# A Comparative Study of Consumer Preference between Tata Motors and Maruti Suzuki Cars in Greater Noida India

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**Abstract**

This research was conducted with the major aim to understand consumer behaviour and Preference between Tata Motors and Maruti Suzuki Cars in Greater Noida India. India is a country with a huge population, most of them have an average financial background to afford a car in a family. By understanding the market requirement of automobiles lots of automobile manufacturing companies entered the Indian market to target Indian customers. Because customer behaviour` varies individually every company comes with different strategies to attract the customers. The present study throws light on various factors related to consumer buying behaviour as well as satisfaction. The objective of this research paper is to know the preferences and opinions of Indian people between Tata Motors & Maruti Suzuki cars while buying. To understand it in a better way the data for the analysis was collected from primary & secondary sources. The data collected from the respondents had been tabulated and then subjected to statistical analysis to enable judgments.

**Keywords: -** Tata Motors, Maruti Suzuki, Consumer Behaviour, Automobile, Passenger Cars, Cars.

## LITERATURE REVIEWS

Dhruv Mathur, Avdesh Bhardawaj (2018) in their research paper they concluded that the buying behaviour of the consumer about the car is dependent on the brand image of the car and manufacturer. Also, the engine type and efficiency with the strong advertising are the most dominant factors which influence the potential consumers. So, the manufacturer needs to maintain the quality and positioning the brand image in the mind of consumer with the use of an advertising and marketing which is important factor.

Dr. R. Menaka, K. Ashath (2014) in their research paper concluded that the continuous changes in the lifestyle of consumers have reason for the change in the market which leads to the globalization and integration of economies. The new consumers are difficult to segment by conventional demographic tools unless the buying behaviour of the consumer is fully understood. Decision on product design, product variants, branding and distribution channels responds if the consumer preferences are predicted up to a certain extent and proper analysis

of the preferences of consumers, they implement their decisions in order to satisfy the consumer in long run.

Dr Sukhvir Singh, Mr Inderpreet Singh (2018) in their research paper concluded that discounts and other offers given by companies more attract to the customers and influence the customers to buy the product and also concluded that the customers are fully satisfied with Maruti’s promotional efforts and are well aware of the cars offered by Maruti. As per the analysis found that majority of the customers are using the specific brand for a very long period of time which concluded that consumer does not switch easily from one brand to another.

C. S. Gowtham Chakravarthy, Ankit Kumar (2018) in their research paper they found that customer behaviour study is based on consumer buying behaviour, with the customer playing the three distinct roles of user, payer and buyer. It blends elements from psychology, sociology, social anthropology and economics. It attempts to understand the buyer decision making process, both individually and in groups. Its studies characteristics of Individual customers such as demographics and behavioural variables in an attempt to understand people's wants. It also tries to assess influences on the customer from groups such as family, friends, reference groups, and society in general. Relationship marketing is an influential asset for customer behaviour analysis. A greater importance is also placed on customer retention, customer relationship management, personalization, customization and one-to-one marketing.

Ranjan V Bhosle & Dr Shipra Bhatia in their research paper they found that consumer wants the qualitative product at the lower or reasonable price and the Maruti is one who stated their business very early and taking into consideration the consumer buying behaviour became one of the bigger manufacturers and seller. The author concluded that people want reliable, affordable, value for money and have great service network cars and Maruti cars provided all these things to their customer. Due to this Maruti cars create a perception of consumers about them and divert the consumer attitude toward the Maruti car and thus consumer prefer to buy Maruti cars over other brands of cars.

Dr. (Smt) N. Kamala, Smt. S. Arumuga Selvi (2020) in their study conclude that “Maruti Suzuki” car manufacturers play a major role in the automobile industry and there are more competitors like Hyundai, Honda, and Ford etc. But Maruti identify the factors that influence consumers to buy Maruti Suzuki car. Company introduces new cars with latest technologies to attract their consumers. After sales service will be considered as an important aspect before purchasing car. Hence, they focused on after sale service at lower cost than others competitors.

Dr. M. A. Lokhande, Vishal Sunil Rana in their research paper they concluded that easy availability of vehicle finance with attractive rate of interest and convenient instalments Indian passenger car Industry grow speedily. The reason behind it is that the cutthroat competition has forced the manufacturer to be innovative and responsive to the demand and need of customer of Tata Motors Maruti-Suzuki capture a wide market share due to its innovative strategic marketing, promotion & brand positioning, advertising strategies and substantial structuring and restructuring the strategies and uniqueness of products and services.

Dr. Gayatri Chopra (2018) in their study key finding was that there is no difference in the consumer preference across these two brands on attributes such as colour, interiors and after sales service. However, the preferences of the customers varied on factors like resale value and price. The key recommendation of the research is about adopting innovative techniques by both these brands to distinguish themselves in the market and establish higher brand equity. Maruti and Hyundai both give cut-throat competition to each other in the automobile industry and are well established and trusted by their users. So, in order to get ahead of their competitor, they would have to opt for a marketing strategy that is fresh and innovative enough to lure more

customers from the market since the customers that are already using their respective services are well satisfied with each of their performances.

Dr. Vishal S. Rana, Dr. M. A. Lokhande (2015) their study concludes that proper customer care strategy plays vital role in satisfying & delighting the customers. One could say that it is much more expensive to acquire new customers than retain current ones, as the costs associated with the customer recruitment are higher than those connected with customer retention. The automobile companies if wants to retain their customers for long should focus on appropriate marketing mix.

Ravi Kumar (2018) in their study brings out a clear picture between the consumer preference in context of Tata Motors and Maruti Suzuki cars on different parameters such as price of the car, fuel efficiency and maintenance, after sales service, financial services offered by the company for purchase, performance and resale value of the car. It was found that only in context of maintenance and performance there is a significant change in consumer preference between Maruti Suzuki and Tata Motors Cars. Much to the credit of excellent service centres, a longer durability of Tata Motor cars and adequately trained it can be concluded that as per the consumers in Greater Noida Tata Motors cars score more than Maruti Suzuki cars.

Rumit Kumar Sahu (2017) in the research paper he concluded that customer buying behaviour comprises of all human demeanours. Only after studying and understanding the compassionate and complex consumer behaviour it enables a marketer to take marketing decisions which are appropriate with consumer needs. In case of the company Maruti-Suzuki, after analysing it is found that “self-esteem” is a factor in respect to the customer purchasing preference is the most bias factor and for capturing the market share this factor play a vital role.

Hem Lata1, Amandeep Singh (2017) the findings in their research are Maruti Suzuki is number one automobile industry in India and has changed over the time to suit the needs of their customers. Maruti is the only company in India with a lots of small car models There was positive correlation of age, education and Income with service quality during purchase, safety of car and cost of ownership. An association benefit was the most influential services provided by the dealers. Most problems faced by the customers is to drive on the bumpy road.

## Statement of the problem:

Corporate businesses are desperate to promote their brands and build brand value in this cutthroat industry in order to showcase their products and remain afloat. Knowing the factors that influence brand equity, how to quantify it, and how it affects

worth of the company. The choice of the automobile industry in general and the car business in particular is based on the recent appearance of several new vehicle brands and the shifting consumer attitudes around car purchases. Selecting a certain brand is heavily influenced by customer happiness.

## Objectives of the study:

* To compare the customer satisfaction level between Maruti Suzuki and Tata Motor cars.
* To study the factors influencing the buying decisions of consumers regarding Maruti Suzuki and Tata Motor cars.

## Findings

* After comparing between both of the car brands like Tata Motors & Maruti Suzuki existing customers thinks about overall External design Tata Motors customer are more delighted with their cars.
* 55% (22) Tata Motors existing customers they are satisfied with engine performance meanwhile 50% (20) Maruti Suzuki customers are not sure about engine performance.
* 37% of the Tata motors care users are not sure about steering performance but 70% of Maruti Suzuki car users are satisfied.
* 47% (19) of the Tata motors care users are sure about Power of engine meanwhile 45% (18) of Maruti Suzuki car users are not sure.
* 70% (28) of the Tata motors care users are highly satisfied with about suspension performance but 42% (17) of Maruti Suzuki car users are not sure.
* 72% (29) of the Maruti Suzuki car users are highly satisfied with Fuel consumption but 62 %(25) of Tata motors car users are not sure.
* 70% (28) of the Maruti Suzuki car users are satisfied with Driving Comfort meanwhile 50 %(20) of Tata motors car users are satisfied.
* Overall both of the brands provide good service provider.
* 62%(25) of the Tata Motors car users are agree with the statement “**I am satisfied with my car”** meanwhile 37% (15) of the Maruti Suzuki users they are not sure.

**Conclusion**

* Safety plays an important role while traveling but in my research it is clear Maruti Suzuki customers are not satisfied with Maruti Suzuki car in terms of Build Quality both metal & fiber.
* Tata motors car user they are highly satisfied with their build quality both fiber & metal, Performance of the engine, clutch, and electronic equipment but need to improvise timely but there is high need to focus on the improvement of Steering, Fuel Consumption.

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