Journal of Research Administration
Society of Research Administrators International

A CASE STUDYONCONSUMER BEHAVIOUR JAYABHERI MARUTHI SUZUKI,VISAKHAPATNAM, INDIA

Dr. Ranjit Kumar Siringi
Assistant Professor, Department of Commerce and Management Studies
Andhra University,Visakhapatnam, India

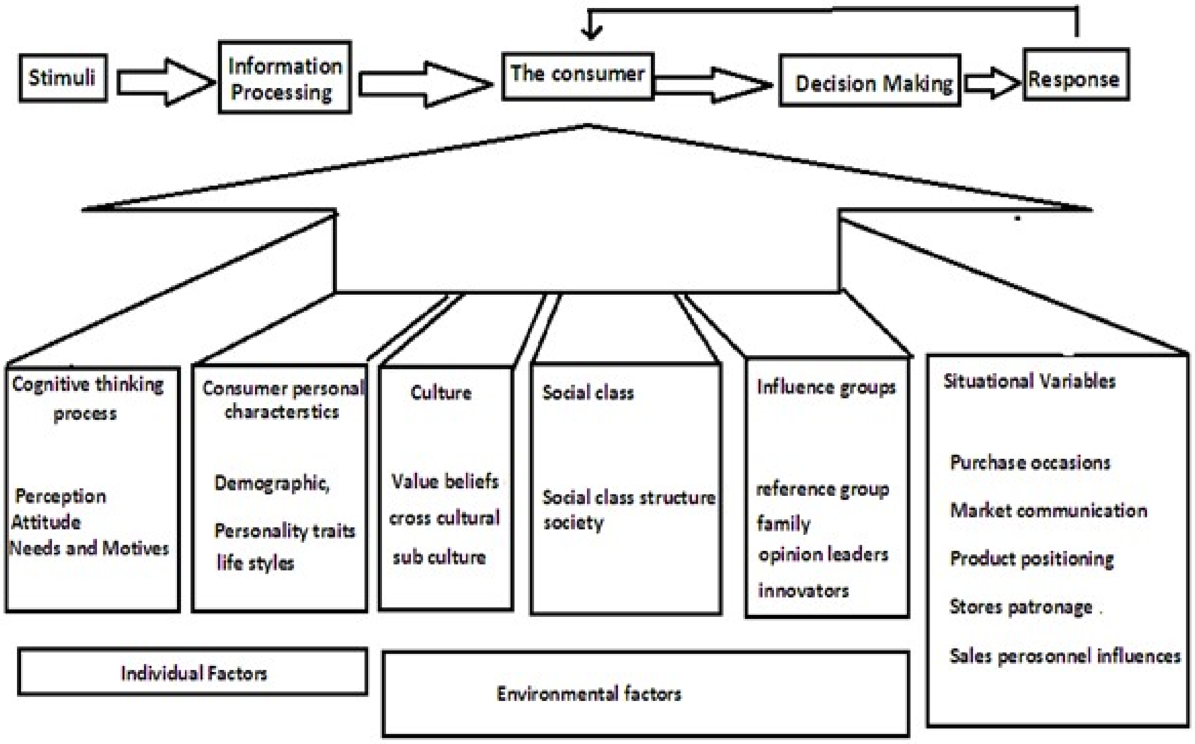
ABSTRACT

Consumer behavior is comparatively a new field of study which evolved just after the Second World War. The seller's market has disappeared and buyers' market has come up. This led to paradigm shift of the manufacturer's attention from product to consumer and specially focused on the consumer behavior. The growth of consumerism and consumer legislation emphasizes the importance that is given tothe consumer. Consumer behavior is a study of how individuals make decisions to spend their available resources (time, money and effort) or consumption related aspects. Consumer behavior is the study of when, why, how and where people do or do not buy a product. It blends elements from psychology, sociology, and socialAnthropology and economics. It attempts to understand the buyer decision making process, both individual consumers such as demographics and behavioral variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups and society in general.One "official" Definition of consumer behavior is "The study of individuals, groups, or organizations and the process they use to select, secure, use and dispose of products, services, experiences or ideas to satisfy needs and the impacts that these processes have on the consumer and society."

KEY WORDS: Buyers' market, Consumer behaviour ,Decision making, social anthropology and Economics.

© 2024 The Authors

Determinants of Consumer behavior



OBJECTIVES OF THE STUDY

- To study organization profile of Maruti Suzuki.
- To study the Maruti Suzuki India Limited (MSIL) Profile.
- To study Automobile Industry in India.
- To study theoretical concepts of Consumer Behavior.
- To study Maruti Suzuki Car Consumers Decision Making Process in purchase of Maruti cars

Sociological influences that impact consumer decision making; these include:

- ❖ **Consumer Groups:**The term "group", may be defined as two or more people who interact with each in order to achieve mutually agreed upon goals; such goals may relate to an individual or to the many who get together for the achievement of such goals.

When we speak of ***consumer groups***, we refer to individuals or group of individuals or the family who have a need and desire purchasing a good or service so as to fulfill the need and derive satisfaction

Marketing academicians and researchers, as well as consumer researchers, define status in terms of demographical variables like ***income,occupation*** **and** ***education****;* in fact, the three are interrelated and thus, used in conjunction to each other. While understanding buying patterns and consumption behaviour, it is necessary to understand the dynamics of social class

- **LIFESTYLE ANALYSIS**

Consumer behaviourists and researchers have studied lifestyles of the community and made generalizations. Lifestyles have been assessed in terms of **activities, interests and opinions(AIOs)**. They have been measured as a general measure as well as a specific measure. In terms of marketing, the general measure relates to the use of product and service offerings by people belonging to a social class. As a specific measure they relate to brands, whether economy, middle-range or premium. Thus, lifestyle analysis may be used as a general measure or as a specific measure

- **CULTURE**

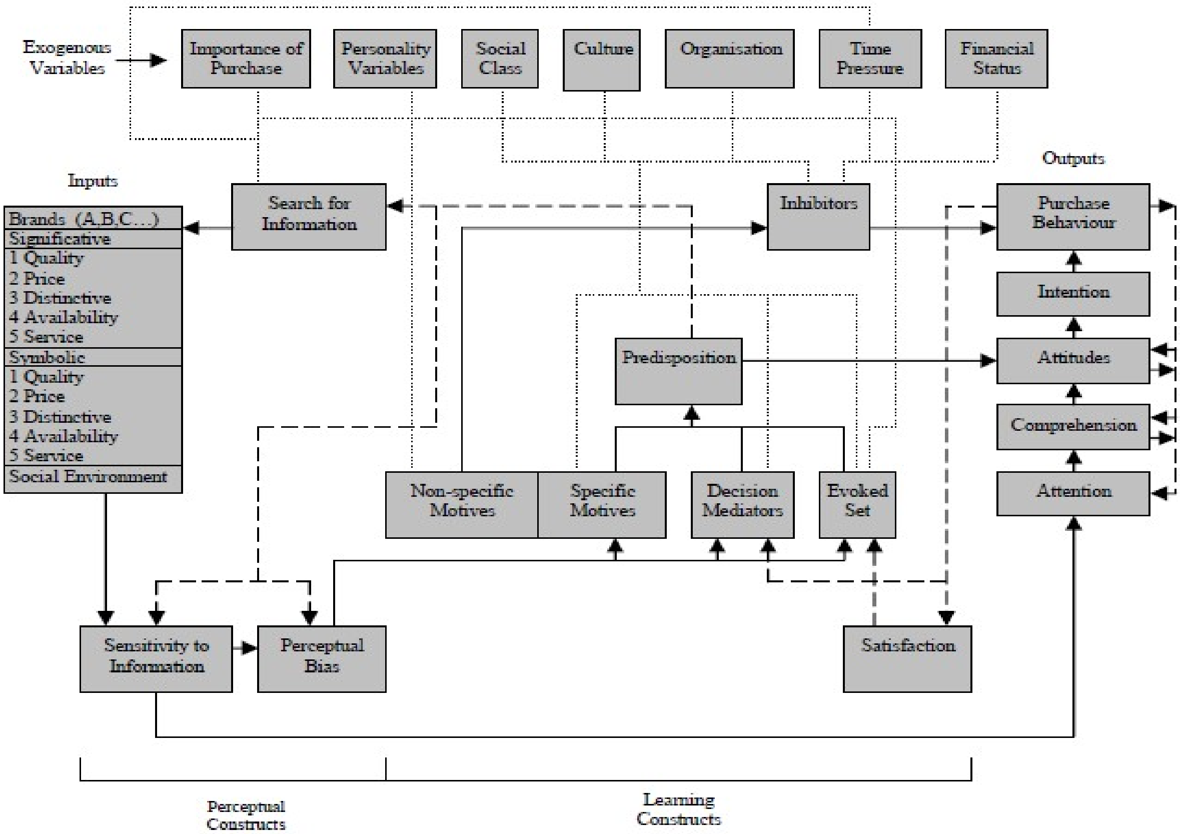
Culture may be defined as the "personality of a society".It is broad and all pervasive in nature, inclusive of language, customs and traditions, norms and laws, religion, art and music,etc. It also includes the interests of people, the work practices and orientations, as also their attitudes towards general and specific issues.

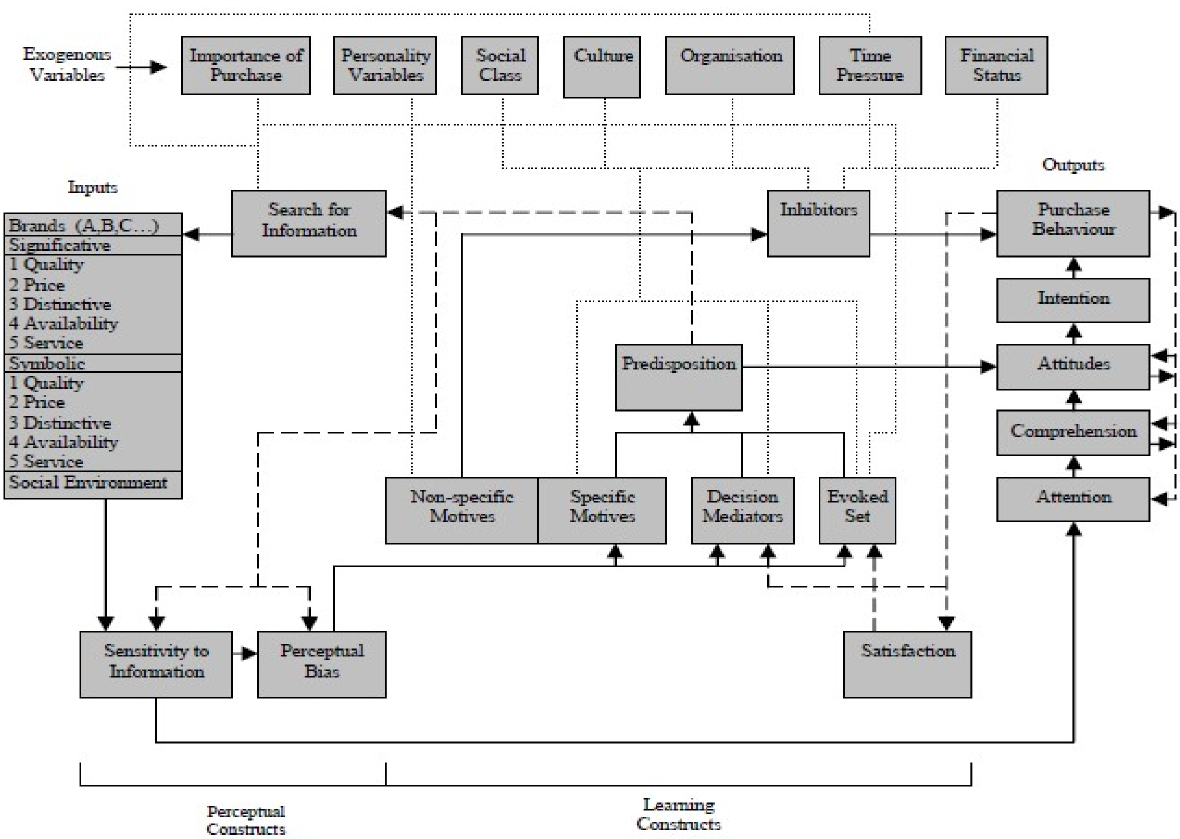
Schiff man defines culture as "the sum total of learned beliefs, values, and customs that serve to direct the consumer behaviour of members of particular society".

A single culture can be broken up into various consumer subcultures. A subculture can be defined as a culture that is not dominant in its society

Purchase Behaviour – the actual purchase behaviour, which reflects the buyer's predisposition to buy as modified by any inhibitors .

© 2024 The Authors



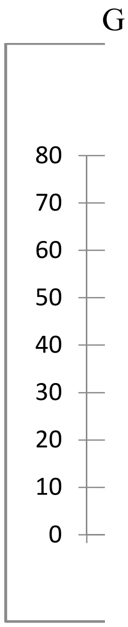


© 2024 The Authors

RESULTS AND DISCUSSIONS:

Table.1 GENDER OF RESPONDENTS

PARTICULARS	MALE	FEMALE	TOTAL
NO. OF RESPONDENTS	76	24	100
PERCENTAGE %	76%	24%	100%



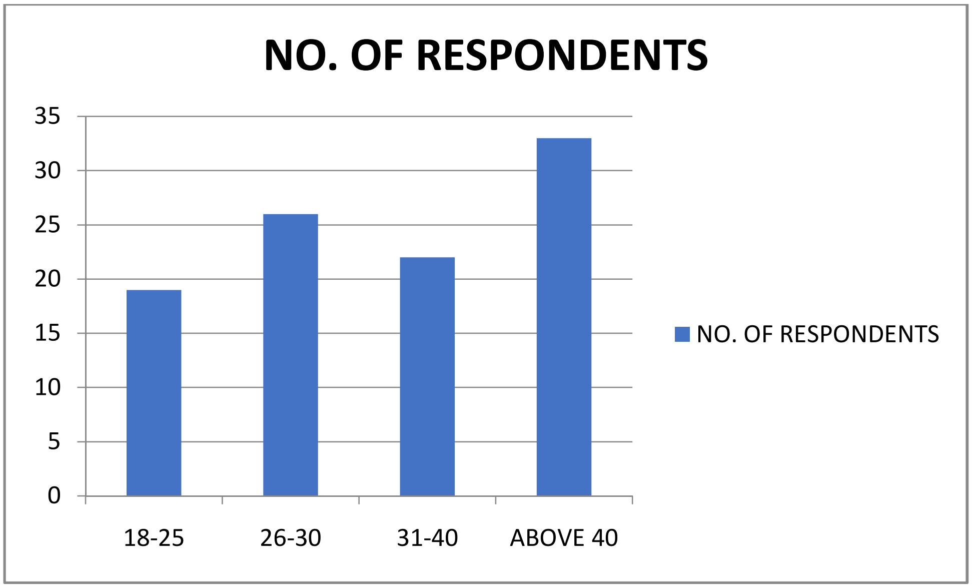
INTREPRETATION:

From the above table 1 and graph 1 , it is inferred that, out 100 respondents, male respondents are 72 (72%) and female respondents are 24 (24%). According to the above information, Majority of the respondents are male.

2. AGE GROUP OF RESPONDENTS

PARTICULARS	18-25	26-30	31-40	ABOVE 40	TOTAL
NO. OF RESPONDENTS	19	26	22	33	100
PERCENTAGE%	19%	26%	22%	33%	100%

© 2024 The Authors

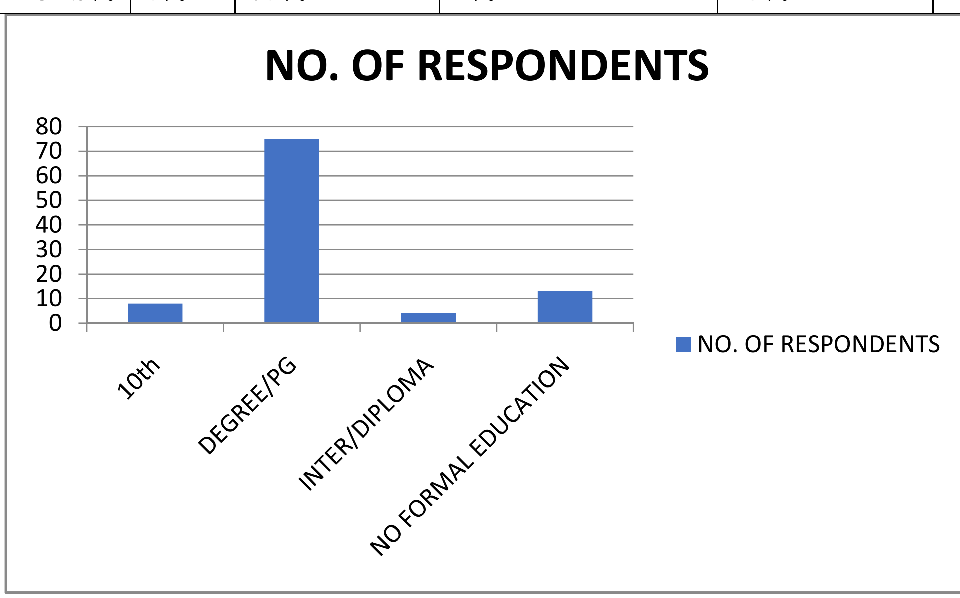


INTREPRETATION:

From the table.2 and graph 2, it is inferred that, out of 100 respondents, age group 18-25 are 19 (19%), 26-30 are 26 (26%), 31-40 are 22 (22%), above 40 are 33 (33%). According to the above information, majority of the respondents are in the age group of above 40.

3. EDUCATION OF RESPONDENTS

PARTICULARS	10th	DEGREE/PG	INTER/DIPLOMA	NO FORMAL EDUCATION	TOTAL
NO. OF RESPONDENTS	8	75	4	13	100
PERCENTAGES%	8%	75%	4%	13%	100%



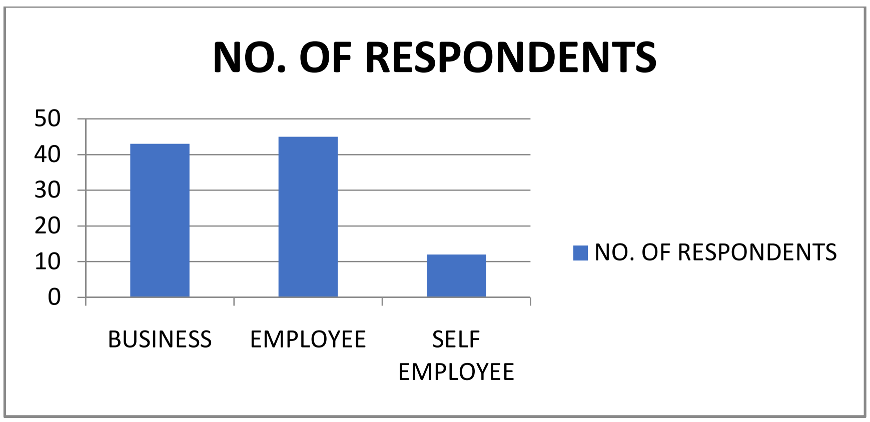
© 2024 The Authors

INTREPRETATION:

From the above table 3 and graph 3 it is inferred that, out of 100 respondents 10^{th} respondents are 8 (8%), Degree/PG respondents are 75 (75%), Inter/Diploma respondents are 4 (4%), No formal education respondents are 13 (13%). According to the above information it is observed that majority of respondents have done their education in Degree/PG.

4. SOURCE OF INCOME

PARTICULARS	BUSINESS	EMPLOYEE	SELF EMPLOYEE	TOTAL
NO. OF RESPONDENTS	43	45	12	100
PERCENTAGES%	43%	45%	12%	100%



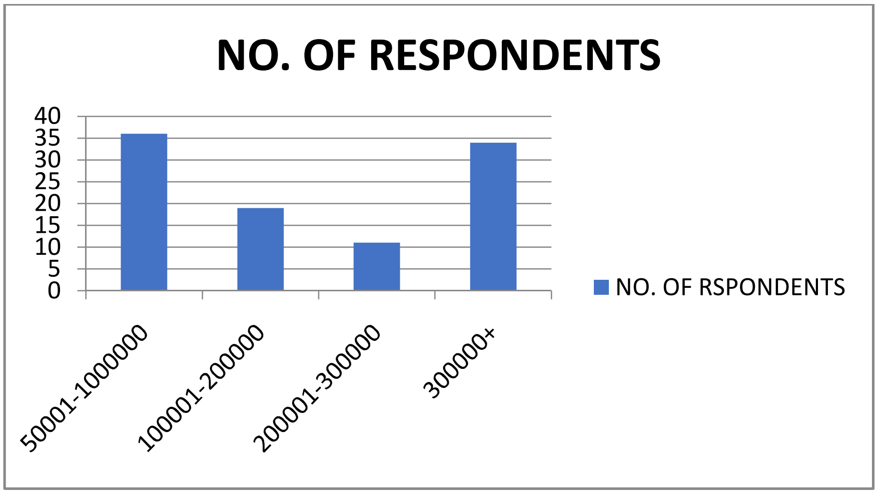
INTERPRETATION:

From the above table 4 and graph 4 it is inferred that, out of 100 respondents, 43 respondents (43%) are doing business, 45 respondents (45%) are employees, 12 respondents (12%) are self employees. According to above information it is observed that majority of respondents are employees.

5 INCOME OF RESPONDENTS

PARTICULARS	50001-1000000	100001-200000	200001-300000	300000+	TOTAL
NO. OF RSPONDENTS	36	19	11	34	100
PERCENTAGES%	36%	19%	11%	34%	100%

© 2024 The Authors

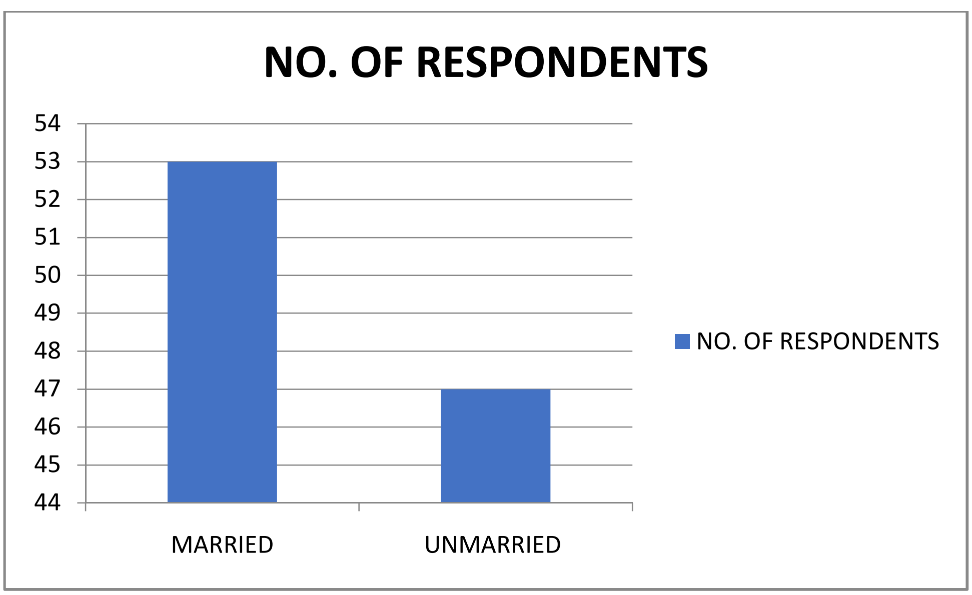


INTERPRETATION:

From the table 5 and graph 5 it is inferred that, out of 100 respondents, 36 respondents (36%) have an income of 50001-100000, 19 respondents (19%) have an income of 100001-200000, 11 respondents (11%) have an income of 200001-300000, 34 respondents (34%) have an income of 300000+. According to the above information it is observed that majority of respondents are who have an income of 50001-100000.

6 MARITAL STATUS OF RESPONDENTS.

PARTICULARS	MARRIED	UNMARRIED	TOTAL
NO. OF RESPONDENTS	53	47	100
PERCENTAGES%	53%	47%	100%



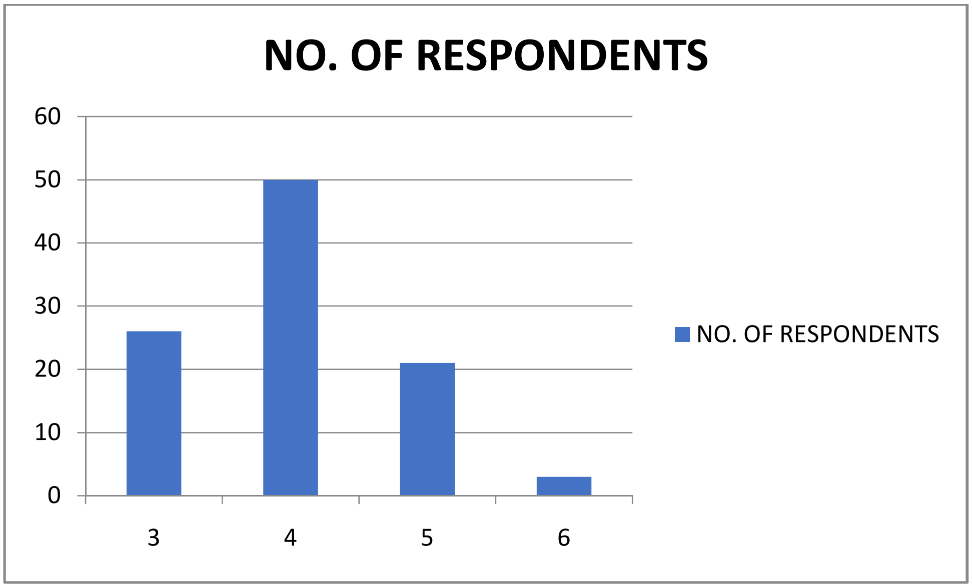
© 2024 The Authors

INTERPRETATION:

From the above table 6 and graph 6 it is inferred that, out of 100 respondents, 53 respondents (53%) are married and 47 respondents (47%) are unmarried. According to above information it is observed that majority of respondents are married.

7 FAMILY SIZE

PARTICULARS	3	4	5	6	TOTAL
NO. OF RESPONDENTS	26	50	21	3	100
PERCENTAGES%	26%	50%	21%	3%	100%



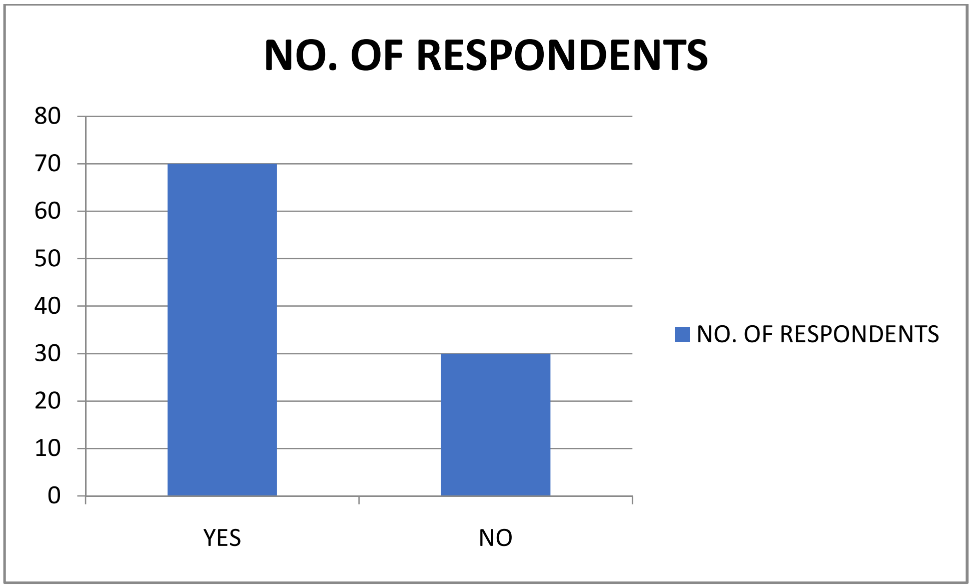
INTERPRETATION:

From the table 7 and graph 7 it is inferred that, out of 100 respondents, family of 3 are 26 (26%), 4 are 50 (50%), 5 are 21 (21%), 6 are 3 (3%). According to above information it is observed that majority of the respondents are of family size 4.

8 RESPONDENTS OWNERSHIP TOWARDS CAR

PARTICULARS	YES	NO	TOTAL
NO. OF RESPONDENTS	70	30	100
PERCENTAGES%	70%	30%	100%

© 2024 The Authors

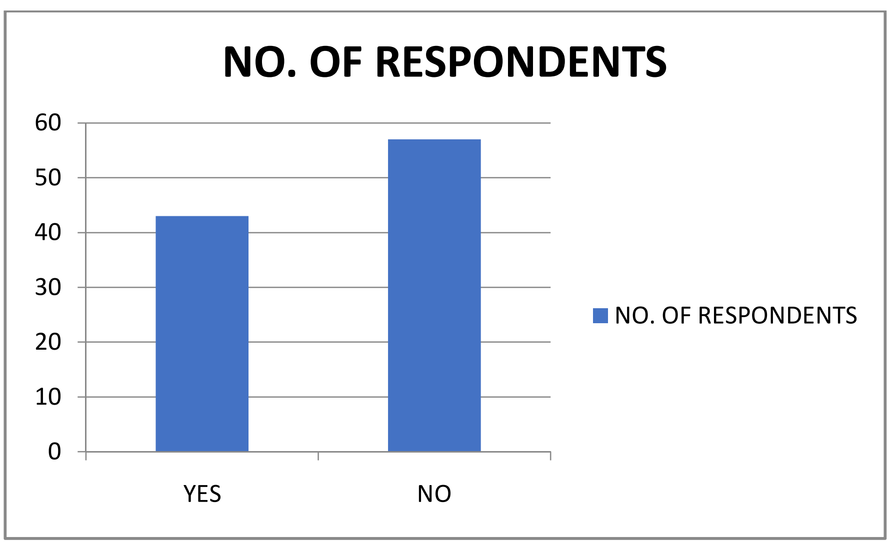


INTERPRETATION:

From above table 8 and graph 8 it is inferred that, out of 100 respondents, 70 respondents (70%) answered yes, 30 respondents (30%) answered no. According to above information it is observed that majority of respondents answered yes.

9 RESPONDENTS OWNERSHIP TOWARDS OWNING MARUTI CAR

PARTICULARS	YES	NO	TOTAL
NO. OF RESPONDENTS	43	57	100
PERCENTAGES%	43%	57%	100%

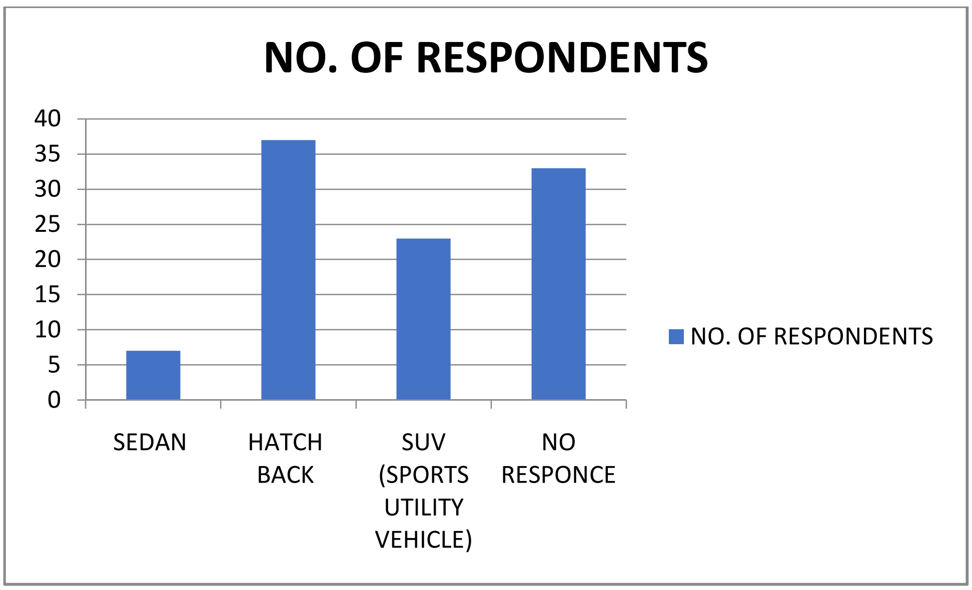


INTERPRETATION:

From the above table 9 and graph 9 it is inferred that, out of 100 respondents, 43 respondents (43%) answered yes, 57 respondents (57%) answered no. According to the above information it is observed that majority of respondents answered no.

10 RESONDENTS CAR MODELS

PARTICULARS	SEDAN	HATCH BACK	SUV (SPORTS UTILITY VEHICLE)	NO RESPONSE	TOTAL
NO. OF RESPONDENTS	7	37	23	33	100
PERCENTAGES%	7%	37%	23%	33%	100%



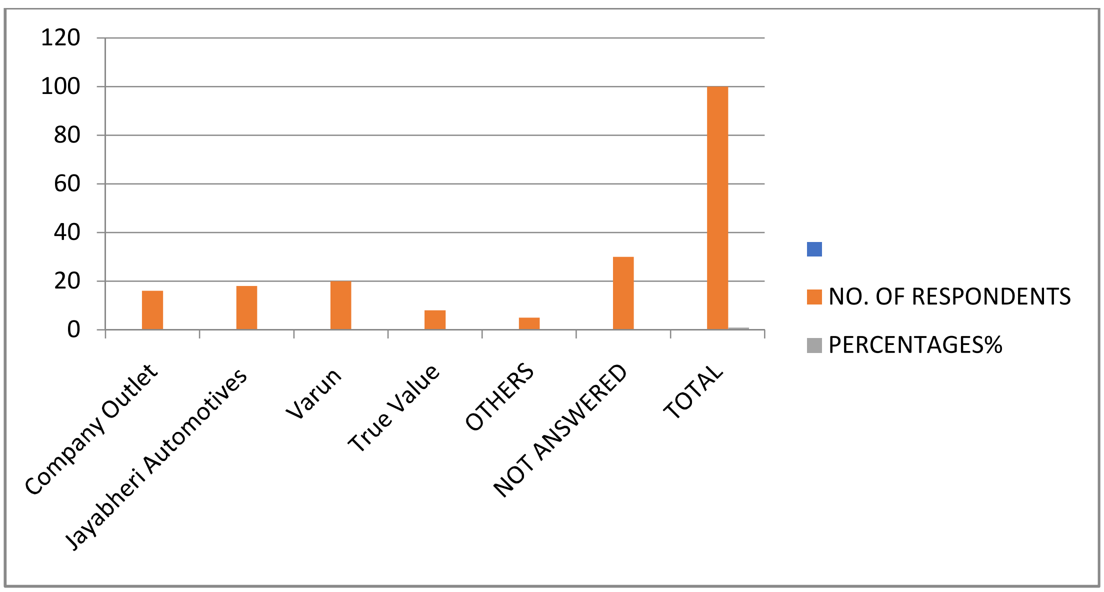
INTERPRETATION:

From the above table 10 and graph 10 it is inferred that, out of 100 respondents, 7 respondents (7%) marked sedan, 37 respondents (37%) marked hatchback, 23 respondents (23%) marked suv, 33 respondents (33%) did not give any response. According to above information it is observed that majority of people have marked hatchback.

© 2024 The Authors

11 RESPONDENTS PURCHASE POINT/PLACE

Particulars	Company Outlet	Jayabheri Automotives	Varun Motors	True Value	OTHERS	NOT ANSWERED	TOTAL
NO. OF RESPONDENTS	16	18	20	8	5	30	100
PERCENTAGES%	16%	18%	20%	8%	5%	30%	100%

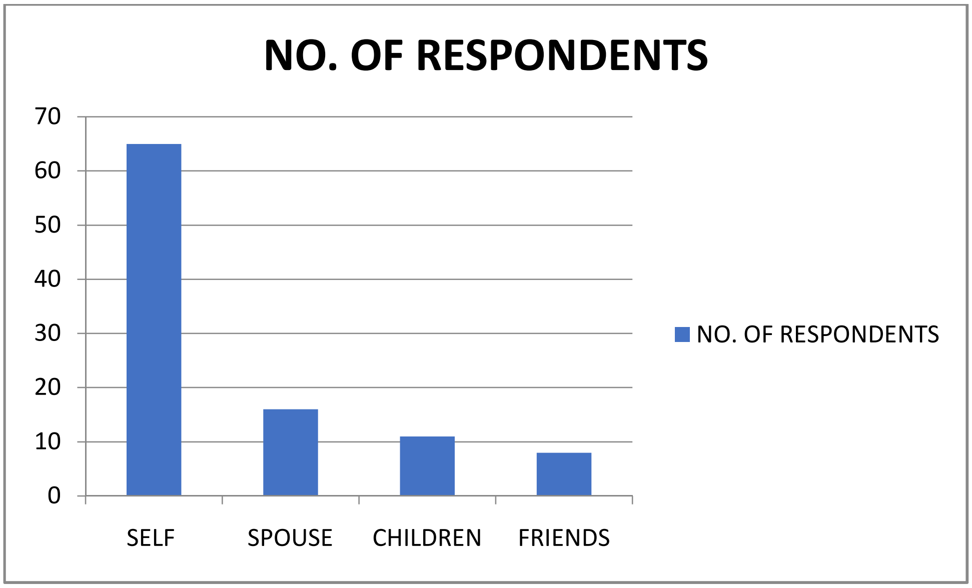


INTERPRETATION:
From the above table 11 and graph 11 it is inferred that out of 100 respondents, respondents who brought car at company outlet are 16 respondents (16%), at Jayabheri are 18 respondents (18%), at Varun Motor are 20 respondents (20%), at True Value showrooms are 8 respondents (8%), and at others are 5 respondents (5%), 30 respondents (30%) did not answer as they don't own a car. According to the above information it is observed that there is a tight competition between Varun Motors and Jayabheri Automotive showrooms.

12 RESPONDENTS INFLUENCING TOWARDS MARUTI CAR

© 2024 The Authors

PARTICULARS	SELF	SPOUSE	CHILDREN	FRIENDS	TOTAL
NO. OF RESPONDENTS	65	16	11	8	100
PERCENTAGES%	65%	16%	11%	8%	100%



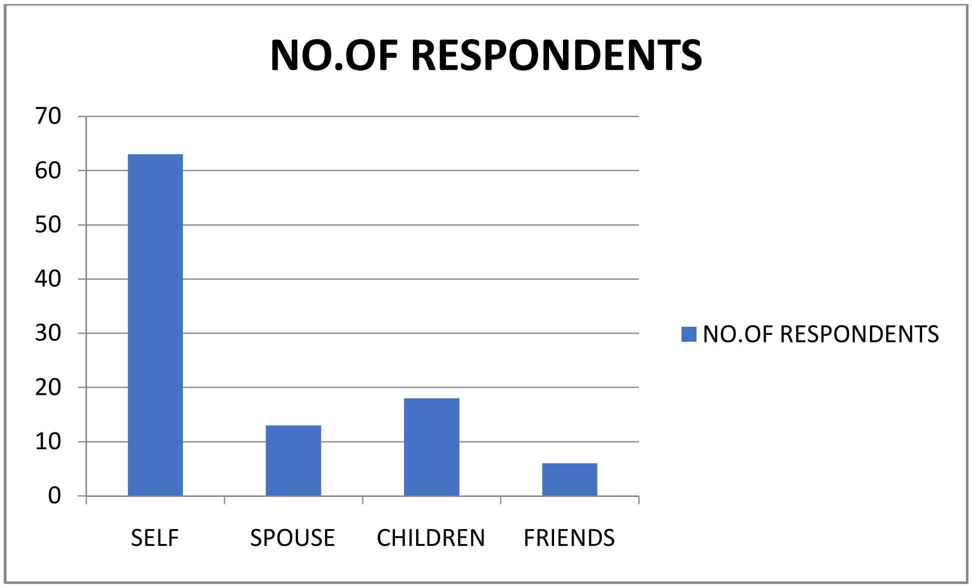
INTERPRETATION:

From the table 12 and graph 12 it is inferred that out of 100 respondents, 65 respondents (65%) are influenced by self, 16 respondents (16%) are influenced by spouse, 11 respondents (11%) are influenced by children, 8 respondents (8%) are influenced by friends. According to above information it is observed that majority of respondents are influenced by self.

13 RESPONDENTS FINAL DECISION IN CHOOSING THE MARUTI CAR

PARTICULARS	SELF	SPOUSE	CHILDREN	FRIENDS	TOTAL
NO.OF RESPONDENTS	63	13	18	6	100
PERCENTAGES%	63%	13%	18%	6%	100%

© 2024 The Authors

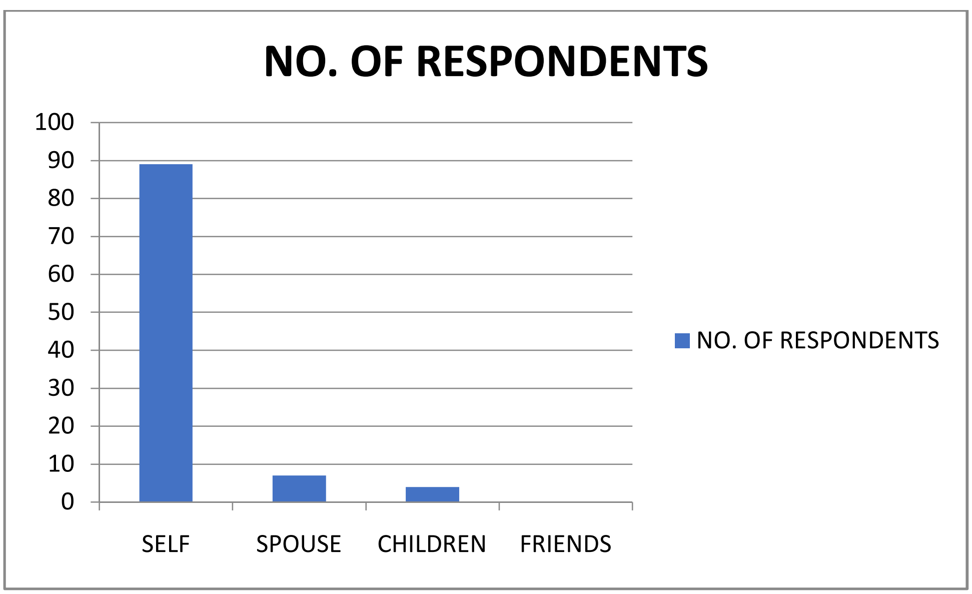


INTERPRETATION:

From the table 13 and graph 13 it is inferred that out of 100 respondents, 63 respondents (63%) took the final decision by self, 13 respondents (13%) took final decision by spouse, 18 respondents (18%) by children, 6 respondents (6%) by friends. According to the above information it is observed that majority of respondents took the final decision by self.

14 RESPONDENTS FINAL PAYMENT IN PURCHASING THE MARUTI CAR

PARTICULARS	SELF	SPOUSE	CHILDREN	FRIENDS	TOTAL
NO. OF RESPONDENTS	89	7	4	0	100
PERCENTAGES%	89%	7%	4%	0%	100%



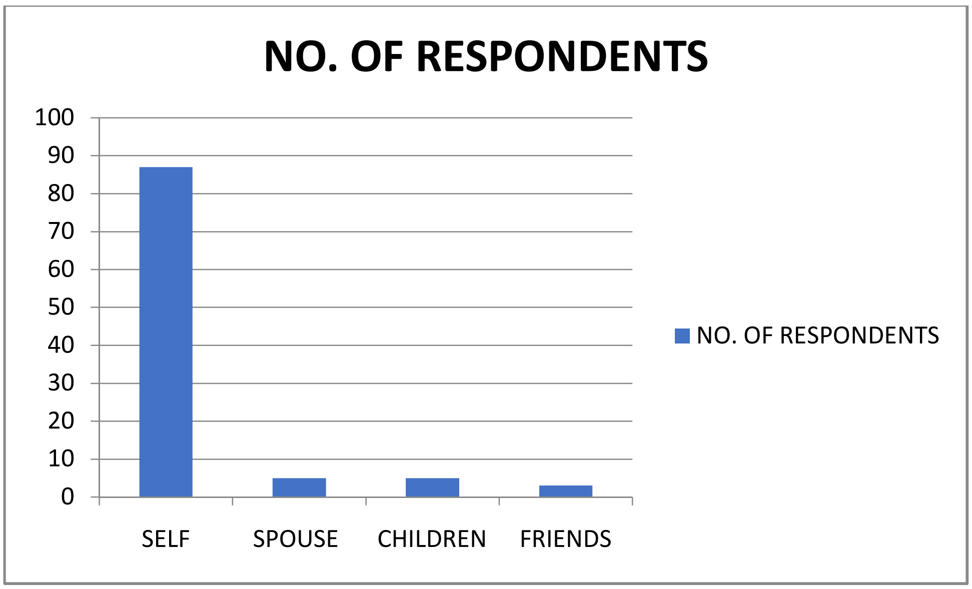
INTERPRETATION:

© 2024 The Authors

From the table 14 and graph 14 it is inferred that out of 100 respondents, 89 respondents (89%) have made a self payment, 7 respondents (7%) are paid by their spouse, 4 respondents (4%) are paid by their children, 0 respondents (0%) are paid by their friends. According to the above information it is observed that majority of the respondents have made payment by self.

15 RESPONDENTS FREQUENT USAGE OF CAR

PARTICULARS	SELF	SPOUSE	CHILDREN	FRIENDS	TOTAL
NO. OF RESPONDENTS	87	5	5	3	100
PERCENTAGES%	87%	5%	5%	3%	100%

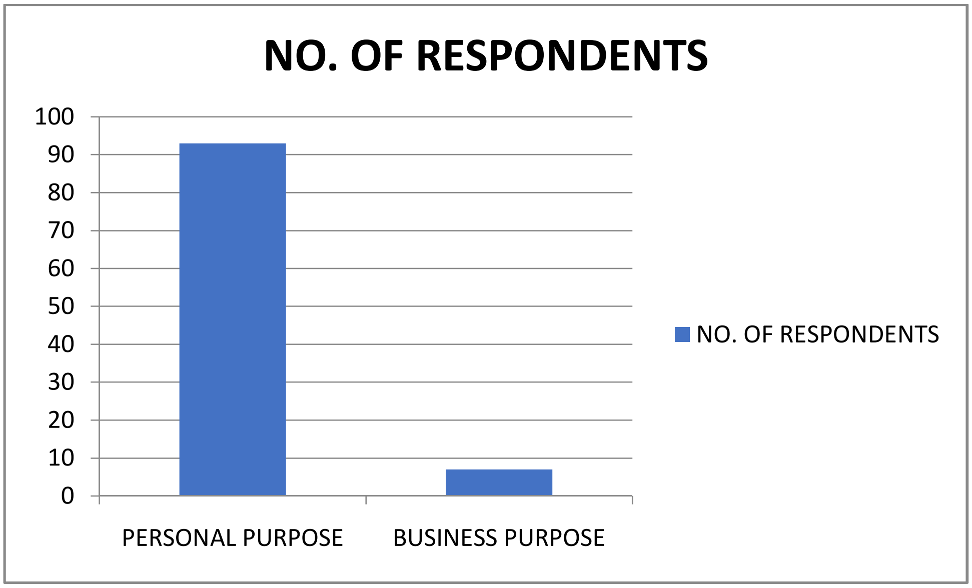


INTERPRETATION:

From the above table 15 and graph 15 it is inferred that out of 100 respondents, 87 respondents (87%) use the car by self, 5 respondents (5%) are used by their spouse, 5 respondents (5%) are used by their children, 3 respondents (3%) are used by their friends. According to the above information it is observed that majority of the respondents use their car on their self purpose.

16 RESPONDENTS PURPOSE OF BUYING A MARUTI CAR

PARTICULARS	PERSONAL PURPOSE	BUSINESS PURPOSE	TOTAL
NO. OF RESPONDENTS	93	7	100
PERCENTAGE%	93%	7%	100%



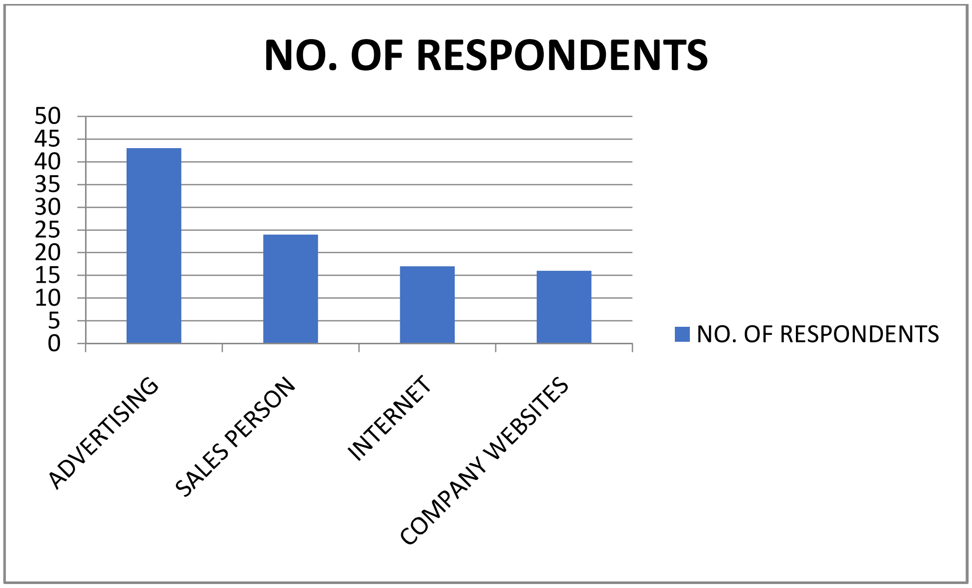
INTERPRETATION:

From the above table 16 and graph 16 its is inferred that out of 100 respondents, 93 respondents (93%) use their car for personal purpose, 3 respondents (3%) use their car for business purpose. According to above information it is inferred that majority of respondents use their car for personal purpose.

17 AWARNESS CREATED AMONGST RESPONDENTS ABOUT MARUTI CAR

PARTICULARS	ADVERTISING	SALES PERSON	INTERNET	COMPANY WEBSITES	TOTAL
NO. OF RESPONDENTS	43	24	17	16	100
PERCENTAGES%	43%	24%	17%	16%	100%

© 2024 The Authors



INTERPRETATION:

From the above table 17 and graph 17 it is inferred that out of 100 respondents, 43 respondents (43%) came to know through advertising, 24 respondents (24%) through sales person, 17 respondents (17%) through internet, 16 respondents (16%) through company websites. According to the above information it is observed that majority of the respondents came to know through advertising.

References:

- MARKETING MANAGEMENT, 15TH Edition, Philip Kotler and Kevin Lane Keller, pg. 189
- 'Consumer Behaviour' a book co-authored by Professor S Ramesh Kumar from the Indian Institute of Management Bangalore along with Leon Schiffman and Lezlie Kanuk in collaboration with Joseph Wisenblit (Pearson) released at IIMB on June 18, 2010.
- MARKETING MANAGEMENT ,P. Karuna karan.
- https://www.arenaofmadillapalem.com/
- http://study.com/academy/lesson/understanding-the-consumer-decision-making-process-a-marketing-must.html
- http://www.managementstudyguide.com/consumer-decision-making-process.htm
- www.consumerpsychologist.com
- https://en.wikipedia.org/wiki/Consumer_behaviour

© 2024 The Authors