



Buyer Satisfaction Towards Car With Special Reference to Maruti Alto In Erode District

Dr.M.Ramya

Assistant Professor Department of Commerce Hindustan College of Arts & Science Coimbatore

ABSTRACT

Consumer plays a vital role in the health of the economy – local, national, and international. The decisions we make concerning our consumption behaviour affect the demand for basic raw materials, for transportation, for production, for banking. Satisfaction refers to the buyer's stage of being adequately rewarded in a buying situation for the sacrifice he has made. Adequacy of satisfaction is a result of matching actual past purchase and consumption experience with the expected reward from the brand in terms of its anticipated potential to satisfy the consumer's motives. Consumers from certain expectations prior to the purchase. These expectations may be about (i) the nature and performance of the product or service, (that is anticipated benefits to the derived directly from the item) (ii) The cost and efforts to be expended before obtaining the consumer as a result of the purchase (that is the anticipated impact of the purchase on significant others). Advertising may often be an important factor influencing these expectations, as we shall see later. Consumer may have a variety of product performance expectations, including what the consumers hopes performance will be in terms of an ideal level, what would be fair and equitable given the consumer expenditure of time and money in obtaining and using the product, and what the consumer expects to actually occur. Once consumers purchase and use product, then they may become either satisfied or dissatisfied. Research has uncovered several determinations which appear to influence satisfaction, including demographic variable, personality variables expectations and other factors.

KEYWORDS : Consumer; Customer: Brand; Motives; purchasing power

INTRODUCTION

The consumer market is the sum total of all the goods and services purchased in a given period by all the inhabitants of a given country or a section thereof for the satisfaction of their consumption needs. The consumer market actually consists of four components. People, purchasing power, Need for a specific product, willing to fill the need with a given product. Consumer is the central theme of our marketing system. For a product to sell at all, with or without advertising it must satisfy some needs for the consumers. These needs dominate the behaviours of the consumers; buying motives that prompts the buyer to buy a product may be fear, desire for money, pride, fashion, possession, sex or romance affection or comfort. The consumer market is only that segment of the people who can afford to buy his product, who have need for it and who are willing to buy the product in preferences to all similar products sold by other manufactures. Consumer movement is a universal phenomenon. The goods (or) services available may be in abundance or in short supply. But the position of the consumer is weak in relation to the seller. Sellers want customers as buyers and not as complaint. Ultimate consumer means one who buys and/or uses products or services for that their personal or household use.

STATEMENT OF THE PROBLEM

This project is conducted to study the customer satisfaction of Maruthi Alto. The Government – Suzuki tussle and entry of many new multinational car companies had made down fall in demand for Maruthi Alto. This project confined to determine the liking and disliking features of Maruthi Alto enjoyed by its customers.

OBJECTIVE OF THE STUDY

- The main objective of the study is to know the level of satisfaction of Maruthi Alto holders.
- To know the socio-economic factors of the respondents.
- To know the satisfaction of the respondents regarding after sales service.

Methodology

The study is a descriptive one based on sample survey method. The study depends on all kinds of secondary sources of data, namely, primary source and secondary source. The researcher conducted a sample survey and the necessary primary data were collected through issuing interview schedules. Most of the interviews were conducted in a related manner since this research was a normative, survey research the study tried to identify the consumer satisfaction regarding Maruthi Alto in Namakkal District. It was felt that the interview alone was not sufficient to analyses the topic. Hence the researcher started collecting secondary data to equip himself in the area. The secondary sources include leading journals and standard text-books.

Table – 1

Relationship between sex and models of Maruthi – Alto

Sex	Types of Maruthi Alto				Total
	Std E ₁	Dx	Ex	Std E ₂	
Male	51	8	6	16	81
Female	5	4	2	8	19
Total	56	12	8	24	100

Source: Primary data

The survey observed that the relationship between sex of the respondents and the respondents and the respondents having Maruthi Altomodels. 81 male respondents (STD E₁ : 51, DX: 8, EX: 6, STD E₂ : 16) having Maruthi vehicle. Only 19 female respondents having (STD E₁ : 5, DX: 4, EX: 2, STD E₂ : 8) of Maruthi Alto. It is concluded that most of the male respondents having STD E₁ model of Maruthi Alto.

Table – 2

Relationship between age group and types of Maruthi Alto

Age Group	Types of Maruthi Alto				Total
	Std E ₁	Dx	Ex	Std E ₂	
Below 20	9	5	2	1	17
21-30	10	15	-	1	26
31-40	19	4	10	4	37
41-50	7	-	-	2	9
51 & above	11	-	-	-	11
Total	56	24	12	8	100

Source: Primary data

The survey has disclosed that the relationship of the respondents and types of Maruthi – Alto. 17 respondents (STD E₁:9, DX: 5, EX:2, STD E₂:1) having Maruthi vehicle belongs to the age group of below20. 26 respondents (STD E₁:10, DX: 15, EX:0, STD E₂:1) having Maruthi vehicle belongs to the age group of 21-30. 37 respondents (STD E₁:19, DX: 4, EX:10, STD E₂:4) having Maruthi vehicle belongs to the age group 31-40. 9 respondents (STD E₁:7, STD E₂:2) having Maruthi vehicle belongs to the age group 41-50. 11 respondents (STD E₁:11) having Maruthi vehicle belong to the age group 51 & above. It is concluded that most of the vehicle holders are belong to the age group of 31 – 40 having STD E₁ model.

Table – 3
Relationship between Educational Qualification and types of Maruthi – Alto

Educational Qualification	Types of Maruthi – Alto				Total
	Std E ₁	Dx	Ex	Std E ₂	
Primary	8	1	2	4	15
Secondary	3	4	2	-	9
U . G	30	18	7	1	56
P . G	8	1	-	3	12
Others	7	-	1	-	8
Total	56	24	12	8	100

Source: Primary data

The survey disclosed that the relationship between educational qualification of the respondents and types of Maruthi – Alto. 15 respondents (STD E₁:8, DX:1, EX:2, STD E₂:4) are come under the primary category. 9 respondents (STD E₁:3, DX:4, EX:2, STD E₂:0) are come under secondary category. 56 respondents (STD E₁:30, DX:18, EX:7, STD E₂:1) are under graduates. 12 respondents (STD E₁:8, DX: 1, EX: 0, STD E₂:3) are post graduates and 8 respondents are come under the others (STD E₁:7, EX:1).It is concluded that most of the Maruthi holders are under graduates having STD and EX models,

Table – 4
Relationship between Occupation and types of Maruthi – Alto.

Occupation	Types of Maruthi-Alto				Total
	Std E ₁	Dx	Ex	Std E ₂	
Businessman	14	18	9	5	46
Govt. Employees	11	1	1	-	13
Private. Employees	8	2	2	-	12
Professionals	6	1	-	1	8
Students	7	1	-	2	10
Housewife	10	1	-	-	11
Total	56	24	12	8	100

Source: Primary data

The survey pointed out that of the relationship between the occupation of the respondents and types of Maruthi Alto holders. 46 respondents (STD E₁:14, DX: 18, EX: 9, STD E₂:5) are businessman having Maruthi vehicle. 13 respondents (STD E₁:11, DX: 1, EX: 1,) are government employees having Maruthi vehicle. 12 respondents (STD E₁:8, DX: 2, EX: 2,) are private employee's having Maruthi. 8 respondents (STD E₁:6, DX:1, STD E₂:1) are professionals having Maruthi vehicle 11 respondents (STD E₁:10, DX:1) are housewife having Maruthi vehicle. 10 respondents (STD E₁:7, DX:1,EX:0, STD E₂:2) are students having Maruthi vehicle.It is concluded that most of the Maruthi holders are businessman having (STD E₁,DX, EX and STD E₂) models.

Table – 5
Relationship between monthly income and types of Maruthi – Alto

Monthly Income	Types of Maruthi – Alto				Total
	Std E ₁	Dx	Ex	Std E ₂	
Below Rs. 5000	6	2	2	1	11
5001-10000	40	6	3	2	51
10001-15000	5	13	7	5	30
15001 & above	5	3	-	-	8
Total	56	24	12	8	100

Source: Primary data

The survey has revealed that of the relationship between the monthly income of the respondent's family and types of Maruthi Alto. 11 respondents (STD E₁:6, DX:2,EX:2, STDE₂:1) are having Maruthi vehicle are come under the income level of below Rs.5001.51 respondents (STD E₁:40, DX:6,EX:3, STDE₂:2) are having Maruthi vehicle are come under the income level of Rs.5001-10000. 30 respondents (STD E₁:5, DX:13,EX:7, STDE₂:5) having Maruthi vehicle are come under the income level of Rs.10001 – 15000. 8 respondents (STD E₁:5, DX:3) having Maruthi vehicle are come under the income level of Rs.15001 and above. It is concluded that most of the respondents are come under the income level of Rs.5001 to 10000 having different types of Maruthi Altovehicle.

Table – 6
Relationship between colours of Maruthi Alto and its types

Colour of Maruthi-800	Types of Maruthi-Alto				Total
	STD E ₁	DX	EX	STD E ₂	
White	30	10	4	1	45
Red	15	10	8	4	37
Blue	11	4	-	3	18
Total	56	24	12	8	100

Source: Primary data

It is clear from the aforesaid table that of the relationship between the colours and Types of Maruthi Alto. 45 respondents (STD E₁:30, DX:10,EX:4, STDE₂:1) having white colour Maruthi. 37 respondents (STDE₁:15, DX:10,EX:8, STDE₂:4) having red colour Maruthi. 18 respondents (STD E₁:11, DX:4,EX:0, STDE₂:3) having blue color Maruthi. It is concluded that majority of the respondents having white color Maruthi vehicle.

Table - 7.
Relation between Soures of Information and Types of Maruthi Alto

Types of Maruthi	STD E ₁	DX	EX	STD E ₂	Total
Sources of information					
Salesman	10	3	2	-	15
Newspaper	15	8	4	3	30
TV	10	5	5	5	25
Others	21	8	1	-	30
Total	56	24	12	8	100

Source: Primary data

The survey pointed out that the Respondent's Sources of Information. 30 respondents (STD E₁:15, DX:8,EX:4, STDE₂:3) giving preference to the newspaper media. 25 respondents (STD E₁:10, DX:5,EX:5, STDE₂:5) giving preference to the TV media. 15 respondents (STD E₁:10, DX:3,EX:2, STDE₂:0) giving preference to the salesman. 30 respondents (STD E₁:21, DX:8,EX:1, STDE₂:0) giving preference to the other types of media. It is concluded the most of the respondents giving preference to the newspaper and other types of media.

FINDINGS

- The survey observed that the relationship between sex of the respondents and the respondents and the respondents having Maruthi Altomodels. 81 male respondents (STD E₁ : 51, DX: 8, EX: 6, STD E₂ : 16) having Maruthi vehicle. Only 19 female respondents having (STD E₁ : 5, DX: 4, EX: 2, STD E₂ : 8) of Maruthi Alto. It is concluded that most of the male respondents having STD E₁ model of Maruthi – Alto.
- The survey has disclosed that the relationship of the respondents and types of Maruthi – Alto. 17 respondents (STD E₁:9, DX:5,EX:2, STD E₂:1) having Maruthi vehicle belongs to the age group of below 20. 26 respondents (STD E₁:10, DX:15,EX:0, STD E₂:1) having Maruthi vehicle belongs to the age group of 21-30. 37 respondents (STD E₁:19, DX:4,EX:10, STD E₂:4) having Maruthi vehicle belongs to the age group 31-40. 9 respondents (STD E₁:7, STD E₂:2) having Maruthi vehicle belongs to the age group 41-50. 11 respondents (STD E₁:11) having Maruthi vehicle belong to the age group 51 & above. It is concluded that most of the vehicle holders are belong to the age group of 31 – 40 having STD E₁ model.
- The survey has revealed that of the relationship between the monthly income of the respondent's family and types of Maruthi alto. 11 respondents (STD E₁:6, DX:2,EX:2, STDE₂:1) are having Maruthi vehicle are come under the income level of below Rs.5001. 51 respondents (STD E₁:40, DX:6,EX:3, STDE₂:2) are having Maruthi vehicle are come under the income level of Rs.5001-10000. 30 respondents (STD E₁:5, DX:13,EX:7, STDE₂:5) having Maruthi vehicle are come under the income level of Rs. 10001 – 15000. 8 respondents (STD E₁:5, DX:3) having Maruthi vehicle are come under the income level of Rs. 15001 and above. It is concluded that most of the respondents are come under the income level of Rs.5001 to 10000 having different types of Maruthi Alto vehicle.
- It is clear from the aforesaid table that of the relationship between the colours and Types of Maruthi Alto. 45 respondents (STD E₁:30, DX:10,EX:4, STDE₂:1) having white colour Maruthi. 37 respondents (STD E₁:15, DX:10,EX:8, STDE₂:4) having red colour Maruthi. 18 respondents (STD E₁:11, DX:4,EX:0, STDE₂:3) having blue color Maruthi. It is concluded that majority of the respondents having white color Maruthi vehicle.

- It is observed from the study that of the number of respondents doing after sales service. 60 respondents (STD E₁:30, DX:20,EX:5, STDE₂:5) doing service from the authorized service center. 22 respondents (STD E₁:6, DX:4,EX:7, STDE₂:5) doing service from private service center. 18 respondents (STD E₁:15, DX: 0,EX:0, STDE₂:3) doing service from dealers service center. It is concluded that most of the respondents doing their service from authorized and private service centers.
- The survey pointed out that the Respondent's Sources of Information. 30 respondents (STD E₁:15, DX:8,EX:4, STDE₂:3) giving preference to the newspaper media. 25 respondents (STD E₁:10, DX:5,EX:5, STDE₂:5) giving preference to the TV media. 15 respondents (STD E₁:10, DX:3,EX:2, STDE₂:0) giving preference to the salesman. 30 respondents (STD E₁:21, DX:8,EX:1, STDE₂:0) giving preference to the other types of media. It is concluded the most of the respondents giving preference to the newspaper and other types of media.

RECOMMENDATIONS AND SUGGESTIONS

The followings are the recommendations and suggestions to make Maruthi Alto as a quality product,

- While traveling long distance the respondents had revealed that they had faced health problems, like back pain, shoulder pain, body paint etc., in order to solve these problems the quality of seats should be increased.
- The respondents had also recommended to have a change in design. Modern designs may be implemented to boost the customer satisfaction.
- The customers are dissatisfied with the const of spares. The car manufacturer can reduce the cost of spares considerably.
- The customers are dissatisfied in case of availability of spares, The Company should make the spares available at right time by opening spare parts showrooms at various place.
- The labour cost charged at service stations is reasonable. The labour cost should be uniform in all service stations. The company should make periodic inspection to check the uniformity of labour cost.
- The Company should conduct periodic car fair, by telling the car's salient features. So that the customers may be well aware of the features of the car.
- Jerking are found to be not satisfied, So it is to be improved on high level.
- The low ground clearance is found to be satisfied its ground must be kept high, because, while crossing the speed breaks the ground of the car sacks and some distractions are made and sometimes scratches are made in the ground of the car.
- In Maruthi Alto it has only 4-gear system, due to this pick up was found to be not high. So, the Maruthi Alto should have to introduce 5 gear system.
- The tiers of the Maruthi Alto are found to be small. It may leads to dangerous misleading while driving the car, so, broad tiers have to introduce.
- The back space in Maruthi Alto should be increased considerably.

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