke	:	74 x 75.5 (mm)
Compression ratio	:	9.0 ± 0.2
Maximum output	:	85 bhp @ 6000 rpm
Maximum torque	:	102 Nm (10.4 kgm) @ 3000 rpm

Transmission

Manual 5 forward, all-synchromesh, 1 reverse

Steering

Rack & pinion, power assisted (DX & DX2)

Brakes

Front	:	Booster assisted ventilated disc
Rear	:	Booster assisted drum

Suspension

Front	:	McPherson strut with torsion type roll control device
Rear	:	Coil spring with three link rigid axle and isolated trailing arms
Tyre size (Tubeless)	:	155/80 R 13 LT

CAPACITY

Seating	:	DX & DX2 - 8 persons & Versa - 5 persons
Fuel tank	:	40 litres



Maruti Zen Estilo

Maruti Zen Estilo

Zen Estilo is Maruti's latest launch pad in the automobile sector.

Estilo, Spanish word for "style", radiates both Japanese simplicity and European sophistication & is made perfectly suitable for Indian roads. The car is much more roomier than Zen & its plush & sleek interiors impart a more royal touch to its persona. Sporting a much larger engine of 1061 cc., the car's elevated size offers extra boot space. Best feature boasts of its superior air conditioning which eases the task of beating the sultry summers.

With a capacity of 64 bhp. & a low-end torque of 84 nm (i.e. 3500 rpm), the new model ensures the Indian market with a smooth & comfortable drive.

The car exhibiting fine upholstery matched up with its' color theme has an immense stamina to sweep away the customer with its' elan appearance. Other salient characteristics includes :

- * Monoform design
- * Two-tone color theme
- * Redesigned seats

Other Features

Maruti Zen Estilo has a series of other plus points which makes is an instant hit among Indian buyers. They are :

- * Spacious
- * Handy driver's side airbag
- * Rear defogger, tachmometer & ABS
- * Electronic power steering
- * Black bumpers

- * Hatchbacks
- * Dual tone theme
- * Accelerated & top speed
- * Has four-cylinder engine
- * Combo of five-speed gearbox
- * Electrically adjustable side view mirrors
- * Built in 6 audio speaker provision
- * Mobile and fax connectivity at the back door

There are three variants found in this car:-

- Maruti Zen Estilo Lx
- Maruti Zen Estilo Lxi
- Maruti Zen Estilo Vxi

Maruti Zen Estilo Lx

This model has certain specific points such as no body colored side or back door handles, outside door mirrors, accessory socket. Though, it has rear door child lock & steering lock.

Maruti Zen Estilo Lxi

This variant of Estilo is almost the same like its other model LX. It has body colored bumpers & back door handles. Though, it is fully air conditioned like others & has numerous other qualities.

Maruti Zen Estilo Vxi

Estilo Vxi boasts of almost all the benefits, thus, fitting easily in the ultra modern automobile category. The model has an electrical adjustable ORVM, side door handles, outside door mirrors & a host of other plus points. Though, certain features are optional in it which are :

* SRS airbag (driver side)

* ABS

DIMENSIONS

Length	:	3495
Width	:	1475 (Lx, Lxi), 1495 (Vxi)
Height	:	1595
Wheel Base	:	2360
Tread, Front	:	1295
Tread, Rear	:	1290
Turning Radius	:	4.6
Seating Capacity	:	5 persons
Ground Clearance	:	165
Max Power (bhp/rpm)	:	64/6,200
Max Torque (Nm/rpm)	:	84/3,500

ENGINE

Engine	:	F10D
Engine Capacity (cc)	:	1061
Engine Type	:	4 cyl

TRANSMISSION

Transmission	:	5MT
Drive	:	2WD
Clutch Type	:	Cable
Kerb Weight(kg)	:	855 (Lx, Lxi), 875 (Vxi)
GVW (kg)	:	1275

TYRE

Tyre Size	:	145 / 70 R13(Lx, 155 / 65 R13 (Vxi)
Fuel Tank Capacity (lt)	:	35
Front Break	:	Ventilated Disc
Rear Brake	:	Drum

SUSPENSION SYSTEM

Front	:	McPherson Strut with Torsion type roll control device.
Rear	:	Coil Spring, Gas field shock absorbers with three link ride and isolated trailing arm.

POWER STEERING

Type	:	Electronic Power Steering
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DEALER PROFILE

INTRODUCTION

Pratham Motors Pvt Ltd, started sales operations from a rented city showroom facility in April 2002. Subsequently, the company expanded into True Value Operations in April 2003. In January 2004, the flagship facility was operational on the Marthahalli - Sarjapur Outer Ring Road. This dealership has sales, service, spares & stocking facilities in its premises. In Apr 2006, the State of Art Showroom was operational on Queen's Road.

Over the years, Pratham Motors has shown encouraging growth in all walks of the business. The first year of operations saw a sale of 1869 cars, followed by 3002 cars sold in the next year. The initial growth of 60% was encouraging & proved to us that we were on the right track. Third year of operations saw a sale of 3944 cars, which was a growth of 31% over the previous year. This past year (forth year of operations) has witnessed a sale of 5334, which is an encouraging 35% growth over the previous year. With the markets expanding & Maruti product ranges widening, we are hoping to maintain a 30% growth year on year.

In sales, Pratham has been successful in creating a niche in certain segments. Our flagship facility is located in the heart of Bangalore's corporate campus areas & thus, we have made significant sales in the corporate sector. We anticipate that this year we will be the highest seller of cars to corporates in the country.

We also have performed well in True Value Operations, where we have consistently ranked in the top three All India for True Value sales for the past 6 months. Our MGA sales have been Third highest nationwide also, and the best in the South. Aside from the above, we are proud of our Spare Parts team, which has achieved 232% of the annual target. Our Service growth also shows an increase in load by approx. 54%, which is heartening.

Awards won in All India Dealer Conference for the year 2005-2006

- 1) All India 2nd Highest for Corporate Sales
- 2) Best Entrepreneur of the year
- 3) Best Retail Growth in Spares

- In April 2002 Pratham Motors Pvt Ltd, started sales operations from a rented city showroom facility.
- In April 2003 , the company expanded into True Value Operations.
- In January 2004, the flagship facility was operational on the Marthahalli –

Sarjapur Outer Ring Road. This dealership has sales, service, spares & stocking facilities in its premises.
- In April 2006, the State of Art Showroom was operational on Queen's Road.
- The first year of operations saw a sale of 1869 cars.
- The Second year Sales showed a growth of 61 % with 3002 sales.
- The Third year Sales showed a growth of 31% with 3944 sales
- The Fourth year witnessed a growth of 39% with 5334 sales.
- We are No 1 Showroom for All India
- Our CEO has been awarded best Entrepreneur for the year 2005-06
- We are No 1 in Corporate Sales for the year 2005-06
- We are All India Highest for True Value Sales for the year 2005-06
- We are All India third for MGA Sales for the year 2005-06

DATA ANALYSIS

Table1: Showing the Age of the Respondent

AGE OF RESPONDENTS	
BELOW 25	15%
25-35	46%
35-45	19%
45-55	11%
ABOVE OF 55	9%
TOTAL	100%

Analysis:

It is found by 46% of the respondents population taken for the study belongs to the age group of 25-35. While other respondents share the remaining age group of 35-45 which formulate the majority.

Interpretation:

From the above table it is found that 46% of the respondents belong to the age group of 25-35. Followed by 19_% of the respondents belongs to age group of 35-45 and 15% respondents below 25. 11% and 9% of the respondents belongs to the age group of 45-55 and others.

AGE OF RESPONDENTS

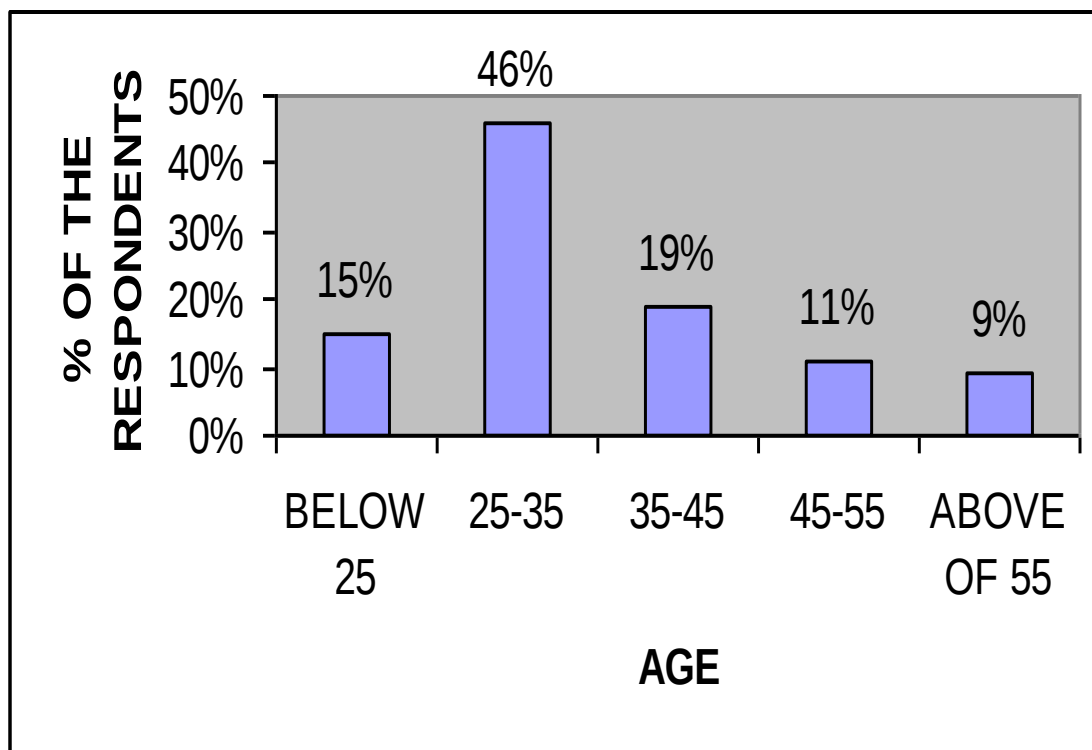


Table 2: Showing the gender of the respondents

GENDER OF RESPONDENTS	
MALE	77%
FEMALE	23%
TOTAL	100%

Analysis:

It is found that 77% of the respondent's population taken for the study is Male. While other respondents share the remaining is Female which formulates the majority.

Interpretation:

From the above table it is found that 77% of the respondents are Male. The remaining 23% of the respondents are female.

GENDER OF RESPONDENTS

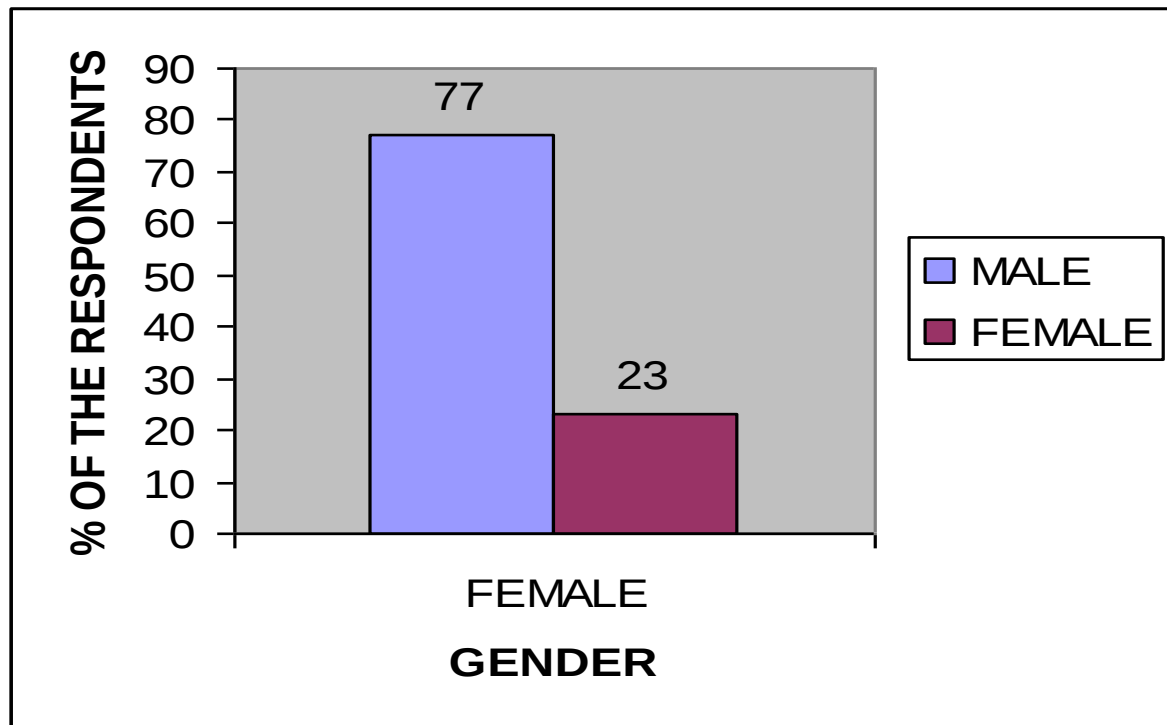


Table 3: Showing the Education of the respondents.

EDUCATION OF RESPONDENTS	
GRADUATE	51%
UNDER GRADUATE	14%
POSTGRADUATE	27%
OTHERS	8%
TOTAL	100%

Analysis

It is found that 51% of the Respondents population taken for the study was Graduate. While other respondents share the remaining education qualification of post graduate which formulates the majority.

Interpretation

From the above table it is found that 51% of the respondents were graduate. Followed by 27% of the respondents were post graduate and 14% respondents under graduate. The remaining 8% of the respondents were others.

EDUCATION OF THE RESPONDENTS

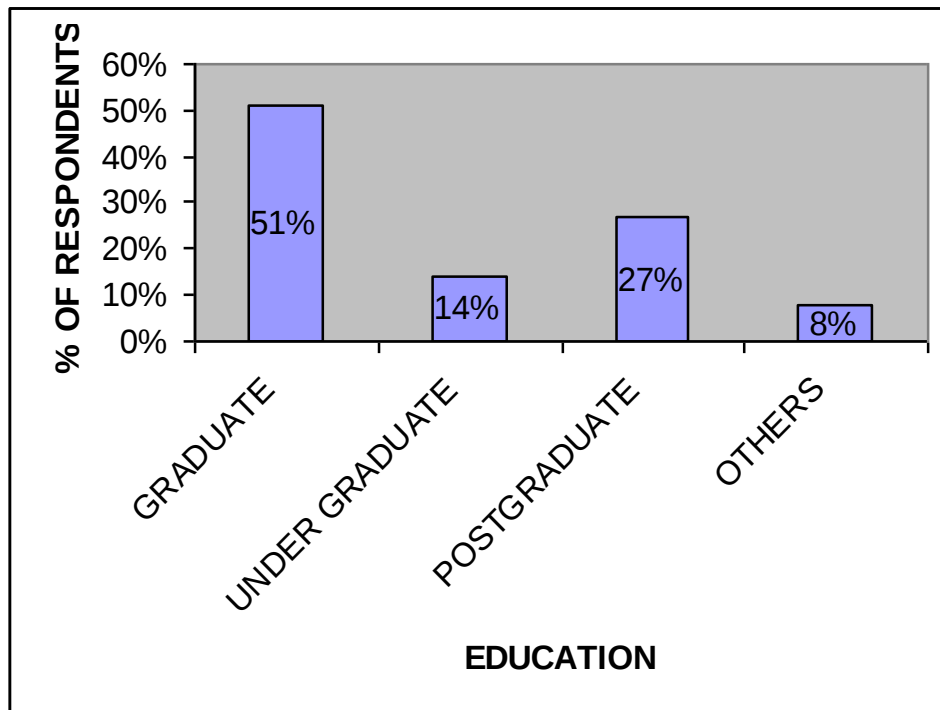


Table 4: Showing the Profession of the Respondents

PROFESSION OF RESPONDENTS	
BUSINESS	27%
GOVERNMENT EMPLOYEE	5%
PRIVATE EMPLOYEE	36%
PROFESSIONAL	11%
OTHERS	21%
TOTAL	100%

Analysis

It is found that 36% of the Respondent's Population taken for the study was Private Employee. While other Respondents share the Remaining in which Business formulates the majority.

Interpretation

From the above table it is found that 36% of the respondents were private employee .followed by 27% of the respondents were business and 21% respondents other.11% and 5% of the Respondents are professional's government employee.

PROFESSION OF RESPONDENTS

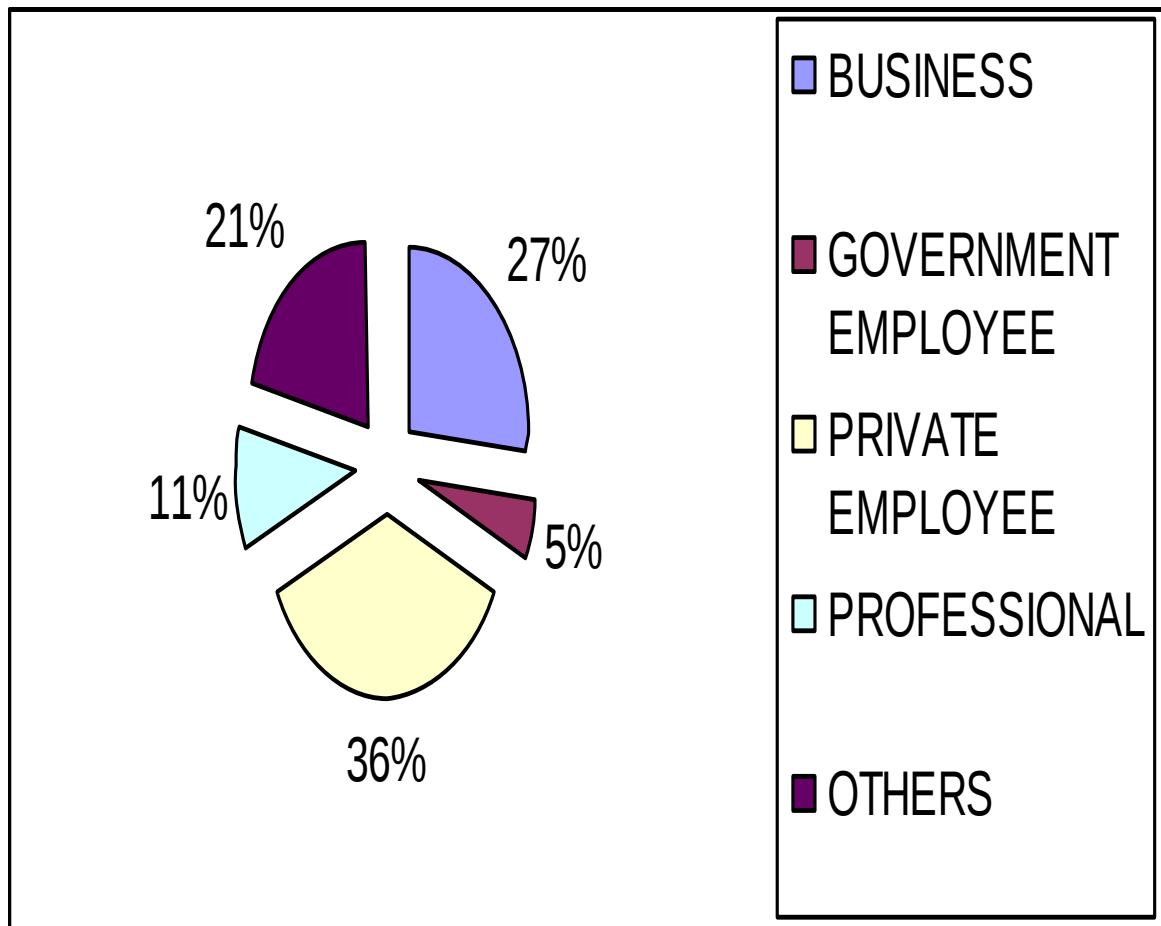


Table 5: Showing the Income of the Respondents

INCOM OF THE RESPONDENTS	
BELOW10000	7%
10000-20000	37%
20000-50000	41%
ABOVE50000	15%
TOTAL	100%

Analysis

It is found that 41% of the respondent's population taken for the study belongs to the income Group of 20000-50000. While other respondents share the remaining in which Income group Of 10000-20000 which formulate the majority.

Interpretation

From the above table it is found that 41% of the respondents belong to the Income group of 20000-50000. Followed by 37% of the respondents belong to income group of 10000-20000 and 15% respondents above 5000.7% of the respondents belong to the income group of below10000.

INCOME OF THE RESPONDENTS

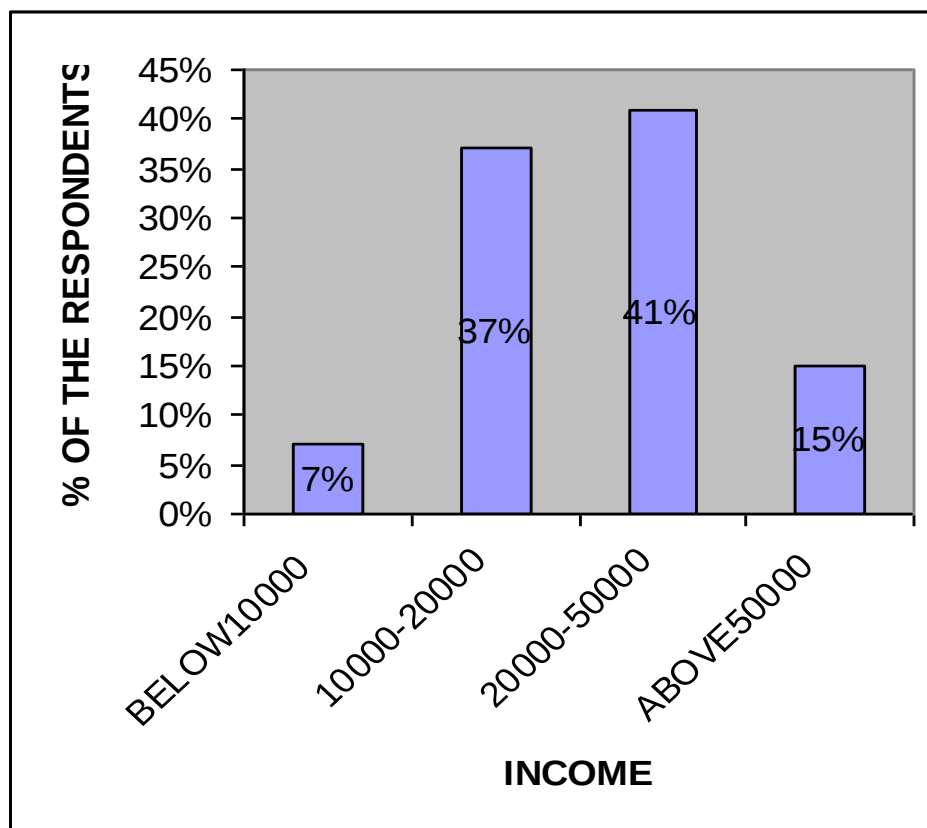


Table 6: Showing the Car Brands owned by the respondents

CAR BRANDS OWNED BY THE RESPONDENTS	
MARUTI SUZUKI	60%
HYUNDAI	12%
HONDACITY	8%
TOYOTA	15%
OTHERS	5%
TOTAL	100%

Analysis

It is found that 60% of the Respondents population taken for the study was using Maruti Suzuki Cars. While other respondents share the remaining brand cars of which Toyota Formulates the majority.

Interpretation

From the above table it is found that 60% of the respondents use Maruti Suzuki cars .Followed by 15% of the respondents use Toyota and 12% respondents Hyundai. The remaining 8% and 5% respondents use Honda city and other brands.

CAR BRANDS OWNED BY THE RESPONDENTS

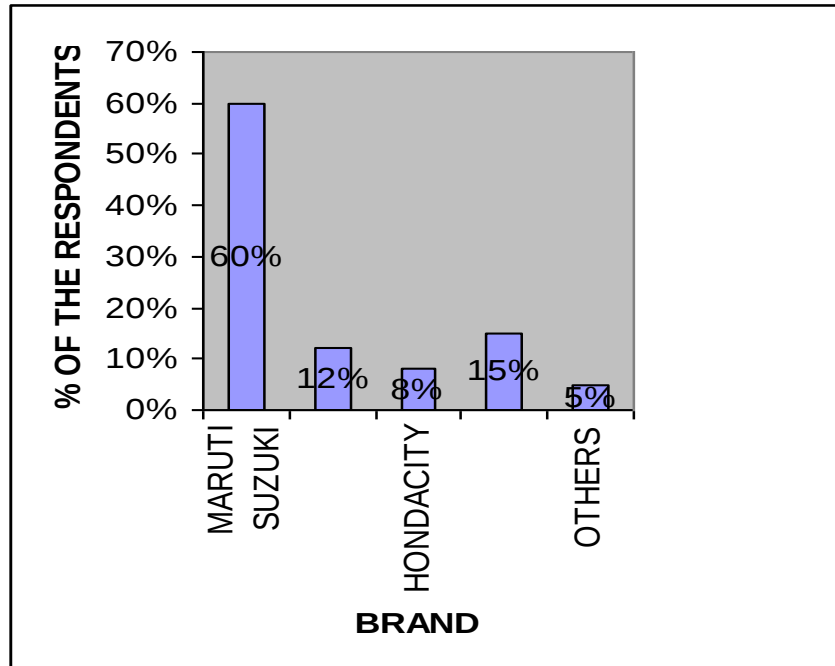


Table 7: Showing the Respondents what they look for in a car

LOOK FOR IN CAR BY RESPONDENTS	
COMFORT	24%
STYLISH	40%
MORESPACE	10%
BETTER MILEAGE	22%
OTHERS	4%
TOTAL	100%

Analysis

It is found that 40% of the respondent's populations taken for the study look for stylish in car.

While other respondents share the remaining under which comfort formulates the majority.

Interpretation

From the above table it is found that 40% of the respondents look for stylish in a car. Followed by 24% of the respondents look for comfort and 22% respondents for better mileage. 10% and 40% of the respondents look for more space and other

LOOK FOR IN A CAR

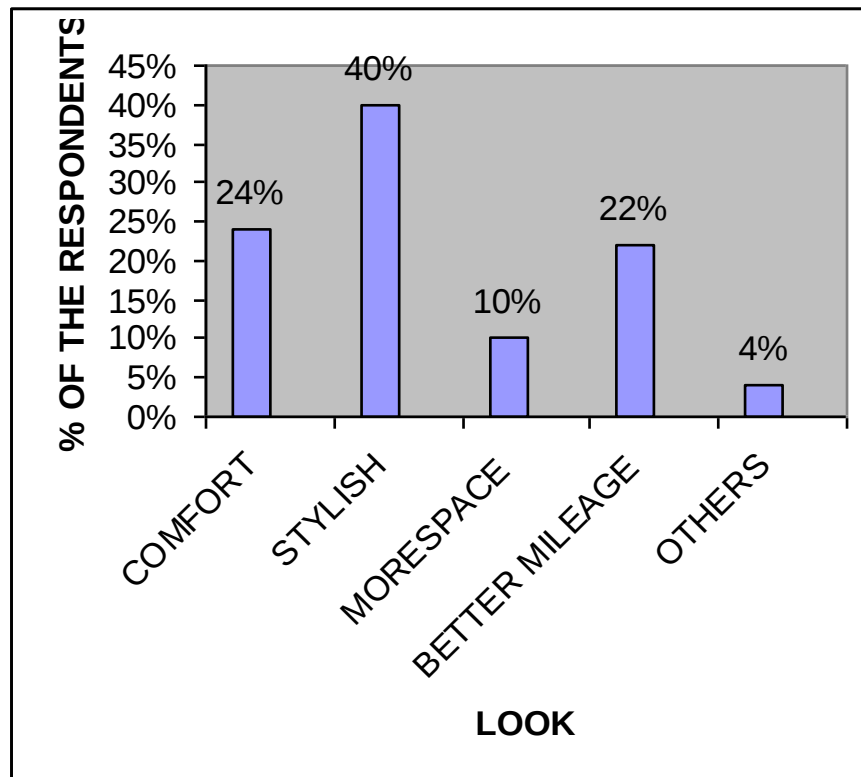


Table 8: Showing the Maruti Suzuki Car models majority of them use.

RESPONDENTS MAJORITY OF MARUTI SUZUKI CAR MODELS USED	
MARUTI800	23%
OMNI	15%
ALTO	12%
WAGON R	7%
ZEN	13%
SWIFT	8%
ESTEEM	10%
BALENO	5%
GRAND VITARA	2%
VERSA	5%
TOTAL	100%

Analysis

It is found that 23% of the respondent's populations taken for the study are using Maruti 800. While other respondents share the remaining under which omni formulates the majority.

Interpretation

From the above table it is found that 23% of the respondents are using Maruti 800 cars. The remaining 15%,13%,12%,10%,8%,7%,5%,5%&2% of the respondents are using Omni , Zen , Alto , Esteem ,Swift, WagonR , Baleno , Versa , Grand Vitara.

AMONG THE RESPONDENTS, MEJORITY OF MARUTHI SUZUKI
CAR MODELS USED

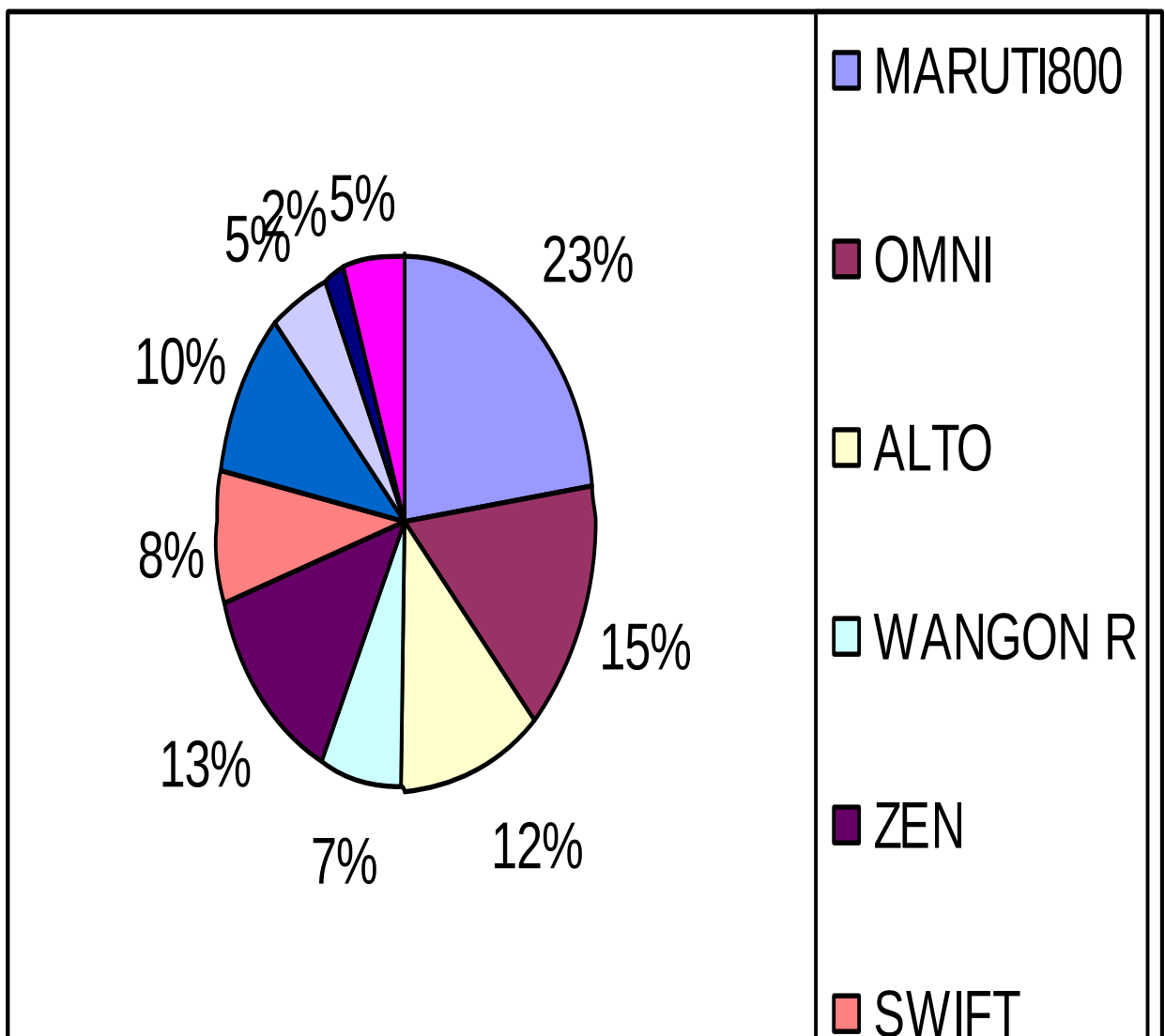


Table 9: Showing the Source of information

SOURCE OF INFORMATION	
RELATIVES&FRIENDS	26%
MAGAZINES	19%
TELEVISION	35%
NEWSPAPERS	14%
OTHERS	6%
TOTAL	100%

Analysis

It is found that 355 of the Respondents population taken for the study got the information from Television. While other respondents share the remaining under which relatives& Friends formulate the majority.

Interpretation

From the above table it is found that 35% of the respondents got the information from the Television. Followed by 26% of the respondents through relatives and friends and 19% of the respondents through magazines. 14% and 6% of the respondent's through news Papers and others

SOURCES OF INFORMATION

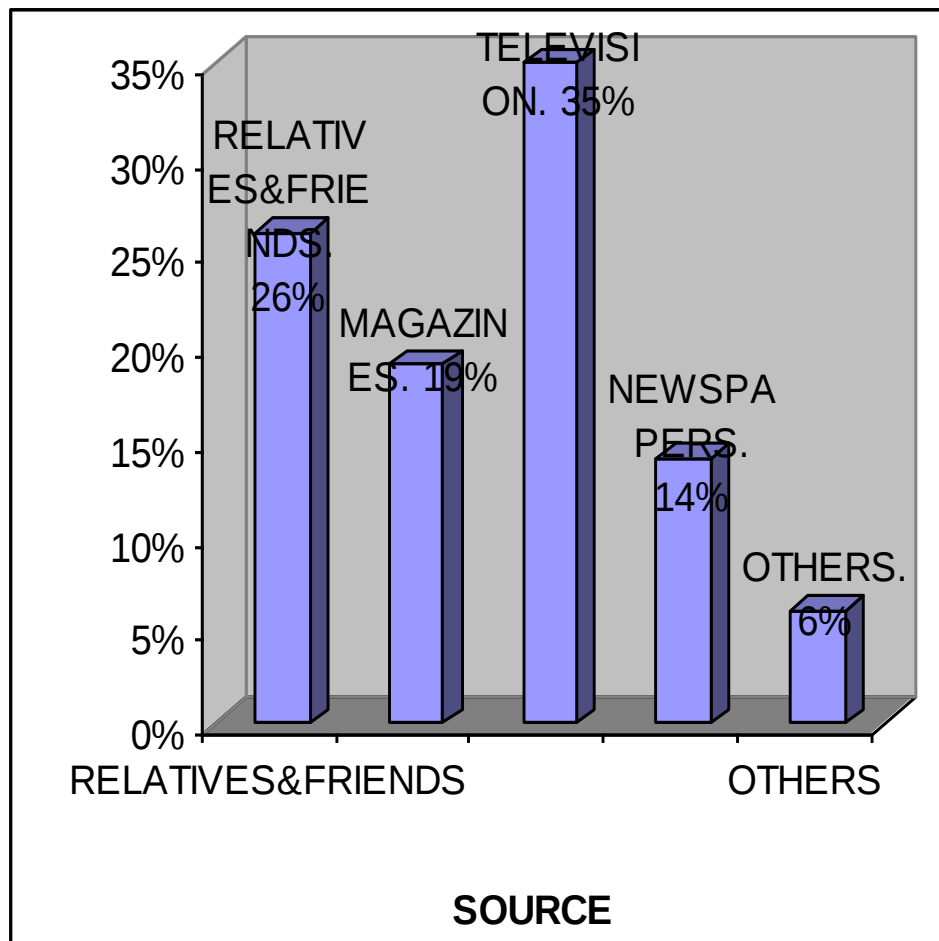


Table 10: Showing the Purchase basis of the respondents to buy car

BASIS OF PURCHASE	
CASH PURCHASE	18%
CASH DOWN	15%
FINANCE	46%
COMPANYTERMES	14%
OTHERS	4%
TOTAL	100%

Analysis

It is found that 42% of the Respondents Population taken for the study wishes to buy the car through Finance. While other Respondents share the remaining under which cash Purchase formulates the majority.

Interpretation

From the above table it is found that 42% of the respondents wish to buy the car through Finance. Followed by 18% of the respondents through Cash Purchase and 15% of the Respondents through Cash Down. 14% and 4% of the respondents wish to buy through Company Terms and Others.

BASIS FOR PURCHASE OF CAR

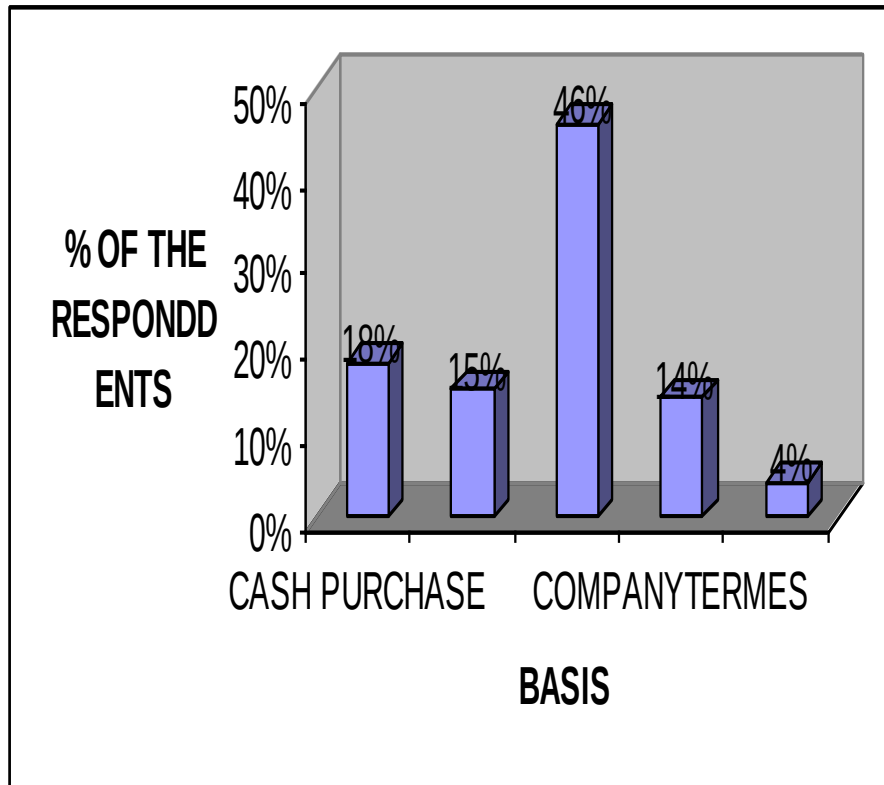


Table11: Showing the Reasons for buying Maruti Suzuki Cars.

REASONS FOR BUYING MARUTI SUZUKI CARS	
QUALITY	17%
BRAND	23%
MODEL	13%
PRICE	40%
OTHERS	7%
TOTAL	100%

Analysis

It is found that 40% of the Respondents Population taken for the study Preferred to buy Maruti Suzuki Cars Due to Price Factor. While other respondents share the remaining under which brand factor formulates the majority .

Interpretation

From the above table it is found that 40% of the respondents Preferred to buy Maruti Suzuki Car Due to Price factor. Followed by 23% of the respondents due to Brand factor and 17% of the respondents for Quality.13% and7% of the respondents preferred due to Model and others.

REASONS FOR BUYING MARUTI SUZUKI CARS

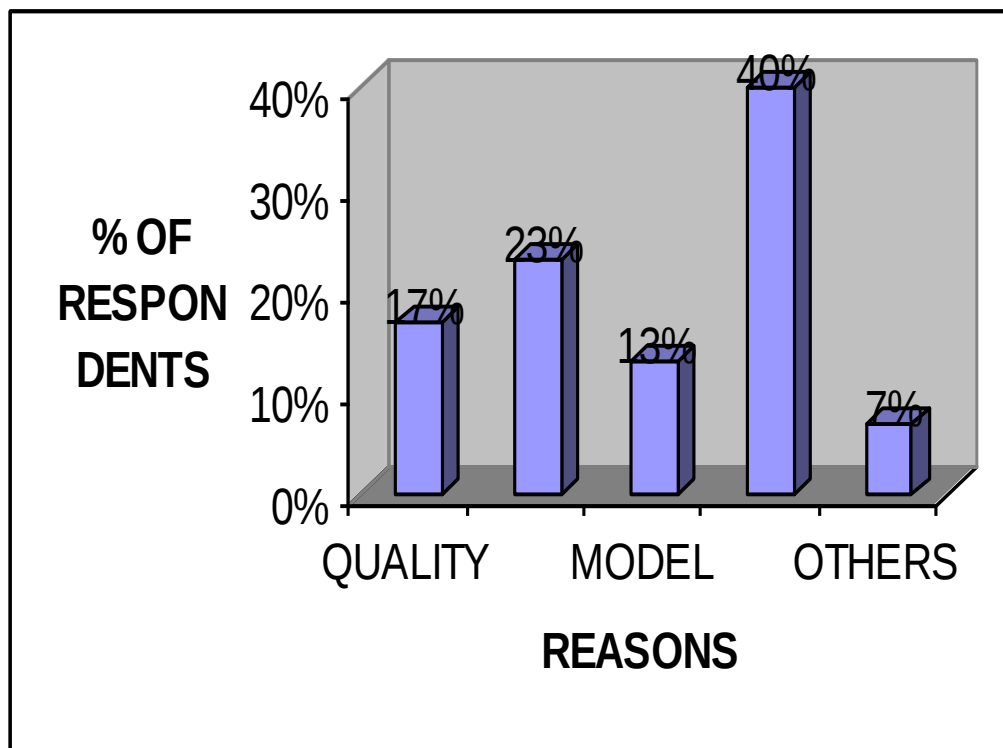


Table 12: Showing the Level of Expectation Met by the Maruti Suzuki cars

LEVEL OF EXPECTATION MET BY THE MARUTI SUZUKI CARS	
EXCELLENT	20%
GOOD	53%
SATISFIED	23%
UNSATISFIED	4%
TOTAL	100%

Analysis

It is found that 53% of the Respondents population taken for the study is of the opinion That the level of expectation met by the Maruti Suzuki car is good. While other respondents share the remaining under which satisfied formulates the majority.

Interpretation

From the above table it is found that 53% of the respondents opinion about level of Expectation is good. Followed by 23% of the respondents opinion is satisfied and 23% of The respondents opinion is satisfied and 20% respondents Excellent. 4% of the respondents Opinion are Unsatisfied

EXPECTATION MET BY THE MARUTI SUZUKI CARS

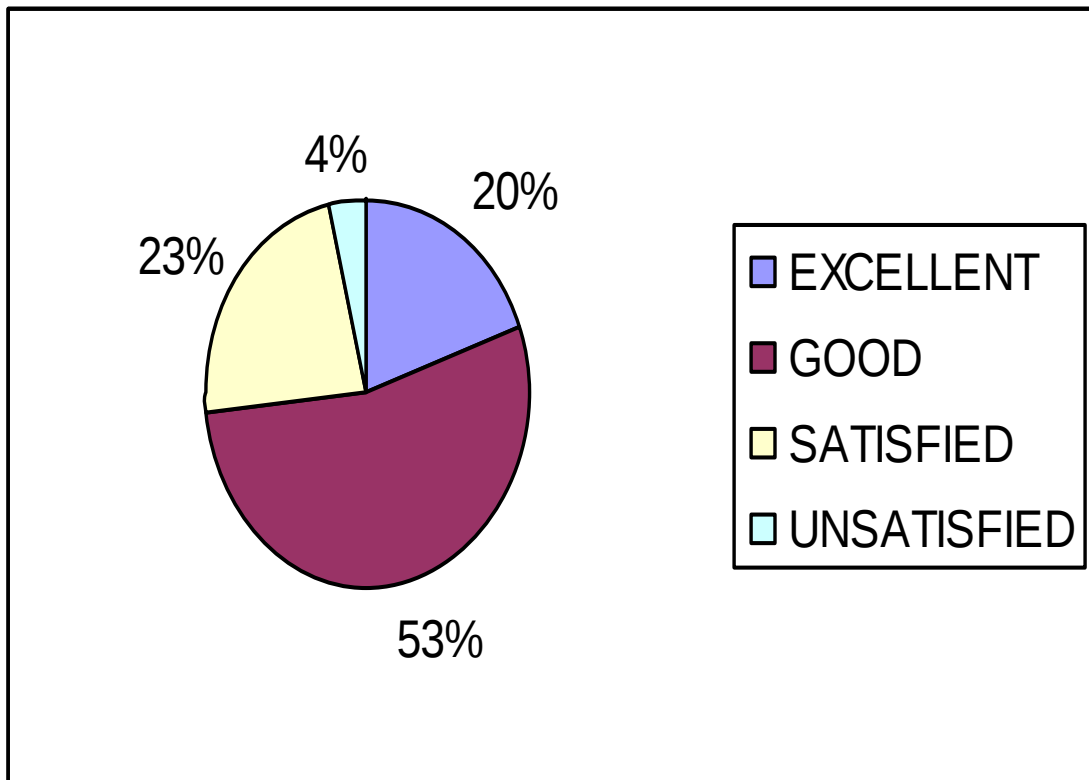


Table 13: Showing the respondents satisfaction on maruti Suzuki cars

OPINION OF RESPONDENTS SATISFACTION ON MARUTI SUZUKI CARS	
SATISFIED	90%
UNSATISFIED	10%
TOTAL	100%

Analysis

It is found that 90% of the respondents population taken for the study are satisfied with the Maruti Suzuki car. While other respondent share the remaining under which unsatisfied formulates the majority.

Interpretation

From the above table it is found that 90% of the respondents are satisfied. The remaining 10% of the respondents are unsatisfied.

OPINION OF SATISFACTION ON MARUTI SUZUKI CARS

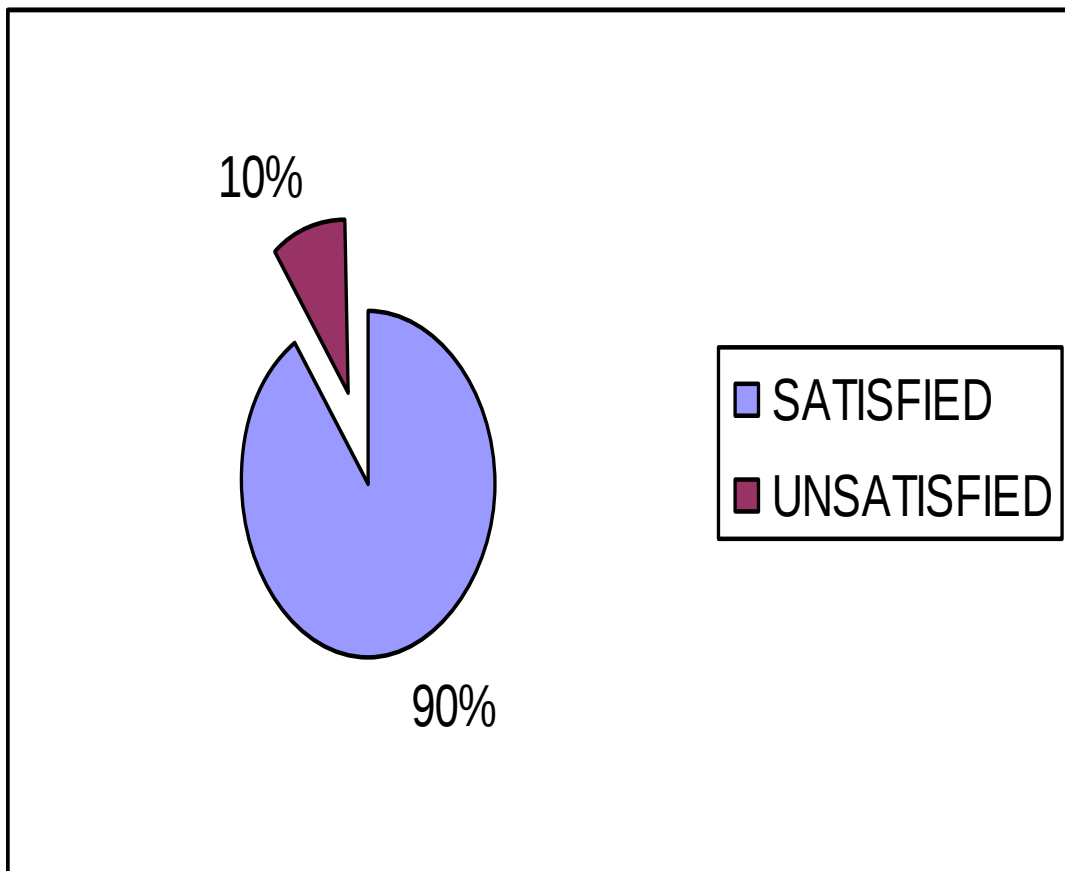


Table 14: Showing the Respondents opinion about pricing of maruti Suzuki cars

OPINION ABOUT PRICING OF MARUTI SUZUKI CARS	
AFFORDABLE PRICE	71%
EXPENSIVE	29%
TOTAL	100%

Analysis

It is found that 71% of the respondent population taken for the study found that the price charged is affordable price. While other respondent share the remaining who think it is expensive formulates the majority.

Interpretation

From the above table it is found that 71% of the respondent opinion about price is affordable price. The remaining 29% of the respondent opinion is expensive.

OPINION ON PRICING OF MARUTI SUZUKI CARS

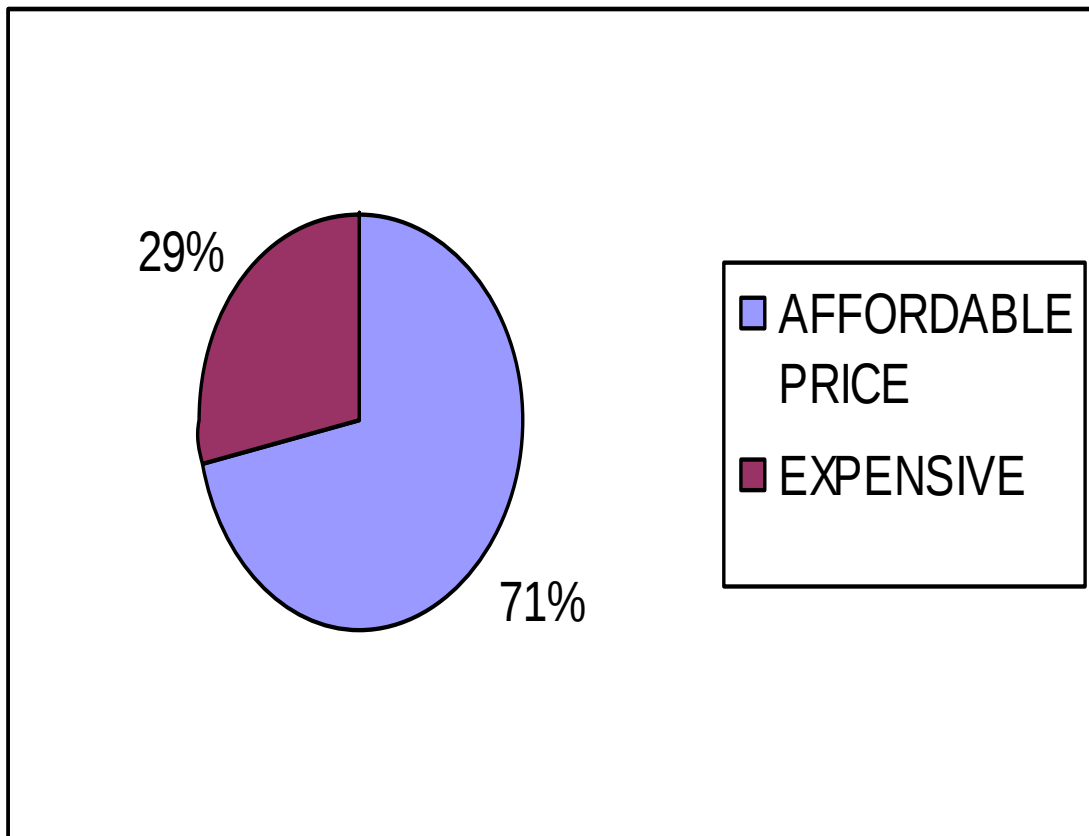


Table 15: Showing the respondents Opinion about styling of maruti Suzuki cars

OPINION ABOUT STYLING OF MARUTI SUZUKI CARS	
EXCELLENT	20%
GOOD	62%
SATISFIED	8%
UNSATISFIED	10%
TOTAL	100%

Analysis

It is found that 62% of the respondent population taken for the study is of the opinion that the styling is good. While other respondent share the remaining under which excellent formulates the majority.

Interpretation

From the above table it is found that 62% of the respondents opinion about styling is good. Followed by 20% of the respondents opinion is excellent and 10% respondents unsatisfied. 8% of the respondents opinion are satisfied.

OPINION ON STYLING OF MARUTI SUZUKI CARS

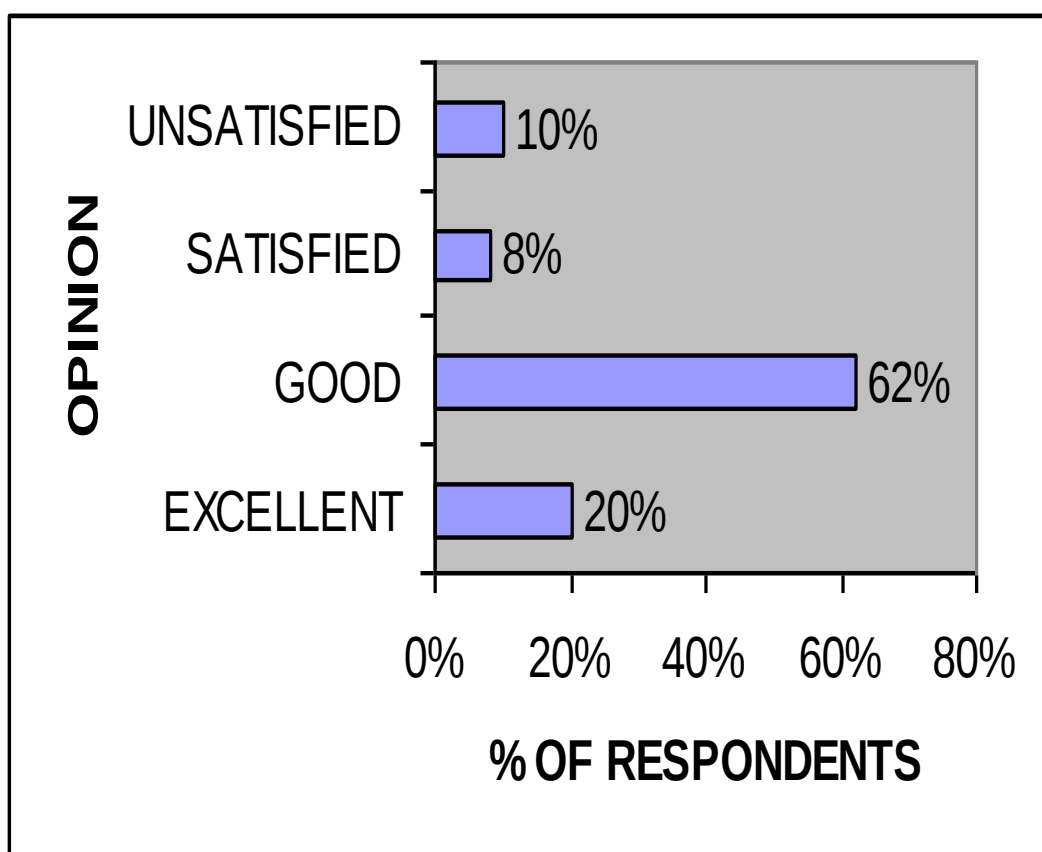


Table 16: Showing the respondents Opinion about sales service of maruti Suzuki cars

OPINION ABOUT SALES SERVICE	
EXCELLENT	58%
GOOD	27%
SATISFIED	15%
UNSATISFIED	0%
TOTAL	100%

Analysis

It is found that 58% of the respondent population taken for the study is of the opinion that the sales service is excellent. While other respondents share the remaining under which opinion good formulates the majority.

Interpretation

From the above table it is found that 58% of the respondents opinion about sales service is excellent. Followed by 27% of the respondents opinion is good and 15% respondents satisfied. 0% of the respondents opinion are unsatisfied.

OPINION ON SALES SERVICE OF MARUTHI SUZUKI CARS

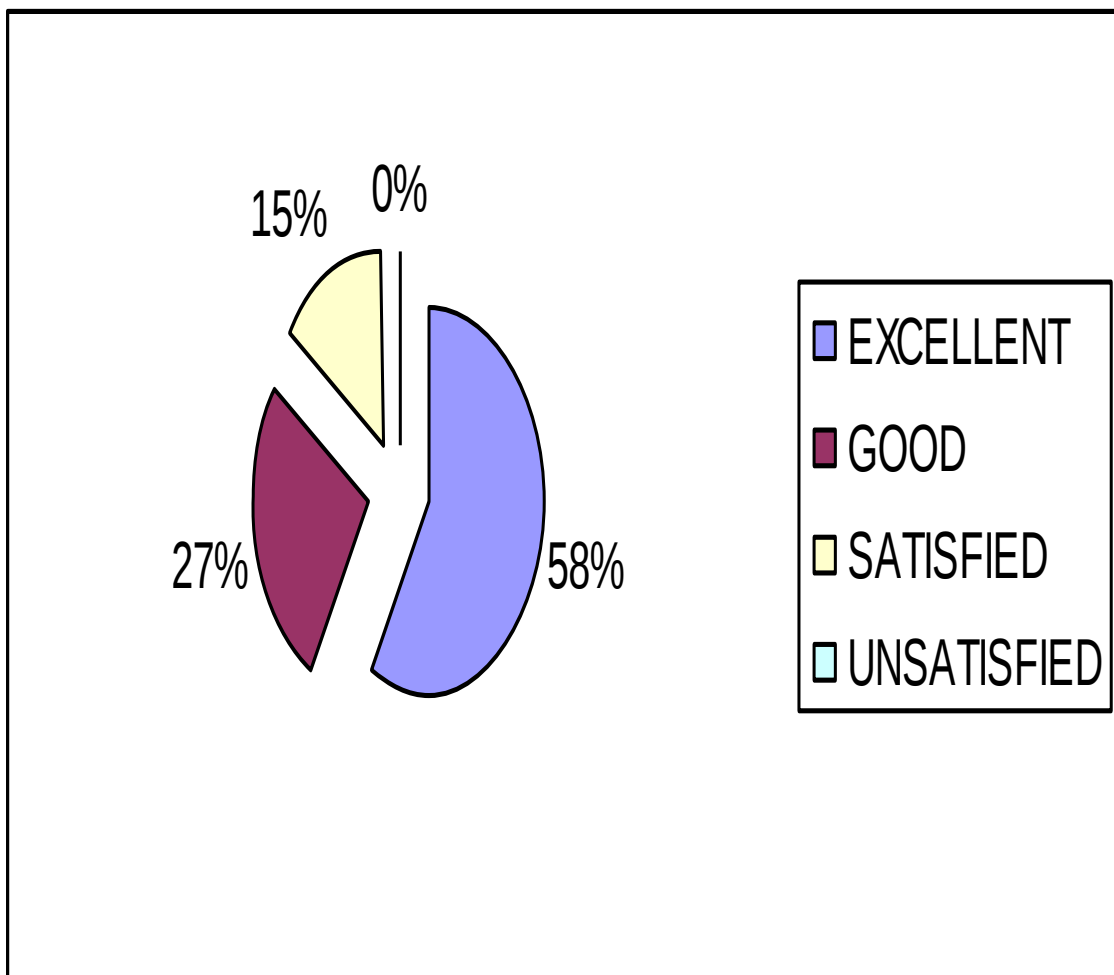


Table 17: Showing the respondents Opinion about sales service Center of maruti Suzuki Cars

OPINION ABOUT SERVICE CENTER	
EXCELLENT	20%
GOOD	40%
SATISFIED	30%
UNSATISFIED	10%
TOTAL	100%

Analysis

It is found that 40% of the respondents population taken for the study is of the opinion that the service centre is good. While other respondents share the remaining under which opinion satisfied formulates the majority.

Interpretation

From the above table it is found that 40% of the respondents opinion about service centre is good. Followed by 30% of the respondent opinion is satisfied and 20% respondent excellent. 10% of the respondents opinion are unsatisfied.

OPINION ON SERVICE CENTRES OF MARUTHI SUZUKI CARS

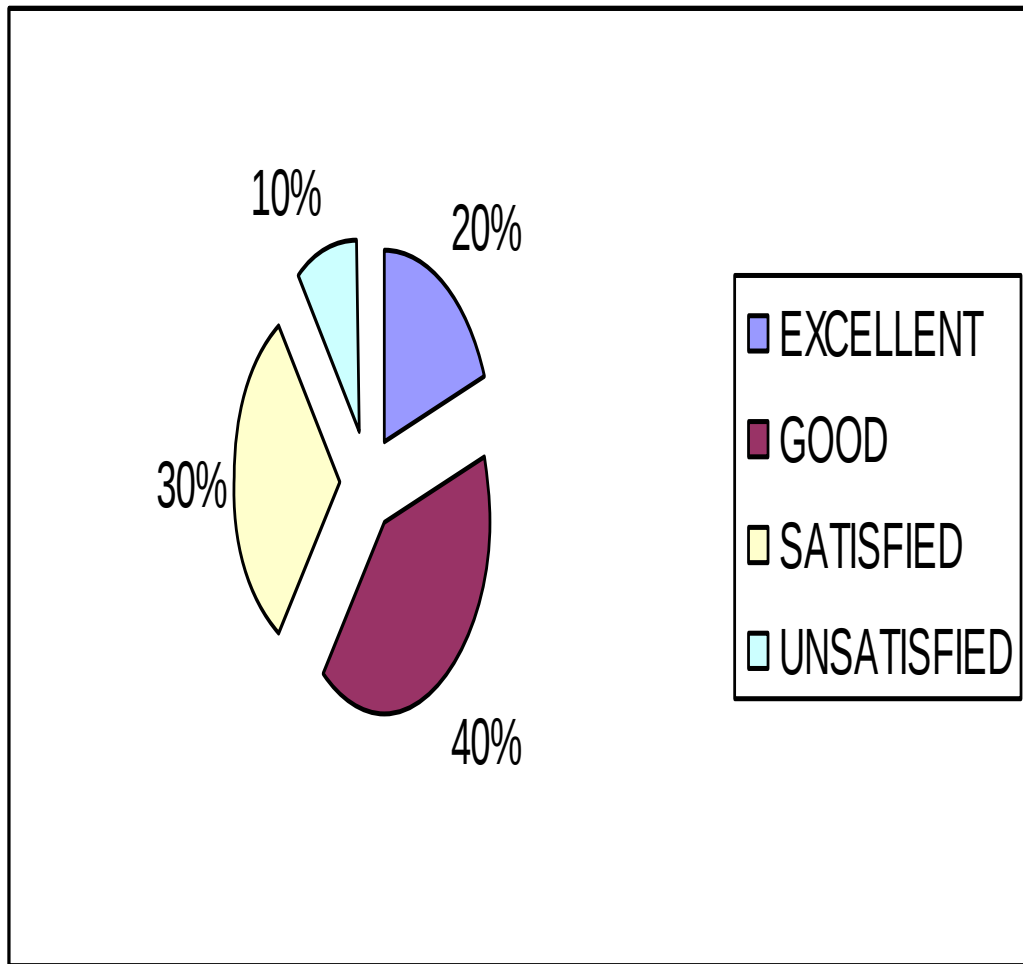


Table 18: Showing the respondents Opinion about Cost of Ownership of maruti Suzuki Cars

OPINION ABOUT COST OF OWNERSHIP ON MARUTI SUZUKI CARS	
EXCELLENT	53%
GOOD	40%
SATISFIED	5%
UNSATISFIED	2%
TOTAL	100%

Analysis

It is found that 53% of the respondent population taken for the study is of the opinion that the cost of ownership is good. While other respondents share the remaining under which opinion good formulates the majority.

Interpretation

From the above table it is found that 53% of the respondent opinion about cost of ownership is good. Followed by 40% of the respondents opinion is good and 5% respondents satisfied. 2% of the respondent opinion are unsatisfied.

OPINION ON COST OF OWNERSHIP ON MARUTI SUZUKI CARS

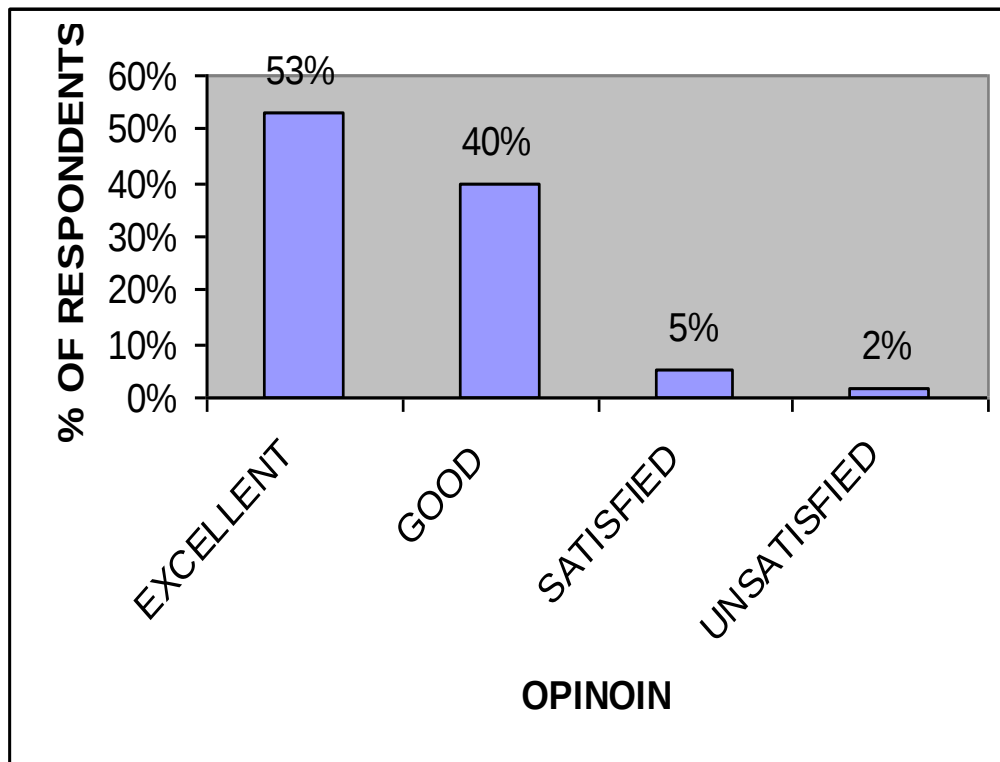


Table 19: Showing the respondents Opinion about Mileage of maruti Suzuki Cars

OPINION ABOUT MILEAGE OF MARUTI SUZUKI CARS	
EXCELLENT	20%
GOOD	50%
SATISFIED	26%
UNSATISFIED	4%
TOTAL	100%

Analysis

It is found that 50% of the respondent population taken for the study is of the opinion that the mileage is good. While other respondent share the remaining under which satisfied formulates the majority.

Interpretation

From the above table it is found that 50% of the respondents opinion about mileage is good. Followed by 26% of the respondents opinion is satisfied and 20% of the respondent excellent. 4% of the respondents opinion are unsatisfied.

OPINION ON MILEAGE OF MARUTI SUZUKI CARS

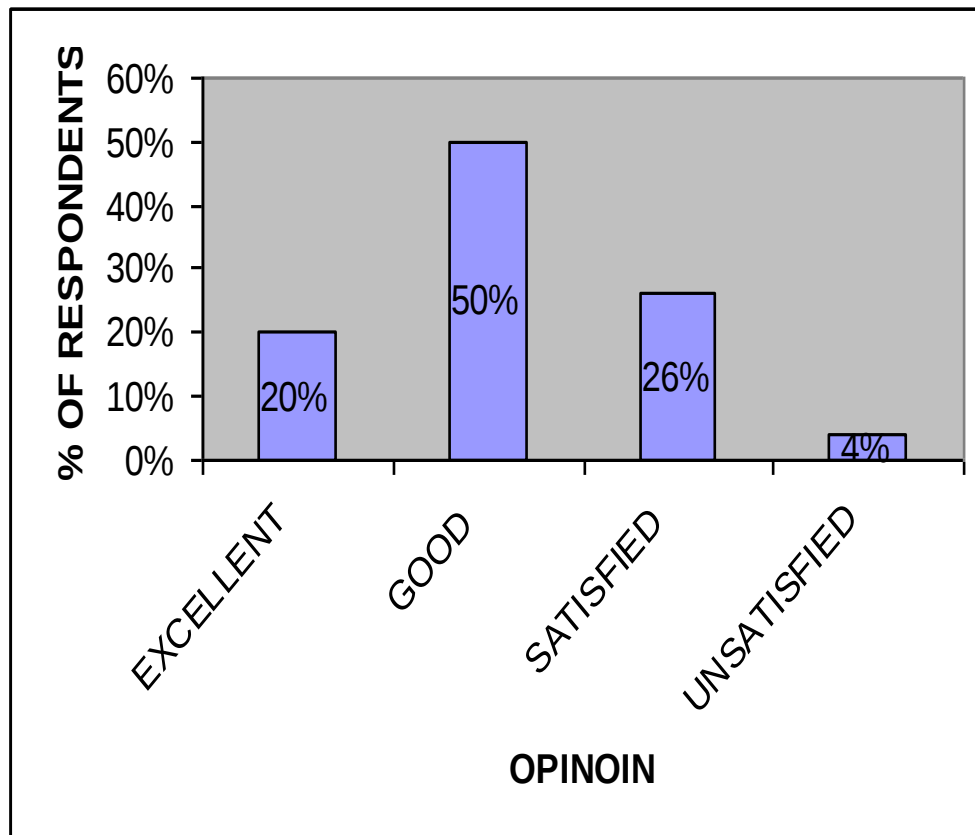


Table 20: Showing the Respondents Opinion about Maintenance of maruti Suzuki Cars

OPINION ABOUT MAINTENANCE OF MARUTI SUZUKI CARS	
AFFORDABLE	65%
EXPENSIVE	35%
TOTAL	100%

Analysis

It is found that 65% of the respondents population taken for the study found that the maintenance charge is affordable. While other respondent share the remaining who think it is expensive formulates the majority.

Interpretation

From the above table it is found that 65% of the respondents opinion about price is affordable. The remaining 35% of the respondents opinion is expensive.

OPINION ON MAINTENANCE OF MARUTI SUZUKI CARS

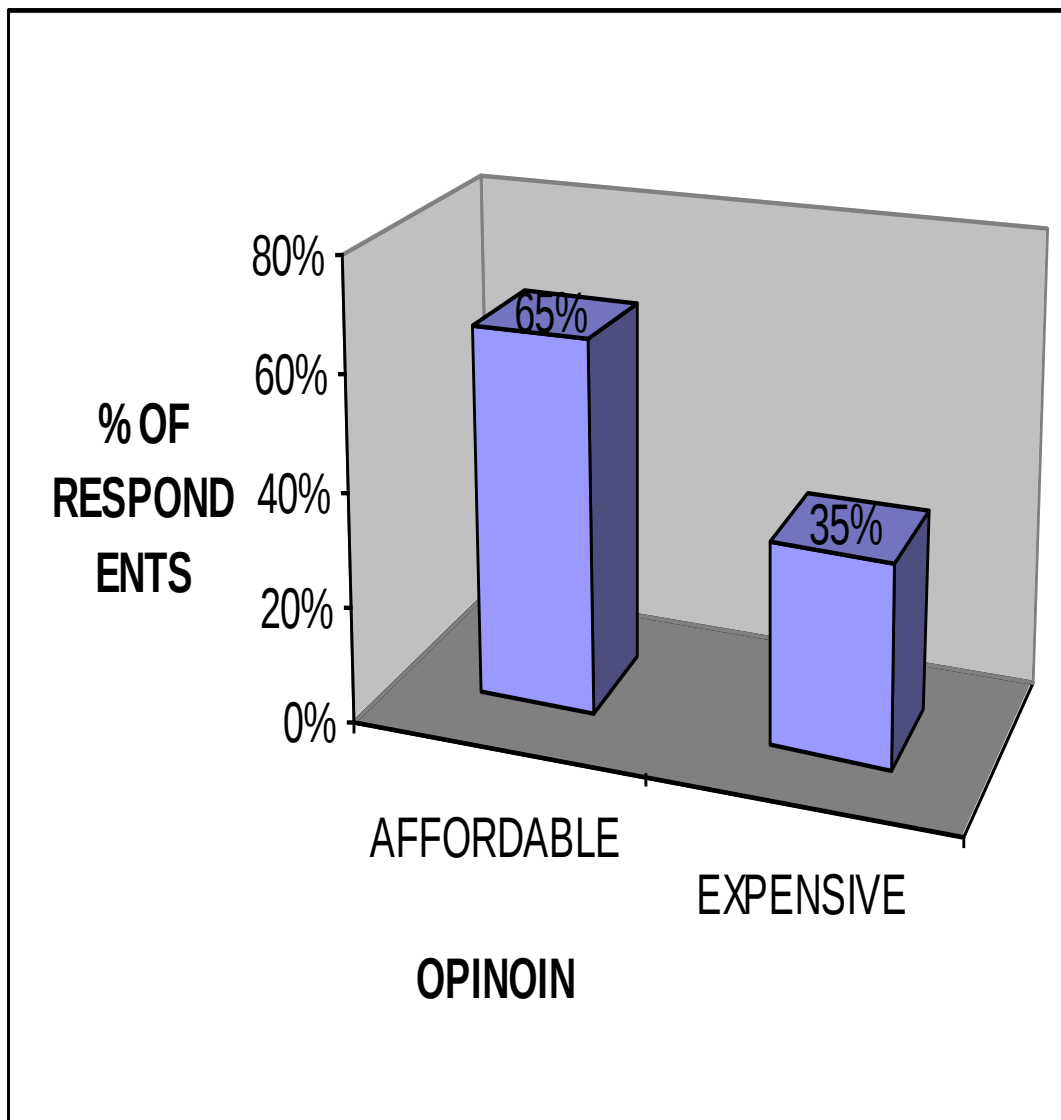


Table 21: Showing the Respondents Opinion about Availability of spare parts of maruti Suzuki cars

OPINION ABOUT AVAILABILITY OF SPARE PARTS OF MARUTI SUZUKI CARS	
EXCELLENT	20%
GOOD	50%
SATISFIED	22%
UNSATISFIED	8%
TOTAL	100%

Analysis

It is found that 50% of the respondents population taken for the study is of the opinion that the availability of spare part is good. While other respondent share the remaining under which satisfied formulates the majority.

Interpretation

From the above table it is found that 50% of the respondents opinion about availability of spare part is good. Followed by 22% of the respondents opinion is satisfied and 20% respondent good. 8% of the respondent opinion are unsatisfied.

OPINION ON AVAILABILITY OF SPARE PARTS OF MARUTI
SUZUKI CARS

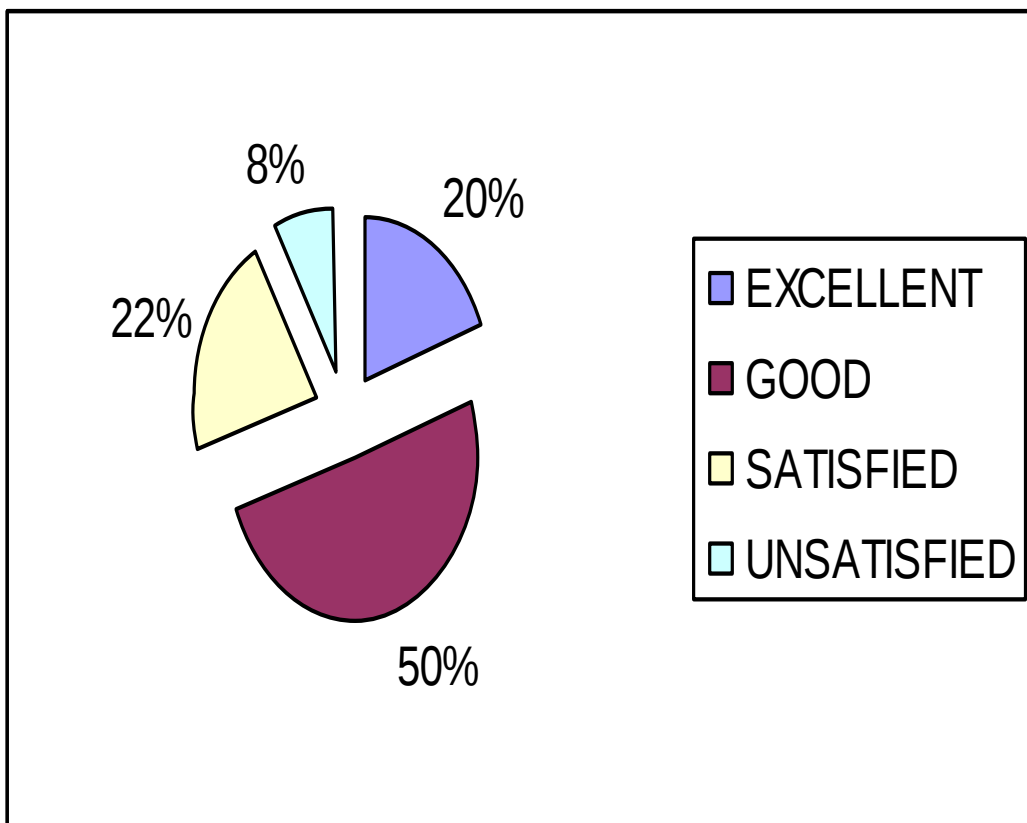


Table 22: Showing the Respondents Opinion period of Time using Maruti Suzuki cars

PERIOD OF TIME THE RESPONDENTS USING MARUTI SUZUKI CARS	
2YEARS	20%
5YEARS	45%
8YEARS	25%
10YEARS	10%
MORE THAN 10YEARS	0%
TOTAL	100%

Analysis

It is found that 45% of the respondents population taken for the study where using cars from 5 years. While other respondents share the remaining under which from 8 years period of time formulates the majority.

Interpretation

From the above table it is found that 45% of the respondents where using Maruti cars from 5 years. Followed by 25% of the respondents where using from 8 years and 20% respondents from 2 years. The remaining 10% of the respondents use Maruti Suzuki cars from 10 years.

PERIOD OF USING MARUTI SUZUKI CARS

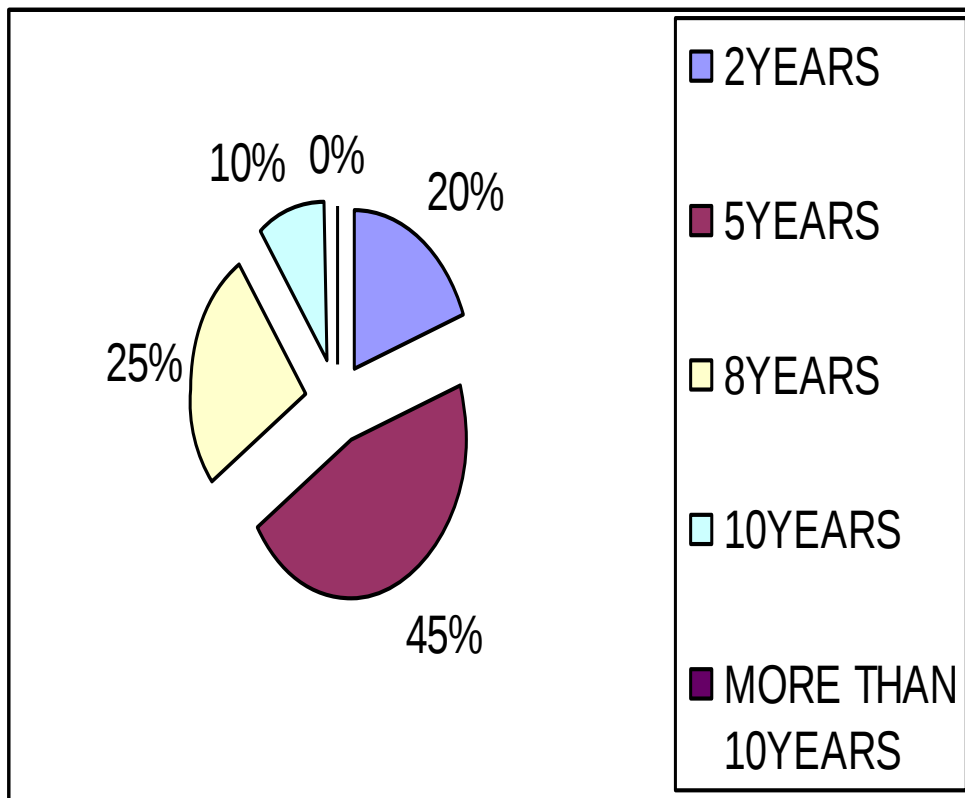


Table 23: Showing the Future Purchase Planning of Maruti Suzuki cars

FUTURE PURCHASE PLANNING	
PLANNING	33%
NOTPLANNING	67%
TOTAL	100%

Analysis

It is found that 67% of the respondents population taken for the study are not planning to buy Maruti Suzuki cars. While other respondents share the remaining are planning to buy Maruti Suzuki car which formulates the majority.

Interpretation

From the above table it is found that 67% of the respondents are not planning to buy Maruti Suzuki car. The remaining 33% of the respondents are planning to buy Maruti Suzuki car.

FUTURE PURCHASE PLANNING OF MARUTI SUZUKI

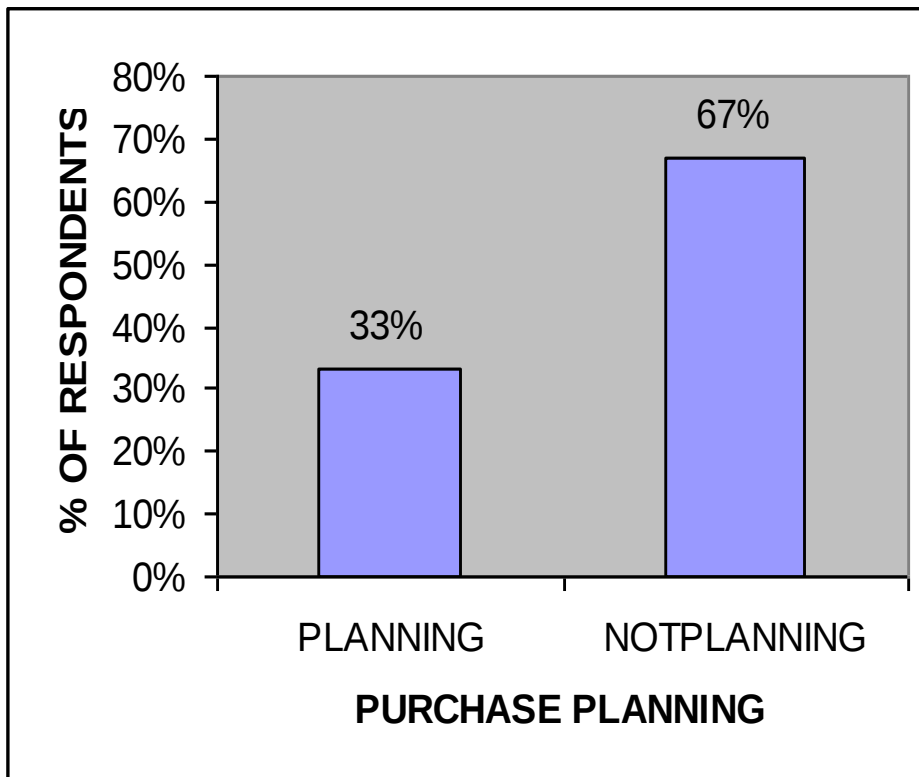


Table24: Showing the Future Purchase Pattern of Respondents in Maruti Suzuki cars

FUTURE PURCHASE PATTERN OF RESPONDENTS IN MARUTI SUZUKI CAR MODELS	
MARUTI800	20%
OMNI	10%
ALTO	15%
WANGON R	7%
ZEN	5%
SWIFT	25%
ESTEEM	10%
BALENO	1%
GRAND VITARA	3%
VERSA	4%
TOTAL	100%

Analysis

It is found that 25% of the respondents population taken for the study are willing to buy swift model. While other respondents share the remaining under which Maruti 800 formulates the majority.

Interpretation

From the above table it is found that 25% of the respondents are willing to buy swift model as their future purchase plan. The remaining 20%, 15%, 10%, 10%, 7%, 5%, 4%, 3%, 1% of the respondents are using Maruti 800, Alto, Omni, Esteem, WagonR, Zen, Versa, Grand vitara, Baleno.

**FUTURE PURCHASE PATTERN OF MARUTI SUZUKI CAR
MODELS**

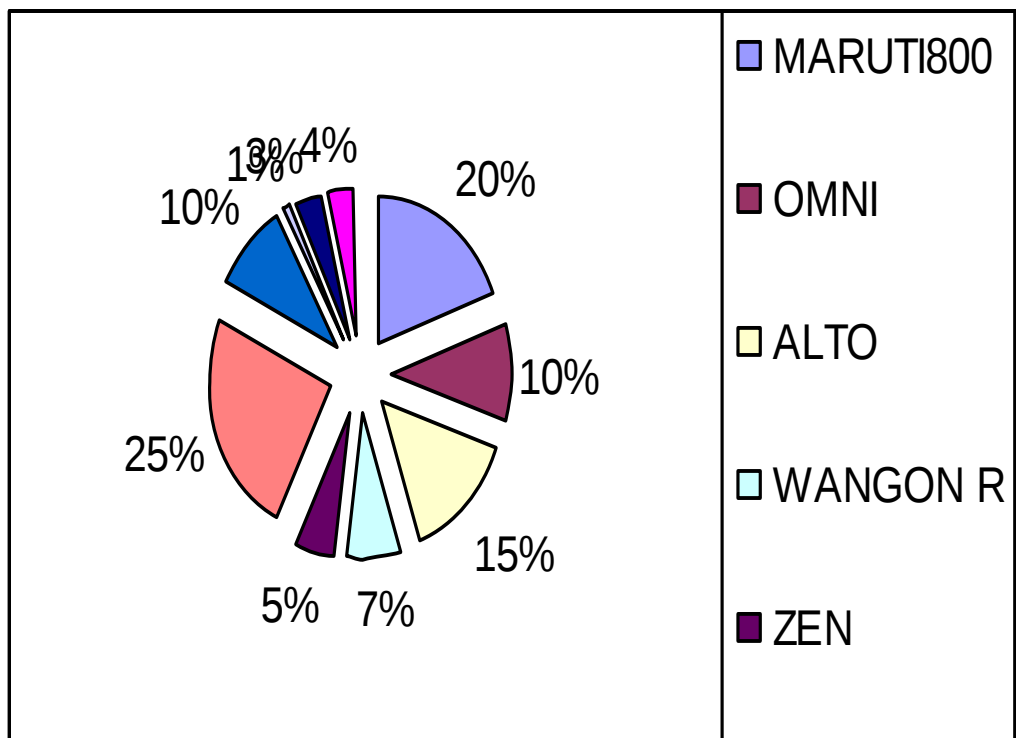


Table 25: Showing the Over all perception of the Respondents on Maruti Suzuki cars

PERCEPTION OF RESPONDENTS ON MARUTI SUZUKI	
ECONOMIC FACTOR	55%
MODEL	20%
MILEAGE	15%
OTHERS	10%
TOTAL	100%

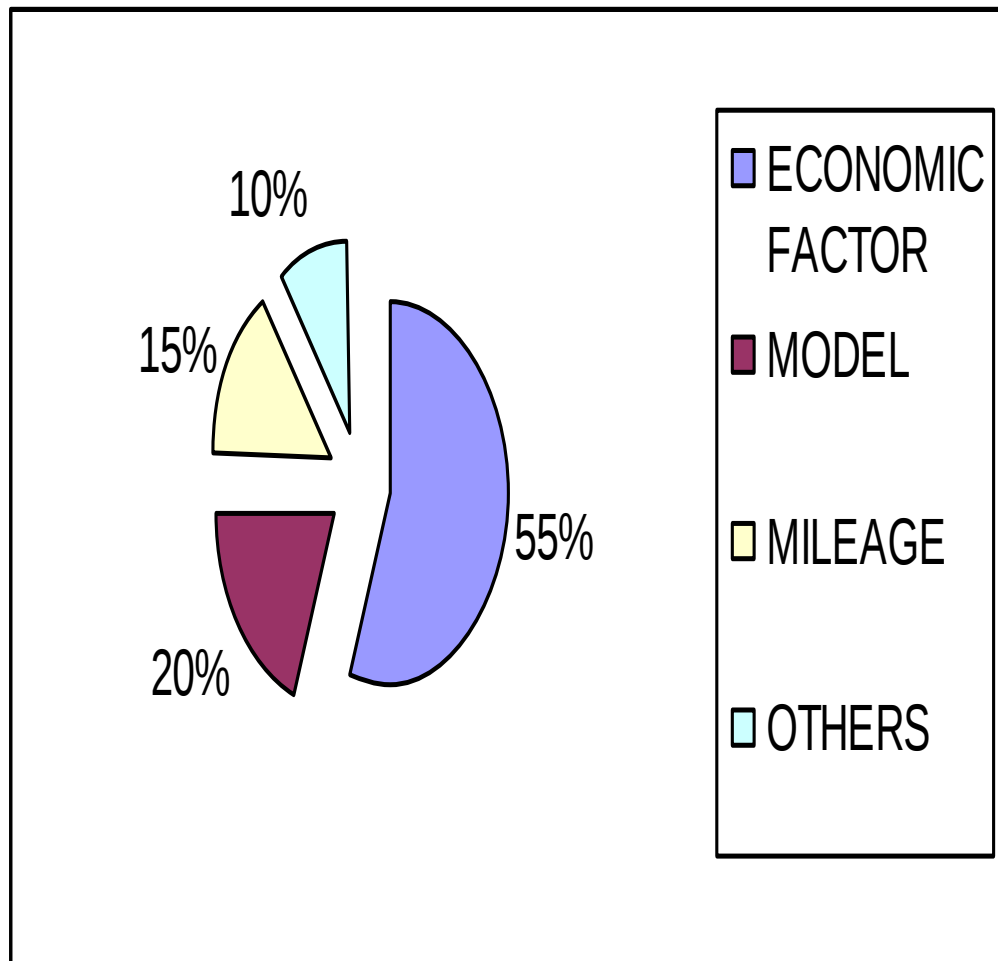
Analysis

It is found that 55% of the respondent population taken for the study is under the perception that the economic factor of the Maruti Suzuki cars is good. While other respondents share the remaining under which model formulates the majority.

Interpretation

From the above table it is found that 55% of the respondents perception is that the Maruti Suzuki cars as good economic factor. Followed by 20% of the respondents perception is model and 15% respondents mileage. 10% of the respondent perception is other factors.

PERCEPTION OF RESPONDENTS ON MARUTI SUZUKI



FINDINGS

The study was related to consumer behaviour and views towards cars in respect to **MARUTI SUZUKI**.

The Bangalore area was taken for survey where 50 respondents were interviewed with the help of questionnaire

The finding were as follows

- 1 Majority of the Maruti Suzuki car users are in the age group of between 25-35 years.
- 2 Most of the respondents were of age group between 25-35 years
- 3 Among 50 respondents, the majority of them were male respondents.
- 4 Graduates in respect of education are the dominators or majority in using Maruti Suzuki cars.
- 5 In 50 samples, mostly private employee persons are using the Maruti Suzuki cars, as
- 6 They found this brand's cars are satisfying.
- 7 Maruti Suzuki cars is maximum opted by the income group between 20,000-50,000.
Of course, it is opted by persons also whose income is less than or more than this.
- 8 Out of 50 respondents, 60% are using Maruti Suzuki cars and other 40% are using some other brands cars.
- 9 Most of the respondents looks for better style in car.
- 10 They have a wide market share in the local market.
- 11 As Maruti 800 is common every where, majority of the respondents are using Maruti 800 car.

- 12** There are various source of information, but majority of the respondents came to know about this Maruti Suzuki car by television.
- 13** Out of 50 respondents, majority of them like to buy the car through finance and rest of them by cash purchase, cash down and company terms.
- 14** Numerous reasons determine the selection of the Maruti Suzuki cars.
- Out of which some are given below.
- Economic Factor.
 - Model.
 - Better mileage.
- 15** Among the expectations met, majority of the respondents felt that Maruti Suzuki cars are good.
- 16** Among 50 respondents, majority of them respondents were satisfied about Maruti Suzuki cars.
- 17** There are numerous reasons are buying Maruti cars. Some of the reasons are given below
- Quality.
 - Brand.
 - Model.
 - Price.
- 18** Majority of the respondents gave the opinion that the pricing of the Maruti Suzuki cars are moderate or affordable price.

- 19** Majority of the respondents feel that the styling of Maruti Suzuki cars are good.
- 20** Out of 50 respondents, majority of the respondents feel that the cost of ownership of
- 21** Maruti Suzuki cars is excellent.
- 22** Among 50 respondents, majority of them feel that the network or sale service of
Maruti Suzuki cars are excellent.
- 23** Among 50 respondents, majority of them feel that the service centers of Maruti
Suzuki cars are excellent.
- 24** Majority of the respondents feel that the mileages of the Maruti Suzuki cars are
good.
- 25** But the majority of the respondents purchased Maruti Suzuki cars for their price and
brand factor.
- 26** Majority of respondents are using the Maruti Suzuki cars since 5 years, without any
problem.
- 27** Among the respondents they feel that, the maintenance cost of the Maruti Suzuki
cars are affordable or reasonable.
- 28** Majority of the respondents perception about Maruti Suzuki cars are excellent i.e
they feel that the economic factor is good.
- 29** Among the respondents, many are planning to buy Maruti Swift as there future
purchase plan of cars.
- 30** Majority of the respondents feel that Maruti Suzuki cars equals international
standard

SUGGESTIONS

Through intense study and on the basis of suggestion taken from potential customers, following suggestion have not been forwarded by which the Maruti Suzuki company and its customers will be led in a brightest future:

The suggestions where as follows

1. Most of the customers feel that there should innovate new ideas and styles in their cost to maintain steady growth in future.
2. They should try to build up a better customer service.
3. They should come out with extra ordinary marketing packages to satisfy customer.
4. Customers and build loyalty towards its exclusive Maruti Suzuki cars.
5. Motivate the Maruti Suzuki workers to come out with their creative ideas to make future product more fruitful.
6. In the service showrooms there must be more people to take in charge of cars.
7. Suggestion are to have more advertisement in news paper, magazines etc. To create awareness among the customer about the new models and their innovate specifications in advance
8. Offer more benefits in quality, service, price, etc.
9. They should try to acquire more business from current, lapsed and new customers
10. They should build up a brand image among customers and buying officers.
11. Offer attractive prices, taking into consideration of market situations.
12. Develop a mutually productive relationship with business partners and customers.

13. They should ensure that the Maruti Suzuki cars are more customer friendly i.e easy to use.
14. Extend the product range by introducing new model of cars.
15. Give more prominence to R&D, in order to upgrade the knowledge base of the product range and develop new products within Maruti Suzuki capability, in order to meet market requirements and expectations as well as to ensure customer satisfaction.
16. They should try to secure more nomination business.
17. Organize more technical seminars educating about latest car models and latest technology adopted by the company.
18. More promotional activities to be undertaken to create awareness. It can be done by giving more advertisements in media.
19. Some customers also felt that there is no comfort & safety in some of car models of Maruti Suzuki cars.

CONCLUSIONS

After conducting the market research, based on the findings useful suggestions, I would like to give some conclusions would be lead this respective company and its customers for a bright future. They are as follows:

- The study reveals that there are nearly 11 models of cars. I.e. ,Maruti 800, Omni, Wagon R, Zen, Swift, Esteem, Baleno, Grand vitara, Versa. It is very satisfying to the customers to have the best choice of models among Maruti Suzuki cars.
- One of the guiding principles of Maruti Suzuki cars are “Athithi Devo Bhava” & “Count on us” is proved to be true
- It is seen from the feed back of the findings that the Maruti Suzuki cars brand is known for its model, stylish etc. has created good perception among consumers & in comparison with other brands in the market.
- Hence it is hereby concluded that Maruti Suzuki cars has full potential market in future & how it succeeds in capturing sale through the consumer perception can also be waited & seen.
- Last but not least Maruti Suzuki is the number 1 car selling company in India among car brands.

QUESTIONNAIRE

“CONSUMER PERCEPTION TOWARDS MARUTI SUZUKI CARS”

1. Name :
2. Age :
3. Gender :
4. Educational Qualification
Graduate () Under Graduate () Post Graduate () Others ()
5. Occupation
Business () Government Employee () Private Employee ()
Professionals () Others ()
6. Family Monthly Income
Below 10,000 () 10,000-20,000 ()
20,000- 50,000 () Above 50,000 ()
7. Among cars, which are the brands that come to your name?
Maruti () Hyundai () Toyota () Honda () Tata ()
8. What do you look for in car?
Comfort () Stylish () More space () Better Mileage ()
9. Do you own a MARUTI SUZUKI car? Yes () No ()
If YES, continue with A Group
If NO, continue with B Group

A Group

10. In case brought cars which model?
M800 () Omni () Alto () WagonR () Zen () Swift ()
Esteem () Baleno () Grand Vitara () Versa ()
11. How did you come to know about the MARUTI SUZUKI cars?
Relatives & Friends () Magazines () Television ()
News Papers ()
12. Did you buy for:
Cash purchase () Finance () Cash down () Others ()
13. What are the other cars in the consideration? Please name them
14. The reason for you to buy MARUTI cars
Quality () Brand () Model () Price () Others ()
15. Level of expectation met by the Car
Excellent () Good () Satisfied () Unsatisfied ()
16. Are you satisfied with your car?
Yes () No ()
17. What is your opinion regarding the following of MARUTI SUZUKI cars
 - PRICE
Affordable Price () Expensive ()
 - STYLING
Excellent () Good () Satisfied () Unsatisfied ()
 - SALES SERVICE
Excellent () Good () Satisfied () Unsatisfied ()
 - SERVICE CENTRES
Excellent () Good () Satisfied () Unsatisfied ()

- COST OF OWNERSHIP
Excellent () Good () Satisfied () Unsatisfied ()
- MILEAGE
Excellent () Good () Satisfied () Unsatisfied ()
- AVAILABILITY OF SPARE PARTS
Excellent () Good () Satisfied () Unsatisfied ()
- MAINTENANCE COST
Affordable Price () Expensive ()

18. From how many years you are using the MARUTI SUZUKI car
2yrs () 5yrs () 8yrs () 10yrs () More than 10yrs ()
19. Do you have any problem with car? Yes () No ()
If YES, mention the problem

B Group

20. Which brand's car do you own?
21. How did you come to know about the NON MARUTI cars?
Relatives & Friends () Magazines () Television ()
News Papers ()
22. What are the other cars in the consideration? Please name them
23. What is your opinion regarding the following for NON MARUTI cars
- PRICE
Affordable Price () Expensive ()
 - STYLING
Excellent () Good () Satisfied () Unsatisfied ()

➤ NETWORK OR SALES SERVICE

Excellent () Good () Satisfied () Unsatisfied ()

➤ COST OF OWNERSHIP

Excellent () Good () Satisfied () Unsatisfied ()

24. What are the reasons for not buying MARUTI SUZUKI cars

High cost () Low performance ()

Model () Economic factor ()

Any other reason specify-----

25. Are you think to purchase MARUTI cars in future

Yes () No ()

Thank you for your Co-operation.

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The organization provided Brouchers & information related to my topic.