



**A STUDY ON CONSUMER PREFERENCE TOWARDS MARUTI BALENO IN
PALAYAMKOTTAI**

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ABSTRACT

Every human being wants to live a comfortable life. The purpose of buying a car may be transportation, employment, safety or prestige, luxurious life, business or profession, tour etc. With a number of foreign brands joining ranks with the domestic manufacturers, the Indian consumer is floated with choice. Marketers can justify their existence only when they are able to comprehend consumer's wants and satisfy them. Business always starts and closes with the customers and therefore the customers must be treated as the boss of the market. This research is conducted to study the customer satisfaction towards Maruti Baleno car and the factors impressing the customers to buy this car and their level of satisfaction in Palayamkottai. For this purpose Primary data is collected from 75 respondents with the help of questionnaire.

Keywords: Customer, Customer satisfaction, Maruti Baleno, Factors.

INTRODUCTION

The Indian automobile industry has evolved into a huge market with lots of potential, over the last decade. It is one of the most fast growing

automobile Industries in the world. Maruti Baleno had brought a big revolution in the automobile industry. The customer's satisfaction is different from one another, because each

customer has different tastes and preferences in his life. Hence the Maruti Company introduces variety of models to satisfy the taste of the customers. This study collects information about customer satisfaction and includes quality and price of the product, delivery time, and atmosphere of store, service of personnel and hours of operation.

Maruti Suzuki India LTD, formerly known as Maruti Udyog Limited, is an automobile manufacturer in India. Though it was established in February 1981, the actual production started only in 1983. Maruti Suzuki India, country's leading auto brand for passenger vehicle segment launched the limited edition Baleno in the Indian market. Maruti Baleno was introduced in India on 24 October 2015. Maruti Suzuki Baleno Zeta 1.2 is the petrol variant lineup and is priced Rs 7.08 lakh. It returns a certified mileage of 21.01 kmpl. The Baleno is a 5 seater Hatchback and has a length of 3995mm, width of 1745mm and a wheel base of 2520mm. Kavitha Dua and Savitha (2013) studied customers satisfaction with reference to Tata Motor Passenger

Vehicles and examined the factors affecting the customer satisfaction towards Tata Motors passenger vehicles. They concluded that customers preferred Maruti as mostly satisfied with price, design, safety, mileage, interior space, status, brand name, comfort level, spare parts and after sales service. Suganthi and Renuka (2016) have studied customer satisfaction towards Maruti Suzuki swift cars in Udumalpet Taluk and analysed the factors that influenced the customers to purchase Maruti Swift cars and level of customer satisfaction towards this car. Ramya and Kotravel Bharathi (2018) analysed the customer perception with reference to the Maruti Suzuki Brand. The main purpose of this study is to analyse the customer intentions for the purchase of cars and to analyse the post – purchase behaviour of the Maruti Suzuki customers. This study helped the companies in understanding the factors that influenced the purchase decision of the consumers and their expectations. It also revealed how the factors have a great reflection on the market space reflection connected with the customer perception.

Hence the objectives of the present study are focussed to know the demographic profile of the consumers towards Maruti Baleno

car, to analyse the level of customers satisfaction towards Maruti Baleno car and the factors that influences the consumers to buy the car.

RESEARCH METHODOLOGY

The present study was conducted in Palayamkottai. In this study, convenience random sampling method was used for research purpose. The data was collected through both primary and secondary sources. The primary data was collected from 75 respondents through

questionnaires at Palayamkottai who have purchased Maruti Baleno cars , whereas the secondary data was collected through Journals, Books, Publications and Internet resources. Percentage, Mean score ranking test have been used for analysis and Interpretation of collected data.

RESULT AND DISCUSSION

Analysis of the present study was mainly focussed on the basis of socio - demographic Profile of the respondents for the attainment of the objectives of the study. The factors studied on the socio-economic background of the respondents (Table 1) is based on gender, age, marital status, educational qualification, type of family, occupation, monthly income, the level of satisfaction of the

customers (Table 2) and the factors influencing the buyers decision (Table 3).

Table 1 : Socio-demographic profile of the Respondents

S.No	Particulars	Classification	Numbers	Percentage
1	Gender	Male	55	73
		Female	20	27
		Total	75	100
2	Age	Up to 25	15	20
		26 – 50	45	60
		51 – 75	10	13
		Above 76	5	7
		Total	75	100
3.	Marital status	Unmarried	24	32
		Married	51	68
		Total	75	100
4	Educational qualification	H.Sc	6	8
		Graduate	40	53
		Post Graduate	20	27
		Professional	5	7
		Others	4	5
		Total	75	100
5	Type of family	Nuclear	53	70
		Joint	22	30
		Total	75	100
6	Occupation	Government employee	45	60
		Private employee	15	20
		Entrepreneur	10	13
		Professional	5	7
		Total	75	100
7	Monthly Income	Below 20000	5	6
		20,001 – 30000	40	53
		30001 – 40000	20	27
		40001 – 50000	6	9
		Above 50000	4	5
		Total	75	100

SOURCE: PRIMARY DATA (N = 75)

The above table shows that out of 75 respondents, 73% are male, 60% of the respondents are between the age group of 26 – 50, 68% of the respondents are married, 53% of the respondents are graduates, 70% of the respondents belong to the nuclear type of family, 60% of the respondents are government employees and 53% of the respondents have the monthly income of Rs. 20,001 – 30,000.

Table 2. The level of satisfaction of the customers

S.No	Satisfaction level	No. of respondent	Percentage
1.	High level	54	72
2.	Medium level	16	21
3.	Low level	5	7
	Total	75	100

Source: Primary data (n = 75)

The above table shows that out of 75 respondents, 72% of the respondents are highly satisfied with Maruti Baleno and 21% of the respondents shows medium level satisfaction.

Table 3. Factors Influencing the Buyers Decision.

S. NO	FACTORS	S.A	A	N	D. A	SD A	MEAN SCOR	RAN K
1.	Big car feel at decent	54	18	01	01	01	4.6	I
2.	Stable at high speed	53	14	2	4	2	4.49	VII
3.	Fuel efficient car in 5 to 10 lakh price	52	17	2	2	2	4.53	IV
4.	Owesome exterior design	52	20	1	1	1	4.61	II
5.	Lot of leg	52	17	3	2	1	4.56	III
6.	Low maintenance cost	54	13	2	5	1	4.52	V
7.	Quick pick up	45	17	4	4	5	4.24	XII
8.	Low engine	46	21	3	2	3	4.36	X
9.	Smooth	46	16	7	4	2	4.33	XI
10.	Low spares	48	20	3	3	1	4.48	VIII
11.	Powerful air-	47	19	5	3	1	4.44	IX
12.	Good resale	51	17	3	2	2	4.51	VI

SOURCE. Primary data.(N =75)

S.A = STRONGLY AGREEE

A= GREE

N= NEUTRAL

DA = DISAGREE

SDA = STRONGLY DIASAGREE

The above table explicitly states that the priority given to the factors that influence the customers to buy Maruti Baleno car. The desire to have a big car at a fairly decent price is the most

important factor that influences the consumers. The next prime factor is its awesome elegant exterior design that surpasses the other cars in the market. The sufficient leg space of the Baleno car stands in the third position. Maruti Baleno car is the most fuel efficient car in the 5 to 10 lakh segment in India. This factor takes the fourth position. While low maintenance cost occupies the fifth rank, the resale value of the car comes next. The stability at high speed in driving has got seventh rank. At the same time, the low price of the spare parts stands in the eighth rank. In the ninth position is the factor of the powerful air conditioner. The respondents give tenth rank to the low noise of the engine. The last but one rank is given to the factor of smooth driving. The least important factor is its quick pick up. The present findings revealed and suggested that the exterior design of the Baleno car is not as sharp and angular like some of its competitors and so it can be improved like the Japanese car. ii. The rear row seat is much shorter and tall people could find it a bit short of height and it should be changed to make the long travel easier. Moreover, the build quality should be improved.

To conclude that majority of the

customers prefer Maruti Baleno because it has a feel of a big car at decent price, owe some exterior design and it has a lot of leg space.

The present study made an attempt to highlight the factors that influences the customers to buy Maruti Baleno and their level of satisfaction. The Maruti Company should take necessary promotional measures to increase its sales and to compete with its competitors in the current market conditions.

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