

A STUDY ON CONSUMER BEHAVIOUR OF MARUTI SUZUKI CAR USERS IN THURAIYUR TALUK, TIRUCHIRAPPALLI DISTRICT – TAMILNADU

S. PAZHAMALAI

Part Time Research Scholar,

P.G. & Research Department of Commerce, Government Arts College,

(Affiliated to the Bharathidasan University)

Tiruchirappalli – 620 022.

Dr. A. SELVENDRAN,

Head & Associate Professor,

P.G. & Research Department of Commerce, Government Arts College,

(Affiliated to the Bharathidasan University)

Tiruchirappalli – 620 022.

ABSTRACT:

The car manufacturing companies were need to intensity and in-depth studies of the behavioral profile of different categories of car users so that they succeed in satisfy them. The most important thing in studying the behavioral profile is to identify the level of satisfaction of car users and customer satisfaction are an expression of inner feelings about a person, product (car) service, and brand (Maruti Suzuki) that reflect whether a customer is favorably predisposed to the object. It must be inferred from what customer say about the object or from the behavior of the car users. Researchers try to know about the Level satisfaction by asking questions or making inferences from car users in Thuraiyur Taluk, Tiruchirappalli district.

Key words:

Consumer behaviour, Reason for usage of the product (car), behavioural profile and Product (car) service, Brand preference.

INTRODUCTION:

Marketing has been viewed as an ongoing or dynamic process involving a set of interacting and inter related activities to reach the customer life style is an individual way of living which is reflected in their activities, interest and opinion. A level of satisfaction is directed towards economic development of the country, car companies as well as raising the standard living in their life style of the customer.

SCOPE OF THE STUDY:

This Study is limited to the customer satisfaction of Maruti Suzuki car users in Thuraiyur Taluk in Tiruchirappalli District is confined and highlights the level of satisfaction of customer with regard to Quality, Price, Colour, Convenience, Fuel Consumption, etc., in using the Maruti Suzuki Cars.

OBJECTIVES OF THE STUDY:

- ✓ To analysis the level of satisfaction of Maruti Suzuki car user in Thuraiyur Taluk, in Tiruchirappalli District – Tamilnadu.
- ✓ To analysis the factor inducing the usage of Maruti Suzuki car users in Thuraiyur Taluk, Tiruchirappalli District – Tamilnadu.
- ✓

RESEARCH METHODOLOGY OF THE STUDY

The data for this study has been collected through primary sources. The primary data for the study was collected with help of questionnaire which distributed to the Maruti Suzuki car users in Thuraiyur Taluk (Thuraiyur town, Madharapuri, Keerambur, and Chithirappatti) in Tiruchirappalli District. The researcher has used the interview schedule as a tool for collecting the data for the present study. The researcher has selected the simple random sampling method and the sample size observed for the study was 68 respondents in Thuraiyur Taluk. Secondary data has collected from the various relevant books of the study area based on the purpose of the research the data was processed and analysis the Chi-Square test were applied to find out difference /association/relationship between age and usage of reason of the car user in Thuraiyur Taluk, Tiruchirappalli District.

Age wise classification of the Respondents

Age	Rank	Frequencies	Percentage (%)
Upto 19 Years	R4	12	17.65%
25 to 35	R3	16	23.53%
36 to 50	R1	23	33.82%
Above 50 years	R2	17	25.00%
		68	100.00%

Source: Primary Data.

The above table is revealed that the large number of the respondents i.e., 23% belongs to the age group of above 50 years. About 25% of the respondents belong to the age group of

up to 50 years. Whereas only 17.65% of the respondents fall in the age category up to 19 years.

Then it can be said that majority of respondents are the age group in between 36-50 year (23 Respondent) this indicate the most considerable group of age person use in Maruti Suzuki car in Tiruchirappalli.

Education Qualification wise Classification of the respondents in Thuraiyur Taluk, Tiruchirappalli District.

Education Qualification	Rank	No. of Respondents	Percentage (%)
Illiterate	R5	4	5.88%
Up to H.Sc.,	R4	8	11.76%
Graduate	R1	36	52.94%
Post Graduate	R3	9	13.24%
Professionals	R2	11	16.18%
		68	100.00%

Source: Primary Data:

It is found from the above table shows that 52.94% of the respondents are Graduates. 13.24% of the respondents are post graduates, 16.18% of the respondent are professional's degree. 5.88% of the respondents are illiterate. 52.94% of the respondents are under graduate.

It can be concluded that majority of the respondents 52.94% are under graduate.

Reason for Usage	Rank	No. of Respondents	Percentage (%)
Social Status	R2	18	26.47%
Business	R1	38	55.88%
Personal Use	R3	12	17.65%
		68	100.00%

Source: Primary Data

Above the table shows that majority 55.88% of the respondents uses the car in the business purpose, 26.47% of the respondents are used into the social status needs, and 17.65% of the respondents are used into the personal use.

Majority 55.88% of the respondents are used for car for business purpose in Thuraiyur Taluk- Tiruchirappalli District.

Occupation wise classification of Respondents

Occupational Status	Rank	Respondents	Percentage (%)
Agriculture	R4	12	17.65%
Employed	R3	13	19.12%
Professionals	R2	18	26.47%
Business	R1	25	36.76%
		68	100.00%

Source: Primary Data

Pertaining to the employment status of the respondents it is found that more than 36.76% of the respondents from business man, 26.47% are Professionals, 19.12% of the respondents are employed, 17.65% of the respondents are agriculture.

Majority 36.76% of the respondents are business man.

Level of satisfaction on Overall Performance

Opinion on Overall Performance	Rank	No. of Respondents	Percentage (%)
Highly Satisfied	R1	28	41.18%
Satisfied	R2	22	32.35%
Dissatisfied	R3	18	26.47%
		68	100.00%

Source: Primary Data

The above table shows that 41.18% of the respondents are Highly Satisfied, 32.35% of the respondents are satisfied. 26.47% of the respondents are dissatisfied with the level of Satisfaction on overall on overall performance of can users in Thuraiyur Taluk in Tiruchirappalli District.

Majority 41.18% of the respondents (28) are highly satisfied of car users of overall performance in Thuraiyur Taluk in Tiruchirappalli District.

CHI-SQUARE TEST (TWO –WAY CLASSIFICATION OF CAR USERS IN THURAIYUR TALUK, TIRUCHIRAPPALLI DISTRICT.

Ho: NULL HYPOTHESIS

There is no difference relationship between the age and reason for the usage for car user of the sample respondent in Tiruchirappalli district.

H₁: ALTERNATIVE HYPOTHESIS

There is difference relationship between age and reason for usage for car users in Thuraiyur Taluk in Tiruchirappalli district.

Table VI

Chi-Square Test – Two way classification Age and Reason for the usage of Car user of the sample respondent in Thuraiyur Taluk.

Age	Reasons for Usage				Total	Percentage (%)
	Social Status	Business	Personal Use			
Up to 19 Years	2	7	3	12	5.80%	
25 -35 Years	4	10	2	16	11.76%	
36-50 Years	8	11	4	23	52.94%	
Above 51 Years	4	10	3	17	13.24%	
Total	18	38	12	68	100%	

Source: Primary Data

Similarly the expectation of age wise classification in between 36 – 50 years of the sample respondents are reason for usage of car only the Social status of the sample respondents = $23 \times 18 / 68 = 6.0882$.

Majority of the respondents reason for usage of car only the business operation purpose of the sample respondents are in the = $23 \times 38 / 68 = 12.8529$

Reason for usage of car only the personal use of the sample respondents = $12 \times 23 / 68 = 4.0588$.

Similarly the expectation of age wise classification of above 51 years of the sample respondents are:

Reason for usage of car only the Social status of the sample respondents = $18 \times 17 / 68 = 4.5000$

Reason for usage of car only the business purpose of the sample respondents = $17 \times 38 / 68 = 9.5000$.

Reason for usage of car only the personal use of the sample respondents = $17 \times 12 / 68 = 3.0000$.

Therefore take the hypothesis that the sampling techniques adopted by the researcher (i.e. there is no difference between the techniques adopted by the sampling (68 respondents) data). This being so the expectation of age wise classification up to 19 years of the respondents are:

- Reason for usage of car only the social status of respondents = $18 \times 12 / 68 = 3.1765$.
- Reason for usage of car only the business purpose of the respondents = $38 \times 16 / 68 = 8.9412$.
- Reason for usage of car only the personal conservable of the respondents (office use) = $12 \times 12 / 68 = 2.1176$.

Similarly the expectation of age wise classification in between from 25 to 35 year of the respondents are:

- Reason for usage of car only the social status of the respondents = $18 \times 16 / 68 = 4.2353$.
- Reason for usage of the car only the business operation of the respondents = $38 \times 16 / 68 = 8.9412$.
- Reason for usage of car only the personal consideration of the respondents = $12 \times 16 / 68 = 2.8235$.

Table VII

Calculate value of Chi-Square as follows

Age	Observed frequency (fo)	Expected frequency (fe)	fo-fe	[fo-fe] ² /fe
Up to 19 years (5.88%)				
Reason – Social Status	2	3.1765	-1.1765	0.4358
Reason – Business Purpose	7	6.7059	0.2941	0.0129
Reason – Personal use	3	2.1176	0.8824	0.3677
25 to 35 years (11.76%)				
Reason – Social status	4	4.2353	-0.2353	0.0131
Reason – Business Purpose	10	8.9412	1.0588	0.1184
Reason – Personal use	2	2.8235	-0.8235	0.2402
36 to 50 years (52.94%)				

Reason – Social status	8	6.0882	1.9118	0.6003
Reason – Business Purpose	11	12.8529	-1.8529	0.2671
Reason – Personal use	4	4.0589	-0.0589	0.0145
Above 51 years (13.24%)				
Reason – Social status	4	4.5000	-0.5000	0.1111
Reason – Business Purpose	10	9.5000	0.5000	0.0263
Reason – Personal use	3	3.0000	0.0000	0.0000
Total	$\sum fo=68$	$\sum fe=68.0000$	$\sum fo-fe=0.0000$	$[fo-fe]^2/fe= 2.2074$

Therefore Chi-square f^2 Calculated value is 2.2074 of age wise classification and reason for car user of the 68 sample respondents in Thuraiyur Taluk, Tiruchirappalli District.

Degree of freedom = (Column 3) (Row-4) = (3-1=2) (4-1=3)=6

Number of degree freedom at 5% of significance the table value is 12.592

Chi-square calculated value is 2.2074.

H_0 is accepted since the calculated value chi-square f^2 is less than the table value [f^2 value=2.2074(12.592 table value)]

There is no significance difference in between the age and reason for the using of the car in the sample respondents of (68) in Thuraiyur taluk, Tiruchirappalli district.

H_0 : There is no difference between at the 5% level of significance of age and the factor inducing the reason for car user in Thuraiyur Taluk, Tiruchirappalli District.

H_1 : There is difference between at the 5% level of significance of age and the factor inducing the reason for car user in Thuraiyur Taluk, Tiruchirappalli District.

H_0 : μ_1 : = Age
 μ_2 : = Factor inducing the reasons for car users. $\mu_1 = \mu_2$

H_1 : μ_1 : = Age
 μ_2 : = Factor inducing the reasons for car users. $\mu_1 \neq \mu_2$

FINDINGS OF THE STUDY:

- ✓ Majority of the respondents are in the age group in between 30-50 years.
- ✓ 52.74% of the majority respondents have studied up to Graduations.
- ✓ Majority of 36.76% of the respondents (25) Occupation of Business in the sample respondents.
- ✓ Majority 55.38% of the respondents are used 12 cars in business purpose only in the sample respondents of the study.
- ✓ Majority of 41.18% of the respondents are highly satisfied on overall performance of car users in the sample respondents in Thuraiyur Taluk in Thiruchirappalli District – Tamilnadu, India.
- ✓ H_0 is accepted since the calculated value Chi-Square is less than the chi-square table value. (f^2 value=2.2074<12.592 table value)
- ✓ No significance difference in between the age and reason for using the car of the sample respondents (68) in Thuraiyur Taluk, Tiruchirappalli District.
- ✓ Majority of the respondents usage of the car only business operation of the sample respondents. (Major findings)

SUGGESTION OF THE STUDY:

- The Company should regularly conduct market survey to find out the Taste, Colour, Performance and Problem faced.
- To reduce the maintenance cost charges at the time of service
- Customer's awareness levels on the new models are very few only. So that the company will introduced the new model of the car on the Basis of the opinion of car users.
- As a result, will improve the sale of cars and to attract many new car users.

CONCLUSION:

The number of player in this sector has also multiplied and the Indian Consumer will now have problems of plenty, in terms of variety and choice in the mid-size segment. At present the consumer Maruti Suzuki cars are satisfied with its performance and after sales service. Because the company had installed so many service stations for Maruti Suzuki cars and they also do good service to their customers. But the consumer may soon be able to pick and choose models of different companies, judging, by plans announced by several new entrants, because of introduction of diesel engine in the small car, price hike in the petrol, new design, colour, height of the car etc.

REFERENCES:

- | | |
|---------------------------------------|--|
| Ramanuj Majumdar | Product Management in India New Delhi, Second Edition, 2002. |
| Philp Kotler | Principles of Marketing Prentice Hall of India Pvt. Limited, New Delhi. |
| Dr.N.Rajan Nair and Sanjith R. Nair | Marketing Sultan Chand & Sons. New Delhi. |
| Rajan Saxena | Marketing Management |
| Chhabra | Marketing Management |
| R.J.Martin | Consumer Behaviors theory and practice |
| C.B.Memoria & R.K.Suri Satish Memoria | Marketing Management |
| R.S.N.Pillai & Bagavathi | Modern Marketing – Principles and Practices |
| P.R.Vittal | Business Statistics and Operation Research, Margam Publication – Chennai |
| C.R.Kothari | Quatitative Techniques – Vikas Publishing House Pvt. Ltd. |