A STUDY ON CONSUMER PERCEPTION OF THE CUSTOMERS TOWARDS ON SUZUKI MOTORS

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Abstract—*This study delves into the intricate landscape of consumer perception regarding Suzuki Motors, aiming to uncover the nuanced attitudes and preferences that shape customer behavior. Through a blend of qualitative and quantitative methodologies, including surveys, interviews, and observational studies, a multifaceted understanding of consumer sentiment towards Suzuki Motors is synthesized. The research elucidates the pivotal role of various factors such as product quality, brand image, pricing, service experience, and technological innovation in shaping consumer perception. Additionally, the study explores the influence of cultural, social, and economic factors on the perception of Suzuki Motors in different markets worldwide. The findings not only provide valuable insights into the strengths and weaknesses of Suzuki Motors' brand perception but also offer strategic recommendations for enhancing customer satisfaction and loyalty. This research contributes to the broader discourse on consumer behavior and brand management within the automotive industry.*

Keywords: Financial stability, Financial conditions, Wire and cable industry, Sri Amman Enterprises.

INTRODUCTION

The automotive industry is one of the largest industries worldwide and in India as well. The automotive sector is a vital sector for any developed economy. It drives upstream industries like steel, iron, aluminum, rubber, plastics, glass and electronics, and downstream industries like advertising and marketing, transport and insurance.

The automotive industry can be divided into five sectors;

Passengers cars

Multi- utility Vehicles (MUVs)

Two- and three- vehicles

Commercial Vehicles- light commercial vehicles (LCVs) / medium and heavy commercial vehicles (MHCVs)

Tractors

HISTORY OF INDIAN AUTOMOBILE INDUSTRY:

Initially, in the post – liberalization period, the automotive sector, especially the passenger car segment, saw a boom, derived primarily from economic vibrancy, changes in government policies, increase in purchasing power, improvement in life styles, and availability of car finance. The passenger car industry was finally deregulated in 1993. However, the automobile industry, which contributed substantially to the industrial growth in FY1996 failed to maintain the same

momentum between FY1997 and FY1999. The overall slowdown in the economy and the resultant slowdown in industrial production, political uncertainty and inadequate infrastructure development were some of the factors responsible for the slowdown experienced. In FY2000, the sector experienced a turnaround and witnesses the launch of many new models.

Two things that stunted growth of this industry in the past have been low demand and lack of vision on the part of the original equipment manufacturers (QEMs). However the demand picked up after the liberalization of the regulatory environment, and global QEMs who enjoy scale economics both in terms of manufacturing and research and development (R&D) entered the Indian market. This has resulted in a big shift in the way business in conducted by suppliers, assemblers and marketers.

OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE:

To analyze the consumer perception towards the Maruti motors and how they are excepting their products.

SECONDARY OBJECTIVE:

To analyze the factors contribution to consumer perception.

To evaluate effectiveness of existing initiatives.

To assess current mind set of the customer perception.

LITERATURE REVIEW

Akhila, Ali Ashan and Thayyullathi in their study of "A study on customer perception Towards Maruti Suzuki in Salem" found that majority 31 percent of the respondents were using SUV type cars, and also concluded that the Maruti Suzuki cars are the best and fast moving brands. "Marketing Strategies of Maruti Suzuki limited" found that majority of respondents was more satisfied with the fuel efficiency, maintenance cost, and after sales service and conclude that continuously providing good attributes and also should introduced less price car.GauhanFatma and Ela Kumari(2013Shinde Govind P. & Dubey Manisha (2011) the study has been conducted considering the segments such as passenger vehicle, commercial vehicle, utility vehicle. two and three wheeler vehicle of key players performance and also analyze SWOT analysis and key factors influencing growth of automobile industry Sharma Nishi (2011) studied the financial performance of passenger and commercial vehicle segment of the automobile industry in the terms of four financial parameter namely liquidity, profitability, leverage and managerial efficiency analysis for the period of decade from 2001-02 to 2010-11. The study concludes that profitability and managerial efficiency of Tata motors as well as Mahindra & Mahindra ltd are satisfactory but their liquidity position is not satisfactory: The liquidity position of commercial vehicle is much better than passenger vehicle segment.

Nitin Joshi, D. P. Mishra (2010) The am of this study is to understand the behavior of the customer in the State of Maharashtra which it one of the most developed states of India The study was claimed out to understand the customer awareness on environment friendly car (EFC). The objective of the study is to understand the awareness levels and create awareness of the EFC so that the efforts of the manufacturing the grim car will be achieved SPSS version 170 have been used for analysis of the data Five hundred respondents have been asked to fill in a questioned.

The study bedmate keeping in mind age group med the geographical area of the respondents With reference to the age group, it is observed that there is no significant difference in the away even level hut with reference to the geographic, it is observed that there is significant difference in the awareness levels with reference to the EFC.

Prof. Pallavi B. Sangode (2011) Thus research paper is based on the findings of comparative study of service quality of Maruti Suzuki and Hyundai Showrooms in Nagpur Service quality is a fundamental aspect of service provision, and this is specially the case with motor veiled where substantial profits are generated in the servicing of valves The study was conducted a convenience sample of forty respondents who were owners of Maruti and Hyundai cart The questioner was a safe-completion questionnaire consisting of 26 questions

Varna, T.G. (2012) in his book suggests specific programmers to improve the measurement of customer satisfaction in an organization. The author describes five critical skills required for this task viz. sampling /customer participant selection, questionnaire design, interviewing /survey administration, data analysis, and quality function deployment-building action plans.

Peyton, R.M. (2013) in their working paper submitted at the Allied Academies International Conference presented a comprehensive review of the literature on various Customer Satisfaction and Dissatisfaction (CS/D) theories proposed. The literatures are specifically prior to the 1990s. This review focuses on the major components of the decision making process, also addresses the measurement-related issues relevant to this body of literature.

Singh and Srivatava (2014) study showed various factors affecting customer satisfaction towards Maruti Suzuki. Measuring customer satisfaction provides an indication of how successful the organization is at providing products or services to the marketplace. It conducted that satisfaction levels for pricing attributes (such as Car price, discounts and service charges) are generally lower than product related attributes.

Parthian and Rajendran (2015) study was carried on customer preference toward Maruti Suzuki. This study was to understand the mind of customers whether they was eager and satisfied to handle. Even though most of the customers were satisfied with present model and service, few customers were not satisfied about the facilities provided by the car. If the Maruti car service providers give enough attention regarding this, they can ensure a large level of customer preference.

Bose (2019) noted that CRM was invented because the customers differ in their preferences and purchasing habits. If all customers were alike, there will be little need for CRM. As a result, understanding customer drivers and customer profitability. Firms can better tailor their attiring to maximize the overall value of their customer portfolio (Chen and Popovich. The attention CRM is currently receiving across businesses is due to the fact that the marketing environment of today is highly saturated and more competitive.

Dr Anita (2020) In this study the researcher objective was to identify the product strategy and brand building strategies of Hyundai in this study the researcher has used primary source method of data collection the data was collected on the basis of personal interview using the structured questionnaire the analysis data was done by using descriptive analysis the finding the study was that the respondents were of the opinion that Hyundai is benefiting the customers with global standards hut not with all model.

Arvind Mallik D.M and Aqib Javeed Khan, 2021) Hyundai, Brand Positioning. Consumer Behavior, Automobile, Promotional Activities. To sustain in this competitive environment, we need to differentiate our products from the competitors for doing that we have to understand the customer very well. This project is based on the survey, which will be done in Shimoga city. We will take almost all aspects & suggestions from customers, which are related to branding and brand positioning. The market survey report will help the entire organization by making them to realize the importance and impact of brand positioning. The data will be collected by the help of questionnaire. This gives us an opportunity to apply our classroom learning to apply for real life situation.

Dr.Murlidhar A.Lokhande ; Mr.Vishal.S.Rana"(2022) in this study the research objective was To focus on historical growth of Hyundai Motors India Limited To evaluate the performance of Hyundai Motors India Limited with respect to Export Sales. Protection. Profit after tax. With a prime objective to fulfill the needs of diversified customers, the company has been continuously offering variety of its brand with innovative features to Indian customers. Since inception, Hyundai Motors India Limited has dominated the automobile market with the reputation of being the fastest growing automobile manual to apply for real life situation. Cuter in India. Presently, Hyundai Motor is considered as the largest exporter of automobiles to European countries. The object of this paper is to evaluate the performance of Hyundai Motors India Limited with respect to Domestic Sales, Export, Profit after tax, Production.

Dr. Anita Thinmalah (2023). In this study the research to identify the product strategies and brand building strategies of Hyundai automobile companies. The data for this research has been collected through the personal interview method by using the structured questionnaire. The various managers of the Hyundai Company were contacted and the required information for this research was collected. It should create primary demand for the product, in growth stage it has to retain the market share and likewise different strategies have to be framed during the maturity and decline stage.

RESEARCH METHODOLOGY

According to individual research institute in research methodology, research always tries to search the given question systematically in our own way and find out all the answers till conclusion. For finding or exploring research question, a research faces lot of problems that can be effectively resolved with using correct research methodology.

RESEARCH DESIGN

Descriptive research design

The study is purely descriptive research as it sought to identify work life balance based on the employee's response. Descriptive research is involving data in order to answer research question concerning the current status of the study.

SOURCE OF DATA COLLECTION

Non probability sampling techniques has been used within which convenience sampling has been collect the data.

Primary data:

Primary data was collected through Google form survey.

Secondary data:

Relevant information was gathered from magazines, newspapers and project reports that formed the secondary data.

SUGGESTION

Allocate resources towards research and development to introduce innovative features and technologies in Suzuki Motors' vehicles. This will help stay competitive and meet evolving consumer demands.

Focus on improving the after-sales service experience by investing in training for service personnel, streamlining processes, and leveraging digital tools for efficient communication and support. This will help enhance customer satisfaction and loyalty.

Develop integrated marketing communication strategies to effectively convey Suzuki Motors' brand values, heritage, and commitment to quality and sustainability. This includes utilizing various channels such as social media, advertising, and events to engage with customers.

Demonstrate a clear commitment to environmental sustainability through eco-friendly manufacturing processes, offering fuel-efficient vehicle options, and engaging in corporate social responsibility initiatives. This will resonate with environmentally conscious consumers and enhance brand reputation.

Foster a stronger connection with customers by implementing community engagement initiatives, such as sponsoring local events, supporting charitable causes, and participating in community outreach programs. This will help build brand loyalty and goodwill within the community.

Implementing these suggestions can help Suzuki Motors not only meet the current needs and expectations of consumers but also position itself for long-term success in the automotive market.

CONCLUSION

In conclusion, the study highlights the multifaceted nature of consumer perception towards Suzuki Motors, elucidating the pivotal role of various factors such as product quality, brand reputation, pricing, service experience, and environmental sustainability initiatives. While Suzuki Motors enjoys a strong reputation for reliability and affordability, there are clear opportunities for improvement in areas such as product innovation and customer engagement. The findings underscore the importance of continuous adaptation to changing consumer preferences and market dynamics. By implementing strategies to enhance product innovation, strengthen brand communication, improve customer engagement, and demonstrate a commitment to sustainability, Suzuki Motors can further solidify its position in the market and foster long-term customer loyalty. This research contributes valuable insights to the broader discourse on consumer behavior and brand management within the automotive industry.

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