

**A STUDY ON THE DECISION MAKING ON CAR INVESTMENT AND
BRAND POSITION OF MARUTI CARS WITH REFERENCE TO
TIRUNELVELI**

**Dr.M.Thiagarajan
Mrs.Sridevi**

Customer retention is more powerful and effective than customer satisfaction customer detention represents the activates that produces the necessary customer satisfaction that creates customer loyalty which actually improves than bottom line.Customer satisfaction serveys, groups, interviews and observation can help determine from what they do .customer may be delighted with the tropical oils and arums in a high-priced ,well-advertised hair –care product but still end up buying the generic equivalent .there are customer satisfaction should also be measured of cash register receipt, marketshare,The level of customer retention and the number of refers from customers .the better companies have established link between customer satisfaction and the bottom line the analysis identifies the number of customers and the revenue at risk. Customer retention moves customer satisfaction to the next level by determining what is truly important to the customers and making sure that the customer satisfaction system focuses valuable resources on things that really matter to the customer, customer retention is the connection between customer satisfaction and the bottom lineLike wise high employee retention has a significant impact on high customer retention one way companies can manage customer retention is to pay attention to their present employees and to who they are hiring Customer retention requires a detailed analysis than customer satisfaction. Customer may be satisfied and delighted with high priced product but finally end up in

purchasing a generic equaling of the superior product. Customer relation is the link between customer satisfaction and profit a satisfaction level that results in customer retention will improve the loyalty of the customer towards the product and bring more profit by bringing new customers.

Key Words:Brand,Investment,Decision Making,Brand position,cusromer Retention

INTRODUCTION

Maruti Udyog Limited (MUL) was set up in Feb 1981 through an Act of Parliament, to take care of the developing demand of an individual method of transport caused by the absence of an effective open transport framework. Suzuki Motor Company was looked over seven forthcoming accomplices around the world. This was expected not exclusively to their undisputed administration in little autos yet in addition to their sense of duty regarding currently convey to MUL contemporary innovation and Japanese administration hones (which had slung Japan over USA to the status of the best car producing nation on the planet). A permit and a Joint Venture understanding was marked between Govt of India and Suzuki Motor Company (now Suzuki Motor Corporation of Japan) in Oct 1982. The targets of MUL at that point were: Modernization of the Indian Automobile Industry. Generation of fuel-productive vehicles to save rare resMarutices. Generation of extensive number of engine vehicles which was fundamental for financial development. Maruti made history by going into generation in a record 13 months. On 14 December 1983, the then Prime Minister of India, Mrs Indira Gandhi, gave over the keys of the main auto to Mr. Harpal Singh of Delhi.

Volume targets were routinely surpassed, and in March 1994, we turned into the principal Indian organization to create more than one million vehicles, a milestone yet to be accomplished by some other auto organization in India. Maruti is the most astounding volume auto producer in Asia, outside Japan and Korea, having delivered more than 4 million vehicles by April 2003.

Maruti is a standout amongst the best vehicle joint ventures, and has made benefits each year since beginning aside from 2000-01. In 2001-02, we made a benefit (before assess) of Rs 1183 million. In 2002-03, the benefit (before impose) rose to Rs 2821 million, recording a development of 138.4% over the earlier year.

We reformed the way Indians took a gander at autos. "No other auto organization so totally rules its home market" - (The Economist). MUL is the first and final auto organization on the planet to lead its home market as far as both piece of the overall industry and in the JD Power Customer Satisfaction consider (JD Power Asia Pacific 2000 India Customer Satisfaction ponders). It is likewise the main auto organization on the planet to be Top positioned three times consecutively (2000, 2001, 2002).

Exchange of TechnologyEvery minute two vehicles take off of the Maruti Plant. It is in this manner basic that the exchange of contemporary innovation from Maruti accomplice Suzuki is a smooth procedure. Incredible pressure is laid on preparing and inspiring the general population who man and keep up the hardware, since the best gear alone can't ensure high caliber and efficiency. From the earliest starting point it was a cognizant choice to send individuals to Suzuki Motor Corporation for at work preparing for line professionals, administrators and designers. This causes them to soak up the way of life in a way that just exchanging innovation through reports can never duplicate. At display 20% of Maruti workforce have been prepared under this program.

Maruti workers are Maruti most prominent quality and resource. It is this hidden theory that has shaped Maruti workforce into a group with shared objectives and goals. Maruti Employee-Management relationship is along these lines portrayed by: Participative Management. Cooperation and Kaizen. Correspondence and data sharing. Open office culture for simple availability To execute this logic, we

have taken a few measures like a level authoritative structure. There are just three levels of duties running from the Board Of Directors, Division Heads to Department Heads. Other obvious highlights of this theory are an open office, normal garbs (at all levels), and a typical bottle for all. This structure guarantees better correspondence and expedient basic leadership forms. It likewise makes a situation that assembles put stock in, straightforwardness and a feeling of having a place among workers.

Maruti Ethos

Maruti employees are Maruti greatest strength and asset. It is this underlying philosophy that has moulded Maruti workforce into a team with common goals and objectives. Maruti Employee-Management relationship is therefore characterised by: Participative Management. Team work & Kaizen. Communication and information sharing. Open office culture for easy accessibility To implement this philosophy, we have taken several measures like a flat organisational structure. There are only three levels of responsibilities ranging from the Board Of Directors, Division Heads to Department Heads. Other visible features of this philosophy are an open office, common uniforms (at all levels), and a common canteen for all. This structure ensures better communication and speedy decision making processes. It also creates an environment that builds trust, transparency and a sense of belonging amongst employees.

Maruti has a strong international presence with sales in over 70 countries worldwide spanning from Europe, South and Central America, Africa, Oceania and Asia. In the map above, the areas shaded in blue indicate Maruti presence.

Maruti total exports till July 2002 were over 253000 vehicles. Over 71% of these vehicles have been exported to Europe. The internationally popular Alto has carved a niche for itself in extremely competitive and technologically advanced European countries like Netherlands, UK, Finland, Sweden, Greece, Italy, Belgium, and in South America.

Building on Maruti performance record and the ties of trust we have forged over the years, we remain committed to Maruti corporate vision of being an internationally competitive company in terms of products and services, and providing value and satisfaction worldwide.

For successfully carving out this niche in international marketing, the Government of India has awarded us the Golden Star Trading House status.

THE DEALER PROFILE

DEALER PROFILE

Mr.S.G.JAYARAJ NADAR who was one of the pioneer fleet operators in Tamilnadu a great philanthropist and visionary and who laid strong foundations and evenly distributed the various business among his children which makes up the SGJ Group.

Under the chairmanship of Mr.G.J.Rathinaswamy the group provides world class automobiles and related products and services in three districts (TIRUNELVELI,TUTICORIN,AND KANYAKUMARI) and its contributing to the growth and well being of people of this region. He is the third son of Mr.S.G.Jayaraj nadar and is graduate in automobile engineering (DIESEL MECHANIC) from Rose polytechnic USA AND trained at M/S Perkins, England.

The elder son of Mr.G.J.Rathinaswamy, Mr.Jayakumar Jayaraj is mechanical engineer from the regional engineering college in Tiruchy district and spread head operations of the group designated executive director of Kodai automobiles. India number third position for Kodai automobiles ltd for the year of 2006-2007 in the service excellence by car products. He is an absolute gentle man and a true Christian he not only takes active interest in the socio economic causes but also have a vision of providing employment to the local youth of the region.

S.G.JAYARAJ NADAR AND SONS

MISSION

‘Serve the people of Tirunelveli And Tuticorin And Kanyakumari districts by providing them world class automobiles and related products, provide training and employment to local youth where by contributing to economic growth and well being of the people of three districts”.

VISION

“To be process centric profit oriented organization tuned to the concept of customer delight”

“HUMAN RESOURCE IS BEING the most important and valued resource profitability.

“Constant and never improvement”

COMPANY PROFILE

JR ENTERPRISES

Authorized dealer for Indian oil corporations limited since 1971.

KODAI AUTOMOBILES LIMITED

A public limited company dealing with Mahindra, Maruti, Hyundai. Personal prosper and light commercial vehicles districts operations includes in tirunelveli, tuticorin and kanyakumari.

Service centre in the oerations tirunelveli, tuticorin, nagercoil, and sankarankoil, kovilpatti, and tenkasi.

KODAI CARS PRIVATE LIMITED

Kodai automobiles private limited was split in to kodai cars and kodai automobiles ltd. It deals with the all major car products, personal prosper divisions and kodai automobiles ltd deals with light commercial vehicles district operations include in three districts.

SGJ AUTOCARE PRIVATE LIMITED

Established service centre at TUTICORIN, TIRUNELVELI, KANYAKUMARI for car utility and heavy commercial vehicles.

SCOPE OF THE STUDY

The four wheeler industry became so competitive due to the arrival of MNC's. So new technology came into Indian market. People are not fully aware of that product and sometimes people got negative attitude towards new technology in car industry. It is indicating that through planned marketing plan companies can expand the market of car industry.

The organization can utilize their advertisement expenditure after identifying the level of the consumer awareness and increase the scale.

OBJECTIVES OF THE STUDY

The major objectives of the study are,

Primary objective

- To know the influences of car purchase to deal with new customers
- To study the brand position of the product with existing customers

Secondary Objective

- To find consumer awareness towards the Maruti cars,
- To study the influences of Purchasing Maruti cars,
- To assess the market potential for Maruti among consumers.
- To know the consumer attitude towards Brand Image, Advertisement and Rate of Services.

RESEARCH METHODOLOGY

Research methodology is a way systematically solves the research problem. it may be considered as a science of studying how research is being done scientifically.

<u>S.NO</u>	<u>KEY ISSUE</u>	<u>OPINION</u>
<u>SELECTED</u>		
1	Data source	Primary & Secondary data
2	Research approach	Descriptive research
		Survey method
3	Instrument used	Questionnaires
4	Area of survey	with in the organization
5	Sampling plan	
	a) Sampling size	150 respondents
	b) Sampling method sampling	Convenience
	c) Method used to collect	Questionnaires
	d) Method of analysis	1. Chi-square
	average	2. Weighed
	method	3. Percentage

DATA COLLECTION

Primary data and secondary data were used to collect the data for this study.

PRIMARY DATA

The primary data are those, which are collected a fresh and for the first time, and thus happen to be original in character. Primary data was collected in the form of direct contact method with the employees in the organization.

SECONDARY DATA

The secondary data are those which have already been collected by someone else and which have already been passed through the statistical process. Secondary data was collected from various books, project books, etc...

RESEARCH APPROACH

Descriptive research studies are those studies, which are concerned with describing the characteristics of a particular individual, or of a group. It includes surveys and fact finding enquires of different finds. The major purpose of descriptive research is description of the state of affairs, as it exists at present.

Surveys are concerned with describing, recording, analyzing and interpreting conditions that either exists or existed. Surveys may either be census or sampling surveys. The method of data collection happens to be observation, or interview or questionnaires/opinion or some projective techniques.

INSTRUMENT USED

A questionnaire consists of a number of questionnaires printed or typed in a defined order on a form or set of forms. The form of the questionnaires may be either closed (i.e. of the type 'yes' or 'no') or open (i.e. in free response). A structured questionnaire was used to collect the needed information. The questionnaire used is a closed ended type of questionnaires

In this research two types of Questionnaire has to be prepared

- 1) To increase the number of new customers – A questionnaire has been designed to know influence of car purchase
- 2) To retain the existing customers – A questionnaire has been designed to know the brand position and satisfaction towards Maruti.

AREA OF SURVEY

The survey was done with in the Tirunelveli district.

SAMPLING DESIGN

A sampling design is definite plan for obtaining a sample from a given population or sampling frame. It refers to the technique or the procedure the researches would adopt in selecting items for the sample .

SAMPLING SIZE

This refers to the number of items to be selected from the universe to constitute a sample. The sample size is Questionnaire 1 = 150 respondents & Questionnaire 2 = 200 respondents

SAMPLING TECHNIQUES

When the population elements are selected for inclusion in the sample based on the care of access, it can be called convenience samplings. Convenience was used to complete this survey. It is the selection is the sample units and it is based on the convenience of the research

METHOD USED FOR COLLECTING QUESTIONNAIRE

The employees were directly contacted and the questionnaire was given to them. The direct contact method is to get some more additionally information for the purpose of study

TECHNIQUES AND TOOLS USED FOR ANALYSIS

The collected and processed data are analyzed with the help of different techniques and tools. Following are the techniques and tools used for analysis.

QUANTITATIVE TECHNIQUES

PERCENTAGE METHOD

Percentage method is the most common method used. It helps the researcher to make a comparison with two or more series of data and also to describe. This relationship is comparative relative terms.

Percentage of respondents = $(\text{number of respondents} / \text{total respondents} \times 100)$

CHI-SQUARE TEST

The most popular and widely used non parametric test of significance is the chi-square test. The particular test is used in testing in nominal data and also data with higher scale situation are chases, person , events or objects are grouped in two or more nominal categories such as "yes – no" favor undecided against or class "A,B,C or D"

The formula by which the chi – square is calculated is

U=observed frequency in the category

E=expected frequency in the category under

Degrees of freedom = $n-1$ or $(c-1)(r-1)$

Decision arrived from the test is based on the comparison between the calculated value and the critical value. Comparing with critical value (table-v) if the calculated

V is higher. We accept the alternative hypothesis. Similarly if the calculated v is less than critical value we accept the null hypothesis.

The calculated value of X^2 is compared the table of X^2 of given degrees of freedom of specified level of significance.

If the calculated value is higher than the table value, we accept the alternative hypothesis. Similarly if the critical value is less than the critical value we accept the null hypothesis.

GRAPHICAL TOOLS

BAR CHART

This type of chart seems to be used popular the bar chart consist of drawn either horizontally are vertically an individual bar drawn from each observation.

PIE-CHART

Pie chart is another well-known of method of presenting data. Here a circle represents the whole quantity and dividend in to proportion which represents different propos ion that each component is of the world.

LIMITATIOINS OF THE STUDY

- The study is limited to Chennai city only. There fore the same can't be applied to other cities
- Only 150 customers are taken into account
- Small sample size make difficult to go in for deep statically analysis.
- Availability of time and cost restrict the researcher from the collection of more samples.
-

FACTORS INFLUENCING CAR INVESTMENT

REASONS FOR DECIDING TO BUY A CAR

Table 1

REASONS	NO OF RESPONDENTS	PERCENTAGE
Social Status	110	73
Desire to buy	20	14
Comfort	10	7
Gift	5	3
Pollution	5	3
TOTAL	150	100

Fig 1



Inference

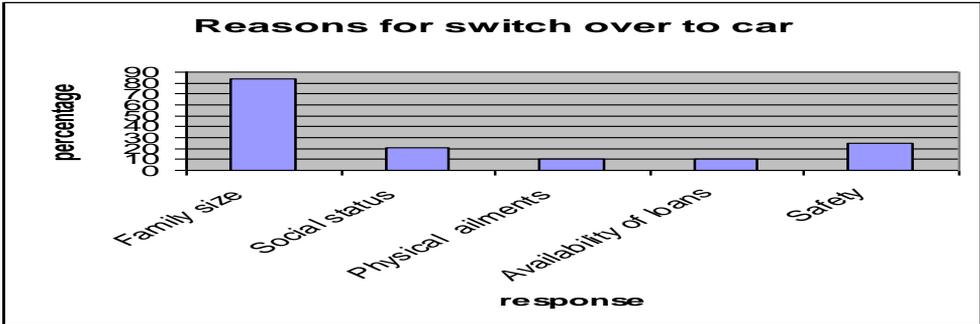
From the above table, it is inferred that 73% of the respondents buy car for social status.

Reasons for switching over to the car

Table 2

REASONS	NO OF RESPONDENTS	PERCENTAGE
Family size	84	56
Social status	21	14
Physical ailments	10	7
Availability of loans	10	7
Safety	25	17
TOTAL	150	100

Fig 2



Inference

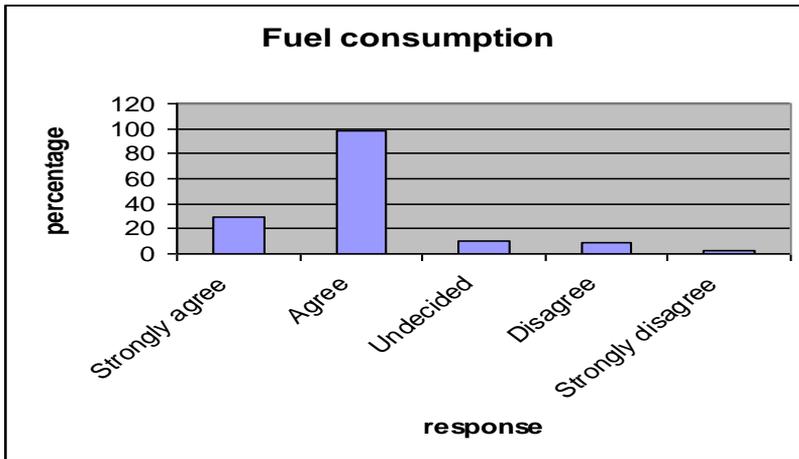
The above table depicts that majority of the respondents switch over to the car because of family size.

Influence of Fuel consumption

Table 3

RESPONSE	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	30	20
Agree	98	66
Undecided	10	6
Disagree	9	6
Strongly disagree	3	2
TOTAL	150	100

Fig 3



Inference

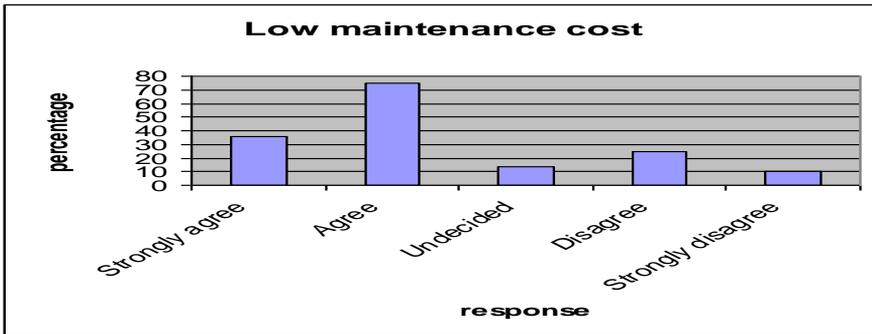
The above table shows that 66%of the respondents feel that fuel consumption influences competitive advantages.

Influences of Low maintenance

Table 4

RESPONSE	NO OF RESPONDNETS	PERCENTAGE
Strongly agree	36	24
Agree	75	50
Undecided	14	9
Disagree	25	10
Strongly disagree	10	7
TOTAL	150	100

Fig 4



Inference

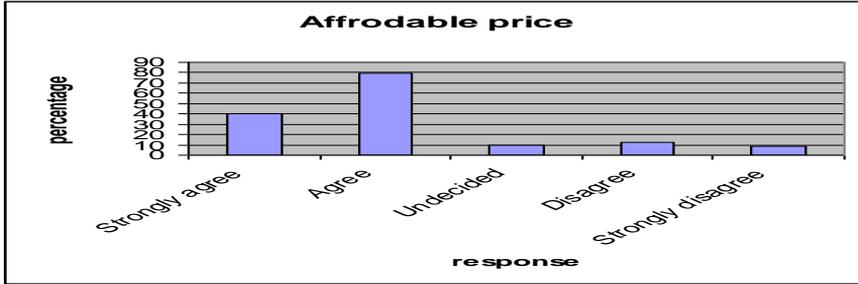
From the above table, it is inferred that 50% of the respondents agree that low maintenance influences competitive advantages.

Influence of Affordable price

Table 5

RESPONSE	NO OF RESPONDNETS	PERCENTAGE
Strongly agree	40	26
Agree	79	53
Undecided	10	7
Disagree	12	8
Strongly disagree	9	6
TOTAL	150	100

Fig 5



Inference

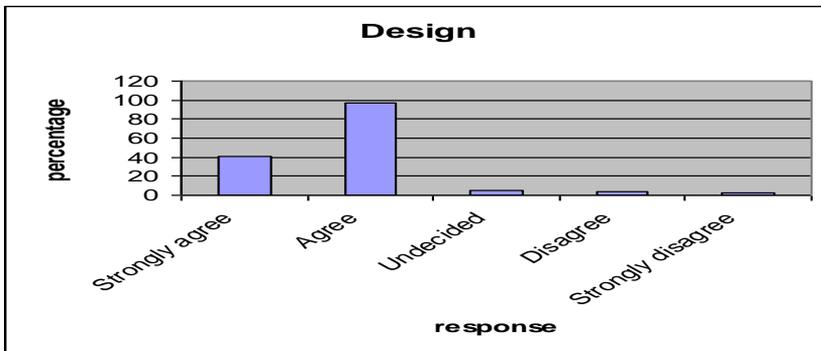
The above table portrays that 53% of respondents coincide upon affordable price influence on competitive advantages.

Influences of Design

Table 6

RESPONSE	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	41	29
Agree	97	64
Undecided	5	2
Disagree	4	3
Strongly disagree	3	2
TOTAL	150	100

Fig 6



Inference

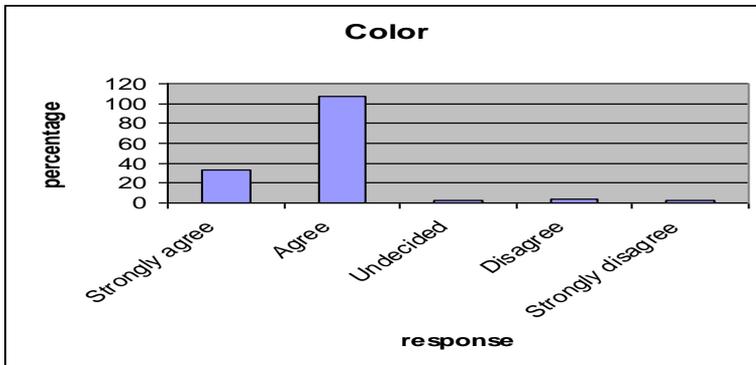
From the above table, it is inferred that majority of the respondent agrees the influences of design over the competitive advantages.

Influence of Color

Table 7

RESPONSE	NO OF RESPONDNETS	PERCENTAGE
Strongly agree	33	22
Agree	107	71
Undecided	3	2
Disagree	4	3
Strongly disagree	3	2
TOTAL	150	100

Fig 7



Inference

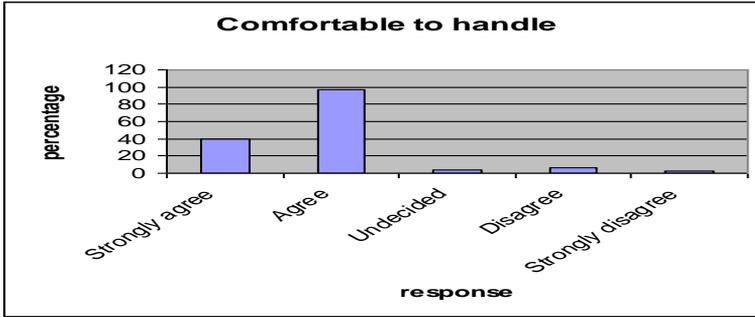
The above table depicts that 71% of the respondent agrees on color which influences the competitive advantages.

Influence of Comfort ness

Table 8

RESPONSE	NO OF RESPONDNETS	PERCENTAGE
Strongly agree	40	27
Agree	97	64
Undecided	4	3
Disagree	6	4
Strongly disagree	3	2
TOTAL	150	100

Fig 8



Inference

The above table show, that 64% of the respondent prefers comfort ness which influences competitive advantages.

Influence of Easy transport mode

Table 9

RESPONSE	NO OF RESPONDNETS	PERCENTAGE
Strongly agree	52	34
Agree	93	62
Undecided	1	1
Disagree	3	2
Strongly disagree	1	1
TOTAL	150	100

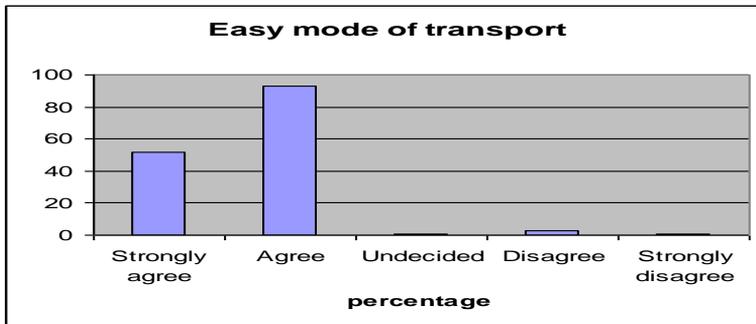


Fig 9

Inference

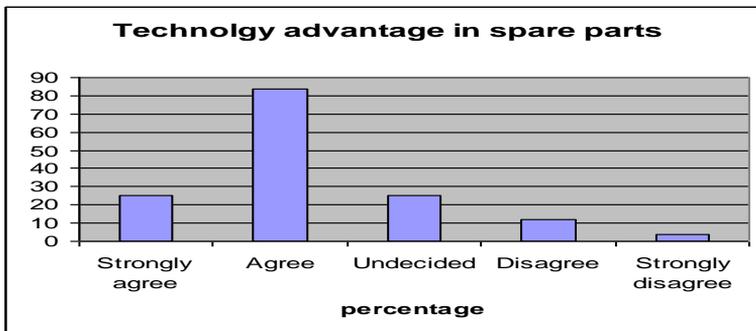
From the above table, it is inferred that 62% of the respondent agree upon the easy mode of transport which influences competitive advantages.

Influence of Technology advantage in spare parts

Table 10

RESPONSE	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	25	16
Agree	84	56
Undecided	25	17
Disagree	12	8
Strongly disagree	4	3
TOTAL	150	100

Fig 10



Inference

From the above table, it is inferred that 56% of the respondent coincide upon the technology advantage in spare parts which influences competitive advantages.

CHI-SQUARE TEST: TEST - 1

Reasons to switch over to car

AIM: To test the significance between the reasons to switch Over to car.

H0 : There is no significance between the reasons to Switch over to car.

H1 : There is significance between the reasons to Switch over to car

CALCULATED FOR CHI-SQUARE

O	E	(O-E)²	(O-E)²/E
50	30	400	13.033
20	30	100	3.033
25	30	25	0.833
22	30	64	2.133
39	30	81	2.7
		670	22.326

NULL HYPOTHESIS

There is no significance difference between the switch over to car.

Chi Square =
$$\Psi^2 = \sum \left[\frac{(O-E)^2}{E} \right]$$

O = Observed Frequency
E = Expected Frequency

Calculated Value = 22.326

Degree of Freedom is

$$\begin{aligned} &= (c-1) \\ &= (5-1) \\ &= 4 \end{aligned}$$

Tabulated Value of Ψ^2 5%

Level of significance is 9.488

RESULT

For (5-1) = 4. The table value of chi-square contribution of 5% level of significance at 4 degrees of freedom is 9.488

CONCLUSION

The calculated value of Ψ^2 distributions is 22.326 is more than table value is 9.488. So H0 is rejected.

Here there no significance difference between reasons to the switch over to car.

CHI-SQUARE TEST: TEST - 2**Usage of bike with preference to age**

AIM: To test the significance between the usage of bike with preference to age

H0 : There is no significance between the usage of bike with preference to age

H1 : There is significance between the usage of bike with preference to age

Age Group Using Bike

Factors	20-25	30-35	30-35	Above 35	Total
Yes	30	30	15	20	95
No	5	10	10	30	55
Total	35	40	25	50	150

EXPECTED FREQUENCY

$\frac{95 \times 35}{150} = 22.17$	$\frac{95 \times 40}{150} = 25.3$
$\frac{95 \times 25}{150} = 15.8$	$\frac{95 \times 50}{150} = 31.7$
$\frac{55 \times 35}{150} = 12.8$	$\frac{55 \times 40}{150} = 14.7$
$\frac{35 \times 25}{150} = 9.17$	$\frac{55 \times 50}{150} = 18.3$

CALCULATED FOR CHI-SQUARE

O	E	(O-E)²	(O-E)²/E
30	22.17	61.3	2.76
30	25.3	22.09	0.87
15	15.8	0.64	0.04
20	31.7	136.8	4.31
5	12.8	60.8	4.75
10	14.7	22.09	1.50
10	9.17	0.68	0.07
30	18.3	136.8	7.47
		441.2	462.97

NULL**HYPOTHESIS**

There is no significance difference between the usage of bike with preference to age

Chi Square =

O = Observed Frequency

E = Expected Frequency

$$\chi^2 = \sum \left[\frac{(O-E)^2}{E} \right]$$

Calculated Value = 462.97

Degree of Freedom is

$$= (r-1)(c-1)$$

$$= (4-1)(2-1)$$

$$= 3 \times 1$$

$$= 3$$

Tabulated Value of χ^2 5%

Level of significance is 7.815

RESULT

For $(4-1)(3-1) = 3$. The table value of chi-square contribution of 5% level of significance at 4 degrees of freedom is 7.815

CONCLUSION

The calculated value of χ^2 distributions is 462.97 is more than table value is 7.815

So H_0 is rejected.

Here there no significance difference between the usages of bike with preference to age.

CHI-SQUARE TEST: TEST - 3**Intention of Purchase with preference to income**

AIM: To test the significance between the intention of purchase with preference to income.

H_0 : There is no significance between the intention of purchase with preference to income.

H1 : There is significance between the intention of purchase with preference to income.

Income

Options	50,000 - 1 Lakh	1 Lakh – 2 Lakh	Above 2 Lakh	Total
Yes	55	20	20	95
No	30	15	105	55
Total	85	35	30	150

EXPECTED FREQUENCY

$\frac{95 \times 85}{150} = 53.8$	$\frac{95 \times 40}{150} = 25.3$
$\frac{95 \times 25}{150} = 15.8$	$\frac{95 \times 50}{150} = 31.7$
$\frac{55 \times 35}{150} = 12.8$	$\frac{55 \times 40}{150} = 14.7$
$\frac{35 \times 25}{150} = 9.17$	$\frac{55 \times 50}{150} = 18.3$

CALCULATED FOR CHI-SQUARE

O	E	$(O-E)^2$	$(O-E)^2/E$
55	53.8	1.44	0.03
20	22.16	4.6	0.2
20	19	1	0.05
30	31.16	1.34	0.04
15	12.8	4.84	0.37
10	11	1	0.09
		14.22	0.78

NULL HYPOTHESIS

There is no significance difference between the intentions of purchase with preference to income.

Chi Square =

O = Observed Frequency

E = Expected Frequency

Calculated Value = 0.78

Degree of Freedom is

$$= (r-1)(c-1)$$

$$= (3-1)(2-1)$$

$$= 2 \times 1$$

$$= 2$$

Tabulated Value of χ^2 5%

Level of significance is 5.991

RESULT

For $(3-1)(2-1) = 2$. The table value of chi-square contribution of 5% level of significance at 2 degrees of freedom is 5.991

CONCLUSION

The table value of χ^2 distributions is 5.991 is more than calculated value is 0.78

So H_0 is accepted.

Here there no significance difference between the intentions of purchase with preference to income.

FINDINGS & SUGGESTIONS

FINDINGS

FACTORS INFLUENCING CAR PURCHASE

The major findings of the questionnaire 1 – Factors influencing car purchase are summarized below

- Majority of respondents reason is social status for buying the car
- Family size is the main reason for switching over to the car by most of the respondents.

The following are the influences factors to have competitive Advantages of the four-wheelers

1. Fuel consumption

- 2.Low maintenance
- 3.Affordable prize
- 4.Spare parts out cut
5. Liberalized govt policy, insurance, road tax, life tax, third party insurance
- 6.Comfortable the handle
- 7.Easy made of transport
- 8.Technology advantage in spare parts
- 9.On time delivery
- 10.Polution free
- 11.Heavy advertisement
- 12.After sales service
- 13.Product demo
- 14.Proximity of the outlet
- 15.Promotinal offer
16. Exchange offer
17. Avoid finance comfortable

BRAND POSSESSION

The major findings of the questionnaire 2 – Brand possession among respondents are summarized below

- The fast moving brand among the Maruti Passenger Cars to customer's opinion followed by Hyundai, Toyota, Tata, Ford, and others.
- According to Consumers the main factor that influences the customers to purchase is the quality, creative fashion, brand image, and affordable price.
- The After Sales Services of Maruti Cars especially at UMS are also keeping other products Maruti like Maruti 800, 1000, Zen, Suzuki, Omni, Alto.
- The brand image of Maruti is excellent.
- The Quality of Maruti passenger Cars is good according to Customers.
- The designing is excellent in Customers Opinion.

- Maruti sales have a mixed response 40% said good, 40% said average and 20% said poor so the sales is good.
- The number one fast moving product of Maruti is a Maruti 800; Omni are also moving very good and other products is at a satisfaction level.
- The advertisement of Maruti has the following response 50% said that posters are the best way of advertisement, 30% of them feel that mannequin is the best and 20% feel that the pop display is best way at their outlet.
- The number one position on the sales of Maruti group cars Maruti 800 other than 1000.Suzuki, Alto & Omni
- Regarding availability of the Cars all the respondents said that Maruti Cars are easily available.
- It has been found that there is an opportunity for Maruti in lower segment Cars.
- The customer respondent selected mostly for the lower range Cars in between 1.5 – 2 lakh and followed by 2-2.5, 1-1.5, and 3-3.5 lakh Price Range for the lower segment range Cars.
- Customer's respondent opinion that T.V. is the best mode of advertisement the second choice for the best mode was signboards followed by magazines and newspaper.

SUGGESTIONS

- Customers have said that the brand quality, designing of Maruti is good.
- About the price nearly half of the respondents said that price of the Cars is high. Hence the company should make the price affordable.
- To increase the sales of the Maruti the distribution and advertisement should be improved.

- The Services were complaining about the awareness of new range of Cars design and fashions, company should make aware of the new designs and fashions of the Cars to the Services.
- The quality that is ordered is not fully supplied even after 45 days. The quantity of Cars should be supplied 100% and on time (i.e., 7-15) days.
- There is a good opportunity available for Maruti in lower segments as respondent said that the lower segment is large and profitable enough to serve. Maruti has good brand image and it can be successful in lower segment.
- As few respondents said that there might be adverse effect on brand image there is other option for Maruti is that they can use another brand name for lower segment Cars under their Company's Name.
- The price range for the lower segment should be in between Rs.1.5 -2 lakh.
- Mostly Maruti gives advertisement of 800 and Omni. It should give advertisement of all the products available in its brand. The sales of other products can be improved by giving groups (all products) advertisement.
- Maruti advertisement is satisfactory. To make awareness among people Television is the Best mode for advertisement. The next choice should give to the frequent signboards and newspaper advertisement.

CONCLUSION

In the current scenario where four wheeler slashes the prices to the close to the cost of a bike, there by impose heavy competition for two wheeler. This research will be very helpful to the company to take necessary steps to retain the four wheeler customer have competitive edge over others. More over, the research can be generalized to other companies.

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ABOUT THE AUTHORS

Dr.M.Thiagarajan, Head of the department, Department of Business Administration, Alagappa Govt.Arts college, Karaikudi.

Mrs.Sridevi, Research scholar Part time in Management, Alagappa University,Karaikudi