

## Brand Preferences Towards Maruti Suzuki Cars In Tiruchirappalli

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### ABSTRACT

The aim of this research is to examine customer preferences in Tiruchirappalli, a prominent city in Tamil Nadu, India, regarding Maruti Suzuki automobiles. Maruti Suzuki is prominently acknowledged as a leading vehicle manufacturer in the nation. The firm is distinguished for its competitively priced automobiles, fuel economy, and comprehensive dealer network. The objectives of this study are to examine several elements that influence consumer decision-making. Factors such as brand trust, after-sales service quality, vehicle performance, cost, and resale value are all taken into account. Maruti Suzuki is selected by a significant number of respondents, based on data obtained from a varied range of participants. This choice may be ascribed to the company's renowned reputation for dependability and cost-effectiveness, particularly in urban and semi-urban areas. The researcher collected responses from 220 individuals, of whom 172 participants completed the questionnaire in its entirety. Other participants failed to submit the questionnaire. The results provide significant insights applicable to marketing initiatives. These insights will enable the brand to adeptly respond to the needs of clients in the area and to enhance its standing in the global market.

**Keywords:** Brand, Cars, Customer, Network, Competition, Market.

### INTRODUCTION:

Maruti Suzuki, a prominent automobile manufacturer in India, has achieved household brand status because to its reputation for reliability, affordability, and vast service network. A significant portion of the car market in Tiruchirappalli, Tamil Nadu, is dominated by the brand, which is seeing remarkable development. The city's varied population, including middle-income families and working professionals, prioritises cost-effectiveness, fuel efficiency, and excellent after-sales service in automobile selection. This is characteristic of the city's populace. This situation arises from the city's diverse population. Maruti Suzuki's model portfolio, consisting of hatchbacks, sedans, and SUVs, adequately meets these requirements. The product selection accommodates all of these criteria. This study aims to analyse the preferences of consumers in Tiruchirappalli about the vehicle brand Maruti Suzuki. Factors such as price sensitivity, brand loyalty, vehicle performance, and the influence of cultural and economic trends on purchase decisions are among the several considerations evaluated. Additional factors include the vehicle's efficacy. By understanding these preferences, Maruti Suzuki acquires essential insights into customer behaviour, hence reinforcing its dominant position in the market.

### Statement of the Problem

It is essential to have a full understanding of the preferences of customers in order to maintain and increase market share. In particular, this is the case in the

automotive industry, which is characterised by a landscape that is marked by severe competition. Despite the fact that Maruti Suzuki has a solid reputation in India, the choices that buyers make as a result of the many different factors might vary greatly. Consumers' income levels, lifestyles, perceptions of the brand, and the availability of after-sales support are some of the aspects taking into consideration. In spite of Maruti Suzuki's well-established reputation, this circumstance continues to exist. The rise in the number of people living in urban areas and the rise in the amount of money that is available for discretionary spending have both contributed to the alteration of expectations and aspirations in Tiruchirappalli. Both of these factors have made the transition relatively easier. The interaction between these two elements has ultimately resulted in the occurrence of these alterations.

### LITERATURE REVIEW

Mittal et al.,(2024) Brand perception is seen as a significant influence, with favourable impressions enhancing customer behaviour and organisational results. Customer loyalty serves as a crucial factor in organisational success, highlighting the need of cultivating enduring connections with clients. Emphasise the role of dependability, cost, and fuel economy in determining purchasing choices, alongside the importance of brand reputation, environmental sustainability, and customer service in moulding brand perceptions and fostering loyalty. The research offers theoretical insights and managerial consequences for automobile

manufacturers aiming to improve their competitiveness and attain sustainable development in the current dynamic market environment.

**Chopra and Gayathri (2018)** Conducted primarily to compare customer preferences for passenger automobiles from Maruti Suzuki and Hyundai Motors in the Delhi region. The convenience sampling method was used with a sample size of 150 respondents. The principal data for the research was gathered with a self-constructed questionnaire. An independent T-test study was conducted to examine customer preferences for passenger automobiles from Maruti Suzuki and Hyundai Motors. The brands were evaluated based on five criteria: colour, interior, pricing, after-sales service, and resale value. The principal conclusion of the survey indicated that customer preference is same across the two brands on qualities such as colour, interiors, and after-sales service. Nonetheless, client preferences differed based on criteria such as resale value and price. The primary advice of the study is for both businesses to use new strategies to differentiate themselves in the market and enhance brand equity.

## METHODOLOGY

The investigation of brand preferences for Maruti Suzuki vehicles in Tiruchirappalli included both primary and secondary research methodologies. Primary data was gathered using structured surveys administered to a representative sample of respondents in the city. The questionnaire included demographic information, determinants of purchasing choices, satisfaction metrics, and brand loyalty indicators. A sample size of [insert number] was selected to guarantee statistical reliability and a variety of perspectives, including diverse age demographics, economic brackets, and occupations.

### Item Statistics

	Mean	Std. Deviation	N	Cronbach's Alpha if Item Deleted
Assessment of Maruti Suzuki's brand reputation	3.79	.913	561	.828
Maruti Suzuki's dedication to ecological sustainability	3.75	1.056	561	.827
Contentment with Maruti Suzuki's customer service	3.73	1.029	561	.831
Confidence in Maruti Suzuki as a dependable brand	3.83	1.004	561	.830
Comprehensive assessment of Maruti Suzuki as a brand	3.70	1.017	561	.830
Probability of endorsing Maruti Suzuki to others	3.74	1.088	561	.832
Desire to repurchase a Maruti Suzuki automobile	3.74	1.044	561	.831

Secondary data was obtained from government records, industry publications, and prior research about consumer behaviour and the automotive business. The acquired data was analysed using statistical methods like percentage analysis, chi-square testing, and correlation to discern important patterns and preferences among customers in Tiruchirappalli. The research aimed to elucidate the elements influencing brand preferences for Maruti Suzuki in the area.

## Objectives

- To analyse the determinants affecting brand choices among specific buyers of Maruti Suzuki vehicles in Thiruchirappalli.
- To evaluate the impact of brand choices on the organisational success of Maruti automobiles.

## Hypotheses

- There is no significant impact of the factors influencing brand preferences towards Organisation success.

## Analysis and Results

### Reliability Test

#### Reliability Statistics

Cronbach's Alpha	N of Items
.843	20

The whole data's dependability value is 0.843, over the advised threshold of 0.50 (Nunnally, 1978; Hair et al., 2006).

Commitment to Maruti Suzuki as the favoured brand	3.95	.995	561	.831
Readiness to incur an additional cost for Maruti Suzuki products	3.74	.959	561	.832
Consumer perception of Maruti Suzuki's brand reputation	3.55	1.236	561	.842
Employee engagement metrics derived from surveys administered at Maruti Suzuki	3.91	.944	561	.836
The client retention rate of Maruti Suzuki is elevated.	3.85	.995	561	.836
Customers prefer to provide referrals for Maruti Suzuki.	3.89	1.028	561	.833
Expansion of Maruti Suzuki dealership locations	3.84	1.081	561	.841
Dependability of Maruti Suzuki automobiles	3.81	1.081	561	.844
Cost-effectiveness of Maruti Suzuki automobiles	3.81	1.056	561	.845
Fuel efficiency of Maruti Suzuki automobiles	3.78	1.042	561	.844
Design and characteristics of Maruti Suzuki automobiles	3.83	1.006	561	.843
Cost-effectiveness of Maruti Suzuki vehicles in relation to competition	3.92	1.013	561	.843
Probability of acquiring a Maruti Suzuki vehicle in the future Brand	3.75	1.072	561	.845

From the above table, we can understand that, all the mean values are above 3 according to the guideline, and all the standard deviation values are above .6

### Exploratory Factor Analysis

#### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.821
Bartlett's Test of Sphericity	Approx. Chi-Square	9303.503
	df	190
	Sig.	.000

Based on the above Table, it is evident that the KMO and Bartlett test of Sphericity check the sample adequacy is valid as KMO value is 0.821 which is above 0.50 it quantifies the inter-correlation between the variables.

**Communalities**

	Initial	Extraction
Assessment of Maruti Suzuki's brand reputation	1.000	.870
Maruti Suzuki's dedication to ecological sustainability	1.000	.832
Contentment with Maruti Suzuki's customer service	1.000	.802
Confidence in Maruti Suzuki as a dependable brand	1.000	.807
Comprehensive assessment of Maruti Suzuki as a brand	1.000	.778
Probability of endorsing Maruti Suzuki to others	1.000	.762
Desire to repurchase a Maruti Suzuki automobile	1.000	.837
Commitment to Maruti Suzuki as the favoured brand	1.000	.825
Readiness to incur an additional cost for Maruti Suzuki products	1.000	.790
Consumer perception of Maruti Suzuki's brand reputation	1.000	.733
Employee engagement metrics derived from surveys administered at Maruti Suzuki	1.000	.882
The client retention rate of Maruti Suzuki is elevated.	1.000	.802
Customers prefer to provide referrals for Maruti Suzuki.	1.000	.734
Expansion of Maruti Suzuki dealership locations	1.000	.763
Dependability of Maruti Suzuki automobiles	1.000	.558
Cost-effectiveness of Maruti Suzuki automobiles	1.000	.700
Fuel efficiency of Maruti Suzuki automobiles	1.000	.665
Design and characteristics of Maruti Suzuki automobiles	1.000	.649
Cost-effectiveness of Maruti Suzuki vehicles in relation to competition	1.000	.592
Probability of acquiring a Maruti Suzuki vehicle in the future Brand	1.000	.572

Extraction Method: Principal Component Analysis.

Finally, all communality is above. 0.6 provides more evidence that each item shares some variance with other things. These general indicators are used to perform factor analysis on all 20 items. The percentage of one variable that can be described by the total of the underlying components is displayed by communalities.

Three distinct factors with an Eigen value larger than one were generated by the EFA conducted using all of the study's variables, as shown in Table. A Maximum Likelihood with Varimax rotation has been used to analyse the variations in the information obtained from the questionnaire.

**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% Variance	of Cumulative %	Total	% Variance	of Cumulative %	Total	% Variance	of Cumulative %
1	6.324	31.620	31.620	6.324	31.620	31.620	4.146	20.729	20.729
2	3.759	18.795	50.415	3.759	18.795	50.415	3.896	19.480	40.210
3	3.530	17.651	68.066	3.530	17.651	68.066	3.700	18.500	58.709
4	1.338	6.691	74.757	1.338	6.691	74.757	3.210	16.048	74.757
5	.756	3.778	78.535						
6	.649	3.247	81.782						
7	.587	2.936	84.718						
8	.473	2.364	87.082						
9	.439	2.197	89.279						
10	.322	1.609	90.888						
11	.294	1.468	92.355						
12	.253	1.267	93.622						
13	.215	1.076	94.698						
14	.211	1.054	95.752						
15	.181	.907	96.659						
16	.172	.861	97.520						
17	.153	.765	98.285						
18	.136	.681	98.966						
19	.125	.623	99.589						
20	.082	.411	100.000						

Extraction Method: Principal Component Analysis.

The table makes it evident that 74.757 percent of the variance can be explained by the 4 constructs, which are composed of 20 elements that are retrieved together. With a cumulative percentage of 74.757, the 20 item in the total variance explained category accounts for almost 75% of the total variance explained by all ninth components.

40 percent of the variables are contributing to the model, as indicated by the variance explained by the model, which is 74.757. The rotated component matrix shows the factor loading of the items on the factors

**.Rotated Component Matrix<sup>a</sup>**

	Component			
	1	2	3	4
Contentment with Maruti Suzuki's customer service	.876			
Confidence in Maruti Suzuki as a dependable brand	.865			
Maruti Suzuki's dedication to ecological sustainability	.854			
Assessment of Maruti Suzuki's brand reputation	.854			
Comprehensive assessment of Maruti Suzuki as a brand	.802			
Employee engagement metrics derived from surveys administered at Maruti Suzuki		.935		
The client retention rate of Maruti Suzuki is elevated.		.885		
Expansion of Maruti Suzuki dealership locations		.865		
Consumer perception of Maruti Suzuki's brand reputation		.856		
Customers prefer to provide referrals for Maruti Suzuki.		.825		
Cost-effectiveness of Maruti Suzuki automobiles			.832	
Fuel efficiency of Maruti Suzuki automobiles			.813	
Design and characteristics of Maruti Suzuki automobiles			.800	
Cost-effectiveness of Maruti Suzuki vehicles in relation to competition			.762	
Probability of acquiring a Maruti Suzuki vehicle in the future Brand			.751	
Dependability of Maruti Suzuki automobiles			.745	
Desire to repurchase a Maruti Suzuki automobile				.848
Commitment to Maruti Suzuki as the favoured brand				.840
Probability of endorsing Maruti Suzuki to others				.833
Readiness to incur an additional cost for Maruti Suzuki products				.785

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Item code	Statement	Factor Loadings
AWA 1	Contentment with Maruti Suzuki's customer service	.876
AWA 2	Confidence in Maruti Suzuki as a dependable brand	.865
AWA 3	Maruti Suzuki's dedication to ecological sustainability	.854
AWA 4	Assessment of Maruti Suzuki's brand reputation	.854
AWA 5	Comprehensive assessment of Maruti Suzuki as a brand	.802

All items above the allowable thresholds of 0.05 or 0.70, along with those exhibiting low factor loading, were excluded from the study. Thus, each of these elements represents a unique construct referred to as **Awareness**

1. Contentment with Maruti Suzuki's customer service
2. Confidence in Maruti Suzuki as a dependable brand

3. Maruti Suzuki's dedication to ecological sustainability
4. Assessment of Maruti Suzuki's brand reputation
5. Comprehensive assessment of Maruti Suzuki as a brand

**Success of the Organization:**

Item code	Statement	Factor Loadings
SUCC 1	Employee engagement metrics derived from surveys administered at Maruti Suzuki	.935
SUCC 2	The client retention rate of Maruti Suzuki is elevated.	.885
SUCC 3	Expansion of Maruti Suzuki dealership locations	.865
SUCC 4	Consumer perception of Maruti Suzuki's brand reputation	.856
SUCC 5	Customers prefer to provide referrals for Maruti Suzuki.	.825

All items above the allowable thresholds of 0.05 or 0.70, along with those exhibiting low factor loading, were excluded from the study. Thus, each of these elements represents a unique construct referred to as **Success of the Organization**

1. Employee engagement metrics derived from surveys administered at Maruti Suzuki

2. The client retention rate of Maruti Suzuki is elevated.
3. Expansion of Maruti Suzuki dealership locations
4. Consumer perception of Maruti Suzuki's brand reputation
5. Customers prefer to provide referrals for Maruti Suzuki

**Acquisition Determination:**

Item code	Statement	Factor Loadings
ACQU 1	Cost-effectiveness of Maruti Suzuki automobiles	.832
ACQU 2	Fuel efficiency of Maruti Suzuki automobiles	.813
ACQU 3	Design and characteristics of Maruti Suzuki automobiles	.800
ACQU 4	Cost-effectiveness of Maruti Suzuki vehicles in relation to competition	.762
ACQU 5	Probability of acquiring a Maruti Suzuki vehicle in the future Brand	.751
ACQU 6	Dependability of Maruti Suzuki automobiles	.745

All items above the allowable thresholds of 0.05 or 0.70, along with those exhibiting low factor loading, were excluded from the study. Thus, each of these elements represents a unique construct referred to as **Acquisition Determination**

1. Cost-effectiveness of Maruti Suzuki automobiles
2. Fuel efficiency of Maruti Suzuki automobiles

3. Design and characteristics of Maruti Suzuki automobiles
4. Cost-effectiveness of Maruti Suzuki vehicles in relation to competition
5. Probability of acquiring a Maruti Suzuki vehicle in the future Brand
6. Dependability of Maruti Suzuki automobiles

**Fidelity:**

Item code	Statement	Factor Loadings
FIDE 1	Desire to repurchase a Maruti Suzuki automobile	.935
FIDE 2	Commitment to Maruti Suzuki as the favoured brand	.885
FIDE 3	Probability of endorsing Maruti Suzuki to others	.865
FIDE 4	Readiness to incur an additional cost for Maruti Suzuki products	.856

All items above the allowable thresholds of 0.05 or 0.70, along with those exhibiting low factor loading, were excluded from the study. Thus, each of these elements represents a unique construct referred to as **Fidelity**

1. Desire to repurchase a Maruti Suzuki automobile
2. Commitment to Maruti Suzuki as the favoured brand
3. Probability of endorsing Maruti Suzuki to others
4. Readiness to incur an additional cost for Maruti Suzuki products

**STRUCTURAL EQUATION MODEL-I**

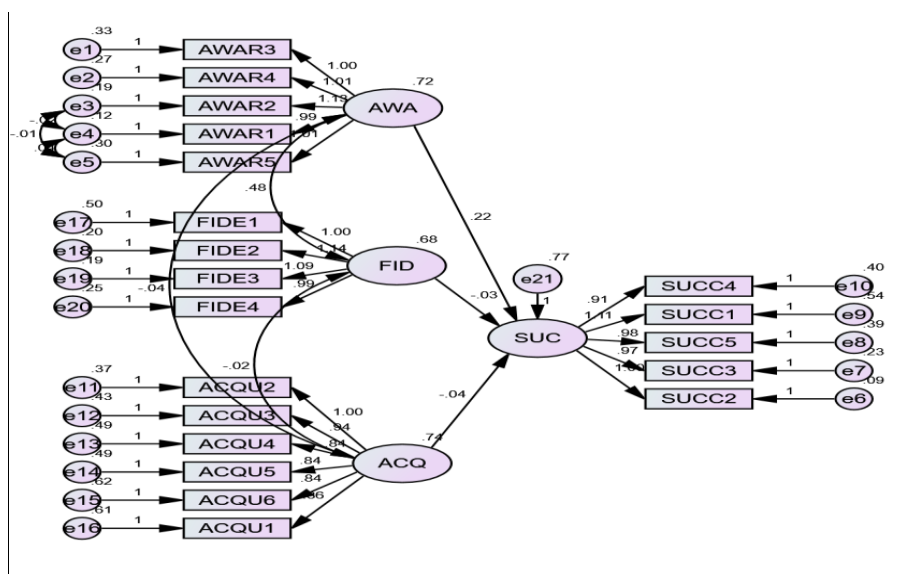
Structural equation modelling (SEM) is a multivariate technique that simultaneously estimates several interrelated dependence relationships by integrating factor analysis, which represents unmeasured concepts—factors with multiple variables, and multiple regression, which

examines dependence relationships (Hair et al. 2006; Schumacker and Lomax 1996).

SEM has been deemed important in developing the research model in this study by assessing it in relation to the data due to its unique characteristics. Jöreskog (1993) enumerates three fundamental general strategies for evaluating structural equation models:

This research focusses on model creation as its third approach. Model Generating (MG) is the most favoured of the three alternatives as it facilitates an exploratory approach rather than a confirmatory one, permitting modifications and re-estimations of the model following the hypothesization and rejection of a theoretically derived model due to inadequate fit with the sample data.

A researcher using a Strictly Confirmatory technique (SC) formulates a singular theoretical model, gathers relevant data, and then assesses the model's fit with the tested data



**Regression Weights: (Group number 1 - Default model)**

	<b>H</b>	<b>P</b>	<b>Label</b>
Success of the Organization <--- Awareness	Ho 1	***	Rejected
Success of the Organization <--- Fidelity	Ho2	.660	Accepted
Success of the Organization <--- Acquisition Determination	Ho3	.024	Rejected

After checking the measurement properties, discriminant and convergent validity, and reliability, we tested hypotheses. The effect of Awareness and Acquisition Determination on Success of the Organization ( $p = 0.000, 0.024$ ) was Rejected and Fidelity on Success of the Organization ( $p = 0.660$ ) was Accepted which is  $< 0.05$ .

### CONCLUSION

In conclusion, the brand preferences for Maruti Suzuki vehicles in Tiruchirappalli indicate a pronounced favour for the brand owing to its cost-effectiveness, fuel economy, and extensive service network. Maruti Suzuki has positioned itself as a reputable brand in the area, attracting a diverse clientele, ranging from novice purchasers to seasoned consumers. The presence of models accommodating diverse budgets and requirements, together with the guarantee of dependable after-sales assistance, has reinforced its market standing. Despite increasing competition, Maruti Suzuki maintains a devoted client base in Tiruchirappalli, establishing itself as the chosen option for those seeking value, convenience, and enduring pleasure.

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