

**“A COMPARATIVE STUDY ON CONSUMER PREFERENCES  
TOWARDS MARUTI CAR DEALERS IN THRISSUR DISTRICT”**

**Project Report**

Submitted in partial fulfilment of the requirements

For the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION**



University of Calicut

By

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**YPAWMBA056**

IV Semester MBA

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## DECLARATION

I, **OUSEPH CHERIAN** hereby declare that the project report entitled “**A COMPARATIVE STUDY ON CONSUMER PREFERENCES TOWARDS MARUTI CAR DEALERS IN THRISSUR DISTRICT**” has been prepared by me and submitted to the University of Calicut in partial fulfilment of requirement for the award of **Master of Business Administration**, is a record of research of original work done by me under the supervision of Mr. Amson Symon Associate Professor of Naipunnya Business School, Pongam, Koratty East, Thrissur.

I also declare that the project work has not been submitted by me fully or partly for the award of any Degree, Diploma, Title or recognition before any authority.

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Place

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**CHAPTER I**  
**INTRODUCTION**

## 1.1 INTRODUCTION

In past years, the Indian automotive sector has experienced remarkable expansion, with Maruti Suzuki emerging as a prominent participant. The Thrissur district in Kerala, with its expanding urban population and strong economy, represents a major market for Maruti cars. The existence of several Maruti dealerships in this market, however, requires a greater awareness of customer preferences. The purpose of this research paper is to compare consumer preferences for Maruti car dealers in Thrissur district. Maruti's sustained success in the Thrissur market depends on its ability to comprehend customer preferences in the context of automobile dealerships. Consumers assess dealerships on more than just the reputation of the brand. The quality of pre-sales interactions, the openness and effectiveness of the sales process, the variety of services provided, and the general customer experience are a few instances of these variables. Through a comparative analysis of consumer preferences for these features at various Maruti dealerships, this research will identify important differentiators that impact consumer decisions. This comparative study will offer insightful information about the degree of customer satisfaction with Thrissur's Maruti dealerships. A happy customer is more likely to stick with the brand and refer it to others. This study will investigate elements that affect customer satisfaction, including the dealership's overall environment, the sales staff's helpfulness and knowledge, and the speed and efficiency of their service. By identifying the areas in which dealerships perform particularly well or poorly in terms of customer satisfaction, Maruti will be able to create focused strategies to improve the customer experience throughout its network of dealerships in Thrissur.

In addition, this study will explore the idea of client loyalty in relation to Maruti dealerships. Furthermore, with recurrent purchases from the same dealership, a devoted customer promotes the brand. The study will look into aspects like assurance support, after-sale service, and the dealership's dedication to fostering long-term relationships with its clients that affect customer loyalty. Maruti will be able to create strategies that strengthen customer relationships and promote recurrent business prospects within its network of Thrissur dealerships by evaluating customer loyalty. Moreover, understanding customer loyalty will enable Maruti to anticipate future market trends and customer behaviour, which is critical for long-term planning and strategy



development. By delving deeper into what drives recurrent purchases and long-term relationships, the research will shed light on how Maruti can better tailor its services and customer engagement practices to meet and exceed customer expectations. This will not only help in retaining existing customers but also in attracting new ones through positive word-of-mouth and strong brand reputation.

The study also aims to explore the broader economic and cultural factors that influence customer preferences in Thrissur district. Factors such as regional economic conditions and local competition will be examined to provide a comprehensive understanding of the market dynamics. This holistic approach will ensure that the recommendations derived from the study are grounded in the specific context of Thrissur, making them more actionable and effective.

Additionally, by providing a detailed analysis of these various aspects, the study aims to offer Maruti actionable insights that can be used to refine their dealership strategies. Implementing these strategies will help Maruti not only to maintain but also to enhance its competitive edge in the Thrissur automotive market. This research will serve as a valuable resource for Maruti's management team, offering them a roadmap for improving customer experiences, increasing satisfaction levels, and building stronger, more loyal customer relationships.

## **1.2 STATEMENT OF THE PROBLEM**

Thrissur district has a significant Maruti car market, and Maruti Suzuki is a well-known brand in the Indian automobile industry. The abundance of Maruti dealerships in the market could create a competitive and challenging environment for customers. Even though the Maruti brand is well-known, dealerships can differ greatly in terms of the initial customer experience and routinely continuing the provided support. This study highlights an important gap in our knowledge of customer preferences when selecting a Maruti dealership in Thrissur. Data on the elements that most affect customer decisions are lacking, particularly with regard to pre-sales interactions, the effectiveness of the sales process, the range of services offered, and the overall quality of the customer experience. In addition, there is no analysis presented on the degree of customer satisfaction with Maruti dealerships in Thrissur. The relative importance of various dealerships experience elements, such as staff knowledge, quick service and atmosphere, in influencing customer satisfaction is unclear. In addition, there is a shortage of research material on the subject of loyalty within the Maruti dealership network in Thrissur. The factors that influence consumers decisions to choose a particular dealership over others for recurrent businesses and services are not well understood. Maruti's sustained success depends on its ability to comprehend the elements that affect customer loyalty, such as the calibre of after-sales care and dealership dedication to fostering long-term relationships.

### **1.3 OBJECTIVE OF THE STUDY**

1. To compare consumer preference towards Maruti dealers
2. To analyse the satisfaction level of the customer towards Maruti dealers in Thrissur district
3. To Evaluate customer loyalty towards Maruti dealers in Thrissur district

## 1.4 SCOPE OF THE STUDY

This research focuses on understanding consumer preferences, satisfaction levels, and loyalty towards Maruti car dealerships within Thrissur district, Kerala.

- **Consumer Preferences:** This study will investigate factors influencing consumer choices when selecting a Maruti dealership. This may include factors like dealership location, vehicle availability, discount and availability of spare parts.
- **Customer Satisfaction:** This research will analyse factors contributing to customer satisfaction with Maruti dealerships. This might involve assessing aspects like satisfaction level with salespersons, services, ecosystem, True value Rate, After-sales service staff helpfulness and knowledge and the overall dealership environment.
- **Customer Loyalty:** This study will explore factors influencing customer loyalty within the Maruti dealership network. This could involve investigating the quality of Maruti's loyalty programs, Recommend Maruti service, next vehicle purchase, and the dealership's efforts to build long-term customer relationships.

### **Purpose of the study**

The purpose of the study on Maruti car dealerships is to explore and analyse customer preferences, satisfaction levels, and loyalty towards various Maruti dealerships in the Thrissur district. The study aims to identify critical factors such as dealership location, showroom and vehicle availability, pricing and discount strategies, salesperson knowledge and service quality, spare parts availability, after-sales service, and overall dealership ecosystem operations that influence customer satisfaction and loyalty. By understanding these elements, the study seeks to provide actionable insights and recommendations for Maruti dealerships to enhance their service quality, foster customer loyalty, and drive business growth. The ultimate goal is to help dealerships maintain a competitive edge in the market by adapting to and meeting customer expectations more effectively.

## **1.5 RESEARCH METHODOLOGY**

Research methodology refers to the systematic and organized approach used by researchers to conduct scientific investigations and gather relevant data to answer research questions or test hypotheses. It provides a framework for planning, executing, and analysing research studies. “Research methodology encompasses the overall research design, data collection methods, data analysis techniques, and interpretation of findings.” - Sekaran, U., & Bougie.

The choice of research methodology depends on the nature of the research question, the type of data required, and the available resources. Quantitative methods will be utilized to collect and analyze data through surveys and questionnaires distributed to consumers. The survey will assess consumer preferences and factors influencing purchase decisions. Data collection will be conducted using judgmental sampling, where participants are selected based on the researcher’s knowledge and judgment to ensure a representative sample of the target population.

### **1.5.1 Research design**

Research design refers to the overall plan and structure that guides a research study. It is a systematic approach that outlines the methods, procedures, strategies to collect and analyse data to answer specific research questions or test hypotheses. “The research design is crucial because it determines the validity, reliability, and generalizability of the study's findings. A well-planned research design helps ensure that your methods match your research objectives and that you use the right kind of analysis for your data “- Creswell, J. W.

This study can be conducted using a descriptive research design. This design involves collecting data from a representative sample of car buyers in Thrissur who have recently purchased a Maruti Suzuki car from an authorized dealership in the district.

### **1.5.2 Population of the study**

The population of the study refers to the entire group of individuals, objects, or events that the researcher is interested in studying. This group is defined by specific characteristics relevant to the research question or hypothesis. “The population is the complete set from which a sample is drawn for the study, and findings from the sample are often generalized back to this larger group.” - Zikmund, W. G

The total population includes all the Maruti car buyers of Thrissur district. In this study, the population is infinite.

### **1.5.3 Sampling**

Sampling refers to the process of selecting a subset of individuals, objects, or events from a larger population to represent the population in a research study. “The purpose of sampling is to gather data from a manageable group that accurately reflects the characteristics and variations of the entire population, allowing researchers to make inferences and generalizations about the population.” -David A. Freedman.

In this study, the researcher uses judgmental sampling method from non-probability sampling method. In this study, the researcher selects the customers of various Maruti car dealership in the district of Thrissur. As the study limits to Thrissur district, the researcher collects data of 150 customers from total population.

### **1.5.4 Sample size**

Sample size refers to the number of observations or data points included in a sample drawn from a population for a research study. “The size of the sample is crucial because it affects the accuracy and reliability of the study's findings. A sufficiently large sample size can provide more precise estimates of the population parameters and enhance the generalizability of the results. Conversely, a sample that is too small may lead to inaccurate conclusions and a lack of statistical power.” - Lawrence B. Mohr.

The sample size measures the number of individual samples or observation. Number of sampling unit selected from the population is called the size of the sample. The total sample size taken from population is 150

### **1.5.5 Sample technique**

Sample technique refers to the method used to select individuals, objects, or events from a larger population to create a sample for a research study. Different sampling techniques are used depending on the research design and objectives, including probability sampling methods (such as simple random sampling, stratified sampling, and cluster sampling) and non-probability sampling methods (such as convenience sampling, judgmental sampling, and quota sampling). “The choice of sampling technique can affect the representativeness and validity of the research findings.” - William G. Cochran.

The primary method of data collection utilized in this study is judgmental sampling, where participants are purposefully selected based on the researcher's expertise to ensure they represent key perspectives within the population of interest. Specifically applied to the investigation of consumer preferences towards Maruti car dealers in Thrissur district, judgmental sampling enables the inclusion of individuals recognized for their knowledge and influence in the local automotive market.

This method is classified as non-probability sampling, selected to gain an understanding of specific viewpoints efficiently within the constraints of time and budget. Despite its inherent limitations in achieving statistical representativeness, judgmental sampling facilitates a detailed exploration of consumer perceptions and preferences towards Maruti car dealerships in Thrissur district, providing valuable insights for the study.

### **1.5.6 Data collection technique**

Data collection is the process of gathering and measuring information on targeted variables in an established systematic fashion, which then enables one to answer relevant questions and evaluate outcomes. Data for the topic was collected from primary data and secondary data.

#### **Primary Data**

Data collected directly from the sources considered as primary data which is collected through direct observation, discussions and interactions with department heads and customers at BRD CAR WORLD. Questionnaires are prepared and circulated among

the customers to collect accurate data and results. Data collected through structured questionnaires tailored to align with the objectives enabling direct focus to customer opinions and ratings.

### **Secondary Data**

Secondary data consists of information collected from already published data like books, websites and organization brochures. Secondary data includes existing literature, sales reports and information on sales promotions programs, loyalty customer reports. This data contributes in enriching the analysis and interpretations of findings.

### **1.5.7 Scaling technique**

The measurement utilized for the investigation is 'Five Point Likert scale. Scaling is the area of measurement that involves the development of a tool that connects qualitative ideas with quantitative metric units. A Likert scale is a technique used to portray an individual's viewpoints toward a topic. It is the most frequently used technique for scaling responses in survey research. The Likert Scale is used to allow individuals to express the degree to which they agree or disagree with a specific statement.

### **1.5.8 Tools of data analysis**

The most important aspect of any research project is creating a research instrument or tool for data collection, since the type of data collected will influence the conclusions or findings, and the questions asked of respondents will define the total amount of data collected. The research instruments employed in this study were a questionnaire and direct communication. The appropriate statistical techniques will be used to analyse the collected data. Descriptive information such as frequency, charts, and percentages will be used to summarize employee perceptions.

- **Percentage Method**

“The percentage method in research refers to a technique used to describe data by converting raw numbers into percentages. This method helps to present and interpret data more effectively by showing the proportion of observations in relation to the total



number of observations. By expressing values as percentages, researchers can easily compare and understand the distribution of data across different categories or groups.”

- Ronald E. Walpole.

In this study percentage method is used to establish the accuracy of the data. The percentage can be obtained by using the following formula

$$\text{Percentage} = \frac{\text{Number of respondents}}{\text{Total number of respondents}} \times 100$$

### **1.5.9 Tools used for the presentation of data**

Tables, graphs, and charts were used for the presentation of data.

- Pie chart A pie chart shows data, information, and statistics in an easily readable pie slice format with various pie widths that indicate the number of instances of a certain data component. More of that particular data was acquired the larger the slice.
- Bar chart A bar graph is a type of mathematical visualization of data. A bar graph is a chart that compares two categories of data using bars; there are two types of bar graphs: vertical and horizontal.

### **1.5.10 period of study**

This study was conducted within a period of 56 days from the 1<sup>st</sup> of April 2024 to the 26<sup>th</sup> of May 2024.

### **1.5.11 Questionnaire design**

Structured questionnaires with both open and closed-ended questions to perceive quantitative data (e.g., ratings on a Likert scale) and qualitative insights (e.g., detailed user feedback).

### 1.5.12 Data collection

A data collection tool may be defined as a means of collecting information for a study is called a data collection tool or a research instrument.

- Questionnaire

Data collection tools or research instruments are methodologies or devices used to gather information for a study. These tools are essential in research to obtain accurate and relevant data. Two common data collection tools are questionnaires and interview methods.

A questionnaire is a structured set of questions designed to collect information from respondents. It can be administered in various formats, including paper-based, online, or through digital applications.

1. **Closed-ended questions:** These offer predefined response options, making it easier to quantify and analyse data. Examples include multiple-choice questions, Yes/No questions, and Likert scale questions.
2. **Open-ended questions:** These allow respondents to answer in their own words, providing richer, qualitative data. They are useful for exploring complex issues and gaining deeper insights.

**Target Audience:** Current users and recent buyers of BRD, POPULAR, INDUS Dealers of Maruti car.

**Distribution:** Online platforms (email, social media, forums)

**Literature Review:** Analysis of existing research papers, market reports, customers and Dealer's reviews related to Maruti car.

## **1.6 LIMITATIONS OF THE STUDY**

- Due to time constraints, the intended sample size of 170 was not achieved.
- As the study was confined to the Thrissur district, the findings may not be generalizable to other regions.
- Errors or biases may have arisen from respondents due to insufficient knowledge or a lack of interest in completing the questionnaire.

## **1.7 INDUSTRY PROFILE**

### **1.7.1 History of Industry**

The automobile industry, also known as the automotive industry, encompasses the design, development, manufacturing, marketing, and selling of motor vehicles. It is one of the world's largest industries in terms of economic impact, providing employment to millions globally and influencing various sectors such as steel, rubber, electronics, and more. The industry has a rich historical background that spans over a century, marked by significant technological advancements and economic shifts. The roots of the automobile industry can be traced back to the late 19th century with the invention of the first gasoline-powered internal combustion engine by Karl Benz in 1885 and Gottlieb Daimler in 1886. These inventions laid the foundation for the development of practical automobiles. Early manufacturers such as Benz & Cie, Peugeot, and Ford Motor Company played pivotal roles in refining automobile designs and production methods.

The early 20th century witnessed the advent of mass production techniques, notably pioneered by Henry Ford with the introduction of the assembly line in 1913. This innovation revolutionized the industry by significantly reducing manufacturing costs and making cars more affordable for the general public. The period between the two World Wars saw further advancements in technology, styling, and the establishment of global brands. The automobile became a symbol of freedom and status, deeply embedding itself into the cultural fabric of societies around the world.

The aftermath of World War II brought about a period of rapid growth and globalization in the automobile industry. Countries such as Japan and Germany emerged as major automotive producers, challenging the dominance of American manufacturers. Japan, with companies like Toyota, Nissan, and Honda, introduced innovative production techniques such as Just-In-Time (JIT) manufacturing, which enhanced efficiency and quality control. Germany's automotive giants, including Volkswagen, BMW, and Mercedes-Benz, became renowned for their engineering excellence and luxury vehicles. This era also saw the rise of multinational automotive corporations and the establishment of global supply chains, which integrated production processes across different countries.

Technological innovations like electronic fuel injection, safety features, and environmental regulations shaped the industry's evolution during this era. The introduction of features such as seat belts, airbags, and anti-lock braking systems (ABS) significantly improved vehicle safety, saving countless lives. The industry's regulatory landscape also changed, with governments imposing stricter emissions standards to combat air pollution, leading to the development of cleaner, more efficient engines. The late 20th century and early 21st century marked a shift towards sustainability, safety, and innovation in the automotive sector. Hybrid and electric vehicles gained prominence as environmental concerns grew, leading to stricter emission standards and technological advancements in battery technology. The Toyota Prius, introduced in the late 1990s, became the world's first mass-produced hybrid car, setting the stage for the growth of eco-friendly vehicles. Electric vehicles (EVs), spearheaded by companies like Tesla, have further revolutionized the industry, offering zero-emission alternatives to traditional gasoline-powered cars.

The industry also saw the rise of digitalization, with features such as connectivity, autonomous driving, and advanced driver-assistance systems (ADAS) becoming integral parts of vehicle design. Modern cars are now equipped with sophisticated infotainment systems, navigation aids, and connectivity options that allow for seamless integration with smartphones and other devices. Autonomous driving technology, while still in its developmental stages, promises to transform transportation by reducing accidents, easing traffic congestion, and providing mobility solutions for those unable to drive. Additionally, the concept of shared mobility has gained traction, with

companies like Uber and Lyft revolutionizing urban transportation. Car-sharing services and ride-hailing apps have changed the way people perceive car ownership, emphasizing convenience and cost-effectiveness.

As the industry continues to evolve, it faces challenges such as the need for sustainable energy sources, cybersecurity concerns related to connected vehicles, and the ongoing push for innovation in the face of a rapidly changing technological landscape. The automotive industry remains a cornerstone of global economic activity, driving advancements in technology, shaping consumer lifestyles, and playing a critical role in the development of modern infrastructure and urban planning. Its future will likely be defined by continued innovation, with a focus on creating safer, more sustainable, and more efficient modes of transportation for people around the world.

### **Global scenario**

The global automobile industry is highly competitive and diverse, with numerous manufacturers, suppliers, and service providers operating across continents. Major players include traditional automotive giants like Maruti, Toyota, Volkswagen Group, General Motors, and newer entrants such as Tesla, known for their electric vehicle innovations. Regional dynamics also play a crucial role, with Asia-Pacific emerging as a key manufacturing hub due to lower production costs and increasing demand. The Asia-Pacific region, particularly countries like China, India, South Korea, and Japan, has become a significant centre for automotive production. China, the world's largest automotive market, has seen exponential growth in both domestic consumption and export of vehicles. Chinese manufacturers like Geely, BYD, and NIO are rapidly advancing, especially in the electric vehicle sector, competing globally with established Western brands. India, with its burgeoning middle class and improving infrastructure, presents vast opportunities for automotive growth, with companies like Maruti Suzuki dominating the market through affordable and reliable vehicles.

In addition to production, Asia-Pacific also excels in the supply chain domain, with many global automotive suppliers based in the region. These suppliers provide essential components such as semiconductors, batteries, and electronic systems, which are crucial for modern vehicles. The region's robust supply chain infrastructure and cost-

effective manufacturing capabilities attract significant foreign investment, fostering further growth and technological development. European manufacturers, like Volkswagen Group, BMW, and Daimler AG, continue to lead in engineering excellence, luxury vehicle production, and innovation in sustainability. Germany, often considered the heart of the European automotive industry, is known for its high-quality engineering and production standards. The European Union's stringent environmental regulations have pushed these manufacturers to develop advanced technologies in fuel efficiency, hybrid systems, and electric vehicles. The rise of sustainable practices in Europe has also led to significant investments in renewable energy sources and recycling programs within the automotive sector.

In North America, the United States remains a dominant force in the global automobile industry, with companies like General Motors, Ford, and Tesla driving innovation. Tesla, in particular, has revolutionized the electric vehicle market with its cutting-edge technology, high-performance vehicles, and extensive Supercharger network. The U.S. automotive industry is also characterized by a strong emphasis on large vehicles such as SUVs and trucks, which continue to be popular among American consumers. Additionally, the North American Free Trade Agreement (NAFTA), and later the United States-Mexico-Canada Agreement (USMCA), have facilitated extensive cross-border manufacturing and trade, benefiting the automotive industries in all three countries. In recent years, the global automotive industry has also seen a significant shift towards connectivity and autonomous driving technologies. Companies across the world are investing heavily in research and development to create smart vehicles equipped with advanced driver-assistance systems (ADAS), artificial intelligence, and IoT connectivity. These technologies aim to enhance safety, improve driving experiences, and pave the way for fully autonomous vehicles in the future. Partnerships between automotive manufacturers and tech giants like Google, Apple, and Intel are becoming increasingly common, blending expertise in automotive engineering with cutting-edge software and data analytics.

Moreover, the industry's focus on sustainability has led to substantial investments in electric vehicle (EV) infrastructure, such as charging stations and battery recycling facilities. Governments worldwide are implementing policies to promote EV adoption,

including subsidies, tax incentives, and stricter emission regulations. This global push towards greener transportation is reshaping the automotive landscape, with traditional combustion engine vehicles gradually giving way to hybrids and fully electric models. The competitive nature of the global automobile industry drives continuous improvement and innovation. Manufacturers are constantly seeking ways to enhance vehicle performance, safety, and user experience while reducing costs and environmental impact. This dynamic environment ensures that the industry remains at the forefront of technological advancement, economic development, and environmental stewardship, influencing not only the global economy but also the daily lives of billions of people worldwide.

### **Technological Innovations and Trends**

- **Electric Vehicles (EVs):** EVs are gaining traction due to government incentives, environmental regulations and improvements in battery technology.
- **Autonomous Driving:** Companies are investing heavily in autonomous vehicle technology aiming to enhance safety and convenience.
- **Connectivity:** Vehicles are progressively connected to the internet enabling features such as real-time navigation, remote diagnostics and over-the-air updates.
- **Shared Mobility:** Ride-sharing services and car-sharing platforms are reshaping urban transportation, influencing consumer behaviour and vehicle ownership patterns.

### **Environmental Regulations and Sustainability**

Stringent emission standards and consumer demand for eco-friendly vehicles are driving automakers to invest in sustainable practices. This includes reducing carbon emissions, utilizing recycled materials and exploring alternative fuel sources like hydrogen fuel cells. The global automobile industry stands at a pivotal juncture amidst transformative shifts driven by technological innovation and evolving consumer preferences. Electric vehicles (EVs) have emerged as a focal point, spurred by environmental concerns and advancements in battery technology. Companies like Tesla

have led the charge in mainstreaming EVs prompting traditional automakers to accelerate their electrification efforts.

Concurrently, autonomous driving technologies are reshaping the future of mobility, promising enhanced safety and convenience. Companies across the globe are investing heavily in research and development to bring autonomous vehicles to market, with implications not only for personal transportation but also for logistics and urban planning. In addition to technological advancements, the industry faces increasing regulatory pressures aimed at reducing carbon emissions and promoting sustainability. Governments worldwide are enforcing stringent emission standards, incentivizing automakers to innovate toward greener solutions. This regulatory landscape has spurred investments in hybrid technology, fuel efficiency improvements and the development of alternative fuel sources such as hydrogen fuel cells. Moreover, consumer preferences are shifting towards eco-friendly vehicles, influencing purchasing decisions and prompting automakers to integrate sustainability into their corporate strategies.

Geopolitical dynamics and economic factors further shape the global automotive landscape. Trade policies, tariffs and supply chain disruptions can impact manufacturing costs and market competitiveness. Regional variations in demand and production capabilities also influence industry dynamics, with Asia-Pacific emerging as a dominant manufacturing hub. The interplay of these factors underscores the complexity and interconnectedness of the global automobile industry highlighting the need for strategic adaptation and innovation to navigate a rapidly evolving landscape.

### **1.7.2 Industry Structure of the Automobile Industry**

The automobile industry is structured into several key segments that work in tandem to design, manufacture, distribute, and service vehicles worldwide. At its core are the manufacturers, who design and assemble vehicles ranging from passenger cars to commercial trucks. These manufacturers operate on a global scale, with production facilities often strategically located to optimize supply chain efficiencies and cater to regional market demands. Major automotive manufacturers include Maruti, Toyota, Volkswagen Group, General Motors, and Ford, each known for their extensive product lines and global market presence. Suppliers constitute another critical segment of the automobile industry, providing components, systems, and raw materials necessary for



vehicle production. These suppliers range from multinational corporations specializing in automotive electronics and powertrains to smaller firms supplying specialized parts like tires, brakes, and interiors. The relationship between manufacturers and suppliers is symbiotic, with close collaboration required to ensure quality, cost-efficiency, and adherence to regulatory standards. Key suppliers include Bosch, Continental AG, Denso Corporation, and Magna International, among others, known for their innovation and reliability in delivering essential automotive components.

Dealerships form the bridge between manufacturers and consumers, providing sales, financing, and service support for new and used vehicles. These retail outlets operate under franchise agreements with manufacturers, adhering to corporate branding and customer service standards while catering to local market preferences. Dealerships play a crucial role in marketing vehicles, offering test drives, and providing after-sales services such as maintenance and repairs. Major dealership groups often have a significant regional or national presence, contributing to the industry's economic footprint and consumer accessibility.

Industry associations and regulatory bodies play pivotal roles in shaping policies, standards, and practices within the automobile industry, ensuring safety, environmental sustainability, and fair competition. Organizations like the International Organization of Motor Vehicle Manufacturers (OICA) serve as global advocates for the automotive industry, promoting collaboration among manufacturers and advocating for industry interests on international platforms. National associations such as the American Automotive Policy Council (AAPC) and the Japan Automobile Manufacturers Association (JAMA) represent the interests of domestic automakers, influencing government policies on trade, emissions, and manufacturing practices.

Regulatory bodies, including the National Highway Traffic Safety Administration (NHTSA) in the United States and the European Commission Directorate-General for Internal Market, Industry, Entrepreneurship, and SMEs (DG GROW), oversee vehicle safety standards, emissions regulations, and consumer protection measures. These agencies work in conjunction with industry stakeholders to establish and enforce stringent requirements aimed at enhancing vehicle safety, reducing emissions, and

promoting sustainable mobility solutions. The evolving regulatory landscape, influenced by environmental concerns and technological advancements, underscores the industry's commitment to innovation and responsible stewardship in an increasingly interconnected global market.

The global automobile industry is characterized by its vast size and dynamic growth trends, driven by technological advancements, evolving consumer preferences, and regulatory developments. As of recent assessments, the market size of the global automotive industry was estimated to be over \$2 trillion annually, encompassing sales of passenger vehicles, commercial vehicles, and various automotive components and services. The industry's growth trajectory is influenced by factors such as economic conditions, technological innovation, and shifts towards sustainable mobility solutions.

In terms of growth trends, the market for electric vehicles (EVs) has seen remarkable expansion in recent years, spurred by environmental regulations, government incentives, and advancements in battery technology. Electric vehicles accounted for a growing share of global vehicle sales, driven by both consumer demand for eco-friendly transportation options and automakers' commitments to reducing carbon emissions. Parallel to the rise of EVs, there has been ongoing innovation in autonomous driving technologies, connectivity features, and shared mobility solutions, reshaping the automotive landscape and creating new market opportunities. The automobile industry is segmented into several categories based on vehicle type, fuel type, and end-user applications. Passenger vehicles, including sedans, hatchbacks, SUVs, and luxury cars, constitute the largest segment by volume and revenue. This segment caters primarily to individual consumers and families, with a diverse range of models and price points offered by global manufacturers. Commercial vehicles, which include trucks, buses, and vans, serve businesses and logistics sectors, facilitating the movement of goods and people across various industries.

Within the passenger vehicle segment, electric vehicles (EVs) have gained significant traction, driven by advancements in battery technology, supportive government policies, and growing environmental awareness among consumers. EVs are further segmented into battery electric vehicles (BEVs) and plug-in hybrid electric vehicles (PHEVs), each offering distinct advantages in terms of range, charging infrastructure,

and operational efficiency. Commercial vehicles, on the other hand, are increasingly adopting alternative fuel technologies such as natural gas and hydrogen fuel cells to meet stringent emissions regulations and operational requirements.

The global automobile industry exhibits regional variations in market dynamics, influenced by factors such as economic development, infrastructure investment, regulatory frameworks, and consumer preferences. Asia-Pacific emerges as a dominant region in both production and consumption of automobiles, led by countries like China, Japan, and South Korea. China, in particular, is the world's largest automotive market, fuelled by a burgeoning middle class, government incentives for electric vehicles, and robust manufacturing capabilities.

### **Indian scenario**

The Indian automobile industry stands as a cornerstone of the country's economic landscape, characterized by rapid growth, technological advancements, and dynamic market trends. With a market size poised to reach \$300 billion by 2026, the sector contributes significantly to GDP and employment, encompassing manufacturers, suppliers, dealerships, and service providers. Key players such as Maruti Suzuki, Tata Motors, Mahindra & Mahindra, and Hyundai dominate the passenger vehicle segment, offering a diverse range of models catering to a burgeoning middle-class consumer base. India's automotive sector is marked by its robust manufacturing capabilities, producing millions of vehicles annually across categories including two-wheelers, passenger cars, commercial vehicles, and three-wheelers. The shift towards electric mobility is gaining momentum, supported by government initiatives like the Faster Adoption and Manufacturing of Electric Vehicles (FAME) scheme, aimed at incentivizing EV adoption and establishing charging infrastructure. Challenges such as regulatory compliance, infrastructure development, and fluctuating raw material costs shape industry dynamics, alongside opportunities in innovation-driven sectors like connected vehicles and autonomous driving technologies. As India positions itself as a global manufacturing hub, collaborations with international automakers and investments in research and development are crucial for sustaining growth and competitiveness in the evolving automotive landscape.

The Indian automobile industry has experienced remarkable growth and transformation over the decades, evolving from a nascent sector to one of the world's largest markets. As of recent assessments, India ranks among the top global producers of vehicles, with a strong focus on manufacturing efficiency and cost competitiveness. Maruti Suzuki, a subsidiary of Suzuki Motor Corporation, leads the passenger vehicle segment with a significant market share, known for its popular models like the Swift, Alto, and Baleno, catering to diverse consumer preferences across urban and rural markets. Tata Motors, India's largest automotive company by revenue, plays a pivotal role in both passenger and commercial vehicle segments, offering a range of products from compact cars to heavy trucks and buses. The automotive sector in India is a critical driver of economic growth, contributing around 7% to the country's GDP and employing millions directly and indirectly through manufacturing facilities, dealerships, and service centers nationwide. The industry's ecosystem includes a vast network of suppliers, supporting components and parts manufacturing for domestic consumption and exports. Mahindra & Mahindra, renowned for its utility vehicles and tractors, exemplifies the integration of automotive manufacturing with agricultural and rural development, reflecting India's diverse automotive landscape.

In recent years, India has been actively pursuing electric mobility as a strategic initiative to reduce carbon emissions and dependence on fossil fuels. The government's ambitious targets under the FAME scheme aim to accelerate the adoption of electric vehicles through subsidies, incentives for manufacturing EV components locally, and establishing charging infrastructure across key urban centers. Electric two-wheelers have gained early traction in the market, driven by affordability and the increasing availability of charging stations. Companies like Hero Electric, Bajaj Auto, and TVS Motor are at the forefront of this transition, innovating with battery technology and vehicle design to meet consumer expectations and regulatory standards. Looking ahead, India's automobile industry holds immense potential driven by demographic trends, urbanization, and rising disposable incomes. The focus on digitalization, connected vehicles, and autonomous driving technologies presents new opportunities for innovation and collaboration with global partners. As India continues its journey towards becoming a global manufacturing hub and a leader in sustainable mobility solutions, strategic investments in infrastructure, research and development, and skill

development will be crucial in navigating the complexities and seizing growth prospects in the evolving automotive landscape.

Additionally, the Indian government has been proactive in supporting the industry through various policies and reforms aimed at enhancing the ease of doing business and attracting foreign investment. The Make in India initiative, for instance, has been pivotal in promoting domestic manufacturing and encouraging global companies to set up production facilities in India. This has led to an influx of foreign direct investment (FDI), further strengthening the industry's growth trajectory. Furthermore, the rise of smart cities and improved urban planning are creating new avenues for the automotive sector. With the development of smart infrastructure, there is an increasing demand for smart mobility solutions, which include integrated public transport systems, intelligent traffic management, and seamless connectivity between different modes of transport. This shift towards smart urban mobility is driving innovation in the automotive sector, with a focus on developing vehicles that are not only environmentally friendly but also technologically advanced.

The after-sales service segment of the automotive industry in India is also expanding rapidly, with a growing emphasis on customer satisfaction and retention. Companies are investing in enhancing their service networks, training programs for technicians, and leveraging digital tools to provide efficient and transparent service experiences. The rise of e-commerce platforms and digital marketplaces for automotive parts and services is further transforming the after-sales landscape, making it easier for consumers to access quality service and genuine parts. Moreover, the Indian automotive industry is becoming increasingly aware of the need for sustainable practices across the entire value chain. From adopting green manufacturing processes to promoting recycling and reuse of materials, companies are taking significant steps to reduce their environmental footprint. The focus on sustainability is not only driven by regulatory requirements but also by a growing consumer preference for eco-friendly products and practices.

In conclusion, the Indian automobile industry is poised for continued growth and transformation, driven by a combination of favorable economic conditions, supportive government policies, and a dynamic market environment. As the industry navigates the challenges and opportunities presented by the global shift towards electric mobility,

digitalization, and sustainability, it remains a vital pillar of India's economic development and a significant player in the global automotive landscape. The industry's ability to innovate, adapt, and collaborate with global partners will be crucial in maintaining its competitive edge and achieving long-term success.

## **State Scenario**

### **The Automobile Industry in Kerala: An Evolving Landscape**

Over the past few decades, the automobile industry in Kerala has undergone a significant transformation, mirroring broader trends in the Indian automotive market. The demand for passenger vehicles, particularly compact cars and SUVs, has been steadily increasing. This rise can be attributed to a multitude of factors, including rising incomes, urbanization, and substantial improvements in road infrastructure. As more people in Kerala experience economic growth, the disposable income available for purchasing vehicles has increased, leading to higher demand for personal transportation. Urbanization has played a critical role in shaping the automobile market in Kerala. As cities expand and populations grow, the need for efficient and reliable transportation has become more pressing. This has resulted in a heightened preference for compact cars and SUVs, which offer the dual advantages of being maneuverable in congested urban areas and capable of handling the diverse road conditions found throughout the state. Improved road infrastructure, including the development of highways and better-maintained city roads, has further facilitated this shift by making travel more accessible and less time-consuming.

Compact cars and SUVs are particularly favored for their versatility and ability to navigate both urban and rural roads, making them ideal for the diverse terrains of Kerala. Compact cars, known for their fuel efficiency and ease of parking, are well-suited to the narrow streets and heavy traffic common in Kerala's cities. On the other hand, SUVs are popular for their robust performance and higher ground clearance, which is advantageous for the hilly and uneven rural roads found in many parts of the state. Additionally, the growing focus on safety and advanced features in newer vehicle models has attracted a more informed and discerning consumer base in Kerala. Automakers are increasingly offering models with advanced safety features,

infotainment systems, and enhanced fuel efficiency, which appeal to the tech-savvy and quality-conscious customers of Kerala. The availability of financing options and competitive interest rates from banks and financial institutions has also made it easier for individuals to purchase new vehicles, further driving market growth.

### **Two-Wheeler Dominance**

Two-wheelers, especially motorcycles and scooters, remain highly popular in Kerala, playing a crucial role in the daily mobility of its residents. Their affordability, fuel efficiency, and ease of maneuvering through congested roads make them the preferred choice for a wide demographic, from students and young professionals to small business owners and rural commuters. The compact size and agility of two-wheelers allow riders to navigate the bustling and often congested urban centers of Kerala with ease, reducing travel time and offering a practical solution for short-distance travel.

In the state's urban areas, characterized by dense populations and heavy traffic, two-wheelers are indispensable. Cities like Kochi, Thiruvananthapuram, and Kozhikode frequently experience traffic congestion, and the ability to weave through traffic quickly is a significant advantage. This mobility is enhanced by the relatively lower parking space requirements of two-wheelers, which is a critical consideration in crowded cityscapes. The practicality of two-wheelers extends to Kerala's narrow rural roads as well. Many rural areas have roads that are not wide enough to accommodate larger vehicles comfortably. Two-wheelers can easily traverse these paths, providing essential connectivity for people in rural communities. This is particularly important for accessing markets, schools, and medical facilities, thereby playing a vital role in the daily lives of rural residents.

Major brands such as Honda, Hero, and TVS have a strong presence in Kerala, offering a wide range of models that cater to the diverse needs of the population. These manufacturers provide motorcycles that range from basic, budget-friendly models to more sophisticated bikes with advanced features. Scooters, with their automatic transmissions and ease of use, are particularly popular among women and older adults. Moreover, the durability and low maintenance costs of these vehicles make them a cost-

effective option over the long term. Two-wheelers are not only economical to purchase but also relatively inexpensive to maintain, making them an attractive option for lower and middle-income groups. The availability of financing options and affordable loan schemes has further facilitated the widespread adoption of two-wheelers in Kerala.

In addition to personal use, two-wheelers are also integral to various commercial activities in the state. They are commonly used for delivery services, including food delivery, courier services, and e-commerce logistics. The agility and speed of motorcycles and scooters enable quick and efficient delivery services, which are essential in urban areas. Environmental considerations are also starting to influence the two-wheeler market. As awareness of air pollution and environmental sustainability grows, there is an increasing interest in electric two-wheelers. Brands are beginning to introduce electric models that offer the same convenience and efficiency as traditional motorcycles and scooters but with a significantly reduced environmental impact. The government's support for electric vehicle initiatives is likely to accelerate this trend, making electric two-wheelers more accessible and popular in the near future.

### **1.7.3 Government Initiatives and Policies**

Government initiatives and policies are crucial in shaping the automobile industry in Kerala, reflecting the state's commitment to sustainable development and environmental conservation. Recognizing the need to reduce the carbon footprint of the transportation sector, the state government has introduced a range of measures aimed at encouraging the adoption of electric vehicles (EVs). These measures include subsidies and tax rebates that make the purchase and manufacture of EVs more financially attractive. By lowering the initial cost barrier, these incentives aim to accelerate the shift from traditional internal combustion engine vehicles to cleaner, electric alternatives.

The state government is also investing heavily in the development of EV charging infrastructure, a critical component in supporting the widespread adoption of electric vehicles. This includes the installation of public charging stations in key urban and rural locations, ensuring that EV owners have convenient access to charging facilities. This infrastructure development is essential to alleviate range anxiety among potential EV



buyers and to make electric mobility a viable option for daily commuting and long-distance travel. In addition to promoting electric vehicles, Kerala is making significant strides in modernizing its public transportation system. One of the flagship projects in this regard is the introduction of electric buses. These buses are not only more environmentally friendly but also help reduce the dependency on fossil fuels. The state government has rolled out several electric buses across major cities, and plans are underway to expand this fleet further. This initiative aims to reduce the emissions from public transportation, contributing to cleaner air and a healthier urban environment.

The upgrading of existing bus fleets is another critical aspect of the state's transportation policy. Older buses are being retrofitted with newer, more efficient engines and technologies to improve their performance and reduce emissions. This modernization effort ensures that the public transportation system is not only sustainable but also reliable and comfortable for passengers. The Kochi Metro stands out as a notable example of Kerala's commitment to improving urban mobility and reducing traffic congestion. Launched as part of the state's efforts to enhance public transportation infrastructure, the Kochi Metro has significantly improved connectivity within the city. This project represents a major investment in sustainable urban transport, offering a fast, efficient, and eco-friendly alternative to road-based commuting. The metro system has helped to ease traffic congestion, reduce travel time, and lower pollution levels in one of Kerala's busiest cities.

Beyond these specific projects, the Kerala government is also exploring other innovative solutions to enhance the transportation sector. This includes the promotion of carpooling and ride-sharing services to reduce the number of vehicles on the road and the integration of various modes of transport to create a seamless, multimodal transportation network. These efforts aim to create a holistic and sustainable transportation ecosystem that meets the needs of a growing population while minimizing environmental impact.

#### **1.7.4 Challenges Facing the Industry**

Despite these advancements, the automobile industry in Kerala faces several challenges. The development of road infrastructure in rural and semi-urban areas is

necessary to support the increasing number of vehicles. Additionally, the establishment of sufficient EV charging stations remains a hurdle for the widespread adoption of electric vehicles. The growing number of vehicles contributes to pollution and traffic congestion in major cities like Kochi, Thiruvananthapuram, and Kozhikode. Addressing these issues requires the implementation of sustainable practices and regulations to mitigate environmental impacts.

### **Presence of Major Manufacturers**

Major automobile manufacturers have established a strong presence in Kerala, leveraging an extensive network of dealerships and service centers to reach consumers across the state. Brands such as Maruti Suzuki, Hyundai, Tata Motors, and Mahindra dominate the passenger vehicle market, offering a wide range of models that cater to diverse consumer preferences. These brands have built a reputation for reliability, affordability, and after-sales service, which resonate well with the varied demographic and geographic landscape of Kerala.

Maruti Suzuki, known for its extensive range of fuel-efficient and affordable vehicles, holds a significant market share in Kerala. The brand's compact cars and hatchbacks are particularly popular among urban dwellers who value ease of parking and maneuverability in congested areas. Hyundai, on the other hand, attracts customers with its stylish designs and advanced features, providing a mix of economy and luxury models that appeal to both young professionals and families.

Tata Motors and Mahindra also play crucial roles in the Kerala market. Tata Motors offers robust and reliable vehicles, including compact cars, sedans, and SUVs, which are well-suited for both city driving and rural roads. Mahindra is particularly noted for its strong lineup of SUVs and commercial vehicles, which are favored for their durability and performance in diverse terrains. These brands ensure that consumers have access to a variety of choices, from economical city cars to rugged SUVs capable of handling the state's hilly and coastal regions.

Although Kerala is not a major hub for automobile manufacturing, the state hosts several small and medium enterprises (SMEs) that produce auto parts and components. These SMEs form an integral part of the supply chain, supporting the larger automotive industry by providing essential components. This sector includes manufacturers of electrical parts, rubber components, plastic parts, and metal fabrications. The presence of these SMEs not only supports the local economy but also provides employment opportunities and fosters technical skills within the workforce. Efforts are ongoing to attract larger investments in manufacturing to further boost the local economy and create jobs. The Kerala government, in collaboration with industry stakeholders, is working to enhance the investment climate by offering incentives and infrastructure support to potential investors. Initiatives such as industrial parks, special economic zones (SEZs), and streamlined regulatory processes are designed to make Kerala an attractive destination for automotive manufacturing investments.

The state is also investing in training and skill development programs to ensure that the local workforce is equipped with the necessary skills to meet the demands of the automotive industry. Collaboration between educational institutions and industry players is being encouraged to create curriculum and training modules that align with the needs of the sector. This approach not only addresses the immediate talent requirements but also ensures a sustainable pipeline of skilled workers for the future.

#### **1.7.5 Kerala Automobiles Limited (KAL)**

Kerala Automobiles Limited (KAL) is a significant player in the state's automobile industry. Incorporated in 1978 as a Government of Kerala undertaking, KAL is situated in Aralumoodu, Neyyattinkara taluk, approximately 16 kilometers south of Thiruvananthapuram. The company manufactures three-wheelers (Diesel, Petrol, LPG, & CNG) under the brand name "KERALA," known for their eco-friendliness and utility.

Since commencing production in 1984, KAL has manufactured and marketed over 100,000 three-wheelers. The product range includes autorickshaws (Driveaway Chassis & Fully Built), pickup/delivery vans, pollution-free CNG/LPG fitted autos, and load

carriers. KAL's strong and motivated workforce in both technical and management cadres have been instrumental in the company's progress. The company has also made a mark internationally, exporting three-wheelers to countries such as Bangladesh, Sri Lanka, Nepal, Sudan, Botswana, Nigeria, South Africa, Madagascar, and Guatemala.

KAL's commitment to quality is demonstrated by its ISO certification, first awarded in 1998 and consistently maintained through regular updates to the quality management system. Additionally, KAL manufactures sophisticated components for various space programs of ISRO (VSSC, LPSC, IISU), highlighting its technical capabilities and contribution to advanced technological sectors. The company receives substantial support from the Government of Kerala, enabling it to achieve its current level of success.

#### **1.7.6 Future Prospects**

Looking to the future, innovation and technology will play a significant role in the evolution of Kerala's automobile industry. The state's strong IT sector presents opportunities for synergy between the automotive and tech industries, fostering advancements in connected vehicles and autonomous driving technologies. Sustainable transportation solutions will remain a priority, with a global shift towards eco-friendly vehicles and green transportation.

Investing in renewable energy sources to power electric vehicles will be crucial for long-term sustainability. The integration of renewable energy into the EV charging infrastructure can significantly reduce the carbon footprint of the transportation sector, aligning with Kerala's environmental goals. The state's ongoing efforts to modernize infrastructure, support innovation, and promote sustainable practices position Kerala's automobile industry for a promising future.

#### **1.7.7 Suzuki Motor Corporation - Japan**

Suzuki is Japanese multinational corporation head quartered in minami- ku Hamamatsu Japan, which specializes in manufacturing automobiles four-wheel drive vehicles,

motorcycles, all-terrain vehicles, out board marine engines, wheel chair and a variety of other small internal combustion engines.

The company was founded by Macho Suzuki Its current chairman and CEO is Osamu Suzuki the Fourth Mukoyoshi (daughter's husband) to run the company. In 1909 company started as a loom industry in the small Seacoast Village of Hamamatsu, Japan Macho Suzuki was intent on making better more users-friendly looms and for 30 years his focus on development of these exceptionally compels machines Macho's desire to diversity into automotive products was interrupted by World War II. Before it began building four stroke engines, Suzuki Motor Corporation was known for its two stroke engines (for motor cycles and autos)).

After the war, Suzuki made a two-stroke motorized bicycle, but eventually the company would be known for Hayabusa and GSX-R motorcycles, for the Quad Runner and dominating racetracks around the world. Even after producing its first car in 1955 the company didn't have an automobile division until 1961. Today Suzuki is among the world's largest automakers and a major brand name in important markets including Japan and India but no longer sells cars in North America.

### **1.7.8 MARUTI SUZUKI**



Originally, 18.28% of the company was owned by the Indian government, and 54.2% by Suzuki of Japan. The BJP-led government held an initial public offering of 25% of

the company in June 2003. As of May 2007, the government of India sold its complete share to Indian financial institutions and no longer has any stake in Maruti Udyog.

Maruti Udyog Limited (MUL) was established in February 1981, though the actual production commenced in 1983 with the Maruti 800, based on the Suzuki Alto key car which at the time was the only modern car available in India, its only competitors the Hindustan Ambassador and Premier Padmini were both around 25 years out of date at that point. Through 2004, Maruti Suzuki has produced over 5 million vehicles. Maruti Suzuki's are sold in India and various several other countries, depending upon export orders. Models similar to those made by Maruti in India, albeit not assembled or fully manufactured in India or Japan are sold by Pak Suzuki Motors in Pakistan.

The company exports more than 50,000 cars annually and has domestic sales of 730,000 cars annually. Its manufacturing facilities are located at two facilities Gurgaon and Manesar in Haryana, south of Delhi. Maruti Suzuki's Gurgaon facility has an installed capacity of 900,000 units per annum. The Manesar facilities, launched in February 2007 comprise a vehicle assembly

Maruti Suzuki in Gorgon, Haryana Maruti Suzuki India Limited is an Indian Automobile manufacturer that is a subsidiary of Japanese auto maker Suzuki Motor Corporation. Besides being the largest Suzuki branded company in terms of car sales, Maruti Suzuki also acts as company showcases a wide range of car models designed according to the needs of the customers. Maruti Suzuki India Limited (formerly Maruti Udyog Limited) is the Indian subsidiary of Japanese automaker Suzuki Motor Corporation. As of September 2022, the company had a leading market share of 42 percent in the Indian passenger car market. The company is known for making highly reliable, low-maintenance cars for the Indian market.

plant with a capacity of 550,000 units per year and a Diesel Engine plant with an annual capacity of 100,000 engines and transmissions. Manesar and Gurgaon facilities have a combined capability to produce over 14,50,000 units annually. Maruti makes about 35% of all cars sold in India. The company is 54.2% owned by the Japanese multinational Suzuki Motor Corporation percent of Maruti Suzuki. Public and financial institutions own the rest. It is listed on the Bombay Stock Exchange and National Stock

Exchange of India. During 2007 and 2008, Maruti Suzuki sold 764,842 cars, of which 53,024 were exported. In all, over six million Maruti Suzuki cars are on Indian roads since the first car was rolled out on 14 December 1983. The Suzuki Motor Corporation, Maruti's main stakeholder, has been a global leader in mini and compact cars for three decades. Suzuki's strategy is to utilise lightweight, compact engines with stronger power, fuel-efficiency and performance capabilities. Nearly 75,000 people are employed directly by Maruti Suzuki and its partners. JD Power Asia Pacific has rated it first in customer satisfaction among all carmakers in India from 1999 to 2009. Maruti Suzuki will be introducing new 800 cc model by Diwali in 2012. The model is supposed to be fuel efficient, and therefore more expensive. With increasing market competition in the small car segment, a new model along with the upcoming WagonR Stingray will be the key fresh products for Maruti Suzuki India (MSI) to defend its market share amid the ever-increasing competition.

## **1.8 COMPANY PROFILE**

### **1.8.1 History of Company**

BRD Car World Limited, established in 2009, has quickly emerged as a prominent player in the automotive retail market, providing customers with the finest range of Maruti Suzuki cars in an exclusive and inspiring environment. Each BRD Car World showroom is meticulously designed to offer customers an enchanting and memorable experience, setting a high standard in automotive retail. As a Royal Platinum Dealer of Maruti Suzuki India Limited, BRD Car World has a strong presence in Thrissur District and has established itself as the market leader in the passenger car segment in this region.

The company's expansion into neighbouring districts, including Ernakulum, Malappuram, and Palakkad, reflects its rapid growth and ambition. This strategic spread has allowed BRD Car World to cater to a broader customer base, providing unparalleled sales, service, and spare parts (3-S) experience. The service division of BRD Car World is known for its high competency and profound knowledge, supported by a team of SSQS Qualified technicians, bronze masters, service advisors, and technical advisors.

This skilled workforce ensures that every customer receives top-notch service and support, further strengthening the company's reputation.

The fast-paced growth of BRD Car World has not only surprised customers but also caught the attention of competitors. The company's ability to deliver personalized customer service sets it apart. Understanding that each client is unique, BRD Car World's sales team works closely with clients to identify their specific needs and provide tailor-made solutions. This customer-centric approach has been instrumental in winning the hearts of many, expanding the BRD Family, and fostering long-term loyalty.

Heading the group is Shri C. C. William Verghese, whose visionary leadership and unwavering commitment have been pivotal to the company's success. His daring and positive attitude has made BRD Car World more visible, audible, and acceptable to all. He is supported by 24 dedicated directors who are directly involved in the daily operations, ensuring the accomplishment of the corporate goals of the BRD Family. The passionate and committed workforce, engaged in Business, Research, and Development, along with the steadfast support and guidance from Maruti Suzuki India Limited and Piaggio Motors, add significant strength to the company.

Shri C. C. William Verghese's leadership style is characterized by leading from the front and setting an example for others. His never-ending passion for achieving goals and his forward-thinking approach are the real secrets behind the success and rapid rise of BRD Car World. His mission to practice today what others think tomorrow embodies the company's innovative and proactive culture.

BRD Car World's status as a Platinum Dealer of Maruti Suzuki India Limited underscores its excellence and reliability in the automotive market. With a stronghold in Thrissur District and a growing presence in Ernakulum, Malappuram, and Palakkad, BRD Car World continues to surprise and delight customers with its fast-paced growth and exceptional service. The company's enthusiasm in winning the hearts of customers and bringing them into the BRD Family is evident in every aspect of its operations. The BRD Car World team, driven by a shared vision and mission aligned with Maruti Suzuki India Limited, is dedicated to providing the best 3-S experience to customers.



This commitment to excellence ensures that every customer interaction is marked by quality, reliability, and a personalized touch. As BRD Car World continues to grow and innovate, it remains focused on delivering the highest standards of service and maintaining its leadership position in the passenger car market.

BRD Car World Limited was established in the year 2009 to enable our customers to experience the finest range of Maruti Suzuki Cars in an exclusive and inspiring environment. Every BRD Car World showroom is designed to give the customers an enchanting experience of a lifetime. As a ROYAL Platinum Dealer of Maruti Suzuki India Limited, we uphold the highest standards of quality and service. We operate in 3 districts of Kerala – Thrissur, Ernakulam, and Palakkad with 11 Arena Sales outlets, 10 Service outlets, 2 True Value showrooms, 1 Maruti Driving School, 1 NEXA Showroom, and 1 Commercial Vehicle showroom.

Over the years, BRD Car World has emerged as the undisputed market leader in the Passenger Car segment in Thrissur District, a testament to our unwavering commitment to customer satisfaction and trust. Our sales division is dedicated to helping you find the perfect Maruti Suzuki vehicle that aligns with your aspirations, lifestyle, and driving needs. Whether you're seeking a brand-new car or exploring our extensive range of pre-owned vehicles, our experienced and knowledgeable team is here to guide you in every step of the way. For those looking to Buy, Sell or Exchange pre-owned cars, our True Value showroom is your trusted destination. We offer a transparent and reliable platform for both buyers and sellers, ensuring a hassle-free and rewarding experience. We also offer the value-added services like Maruti Insurance, Maruti Finance, Maruti Genuine Accessories, Customer Convenience Package, MCP and Extended Warranty.

BRD Car World's Nexa showroom is located at Kokkalai in the heart of Thrissur city. We proudly marked the beginning of the first NEXA dealership in Thrissur district. Our NEXA showroom was inaugurated by Mr. T. Hashimoto, Executive Director MSIL, and Mr. R.S. Kalsi, Executive Director MSIL on 2nd December 2015. By maintaining a close relationship with customers and providing them with the best service, our Nexa Dealership has secured its 6th consecutive year of excellence by clinching the prestigious ALPHA DEALER Award from Maruti Suzuki. Our showroom is designed for a premium car classic buying experience and facilitate a seamless and informative

car-buying journey, with interactive displays and digital tools to help customers make informed decisions. Maruti Suzuki's premium vehicles at Nexa includes a diverse range of cars that appeal to discerning blend of Performance, Technology, and Design.

BRD Car World Limited's Commercial vehicle showroom located at Kuttanellur is one of the top Maruti Suzuki commercial showroom in Thrissur. At our commercial showroom, you will discover the entire range of Maruti Suzuki commercial vehicles, which includes Super Carry, Eeco Cargo, Tour H1, Tour H2, Tour M, Tour S, and Tour

In addition to Sales, our Service centre and Bodyshop are well equipped with state-of-the-art facilities and a team of certified technicians who are dedicated to ensuring your Maruti Suzuki car stays in optimal condition. Your vehicle's health and performance are of the utmost importance to us, and we are committed to providing top-tier maintenance and periodic services to keep you safe on the road.

### **1.8.2 Company's Vision & Mission**

#### **Vision**

"To be a leader in the automobile industry creating customer delight and shareholder wealth, a pride of India".

#### **Mission**

- Modernization of Indian automobile industry.
- Production of fuel-efficient vehicles to conserve scarce resources.
- Market penetration and market development.
- Networking and partnerships.

### **1.8.3 BRD GROUP OF CORPORATE FAMILY**

BRD GROUP OF COMPANIES established in the year 1993 by C.C. William Varghese is an organization of different firms providing wide variety of products and services to

the society. The leader and the founder started this venture as a finance company with chit promotions at Kunnankulam. Thrissur and subsequently it has grown up and diversified in to hire purchase, vehicle sales and services, security world developers etc. The leader of BRD group, Sri. William Varghese is assisted by 18 dedicated directors for the accomplishment of the corporate goal of BRD family.

#### **1.8.4 Associates of BRD Group**

- BRD Securities Limited  
(Non-Banking Financial Company)
- BRD Finance Limited (Chit Promoters)
- BRD Motors Limited  
(Authorized dealers for flaggy vehicles)
- BRD Car World Limited  
(New and used vehicle showroom)
- BRD Fabricators  
(Authorized Fabricator for DiMaggio Vehicles)
- BRD Builders & Developers
- BRD Training Institution

##### **A. BRD Securities Limited**

Launched in 1993 at Kunnankulam as financial fillip to the trade and industry around, has risen to the status of an NBFC (Non-Banking Finance Company approved by Reserve Bank of India), presently not less than 25000 vehicle owners are enjoying the facilities from this NBFC with RBI approval. The RD Securities Limited as "Asset Financial company" (AFC) by RBI, elevation is a golden feather in BRD's cap. BRD Securities Limited is role model to other in them NPA level touching zero, a rare achievement.

##### **B. BRD Finance Limited**

The company was seeded with a vision in the year 1995 as a public limited company. The company concentrates mainly on chit promotion business. Service with quality is the essence of success in winning customer confidence. The success of Pooval Kuri and

Monthly Kuries motivated to think in a big way. Customers gladly received and responded greatly the 6th day monthly Kuri started with fabulous bonus prizes on November 2006. Now in chit business company creates new trends.

With professionalism and aggressive approach towards achieving continual improvement in the sphere of professional excellence, saw this small chit fund growing to become one of the top most chit Fund Companies of the Country today with many a distinction. The company does not accept any deposits, but deposits the money directly into scheduled banks of the subscribers' choice. Thus, company follows a very transparent and trustworthy mode of operation without doing any monty lending or financial business. BRD FINANCE LIMITED becomes distinct from others because common person its money for his needs through Kuries without tiresome procedures and is made by other financial institutions.

#### **C. BRD Motors Limited**

M s Limited is the authorized dealers of M/S Piaggio Vehicles Pvt Ltd. heir world-renowned products viz Apr Truck, Pick up etc. through outlets at Thrissur, Nattika, Chalakudy, Wadakkancheri, Kunnamkulam, Nonnikara and Irinjalakuda. BRD is not resting on the laurels, but poised to be the dealers of the prestigious vehicles of other companies of worldwide. BRD Motors Limited had won Piaggio's platinum Award for excellence and esteemed "DEECOR" Awards.

#### **D. BRD Car World Limited**

BRD Car World, Thrissur is the prestigious project of BRD group exclusively for Maruti Suzuki vehicles. The Company has got ISO 9001:2008 certifications for Quality Management. The 35 Mega showrooms with all the state- of-the-art facility and True value have been commissioned as a landmark of Thrissur at NH by-Pass, Konnikara, which no one can bypass BRD car world is honoured by 5 awards in the very first year, which is an incredible feat.

### **E. BRD Fabricators**

The Engineering wing of BRD family has made BRD proud of being appointed as the authorized fabricators for M/s. Piaggio Vehicles Pvt. Ltd. BRD Fabricators has been adjudged with the first rank by M/s. Piaggio for their body building in Kerala, by which innovative modern trends are created by BRD Fabricators to reach further excellence.

### **F. BRD Institute of Technology & Management**

A unique Techno Management Institute BRD Group. Automobile Industry is the only Industry with above 30% growth and more job opportunities. As a part of BRD's social commitment, BRD ITM offer various Government of India Approved Certificate Courses with on job training at most modern automobile workshop.

BRD ITM advantages:

- Most modern furnished class rooms and use of Audio-Visual Aids (Multi media)
- Library facilities with Textbooks, Reference books, Service Manuals, Auto Magazines, CDs etc.
- 100% placement for successful candidates at BRD group workshops (ape, Maruti etc) and at other workshops.
- Most suitable to go to abroad (Gulf countries)
- Govt. of India certificates for selected courses.
- Syllabus covers latest technologies in modern Automobiles such as MPFI, CRDI, WTI, ABS with EBD, Power window, Power window, Power steering (Hydraulic/Electronic), Centre locking. Air bag. Automatic transmission, GPS ETC.
- On job training at modern Automobile Workshops.
- Personality Development, Communicative English, Customer care etc for better grooming.

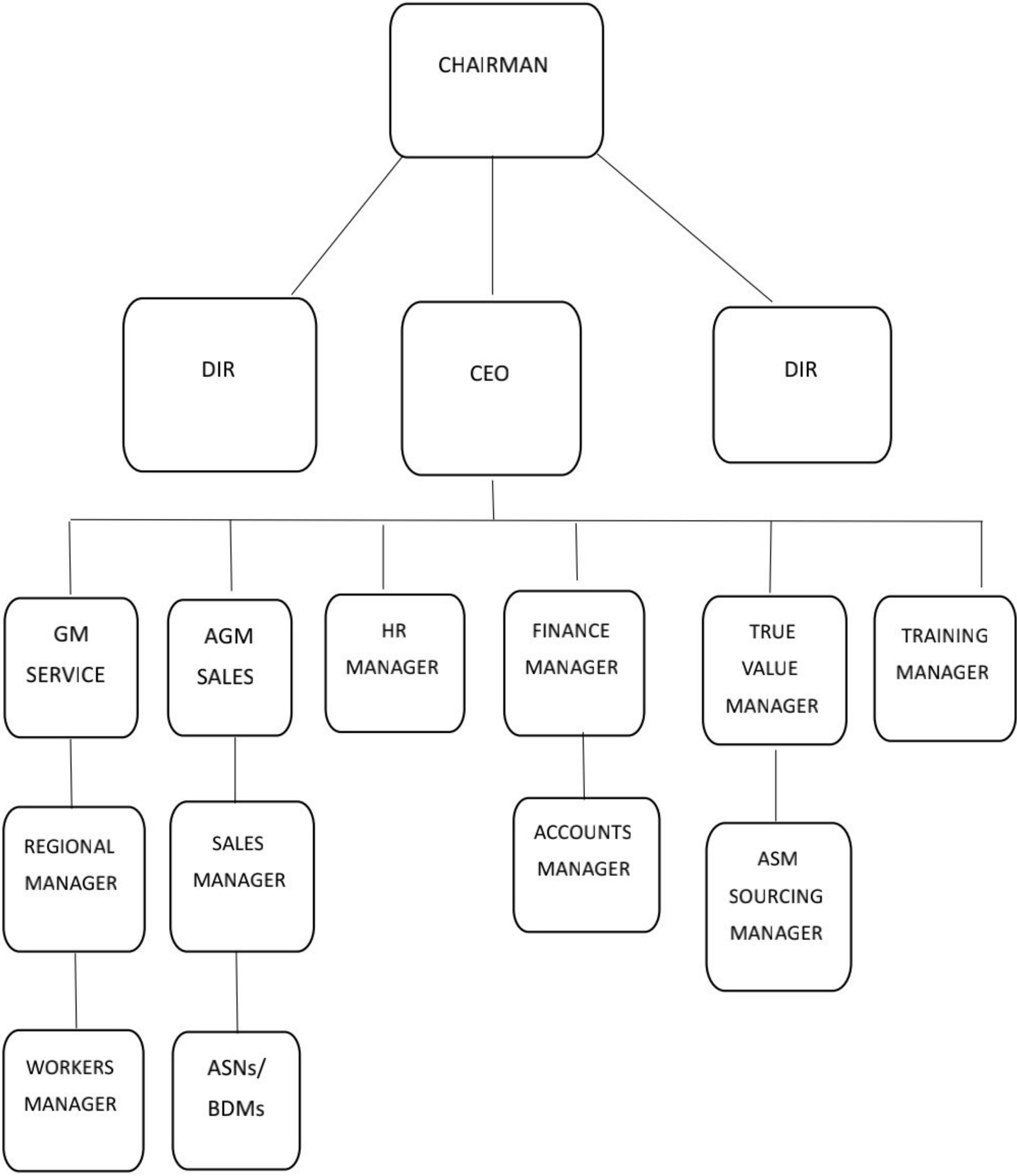
### **G. BRD Developers & Builders Limited**

BRD Developers & Builders is a strong, multifaceted, multi-disciplinary and vibrant organization, committed to delighting our customers through innovation. We strive to achieve the highest degree of technical excellence while maintaining

the finest standards of business practices in all our endeavours. This trait has always attracted the most talented people to our company. While we seek to bring in newness and fresh energy into the organization, we have never under-valued our old relationships.

The Chairman and Managing Director of BRD Developers & Builders Limited, Mr. C.C. William Varghese, an amazing visionary, is a Keralite who holds the honour of fulfilling the aspirations of Non-resident Indians who dreamed of a serene but splendid living style. BRD homes never stop at being mere places of living; rather it goes on proclaiming one's own personality and making style statements. Everything about BRD is a pleasure for generations to come. The innovation and vision with which a BRD home is built is well embodied in its fine blend of beauty and utility. The cut we got over the rest is in continual improvement and upgrading. Then there is no reason to ask why it has brought the country's affluent citizens, upwardly mobile businesspersons, industrialists, corporate figures and government elites under one roof

**1.8.5 ORGANIZATION STRUCTURE OF BRD CAR WORLD LTD**



### **1.8.6 BRD Car World Limited**

BRD Car World is synonymous with outstanding performance in the auto industry in Kerala, excelling in elevating the Maruti Suzuki brand to new heights and delivering exceptional customer satisfaction. This recognition is driven by the overwhelming response from thousands of satisfied customers, who consistently experience top-tier service and quality. BRD Car World, Thrissur, stands as the prestigious project of the BRD Group, exclusively dedicated to Maruti Suzuki vehicles. The company has achieved ISO 9001:2008 Certification for Quality Management, underscoring its commitment to excellence. The 3S Mega Showroom, equipped with state-of-the-art facilities and true value services, has become a landmark at the NH Bypass, Konikkara, making BRD Car World an unmissable destination for automobile enthusiasts.

In its first year alone, BRD Car World was honoured with five awards, a testament to its incredible feat in the industry. The company has continued to garner numerous prestigious awards for its excellence, solidifying its reputation as a leader in the field. Bestowed with the status of Platinum Dealer—the highest accolade a dealership can achieve—twice by the Maruti Suzuki Dealer Conference (MSDC), BRD Car World was recognized most recently on May 7th and 8th, 2013, in Bali, Indonesia. This prestigious status reflects the company's unwavering dedication to providing exceptional service and customer satisfaction.

Headquartered in Thrissur, BRD Car World is the most preferred Maruti Suzuki dealer in central Kerala. The landmark showroom, situated at the NH 47 Bypass, boasts state-of-the-art facilities where customers can explore the latest Maruti Suzuki models in an exciting and immersive environment. The showroom's undisputed leadership in sales has made it easy for customers to walk in and purchase a car with complete peace of mind, assured of superior after-sales service and instant care for other vehicle-related issues. BRD Car World offers Maruti Suzuki cars with utmost ease, ensuring a seamless buying experience for customers. The company's expansion has flourished in Thrissur district, with branches now in Palakkad and Ernakulam. The fast-paced growth of BRD Car World continues to surprise competitors, solidifying its position as a dominant force in the market.



Established to enable customers to experience the finest Indo-Japanese creations in automobiles, BRD Car World Limited provides an exclusive and inspiring environment. Every showroom is meticulously designed to offer customers an enchanting experience, ensuring that each visit is memorable. The company's commitment to delivering optimum levels of customer satisfaction and building strong brand equity is evident in every aspect of its operations. BRD Car World's dedication to excellence is reflected in its comprehensive approach to customer service. The company's sales team works closely with clients to understand their specific needs and provide tailored solutions, ensuring a personalized and satisfactory experience. This customer-centric approach has earned BRD Car World a loyal customer base and a stellar reputation.

The service division of BRD Car World is renowned for its high competency and profound knowledge, supported by a team of SSQS Qualified technicians, bronze masters, service advisors, and technical advisors. This skilled workforce ensures that every customer receives top-notch service and support, further strengthening the company's reputation.

## **Sales**

BRD have set an obsession for customer delight and have set a commitment to themselves to create value through innovation, quality, creativity, partnerships, openness and learning. They have always been ambitious and ensure and make sure that will remain the same way through out. Little did they know that t is going to be a splendid journey creating a revolution in automobile scenario in the area of our operation where they have our dealership and today. BRD Car World Limited is the market leader and a Platinum Dealer of Maruti Suzuki India Limited.

They have held our head high above every major global company in their area of operation and while proudly making a laudable mark, they firmly believed and acted on delivering the best to their customers through efficiency and honouring to their commitments. A team of dedicated and passionate professionals spread out at over 16 sales outlets in Thrissur and neighbouring districts Palakkad, Ernakulum and Malappuram to market and sell 15 models with over 150 variants of Maruti Suzuki India Limited. The drive is backed up by our dedicated service network spanning at 9

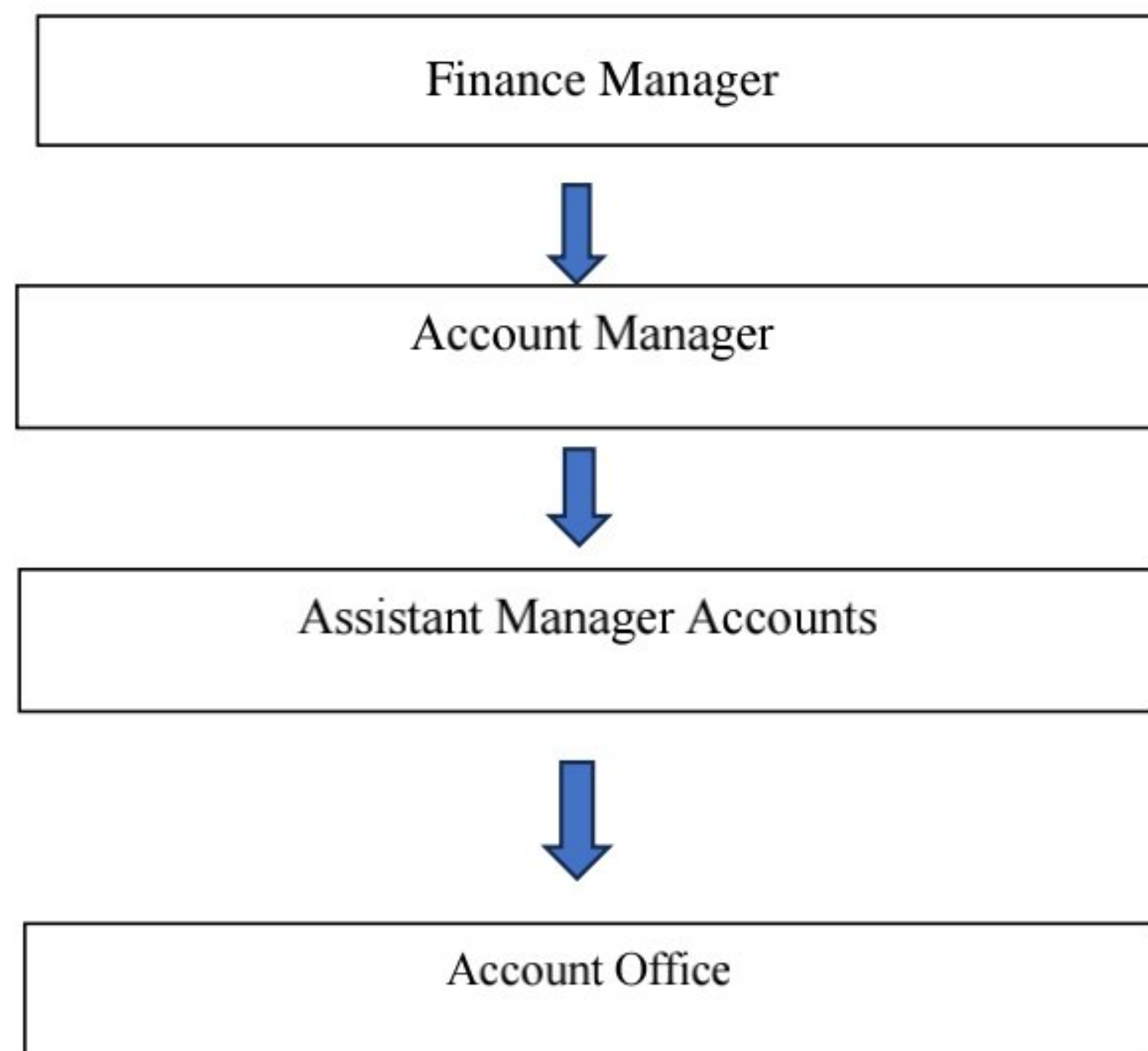
centres with a commitment to give maximum customer satisfaction by servicing them with after sales, service and spares. Their Quality policy defines that they shall be committed to give their best care to each customer they meet by knowing his requirements with utmost satisfaction. They shall continuously improve their methods and processes while providing the best sales experience to each customer they come across.



### **Financial Department**

Finance is the lifeblood of every organization. So, it is one of the main departments of an organization. This department makes decisions regarding funds allocation generation. The success of a finance department is when they allocate

funds at the right time and earn a maximum profit. The finance manager is the head of the Finance department. The management of the organization's cash flow, cash inflow and outflow, and compliance with financial rules and policies are all important responsibilities of the finance department. It is in charge of creating and evaluating financial documents, such as cash flow statements, income statements, and balance sheets, which give a quick overview of the company's financial situation and performance.



#### **1.8.7 Product and service offered by the company**

- Wagon R
- Swift
- Dzire
- Eco
- Ertiga
- Alto 800
- Celerio
- Grand Vitara
- Brezza
- Baleno

- Ignis
- Fronx
- Ciaz
- Jimny
- Invicto

### **Service Overview**

BRD Car World Limited has 10 state-of-the-art service outlets across the length and breadth of Thrissur District and neighboring districts. The success of our service centers stands as a testimony of increased customer satisfaction. Motivated by this support and encouragement that we have received from our valuable customers; we have now decided to extend our service to the other unexplored areas of these three districts. We have already begun our activities towards expansion and we shall come up with many more service outlets across Kerala shortly.

Our trained and experienced technicians at every BRD service station follow guidelines to ensure proper service of your vehicle. This in turn ensures quality as well as safety.

### **True value:**

At Maruti Suzuki True Value, the evaluation process for pre-owned cars is designed to ensure transparency and consistency, providing customers with a reliable assessment of the car's condition. This process involves inspecting 11 critical car systems using a detailed 120-point checklist, focusing on both mechanical and structural aspects of the vehicle. The evaluation begins with an exterior inspection, checking the body for dents, scratches, and rust, and assessing the paint quality for uniformity. Lights, indicators, glass, and mirrors are also inspected for functionality and damage. Moving to the interior, the condition of upholstery, the functionality of dashboard controls, the infotainment system, and the air conditioning are thoroughly examined. The engine and transmission are evaluated for performance, smooth operation, and the absence of leaks, with a specific check on fluid levels and the condition of the battery. The suspension and steering systems are inspected for wear and damage, ensuring smooth steering operation. Brakes are critically assessed for pad thickness, fluid quality, and overall braking performance. Tyres and wheels undergo a detailed check for tread depth, wear

patterns, and potential damage. The exhaust system is inspected for leaks, rust, and compliance with emission standards. The electrical system is evaluated for the proper functioning of lights, signals, and the integrity of wiring and battery performance. Structural integrity checks include examining the frame, chassis, and underbody for damage and rust, along with signs of previous accidents and repairs. Safety features, including airbags, seatbelts, ABS, and ESP, are verified for proper operation. Finally, a road test is conducted to assess overall performance, handling, and to detect any unusual noises or vibrations. This comprehensive 120-point checklist ensures that every car is meticulously evaluated, offering customers a transparent and consistent report of the vehicle's condition. This rigorous process not only builds trust by providing a clear and thorough evaluation but also helps determine the true value of the car, enabling customers to make informed decisions with confidence. Maruti Suzuki True Value's commitment to quality and transparency in the pre-owned car market is evident through this meticulous evaluation process, ensuring that every vehicle meets their high standards before it is offered to customers. This thorough assessment, covering all major aspects of the vehicle, ensures that buyers receive reliable and accurate information, enhancing their overall purchasing experience and reinforcing the brand's reputation for trust and reliability in the pre-owned car market.

### **Maruti Genuine Spares:**

At BRD Car World, we pride ourselves on offering high-quality service and maintenance for Maruti Suzuki vehicles, and a key part of this commitment is our Genuine Parts division. Located at all our workshops, this division ensures that we provide only authentic Maruti Genuine Parts to our customers. Using genuine spare parts is crucial for maintaining the integrity, performance, and safety of your vehicle, as these parts are specifically designed and tested to meet the exact specifications of Maruti Suzuki vehicles. Our Genuine Parts division is stocked with a comprehensive range of parts, from critical components like engines and transmissions to essential items like brake pads, filters, and spark plugs. By using genuine parts, we help to extend the lifespan of your vehicle, maintain its resale value, and ensure that it operates safely and reliably. We understand that non-genuine parts might seem like a cost-effective option in the short term, but they often fail to provide the durability and performance of genuine parts, leading to more frequent repairs and higher costs over time.

Additionally, using non-genuine parts can void your vehicle's warranty and compromise its safety features, posing significant risks. At BRD Car World, our Genuine Parts division is not just about selling parts. Our workshops are equipped with the latest tools and diagnostic equipment, allowing us to accurately diagnose and address any issues with your vehicle using the right parts. Customer satisfaction is our top priority, and we believe that using genuine parts is a vital component of achieving this goal. Our Genuine Parts division reflects our dedication to maintaining the highest standards of quality and service, ensuring that every repair and replacement part meets the exacting demands of both Maruti Suzuki and our valued customers.

### **Maruti Finance:**

Maruti Suzuki Finance is a comprehensive one-stop shop designed to meet all your vehicle finance needs, offering unmatched convenience and a seamless experience. Whether you're purchasing a new or pre-owned car, we provide flexible financing options tailored to suit diverse financial situations. Our collaboration with trusted financial institutions ensures competitive interest rates, customized repayment plans, and quick processing times. Expert financial advisors guide you through each step, from understanding your credit score to selecting the right tenure and EMI options, making the process transparent and hassle-free. We also offer value-added services like loan protection plans, insurance, and extended warranties to ensure a worry-free ownership experience. Special schemes and offers are available for first-time buyers, corporate employees, and existing Maruti Suzuki customers, making car ownership more accessible and affordable. Our seamless integration with Maruti Suzuki dealerships ensures comprehensive support from car selection to driving it home, eliminating the need to navigate multiple touchpoints. With minimal paperwork and online application facilities, Maruti Suzuki Finance simplifies the car buying process, enhancing your overall experience. Choose Maruti Suzuki Finance for a smooth, efficient, and satisfying vehicle financing solution backed by the reliability and trust of the Maruti Suzuki brand.

### **Maruti Insurance:**

Maruti Insurance offers a seamless and comprehensive solution for insuring your vehicle, effectively transferring the risk from you to the insurance company in exchange

for a premium. This process ensures that you are financially protected against unforeseen events such as accidents, theft, or natural calamities that could result in significant expenses. By paying a premium, you gain peace of mind knowing that Maruti Insurance will cover the costs associated with repairs, replacements, or other damages specified in your policy. Our insurance plans are designed to cater to diverse customer needs, providing options for comprehensive coverage, third-party liability, and add-on benefits like zero depreciation, roadside assistance, and engine protection. The integration of Maruti Insurance with Maruti Suzuki dealerships ensures that claims processing is swift and hassle-free, with direct settlement at authorized service centers, guaranteeing genuine parts and expert repairs. With a focus on customer satisfaction, Maruti Insurance also offers value-added services such as cashless claim facilities, easy renewal processes, and personalized assistance from our insurance advisors. By choosing Maruti Insurance, you are not just buying a policy; you are investing in a reliable partnership that prioritizes your safety and financial well-being, ensuring a worry-free driving experience.

### **Maruti Services:**

BRD Car World Limited proudly operates 10 state-of-the-art service outlets strategically located across Thrissur District and neighbouring districts Ernakulum and Palakkad. These advanced service centres are equipped with the latest tools and technology to provide top-notch maintenance and repair services for Maruti Suzuki vehicles. Our skilled technicians are trained to handle all aspects of vehicle care, from routine maintenance and oil changes to complex engine repairs and diagnostics. Each service outlet is designed to ensure a comfortable and efficient experience for our customers, featuring spacious waiting areas and prompt service. We prioritize customer satisfaction by offering comprehensive services, including quick service bays, genuine Maruti Suzuki spare parts, and a transparent service process that keeps you informed at every step. Additionally, our commitment to quality and excellence ensures that your vehicle receives the best care possible, maintaining its performance, safety, and longevity. With convenient locations and a reputation for reliability, BRD Car World Limited is your trusted partner for all your Maruti Suzuki service needs, ensuring that your car remains in optimal condition no matter where you are in Thrissur, Ernakulum, or Palakkad.

**Maruti on Road service:**

Our Maruti On Road Service is a testament to our commitment to your convenience and peace of mind, providing reliable assistance whenever and wherever you need it. Whether you encounter a flat tire, battery issues, or any other unexpected vehicle trouble, our dedicated support team is just a phone call away. All you need to do is remember our number, and we will promptly dispatch help to your location. Our roadside assistance includes services such as towing, fuel delivery, minor repairs, and more, ensuring that you can continue your journey with minimal disruption. Our team of skilled technicians is equipped with the necessary tools and expertise to handle a wide range of roadside issues efficiently. This continuous support reflects our promise to stay by your side long after your purchase, prioritizing your safety and satisfaction. With Maruti On Road Service, you can drive with confidence, knowing that expert help is always within reach, no matter the road or the situation.

**Maruti Extended Warranty:**

Maruti Extended Warranty offers you a written guarantee from the manufacturer to repair or replace defective parts for an extended period beyond the standard warranty, ensuring prolonged peace of mind and protection for your vehicle. This warranty coverage is designed to provide comprehensive protection against unexpected repair costs, covering critical components such as the engine, transmission, steering system, and more. By opting for Maruti Extended Warranty, you safeguard your vehicle against potential mechanical and electrical failures, allowing you to enjoy a worry-free ownership experience. The extended warranty is backed by Maruti Suzuki's extensive network of authorized service centres, ensuring that any repairs or replacements are carried out by skilled technicians using genuine parts. This not only maintains the quality and performance of your vehicle but also helps in preserving its resale value. The process is transparent and hassle-free, with clear terms and conditions outlined in the warranty document. By choosing Maruti Extended Warranty, you extend the manufacturer's promise of reliability and support, providing an added layer of security and confidence in your vehicle's longevity. Whether you plan to keep your car for many years or sell it later, the extended warranty ensures that you are covered, giving you one less thing to worry about.



### **1.8.8 Quality policy of BRD Car World**

The quality policy of BRD Car World revolves around our unwavering commitment to customer satisfaction through a comprehensive understanding of their needs. We strive to continually improve our methods and processes to deliver exceptional quality service in sales, servicing, and spare parts. At BRD Car World, we prioritize understanding and meeting customer expectations at every touchpoint, ensuring transparency, reliability, and efficiency in all our operations. Our dedicated team is committed to upholding the highest standards of service excellence, integrating customer feedback and industry best practices to enhance our service delivery continuously. By fostering a culture of continuous improvement and innovation, we aim to exceed customer expectations and build lasting relationships based on trust and satisfaction. At BRD Car World, quality is not just a standard but a commitment to excellence in every aspect of our business, ensuring that every customer experience reflects our dedication to delivering top-notch service and support.

### **1.8.9 Popular**

Popular Vehicles & Services Limited (referred to as "Popular Vehicles & Services" or "the Company") is an established and significant player in the Indian automobile dealership industry. The company is part of the diversified Kuttukaran Group, which operates multi-brand automobile dealerships across Kerala, Tamil Nadu, and Karnataka. Popular Vehicles & Services ranks among the top six dealerships in India based on sales volume for both passenger and commercial vehicles as of March 31, 2023.

Popular Vehicles & Services was founded by the late Shri. K. P. Paul, who launched the company in 1984 as part of the initial batch of dealers appointed by Maruti Suzuki in India. Over the years, the company expanded its operations extensively across Kerala and Chennai. This growth trajectory has established Popular Vehicles & Services as a formidable entity in the Indian automotive sector.

### **1.8.10 Market Position and Achievements**

As of Fiscal 2023, Popular Vehicles & Services operates the fifth largest Maruti Suzuki dealership in India under the Arena network and the eighth largest under the Nexa network by volume. The company achieved the top rank in the all-India dealer ranking

for the volume of service for Maruti Suzuki (Arena and Nexa) in the financial year 2023.

#### **1.8.11 Recognitions and Awards**

Popular Vehicles & Services has been recognized with several prestigious awards by Maruti Suzuki:

- "Royal Platinum Band" for Arena Dealerships in Kerala
- "Gold Band" for Arena Dealerships in Chennai
- "Alpha Band" for Nexa Dealerships in the financial year 2022-2023

These accolades underscore the company's commitment to excellence and customer satisfaction.

#### **1.8.12 Customer Engagement and Services**

A key component of Popular Vehicles & Services' strategy is its Customer Relationship Centre, which provides round-the-clock assistance to customer needs and queries. The company also actively engages with customers through various social media channels, ensuring a strong and continuous connection with its customer base.

#### **1.8.13 The Kuttukaran Group Legacy**

The Kuttukaran Group, with over 70 years of experience in the automobile industry, forms the backbone of Popular Vehicles & Services. The group's extensive experience and longstanding presence in the automotive sector provide a solid foundation and competitive advantage. The leadership team, comprising individuals with decades of experience, plays a crucial role in driving the company's success:

- Mr. John K. Paul: Whole Time Director and Promoter with over 49 years of experience in the automobile sector, currently serving as the President of the Kerala Automobiles Dealers Association.
- Mr. Francis K. Paul: Whole Time Director and Promoter with over 49 years of experience in the automobile sector.
- Mr. Naveen Philip: Managing Director and Promoter with over 26 years of experience in the automobile industry.

The senior management team's expertise and the depth and diversity of their experience enable Popular Vehicles & Services to maintain strong relationships with original equipment manufacturers (OEMs) and provide a competitive edge in the market.

#### **1.8.14 Strategic Objectives and Future Outlook**

Popular Vehicles & Services aims to continue its growth trajectory by leveraging its established market presence, extensive customer base, and strong relationships with OEMs. The company focuses on several strategic objectives:

1. **Expanding Market Share:** By continuing to enhance its service offerings and customer engagement strategies, Popular Vehicles & Services aims to capture a larger share of the Indian automobile market.
2. **Innovative Customer Solutions:** The company prioritizes the development and implementation of innovative solutions to meet evolving customer needs and preferences, ensuring a superior customer experience.
3. **Sustainable Growth:** Popular Vehicles & Services is committed to sustainable business practices and seeks to achieve growth that aligns with environmental and social responsibilities.

Popular Vehicles & Services Limited stands as a testament to the enduring legacy of the Kuttukaran Group and its commitment to excellence in the automobile dealership industry. With a rich history, robust market presence, and a customer-centric approach, the company is well-positioned to continue its success and maintain its status as a leading automobile dealership in India. The experienced leadership team and dedicated workforce ensure that Popular Vehicles & Services will remain a valued partner for OEMs and a trusted choice for customers in the competitive automotive market.

#### **1.8.15 INDUS MOTOR COMPANY PRIVATE LIMITED**

Indus Motor Company Private Limited, popularly known as Indus Motors, stands as the top-ranking Maruti Dealer in India. The company, with its registered office at Indus House, Chakorathukulam, Calicut, and its corporate office at Thevara, Kochi, was incorporated on July 11, 1984. Founded by the late Dr. P A Ibrahim Haji and Mr. T M Nair, Indus Motors has grown to become a powerhouse in the Indian automobile dealership industry, known for its exceptional sales and service performance.

### **1.8.16 Founders and Historical Background**

Mr. T M Nair's journey in the automobile industry began in 1959 when he arrived in Dubai. He secured the agency representation of Datsun cars in the UAE, marking the introduction of Japanese cars in the Middle East. This achievement earned him the nickname 'Datsun Nair'. His success with Japanese cars in the GCC region made him aware of Suzuki's collaboration with Sanjay Gandhi for a low-cost Indo-Japanese model. Recognizing the potential, he co-founded Indus Motor Company in Calicut, Kerala, alongside his friend Haji PA Ibrahim

Dr. P A Ibrahim Haji started his entrepreneurial journey in the UAE in 1974 with a garments business, expanding into cosmetics, trading, and jewelry. In 1999, he ventured into education by establishing the PACE Education Group. He was also the founder and vice-chairman of Indus Motor Company, contributing significantly to its growth and success.

### **1.8.17 Management and Leadership**

In 1993, Mr. P V Abdul Wahab, a Rajya Sabha MP, became a director and shareholder of Indus Motors. By 1998, he had taken over the management. Mr. P V Abdul Wahab is a multifaceted personality— a family patriarch, business magnate, philanthropist, social entrepreneur, and astute politician. His initiatives include pioneering the concept of setting up Calicut International Airport through crowdfunding and collaborating with Mobil Oil Corporation to establish a seaport near Calicut. Mr. P V Abdul Wahab's extensive contributions to society and his leadership in various capacities have significantly impacted the growth and reputation of Indus Motors. His efforts have ensured that Indus Motors remains a dominant force in the Indian automobile dealership sector.

### **1.8.18 Achievements and Market Position**

Indus Motors has consistently been ranked as the No. 1 Maruti Dealer in India for 13 consecutive years. The company boasts a network of over 100 sales outlets and more than 75 workshops across the state. With a workforce of 6,000 employees, Indus Motors has made substantial contributions to the economic growth of the state.

### **1.8.19 Sales and Service Excellence**

Indus Motors is known for its exceptional customer service and comprehensive assistance throughout the vehicle purchasing process. The company ensures a seamless experience for its customers by assisting them in choosing the right vehicle model and color, finding the best financing options, and keeping them updated about their vehicle status until delivery.

In terms of after-sales service, Indus Motors offers several customer-centric services:

1. **Vehicle Collection and Delivery:** The company provides options to collect the vehicle from the customer's doorstep for servicing and deliver it back once the work is completed.
2. **Maruti On-Road Service:** In case of vehicle breakdowns, skilled technicians from Indus Motors are dispatched to the location to rectify the problem. If the issue requires major work, the vehicle is towed to the nearest service station.

### **1.8.20 Vision and Values**

The core values of Indus Motors are rooted in providing exceptional customer service, maintaining high standards of integrity, and continually innovating to meet the needs of its customers. Their vision includes:

- **Customer-Centric Approach:** Ensuring that every customer is satisfied with their purchase and service experience.
- **Operational Excellence:** Continuously improving processes and operations to deliver the best possible service.
- **Innovation:** Keeping abreast of the latest trends and technologies to offer innovative solutions and products.

### **1.8.21 Strategic Initiatives and Future Outlook**

Indus Motors aims to sustain its leadership position in the Indian automobile dealership industry through several strategic initiatives:

1. **Expansion of Sales and Service Network:** Increasing the number of sales outlets and service workshops to enhance accessibility and convenience for customers.

2. Enhanced Customer Engagement: Utilizing digital platforms and social media to stay connected with customers and address their needs promptly.
3. Sustainable Practices: Implementing environmentally friendly practices in their operations to contribute to sustainable development.
4. Indus Motor Company Private Limited, under the brand name Indus Motors, exemplifies excellence in the Indian automobile dealership industry. Founded by visionaries and nurtured by experienced leaders, the company has consistently delivered outstanding performance and customer satisfaction. With a strong foundation, extensive network, and commitment to innovation and service excellence, Indus Motors continues to set benchmarks in the industry, reinforcing its position as the top Maruti Dealer in India.

### **1.8.22 Swot Analysis**

A SWOT analysis is a strategic planning technique used to identify and evaluate the Strengths, Weaknesses, Opportunities, and Threats of an organization, project, or individual. It helps to identify the internal and external factors that can impact performance, decision-making, and future direction.

- Strengths: Internal positive attributes, such as skills, resources, and capabilities.
- Weaknesses: Internal negative attributes, such as limitations, vulnerabilities, and deficiencies.
- Opportunities: External factors that can be leveraged, such as market trends, partnerships, and changes in the environment.
- Threats: External factors that can have a negative impact, such as competition, economic changes, and regulatory challenges.

By analysing these four aspects, individuals and organizations can gain valuable insights to inform their strategies, make informed decisions, and achieve their goals.

## **STRENGTH:**

- **Market Leadership:** BRD Car World is the market leader in central Kerala for Maruti Suzuki vehicles, with a strong presence in Thrissur, Palakkad, and Ernakulum districts.
- **Award-Winning Showrooms:** The company has received multiple awards for excellence in sales and service, showcasing its commitment to customer satisfaction.
- **Wide Range of Products:** Offers a diverse range of Maruti Suzuki vehicles, catering to various customer preferences.
- **Strong Service Network:** Operates 10 state-of-the-art service outlets, ensuring quality service and support for customers.
- **Strong Brand Equity:** Recognized as a Platinum Dealer by Maruti Suzuki, indicating high brand trust and customer confidence.

## **WEAKNESS:**

- **Regional Concentration:** While dominant in its current regions, there may be opportunities to expand further into other regions of Kerala or neighbouring states.
- **Dependence on Maruti Suzuki:** Being exclusively tied to Maruti Suzuki limits diversification into other automobile brands.
- **High Competition:** Faces competition from other authorized Maruti dealerships as well as other automobile brands in the region.

## **OPPORTUNITIES:**

- **Geographical Expansion:** Opportunity to expand into new territories within Kerala or neighbouring states to increase market share.
- **Diversification of Services:** Introducing new services or products related to automotive needs, such as accessories or aftermarket services.
- **Growing Automobile Market:** The increasing demand for automobiles in Kerala and India presents growth opportunities for sales and service.

- Digital Transformation: Leveraging digital platforms for marketing, sales, and customer service to reach a wider audience.

#### **THREATS:**

- Economic Instability: Fluctuations in the economy could impact consumer spending on high-value purchases like automobiles.
- Intense Competition: Competes with both local and national automobile dealerships, as well as other brands vying for market share.
- Technological Disruptions: Rapid advancements in automotive technology and electric vehicles could disrupt traditional sales and service models.
- Regulatory Changes: Changes in government policies related to automobiles, taxation, or environmental regulations could impact operations and cost



**CHAPTER II**  
**REVIEW OF LITERATURE & THEORETICAL**  
**FRAMEWORK**

## 2.1 REVIEW OF LITERATURE

"An Empirical Study on Customers' Preference of Cars with Special Reference to Maruti Suzuki and Tata Motors" (International Journal of Engineering and Management Research, 2022) investigates the factors influencing car buyers' decisions and satisfaction levels in the Indian market. This research focuses on two leading manufacturers: Maruti Suzuki, renowned for its market leadership and strong brand image, and Tata Motors, a formidable Indian competitor. The findings indicate that Maruti Suzuki maintains a large customer base due to its established brand reputation, reliability, fuel efficiency, and extensive service network. On the other hand, Tata Motors is drawing new customers with its robust and stylish cars, innovative designs, safety features, and competitive pricing. The study involved a comprehensive survey of car owners from diverse demographic backgrounds to gather insights into their preferences and satisfaction levels. Brand loyalty emerged as a significant factor in Maruti Suzuki's continued market dominance. Both brands enjoy high customer satisfaction levels, with slight variations depending on the model and region. The research emphasizes the importance of continuous innovation and adapting to market trends for sustaining and expanding a loyal customer base. It concludes that while both Maruti Suzuki and Tata Motors are seen as reliable brands, their appeal varies based on consumer priorities and preferences. This study highlights the necessity for manufacturers to balance brand reputation, product innovation, and customer service to meet consumer expectations effectively and enhance market position.

Chopra's (2018) study, "Maruti Suzuki and Hyundai Motors: A Comparative Study of The Automobile Sector," aims to analyse and compare consumer preferences for passenger cars between Maruti Suzuki and Hyundai Motors in the Delhi region. Using a convenience sampling method, the study involved 150 respondents who completed a self-designed questionnaire. The research focused on five key attributes: colour options, interior design, pricing, after-sales service, and resale value. An independent t-test was employed to assess significant differences in consumer preferences between the two brands across these attributes. The study's major finding indicates that there was no statistically significant difference in consumer preferences for colour, interior design, and after-sales service between Maruti Suzuki and Hyundai Motors. Consumers appreciated both brands for their diverse colour options, catering to varying tastes and

preferences. Interior design preferences showed similar levels of satisfaction, indicating that both brands offer aesthetically pleasing and comfortable interiors. After-sales service was another area where no significant difference was found, suggesting that both Maruti Suzuki and Hyundai Motors provide reliable and satisfactory service. However, the study found differences in consumer appeal regarding pricing and resale value. Maruti Suzuki's affordability makes it an attractive option for first-time buyers and those on a budget. Conversely, Hyundai Motors' reputation for retaining value appeals to consumers considering the long-term financial benefits of their purchase. The findings suggest that while both brands are equally strong in areas such as colour options, interior design, and after-sales service, they differ in their appeal concerning pricing and resale value.

Kumar's study, "A Comparative Study of Consumer Preference Between Tata Motors and Maruti Suzuki Cars in Central India," examines the consumer preferences for Tata Motors and Maruti Suzuki within the Central India market (Editorial Board, 1). In the Indian automobile sector, both Maruti Suzuki and Tata Motors are recognized for their quality and performance. These brands have significantly impacted the industry by focusing on affordability and simplifying the car purchasing process. The study acknowledges the competitive nature of the market in Central India, where these companies strive for market leadership by offering consumer-friendly purchasing experiences. The research employed a questionnaire based on seven factors derived from secondary sources: car price, fuel efficiency, maintenance costs, after-sales service quality, financial services availability, car performance, and resale value. Understanding these preferences is crucial for enhancing the appeal and customer satisfaction parameters of both brands. The findings suggest that both Maruti Suzuki and Tata Motors need to consider these factors to effectively meet consumer expectations and improve their market positions. By focusing on the key attributes of price, fuel efficiency, maintenance costs, after-sales service quality, financial services, car performance, and resale value, these companies can better cater to their target market in Central India.

Dharmaraj's (2020) study, "A Study on Consumer Behaviour towards Maruti Cars in Vellore District, Tamil Nadu," investigates consumer preferences for Maruti passenger cars within the Vellore district (Shanlax International Journals, 7(4), 11-22). Using a

convenience sampling method with 200 respondents, the research compares brands based on attributes such as colour variety, interior design, pricing, after-sales service, and resale value. Understanding these factors is essential for comprehending consumer buying behaviour in the car market, providing insights into the preferences and perceptions that influence purchasing decisions. The analysis aims to gauge customer opinions and potential purchase motivators, thereby informing strategic decisions for both existing brands and potential new entrants in the market. The study highlights how Maruti's offerings are perceived in Vellore district, particularly in terms of colour variety, which caters to diverse consumer tastes and preferences. It assesses interior design preferences to understand the importance of aesthetic appeal and comfort in influencing car purchase decisions. Pricing strategies are scrutinized to determine their impact on consumer perception of value for money and affordability in the local market context. After-sales service quality, a critical factor in customer satisfaction and loyalty, is evaluated to gauge Maruti's effectiveness in meeting customer expectations post-purchase. Resale value is analysed to assess Maruti's competitiveness in retaining value over time compared to other brands. The findings of the study provide actionable insights for Maruti and other market players to enhance their marketing strategies, improve product offerings, and strengthen their competitive positions in Vellore district's dynamic car market.

Shriesha and Jemima's (2019) article, "An Empirical Study on Customer Preference and Loyalty on Automobile Brands (Cars) Among IT Professionals in Bangalore," investigates the dynamics of brand loyalty among IT professionals in Bangalore, focusing on their preferences towards car brands (Cork College of Commerce, 18 Feb 2019). The Indian automobile industry is one of the most profitable globally and plays a crucial role in economic development. Consumer attitudes towards purchasing products are influenced by changing standards of living, technological advancements, and evolving trends. Understanding and analysing these factors is essential for marketers striving to achieve sales objectives. Consumer behaviour, particularly brand loyalty, remains a significant area of research interest. Brand loyalty strategies have proven pivotal in achieving brand success. This study empirically investigates key dimensions of brand loyalty among IT professionals in Bangalore, aiming to analyse their loyalty towards various car brands.

The research utilized a survey method with online questionnaires, gathering responses from 120 participants in Bangalore. The findings suggest that a majority of customers exhibit brand loyalty, indicating a willingness to continue purchasing their preferred brand even if prices are higher compared to competitors. The study provides insights into customer brand preferences and reasons for brand switching, concluding with recommendations and suggestions for future research directions in this area.

Ramya's (2016) study, "Factors Influencing the Consumer Preference for Automobile Brands: An Empirical Study with Reference to Maruti Suzuki in Coimbatore City," addresses the factors that influence consumer preferences for automobile brands, with a particular focus on Maruti Suzuki (31 Aug 2016). The Indian automobile industry is experiencing a phase of sluggish growth, prompting manufacturers to frequently introduce promotional offers to boost vehicle sales and meet targets. Despite these challenges, companies continue to launch new car models, often at competitive prices. The recent interim budget by the Union government has spurred market dynamics by reducing excise duties on cars, leading car-makers to lower prices accordingly for consumers. In this evolving market, consumers maintain distinct preferences for various brands influenced by specific factors. This study aims to identify these factors, focusing on Maruti Suzuki. Conducted in Coimbatore city, the research utilized a specially designed and standardized tool for data collection, employing quota sampling techniques. The analysis involved frequency analysis, correlation analysis, and alpha testing, with hypotheses tested using Chi-Square Tests. The findings from this empirical study provide insights into consumer preferences, helping to understand the factors that influence their choices in the car market.

Singh's (2017) study, "Customer Satisfaction in the Automobile Industry: A Case Study of Maruti Suzuki in Delhi," investigates the key factors influencing customer satisfaction with Maruti Suzuki dealerships in Delhi. The research employs a structured survey to gather data from a sample of Maruti Suzuki customers, analysing both qualitative and quantitative responses. The findings highlight that service quality is a significant determinant of customer satisfaction, encompassing promptness of service, technician expertise, and the overall maintenance experience. Additionally, the convenience of dealership locations plays a crucial role, with customers favouring dealerships that are easily accessible and situated in central or popular areas. The

behaviour and professionalism of dealership staff, including sales representatives and service advisors, are also pivotal, as friendly, knowledgeable, and courteous staff are associated with higher satisfaction levels. The study suggests that improving service quality, training staff to maintain high professionalism, and strategically placing dealerships can enhance customer satisfaction. For Maruti Suzuki, these insights are valuable for designing better customer relationship management strategies and improving overall service standards. In conclusion, the study underscores the importance of service quality, dealer location, and staff behaviour in shaping the customer experience at Maruti Suzuki dealerships, providing actionable recommendations to boost customer satisfaction and loyalty.

Kumar and Agarwal's (2018) study, "Factors Influencing Customer Preferences in the Indian Automobile Market," delves into the key attributes that shape consumer preferences within the Indian automobile sector. Through their research, they identify that price, brand reputation, and after-sales service are paramount in influencing customer decisions when purchasing a vehicle. The study reveals that competitive pricing is crucial, as consumers often look for the best value for their money. Additionally, the reputation of the brand plays a significant role; well-established brands with a history of reliability and customer satisfaction are more likely to be preferred. After-sales service is another critical factor, as the availability of efficient and supportive post-purchase services can significantly enhance the customer experience and loyalty. By understanding these factors, automobile manufacturers and dealers can tailor their strategies to meet consumer expectations more effectively, thereby improving their market position and customer retention. This study underscores the multifaceted nature of consumer preferences in the automobile industry, highlighting the need for a comprehensive approach to pricing, brand management, and after-sales support.

Sharma's (2020) study, "Evaluating Customer Loyalty in the Indian Automobile Market: A Study of Maruti Suzuki," examines the key factors driving customer loyalty towards Maruti Suzuki. The research highlights the significant role of dealer service quality and brand trust in fostering loyalty among customers. Sharma finds that excellent dealer service, characterized by responsiveness, professionalism, and effective problem resolution, is crucial in ensuring customer satisfaction and repeat

patronage. Additionally, the trust customers place in the Maruti Suzuki brand, built on its longstanding reputation for reliability and quality, further strengthens their loyalty. The study suggests that maintaining high standards in dealer services and consistently delivering on the brand promise are essential strategies for Maruti Suzuki to retain its customer base. By focusing on these areas, Maruti Suzuki can continue to cultivate strong, loyal relationships with its customers, thereby sustaining its leadership position in the competitive Indian automobile market.

Mishra and Singh's (2018) paper, "Determinants of Customer Satisfaction and Loyalty in the Automobile Industry: A Study of Maruti Suzuki," explores the critical factors that influence customer satisfaction and loyalty among Maruti Suzuki customers. The research specifically analyses the impact of various dealership attributes on these outcomes. The findings indicate that several dealership characteristics, such as the quality of customer service, the efficiency and effectiveness of maintenance services, and the overall buying experience, play pivotal roles in shaping customer satisfaction. Additionally, the study reveals that customer loyalty is strongly linked to the perceived reliability and trustworthiness of the dealership, as well as the accessibility and convenience of dealership locations. By understanding and enhancing these dealership attributes, Maruti Suzuki can significantly improve customer satisfaction and foster greater loyalty. This study underscores the importance of a comprehensive approach to dealership management, emphasizing that exceptional service quality and a positive customer experience are crucial for maintaining a loyal customer base in the competitive automobile industry.

Chopra's (2018) study, "Maruti Suzuki and Hyundai Motors: A Comparative Study of Consumer Preferences," offers valuable insights into consumer preferences between two major automobile brands in India. By examining consumer choices and behaviours, the research sheds light on the factors that influence customers when selecting between Maruti Suzuki and Hyundai Motors. The study identifies key attributes such as vehicle price, design, brand reputation, and after-sales service that significantly impact consumer decisions. Chopra's findings suggest that while Maruti Suzuki is often favoured for its affordability and extensive service network, Hyundai Motors attracts customers with its modern design and innovative features. The comparative analysis provides a nuanced understanding of the competitive dynamics between these brands,

highlighting how each brand's unique strengths appeal to different segments of the market. This study is particularly relevant for industry stakeholders aiming to strategize effectively in a highly competitive market, as it underscores the importance of aligning product offerings with consumer preferences to capture and retain market share.

Pandey and Chaturvedi's (2019) paper, "Customer Satisfaction and Dealer Performance in the Indian Automobile Industry," evaluates the performance of car dealerships and their impact on customer satisfaction, with a specific focus on Maruti dealers. The study employs a comprehensive methodology to assess how various aspects of dealership performance, such as customer service quality, responsiveness, professionalism, and maintenance services, influence overall customer satisfaction. The findings indicate that high-performing dealerships, characterized by efficient and courteous service, play a crucial role in enhancing customer satisfaction. Maruti dealers, in particular, are highlighted for their ability to meet and exceed customer expectations through consistent quality service and effective problem resolution. The study underscores that the relationship between dealership performance and customer satisfaction is significant, suggesting that continuous improvement in dealership operations is essential for maintaining high levels of customer satisfaction. By focusing on these areas, Maruti can strengthen its customer loyalty and sustain its competitive advantage in the Indian automobile market.

Agarwal and Singh's (2020) study, "Customer Experience and Loyalty in Car Dealerships: A Study of Maruti Suzuki," explores the intricate relationship between the customer experience at Maruti dealerships and the resulting customer loyalty. The authors examine various aspects of the customer experience, including the quality of interactions with sales and service staff, the efficiency of the buying process, the ambiance and facilities of the dealerships, and the effectiveness of after-sales services. The study finds that positive customer experiences, characterized by personalized service, prompt attention to issues, and a welcoming dealership environment, significantly enhance customer loyalty. Customers who have consistently good experiences at Maruti dealerships are more likely to return for future purchases and recommend the brand to others. The research highlights the importance of maintaining high standards of customer service and continually improving the dealership experience to foster strong, long-term customer relationships. This study underscores the crucial



role that customer experience plays in building and sustaining brand loyalty in the competitive automobile industry.

Srinivasan and Narayanan's (2018) study, "Evaluating Consumer Preferences and Satisfaction Levels in the South Indian Car Market," provides a comprehensive analysis of consumer preferences and satisfaction levels with various car brands, including Maruti, in the South Indian market. The research aims to understand the factors influencing consumers' choices when purchasing cars, focusing on attributes such as pricing, brand reputation, design, performance, and after-sales service. By employing a robust methodology, including surveys and data analysis, the study reveals insights into how different demographic and psychographic factors influence consumer preferences across different car brands. Specifically, the study assesses the satisfaction levels of customers who have purchased Maruti vehicles in South India, examining aspects like reliability, affordability, service quality, and overall ownership experience. This research contributes valuable insights for automakers and marketers seeking to tailor their strategies to meet the specific needs and preferences of consumers in the dynamic South Indian car market.

Raj and Krishnan's (2020) study, "Understanding Consumer Behaviour in the Automobile Sector: A Study of Maruti Suzuki in Kerala," delves into consumer behaviour and preferences regarding Maruti Suzuki cars specifically in the Kerala region of India. The research centres on dealership interactions as a key determinant of consumer decision-making processes. By examining factors such as customer service quality, dealer expertise, transparency in pricing, and overall satisfaction with dealership experiences, the study aims to uncover the nuances of consumer preferences in Kerala. The findings provide insights into how these factors influence purchasing decisions and customer loyalty within the context of the local market dynamics. This research contributes valuable information for both Maruti Suzuki and other stakeholders in the automobile sector seeking to enhance customer engagement strategies and improve overall customer satisfaction in Kerala.

Ghosh and Banerjee's (2018) study, "Determinants of Customer Satisfaction in the Indian Automobile Market: A Study on Maruti Suzuki," investigates the primary factors influencing customer satisfaction within the context of Maruti Suzuki dealerships in the Indian automobile market. The research aims to identify and analyse key determinants

such as service quality, dealership infrastructure, pricing transparency, after-sales service, and overall customer experience. By employing both qualitative and quantitative methods, including surveys and statistical analysis, the study provides insights into how these factors impact customer perceptions and satisfaction levels. The findings highlight the significance of effective service delivery and customer engagement strategies in enhancing satisfaction and fostering customer loyalty. This research is valuable for Maruti Suzuki and other automotive industry stakeholders seeking to refine their service offerings and improve customer satisfaction in the competitive Indian market landscape.

## **2.2 THEORETICAL FRAMEWORK**

### **2.2.1 Theories of Consumer Behaviour**

Consumer behaviour theories are frameworks that help marketers and researchers understand how and why consumers make decisions and choices. Here are some key theories in consumer behaviour.

#### **→ Maslow's Hierarchy of Needs:**

Maslow's Hierarchy of Needs posits that individuals are driven by a hierarchy of needs arranged in a pyramid, starting with basic physiological needs such as food, water, and shelter at the base, followed by safety needs, social needs for belongingness and love, esteem needs for recognition and self-respect, and self-actualization needs for personal growth and fulfilment. According to Maslow, individuals prioritize fulfilling lower-level needs before progressing to higher-level ones. This theory suggests that marketers can appeal to consumers' motivations and behaviours by aligning products and marketing messages with the specific needs consumers are seeking to satisfy, thereby influencing purchase decisions and brand loyalty based on the level of need being addressed.

#### **→ The Theory of Planned Behaviour (TPB)**

Developed by Icek Ajzen, posits that human behaviour is guided by three primary factors: attitudes toward the behaviour, subjective norms (social pressures), and perceived behavioural control (self-efficacy). These components collectively influence

an individual's behavioural intentions, which in turn predict their actual behaviour. For instance, when consumers consider purchasing a car, their attitudes towards different brands (such as perceptions of reliability or prestige), social influences from family or peers, and their confidence in their ability to make a sound purchase decision all play crucial roles. TPB helps marketers and researchers predict and understand consumer actions by analysing these intentions and the factors that shape them, enabling the development of more targeted strategies to influence consumer behaviour effectively.

→ **Howard-Sheth Model**

The Howard-Sheth Model of Consumer Behaviour integrates psychological, social, and marketing influences to explain how consumers make decisions. It posits that consumer behaviour is influenced by three sets of factors: inputs (stimuli from marketing efforts and the environment), individual differences (such as personality traits and perceptions), and outputs (the actual purchase decisions). This model emphasizes that consumer decision-making is a complex process affected by both internal psychological factors and external environmental stimuli. Marketers can utilize the Howard-Sheth Model to understand the various factors impacting consumer behaviour and tailor their strategies accordingly, aiming to influence consumer perceptions, preferences, and purchasing decisions effectively.

→ **Consumer Decision-Making Process:**

The consumer decision-making process encompasses several stages starting with problem recognition, where consumers identify a need or desire. This is followed by an information search phase, during which consumers gather information from various sources to evaluate available options. Subsequently, consumers assess alternatives based on criteria such as price, quality, and brand reputation, leading to the purchase decision stage where they select a product or service. Post-purchase, consumers evaluate their satisfaction with the chosen option, influencing future buying behaviour and brand loyalty. Marketers strategically intervene at each stage to influence consumer perceptions, provide information, and enhance overall decision-making outcomes through targeted marketing efforts and effective consumer engagement strategies.

→ **Cognitive Dissonance Theory:**

Cognitive Dissonance Theory, developed by Leon Festinger, posits that individuals strive for consistency between their beliefs, attitudes, and behaviours. When there is inconsistency or dissonance between these elements, such as after making a purchase decision, individuals experience psychological discomfort. To reduce this discomfort, individuals may seek to change their beliefs or behaviours. In the context of consumer behaviour, cognitive dissonance occurs when consumers perceive discrepancies between their expectations and the actual experience or between different options they considered. Marketers address cognitive dissonance by reinforcing positive aspects of their products or services post-purchase, providing reassurance through guarantees or return policies, and effectively managing customer feedback and complaints to maintain customer satisfaction and loyalty.

→ **Brand Loyalty Theory:**

Brand Loyalty Theory emphasizes the psychological and behavioural factors that influence consumers to consistently choose a particular brand over others. It suggests that strong brand loyalty is built upon several key elements including positive past experiences, emotional connections, perceived quality, trustworthiness, and alignment with personal values. Marketers aim to cultivate and maintain brand loyalty through various strategies such as consistent delivery of quality products or services, personalized customer experiences, loyalty programs, and effective communication that reinforces the brand's unique value proposition. By nurturing strong relationships with customers and continuously meeting their expectations, brands can foster loyalty, increase repeat purchases, and benefit from positive word-of-mouth and advocacy among consumers.

Consumer behaviour encompasses the study of how individuals, groups, or organizations make decisions to acquire, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and desires. It delves into understanding the various factors that influence these decisions, including psychological factors such as motivations, perceptions, attitudes, and learning processes. Social influences, stemming from family, peers, and societal norms, play a significant role in shaping consumer choices, as do cultural factors like values, beliefs, and customs. Personal characteristics

such as demographics, lifestyle, and personal interests also impact consumer behaviour. Models like the Theory of Planned Behaviour and the Consumer Decision-Making Process help explain how consumers navigate through decision-making stages, from recognizing needs to evaluating alternatives and making purchases. Marketers use insights from consumer behaviour research to segment markets effectively, develop targeted strategies, and leverage technological advancements in digital and social media to engage consumers and drive purchasing decisions. Understanding consumer behaviour is essential for businesses aiming to anticipate and respond to customer needs effectively in competitive markets.

**Marketing theories:** Marketing theories are foundational frameworks that help businesses understand consumer behaviour, market dynamics, and competitive positioning to formulate effective strategies. These theories encompass a range of perspectives, from consumer-centric models such as Maslow's Hierarchy of Needs and the Theory of Planned Behaviour, which explain consumer motivations and decision-making processes, to market-oriented theories like Porter's Five Forces and the BCG Matrix, which analyse industry competitiveness and strategic options. Additionally, relationship-focused theories such as Brand Loyalty Theory and CRM emphasize cultivating long-term customer relationships through personalized experiences and effective communication. By integrating these theories, marketers can gain deeper insights into market dynamics, anticipate consumer needs, and craft strategies that align products and services with consumer expectations while navigating competitive landscapes to achieve sustainable business success.

### **2.2.2 The 4Ps of marketing:**

Also known as the marketing mix, represents the fundamental elements that businesses can manipulate to influence consumers' purchasing decisions. They are:

- **Product:** This refers to the goods or services that a company offers to satisfy consumer needs or wants. Product decisions involve aspects such as quality, design, features, branding, packaging, and warranties. Companies must ensure that their products meet the needs and expectations of their target market.
- **Price:** Price refers to the amount of money customers pay for a product or service. Pricing decisions are crucial as they affect profitability and perceived

value. Factors influencing pricing strategies include cost of production, competition pricing, perceived value by customers, and pricing strategies (e.g., penetration pricing, skimming pricing, discount pricing).

- **Place (Distribution):** Place refers to the channels and locations where products are made available to customers. Distribution decisions involve selecting appropriate distribution channels (direct or indirect), determining inventory levels, managing logistics, and ensuring products are available at the right place and time for consumers.
- **Promotion:** Promotion encompasses all the activities that communicate the benefits and value of products or services to consumers. This includes advertising, personal selling, sales promotions, public relations, and direct marketing. Promotion strategies aim to create awareness, generate interest, persuade customers to buy, and reinforce the brand's image

### 2.2.3 Key Concepts in Consumer Preference

**Consumer decision-making:** The consumer decision-making process is a sequential framework comprising several stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation. It begins with the consumer identifying a need or desire, which triggers the search for information through various channels such as personal experiences, recommendations, or marketing stimuli. In the evaluation stage, consumers compare available options based on criteria like price, quality, and brand reputation to determine the best fit. The purchase decision follows, influenced by factors such as product availability, promotions, and personal preferences. Post-purchase, consumers assess their satisfaction with the chosen product, which impacts future buying behaviour and brand loyalty. Marketers strategically engage at each stage, aiming to influence perceptions, provide compelling information, and enhance overall consumer experience to guide favourable decision outcomes and foster long-term customer relationships.

**Economic theories:** encompass diverse principles and models that analyse how economies function and allocate resources. Key theories include supply and demand, which determine prices and quantities of goods in markets; the theory of comparative advantage, which explores the benefits of specialization and trade between nations; and

the quantity theory of money, which relates changes in the money supply to inflation and economic growth. Behavioural economics integrates psychology into economic analysis to understand how individuals make decisions under conditions of uncertainty or behavioural biases. These theories provide frameworks for policymakers, businesses, and individuals to understand economic phenomena, make informed decisions, and formulate strategies to promote economic growth, stability, and welfare.

**Price elasticity of demand** measures the responsiveness of quantity demanded to changes in the price of a product or service. It is calculated as the percentage change in quantity demanded divided by the percentage change in price. When demand is elastic (elasticity greater than 1), a small change in price leads to a proportionally larger change in quantity demanded, indicating that consumers are sensitive to price changes. Inelastic demand (elasticity less than 1) occurs when quantity demanded changes proportionally less than the price change, suggesting that consumers are less responsive to price changes. Understanding the price elasticity of demand helps businesses and policymakers predict how changes in prices will impact revenue and consumer behaviour. It also guides pricing strategies, as elastic products may benefit from price reductions to increase sales, while inelastic products can sustain price increases with minimal impact

**Service quality** refers to the degree to which a service meets or exceeds customer expectations. It encompasses various dimensions such as reliability, responsiveness, assurance, empathy, and tangibles (physical facilities and equipment). High service quality is crucial for businesses as it enhances customer satisfaction, loyalty, and retention. Customers perceive service quality based on their interactions with service providers, the reliability and consistency of service delivery, responsiveness to their needs and inquiries, and the overall experience throughout the service encounter. Effective management of service quality involves understanding customer expectations, continuously monitoring service delivery processes, addressing gaps or deficiencies promptly, and implementing strategies to improve service standards and customer experiences. By prioritizing service quality, businesses can differentiate themselves from competitors, build strong relationships with customers, and achieve sustainable business success.

## 2.2.4 variables of Consumer Preference

### → Dependent variables:

Consumer preference and satisfaction serve as dependent variables influenced by various factors within the consumer decision-making process. Consumer preferences reflect individuals' choices among alternative products or services based on subjective tastes, needs, and perceptions. Preferences are shaped by factors such as price, quality, brand reputation, and personal experiences, with each influencing the likelihood of a purchase decision. Satisfaction, on the other hand, measures the extent to which consumers' expectations are met or exceeded following a purchase or service encounter. It encompasses perceptions of product performance, service delivery, customer support, and overall experience. High levels of satisfaction often lead to repeat purchases, positive word-of-mouth recommendations, and increased brand loyalty, whereas dissatisfaction may result in reduced customer retention and negative feedback. Businesses monitor and analyse consumer preferences and satisfaction levels to adapt strategies, improve offerings, and foster long-term customer relationships built on trust, value, and positive experiences

**Consumer Preference:** Consumer preference refers to the inclination of customers towards specific Maruti car dealers. This can be influenced by the overall experience they have at the dealership, including factors like service quality, dealer reputation, and past interactions. Measuring consumer preference can involve tracking the frequency of visits, the proportion of sales made by each dealer, and the expressed interest in specific dealers over others. Customer surveys and feedback forms are often used to gauge these preferences. Understanding consumer preference helps dealers tailor their strategies to attract and retain customers. It can also indicate market trends and the competitive standing of different dealers. By analyzing these preferences, dealers can identify areas needing improvement. This variable is crucial for understanding the dynamics of consumer choice in the market. Ultimately, it helps in making informed business decisions to enhance customer attraction and retention.



**Customer Satisfaction:** Customer satisfaction is a measure of how well the products and services provided by Maruti dealers meet or exceed customer expectations. It encompasses various aspects like the quality of customer service, the efficiency of the sales process, and the effectiveness of after-sales support. High customer satisfaction usually translates into positive word-of-mouth, repeat business, and strong customer loyalty. Surveys and feedback mechanisms are commonly used to assess satisfaction levels. Satisfaction is influenced by both tangible factors (e.g., product quality) and intangible factors (e.g., staff friendliness). It's a key indicator of a dealer's performance and can highlight strengths and weaknesses in service delivery. By regularly measuring and analyzing satisfaction, dealers can implement targeted improvements. High satisfaction levels can differentiate a dealer from competitors. Ultimately, satisfied customers are more likely to become loyal, long-term patrons.

**Customer Loyalty:** Customer loyalty refers to the likelihood of customers consistently choosing the same Maruti dealer for their purchases and services. It is a critical factor for long-term business success, as loyal customers are more likely to make repeat purchases and recommend the dealer to others. Loyalty can be measured through metrics like repeat purchase rates, participation in loyalty programs, and customer testimonials. Factors influencing loyalty include service quality, trust in the dealer, and overall satisfaction with past interactions. Loyal customers often exhibit a strong attachment to the brand and dealer, making them less susceptible to competitors' offers. Developing customer loyalty involves building strong relationships and consistently meeting or exceeding customer expectations. Loyalty programs and personalized communication can enhance this bond. High customer loyalty contributes to stable revenue streams and reduced marketing costs. Ultimately, loyal customers become brand advocates, further enhancing the dealer's reputation and market share.

→ **Independent variables**

influencing consumer preferences encompass a range of factors that shape individuals' choices and behaviours in the marketplace. These variables include price, which directly impacts affordability and perceived value; service quality, which influences satisfaction and repeat purchases through reliable and responsive interactions; brand image, encompassing perceptions of reputation, trustworthiness, and alignment with

personal values; and after-sales service, which contributes to post-purchase satisfaction and loyalty by addressing customer needs and concerns. Each independent variable plays a distinct role in shaping consumer preferences, with their combined influence guiding purchasing decisions and brand loyalty. Businesses strategically analyse and manage these factors to effectively meet consumer expectations, differentiate themselves in competitive markets, and cultivate long-term customer relationships based on quality, trust, and value.

**Service Quality:** The overall service quality provided by Maruti dealers encompasses several critical aspects that contribute to customer satisfaction. Key elements include the professionalism, friendliness, and knowledgeability of the dealership staff, which are essential for creating a positive first impression and fostering customer trust. After-sales service is particularly crucial, as it involves ongoing support such as maintenance, repairs, and handling customer complaints efficiently. Responsiveness to customer inquiries and issues is a measure of how quickly and effectively the dealership addresses concerns, reflecting their commitment to customer care. High service quality also includes transparent communication about services and costs, ensuring customers are well-informed. Regular training programs for staff can enhance service delivery and keep them updated with the latest automotive knowledge. Personalized customer service experiences, such as remembering previous interactions and preferences, can significantly boost customer satisfaction. Consistent follow-up after services or purchases shows the dealership's dedication to long-term customer relationships. Feedback mechanisms, like surveys and reviews, help the dealership understand customer expectations and areas for improvement. Overall, service quality is a comprehensive measure that directly impacts customer loyalty and dealership reputation.

**Pricing:** It involves the perceived fairness and competitiveness of the prices for cars and services offered by Maruti dealers. Customers often compare prices across different dealers to ensure they are getting the best value for their money. Transparent pricing policies, without hidden fees or unexpected charges, build customer trust. Offering competitive pricing relative to other dealers and brands can attract more buyers. Pricing also includes the cost of after-sales services, which should be reasonable to encourage customers to return for maintenance and repairs. Flexible financing options, such as

loans and payment plans, can make car purchases more accessible to a broader audience. Seasonal promotions and discounts can make pricing more attractive and drive sales during specific periods. The perception of pricing fairness is enhanced when customers feel they receive good value for the price paid, considering the quality and features of the car. Clear communication about pricing, including itemized quotes, helps customers understand what they are paying for. Overall, competitive and transparent pricing is key to attracting and retaining customers in a competitive market.

**Dealer Location and Accessibility:** The convenience of a dealer's location and its accessibility are critical factors influencing consumer decisions. A well-located dealership in a busy or easily accessible area can attract more foot traffic and spontaneous visits. Proximity to major roads, public transport, and residential areas enhances convenience for customers. Adequate parking facilities are also important to avoid any inconvenience for visitors. Dealerships located in auto malls or near other car-related businesses might benefit from the synergy of attracting similar customer demographics. Accessibility also includes clear signage and directions, making it easy for potential customers to find the dealership. Extended business hours, including weekends, provide flexibility for customers with varying schedules. Offering transportation services like shuttle buses for customers during car servicing can enhance convenience. Dealerships can also consider the overall ambiance and amenities in the area, such as nearby cafes or shopping centers, which can make the car-buying experience more enjoyable. A strategically located and easily accessible dealership significantly improves the likelihood of attracting and retaining customers.

**Product Availability:** It refers to the range and accessibility of Maruti car models at the dealer's showroom. A diverse inventory allows customers to choose from various models, colors, and configurations, increasing the likelihood of finding a car that fits their preferences and needs. Ensuring popular models and bestsellers are always in stock can prevent potential customers from seeking alternatives elsewhere. Timely restocking and efficient inventory management are crucial to maintaining a wide selection. Demonstrating the latest models and features can attract tech-savvy and trend-conscious customers. Availability of test drive vehicles for all models can help customers make informed decisions. Offering customization options, such as different trims or add-ons, can enhance the buying experience. Quick access to detailed product

information, either through knowledgeable staff or digital kiosks, supports customer decision-making. Transparency about expected delivery times for out-of-stock models can manage customer expectations. Regularly updating the showroom with the newest models and limited editions keeps the inventory exciting and fresh. Overall, extensive and well-managed product availability can significantly enhance customer satisfaction and drive sales.

**Promotional Offers:** These including discounts, special deals, and other incentives, play a vital role in attracting customers to Maruti dealerships. Attractive promotions can significantly boost foot traffic and sales, especially during festive seasons or end-of-year clearance events. Effective promotional strategies might include limited-time offers that create a sense of urgency among potential buyers. Bundle deals, where customers receive additional services or accessories at a reduced cost, can add value to the purchase. Loyalty programs that reward repeat customers can enhance long-term relationships and encourage repeat business. Trade-in deals that offer competitive prices for old vehicles can make new purchases more affordable. Marketing these promotions effectively through various channels, such as social media, email campaigns, and traditional advertising, is essential to reach a broader audience. Clear and transparent communication about the terms and conditions of promotions ensures customers understand the benefits without feeling misled. Personalizing promotional offers based on customer preferences and purchase history can increase their effectiveness. Overall, well-designed promotional offers can attract new customers, boost sales, and enhance customer satisfaction.

### **2.2.5 Advantages and Disadvantages of Consumer Preference**

#### **Advantages:**

##### **→ Customer-Centric Marketing**

**Enhanced Customer Satisfaction:** By understanding and catering to consumer preferences, businesses can provide products and services that meet customer needs, l

**Personalized Experiences:** Tailoring offerings based on consumer preferences allows for personalized marketing strategies, increasing the likelihood of repeat purchases and brand loyalty.

**Market Differentiation:** Companies that align their offerings with consumer preferences can differentiate themselves from competitors, gaining a competitive edge.

→ **Improved Product Development**

**Informed Decision-Making:** Insights into consumer preferences guide product development and innovation, ensuring that new products meet market demand.

**Reduced Risk of Failure:** Products designed with consumer preferences in mind are more likely to succeed, reducing the risk of product failures and associated financial losses.

→ **Effective Resource Allocation:**

**Targeted Marketing:** Businesses can allocate resources more efficiently by focusing on the most promising market segments and optimizing marketing budgets and efforts.

**Inventory Management:** Understanding preferences helps in better inventory management, ensuring that popular products are always in stock, reducing excess inventory and stockouts.

→ **Increased Sales and Revenue:**

**Higher Conversion Rates:** Products and services aligned with consumer preferences tend to have higher conversion rates, boosting sales and revenue.

**Customer Retention:** Satisfied customers are more likely to return and make repeat purchases, contributing to long-term revenue growth.

## **Disadvantages:**

### **→ Complexity and Costs:**

**Data Collection and Analysis:** Gathering and analysing consumer preference data can be time-consuming and costly, requiring sophisticated tools and expertise.

**Implementation Challenges:** Adjusting business strategies and operations to align with consumer preferences can be complex and resource-intensive.

### **→ Dynamic Nature of Preferences:**

**Constant Change:** Consumer preferences can change rapidly due to trends, technological advancements, and cultural shifts, requiring businesses to continuously adapt.

**Unpredictability:** Sudden changes in consumer behavior can be hard to predict, making it challenging to maintain alignment with preferences.

### **→ Over-Reliance on Preferences:**

**Innovation Stifling:** Focusing too much on current consumer preferences may stifle innovation, as businesses may become risk-averse and less likely to explore unconventional ideas.

**Niche Market Limitations:** Catering to niche preferences may limit the market reach and growth potential, as businesses might miss out on broader market opportunities.

### **→ Potential for Misinterpretation:**

**Inaccurate Insights:** Misinterpreting consumer preference data can lead to misguided business decisions, resulting in product failures and financial losses.

**Biases and Assumptions:** Relying on biased data or incorrect assumptions about consumer preferences can skew business strategies and outcomes.

Understanding and leveraging consumer preferences can provide significant advantages for businesses, enhancing customer satisfaction, product development, and

overall market success. However, it also presents challenges in terms of complexity, costs, and the dynamic nature of consumer behavior, requiring careful consideration and strategic planning.

### **2.2.6 Factors Influencing Customer Preference**

Customer preference is shaped by a variety of factors that affect how consumers make choices about products and services. Understanding these factors can help businesses tailor their offerings to better meet customer needs and desires. Here are the key factors influencing customer preference:

#### **→ Product Factors**

**Quality:** High-quality products are more likely to be preferred by customers. This includes durability, reliability, and overall performance.

**Features:** Specific product features, such as design, functionality, and innovation, can make a product more attractive to consumers.

**Brand:** Strong brand reputation and recognition can significantly influence customer preference. Brands associated with quality and trust tend to be favored.

**Variety:** Offering a range of products can cater to different customer needs and preferences, enhancing overall appeal.

#### **→ Price Factors**

**Affordability:** The price of a product relative to its perceived value is crucial. Products that offer good value for money are more likely to be preferred.

**Price Sensitivity:** Customers' sensitivity to price changes can influence their preferences, especially in price-sensitive markets.

**Discounts and Promotions:** Special offers, discounts, and promotions can attract customers and influence their purchasing decisions.

### → **Place (Distribution) Factors**

**Convenience:** The ease of accessing products, whether through physical stores or online platforms, affects customer preference. Convenient locations and user-friendly websites are important.

**Availability:** Ensuring that products are readily available when customers want them influences their preference. Stockouts and long delivery times can deter customers.

**Distribution Channels:** The effectiveness and reach of distribution channels impact customer preference. Multiple channels (e.g., retail, online, mobile) can increase accessibility.

### → **Promotion Factors**

**Advertising:** Effective advertising campaigns can shape customer perceptions and preferences. Clear, persuasive messages that resonate with target audiences are key.

**Public Relations:** Positive media coverage and public relations efforts can enhance brand image and influence customer preference.

**Sales Promotions:** Limited-time offers, contests, and loyalty programs can incentivize customers to choose a particular product or brand.

**Social Media Influence:** Engagement on social media platforms can shape customer preferences through reviews, influencer endorsements, and brand interactions.

### → **Service Factors**

**Customer Service:** High-quality customer service, including helpfulness, responsiveness, and problem resolution, can significantly influence customer preference.

**After-Sales Support:** Effective after-sales support, such as warranties and maintenance services, can enhance customer satisfaction and preference.



Service Experience: The overall experience during the purchasing process, including the ease of transaction and interaction with staff, impacts customer preference.

→ **Social Factors**

Peer Influence: Recommendations and opinions from friends, family, and colleagues can strongly influence customer preferences.

Social Status: Products that enhance social status or are perceived as status symbols can be preferred by customers seeking social recognition.

Community and Social Groups: Membership in specific social or community groups can shape preferences through shared values and norms.

→ **Cultural Factors**

Cultural Values: Cultural background and values influence customer preferences, as different cultures prioritize different product attributes and brands.

Subcultures: Subgroups within a culture, such as ethnic, religious, or regional groups, can have distinct preferences.

Cultural Trends: Trends within a culture, such as a growing emphasis on sustainability, can shift customer preferences toward eco-friendly products.

→ **Personal Factors**

Demographics: Age, gender, income, education, and occupation affect preferences, as different demographic groups have varying needs and purchasing power.

Lifestyle: Individual lifestyles, including hobbies, interests, and daily activities, shape preferences.

Personality: Personality traits influence preferences, with different individuals being drawn to different styles, brands, and types of products.

→ **Psychological Factors**

**Perception:** How customers perceive a product based on information, marketing messages, and personal experiences influences their preference.

**Motivation:** The underlying motivations and needs of customers drive their preferences. Products that fulfill these needs effectively are preferred.

**Beliefs and Attitudes:** Established beliefs and attitudes about brands, products, and categories shape preferences. Positive attitudes enhance preference, while negative ones deter it.

## **CHAPTER III**

# **DATA ANALYSIS & INTERPRETATION OF DATA**

## **DATA ANALYSIS**

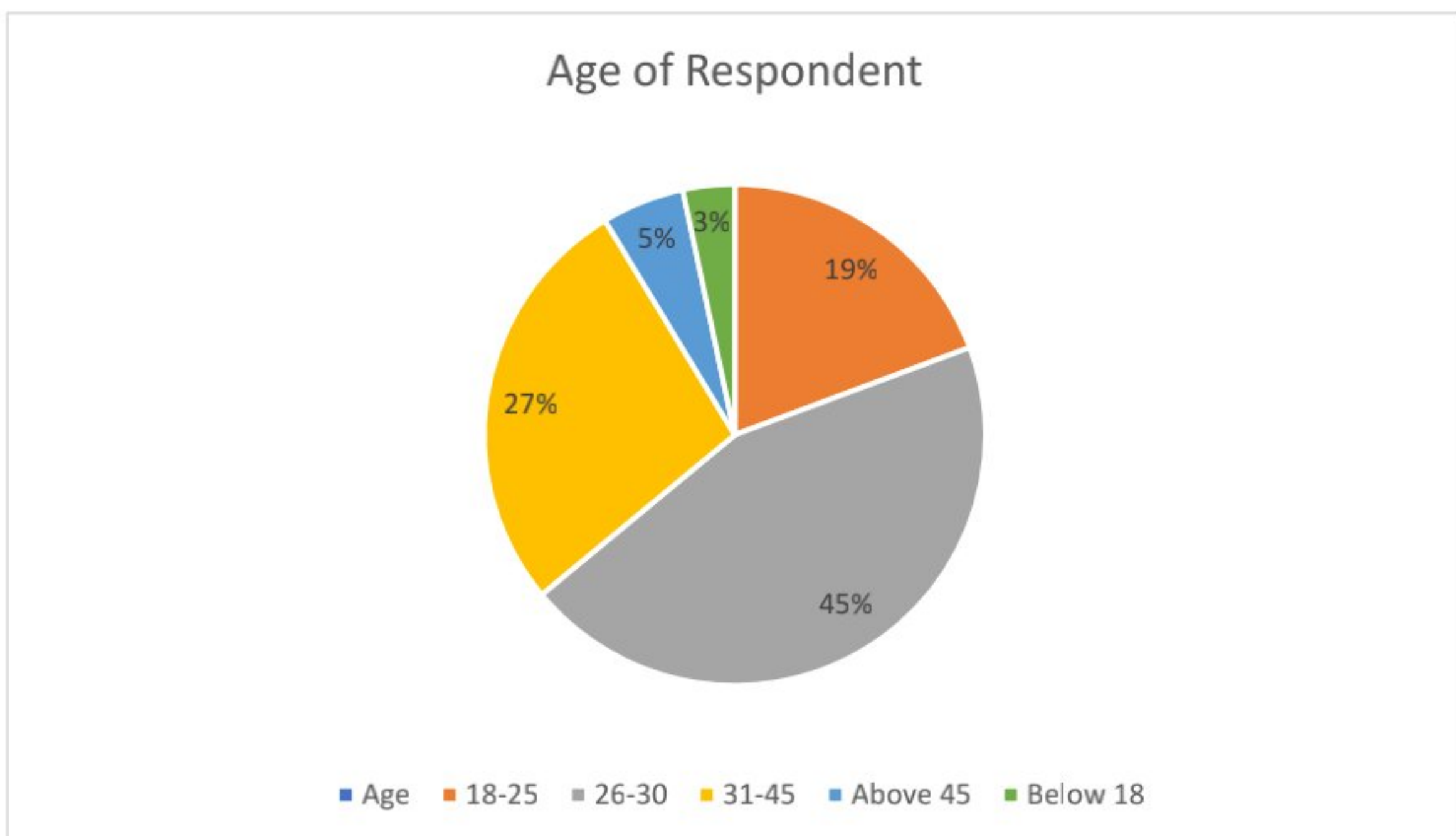
This analysis aims to provide a comparative study of consumer preferences towards Maruti car dealers in Thrissur district. By examining various factors such as demographic distribution, dealership experiences, and specific dealership characteristics, the study seeks to uncover the key drivers of customer satisfaction and loyalty. The survey data reveals insights into the importance of dealership location, showroom and vehicle availability, discount preferences, and after-sales services, offering valuable recommendations for enhancing dealership services and better-addressing customer needs in the region.

It seeks to provide a comprehensive understanding of consumer preferences and satisfaction levels related to Maruti car dealerships, focusing on aspects such as age, gender, dealership experience, and specific dealership characteristics. The survey sample is diverse, predominantly within the 26-40 age range, and male-dominated. The analysis reveals key insights into dealership experiences, including the importance of dealership location, vehicle availability, discount preferences, and satisfaction with after-sales services.

## PERCENTAGE ANALYSIS

**Table 3.1: Age of Respondents**

Age	Frequency
Below 18	5
18-25	28
26-30	68
31-45	41
Above 45	8
Total	150

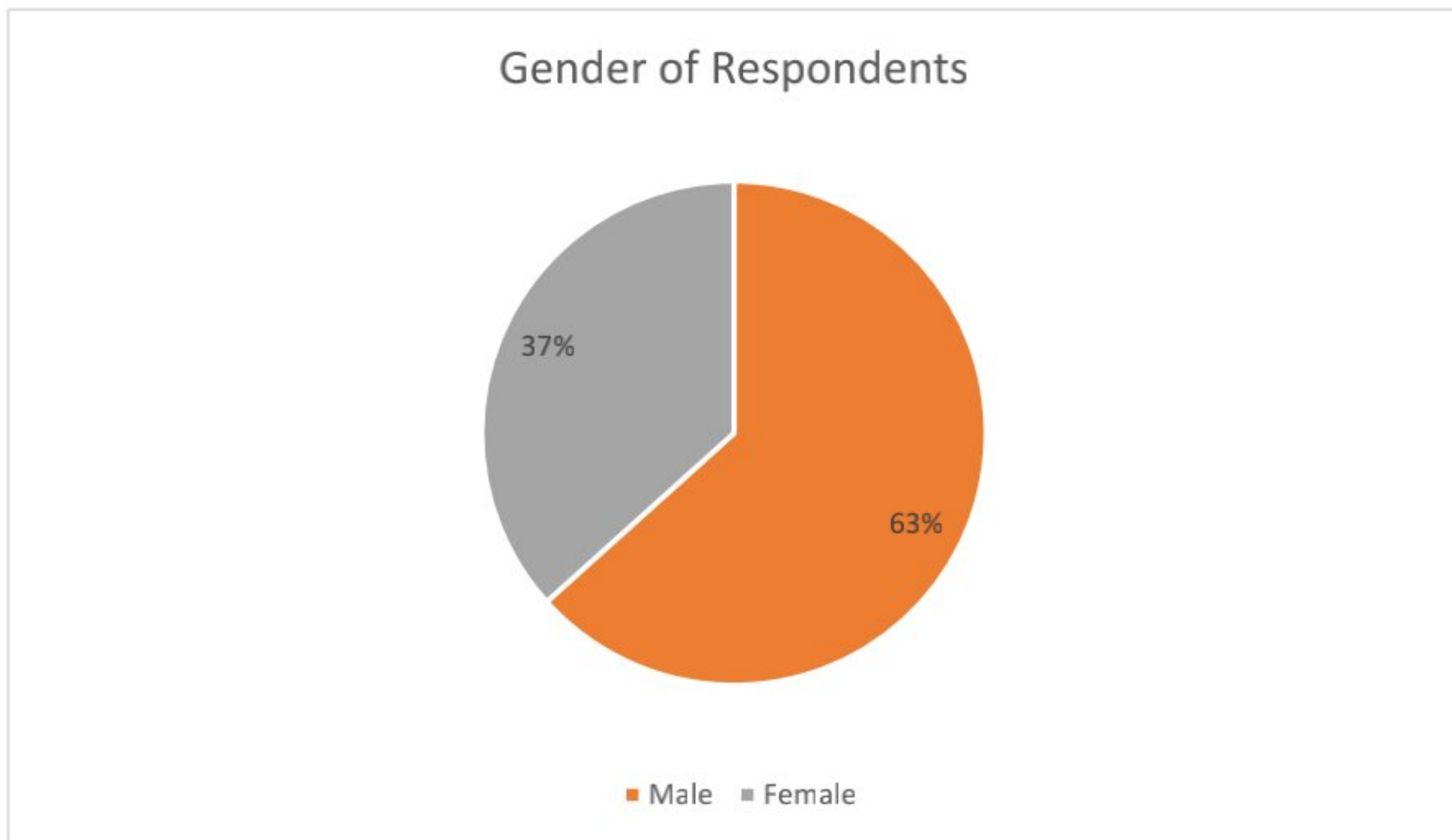


**Figure 3.1: Age of Respondents**

**Interpretation:** The age distribution of the respondents shows a predominant participation from individuals in the 26-30 age group, which constitutes 45% of the total respondents. This data highlights that the majority of the respondents are in their mid-20s to mid-40s, reflecting a potential target market for Maruti cars in this age range.

**Table 3.2: Gender of Respondents**

Gender	Frequency
Male	95
Female	55
Total	150

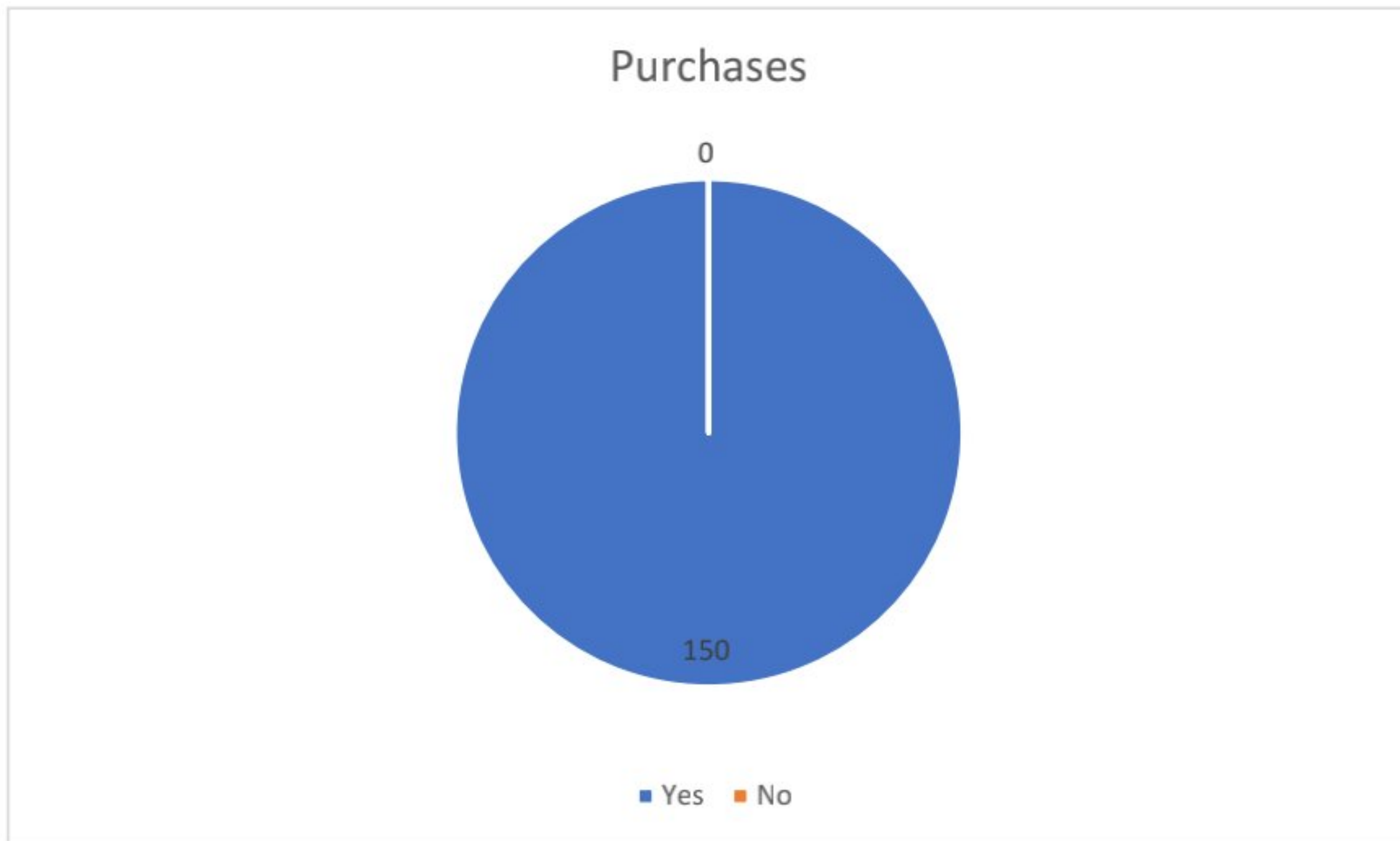


**Figure 3.2: Gender of Respondents**

**Interpretation:** A larger proportion of the respondents are male (63%) compared to female (37%). This graph illustrates that majority of the respondents are male.

**Table 3.3: Purchased a Maruti car from a dealership**

Purchases	Frequency
Yes	150
No	0
Total	150

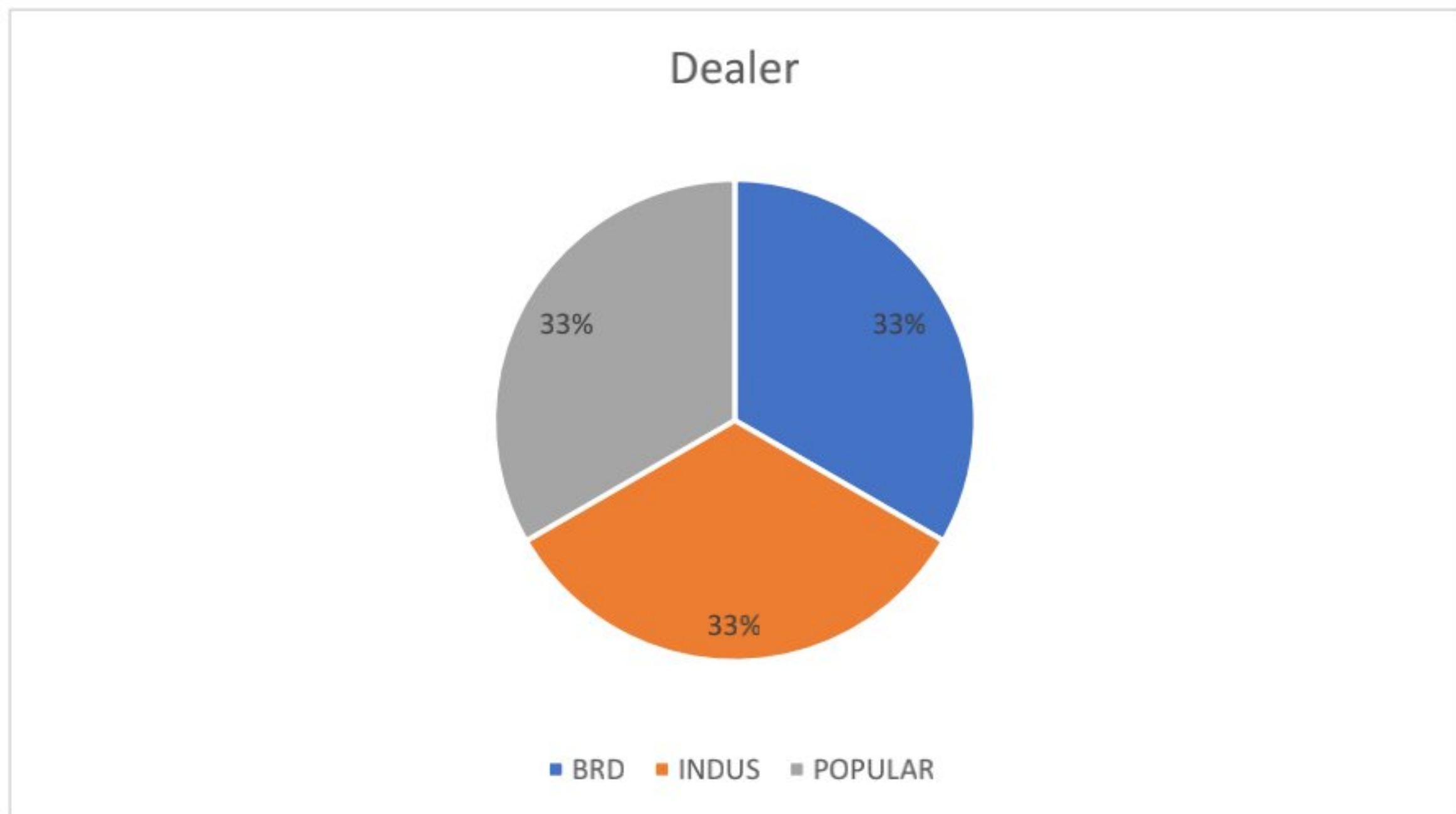


**Figure 3.3: Purchased a Maruti car from a dealership**

**Interpretation:** The data reveals that all respondents, 100%, have purchased a Maruti car from a dealership. This indicates complete alignment with the survey's focus group, confirming that the entire sample comprises individuals who have firsthand experience with purchasing a Maruti vehicle from an authorized dealership.

**Table 3.4: Specify the dealer**

Dealers	Frequency
BRD	50
INDUS	50
POPULAR	50
Total	150



**Figure 3.4 Specify the dealer**

**Interpretation:** The data shows an equal distribution of respondents across the three Maruti dealerships: BRD, INDUS, and POPULAR, each accounting for 33% of the total respondents. This even split indicates that the survey sample is well-balanced in terms of dealership representation, ensuring that the feedback and insights are not biased towards any single dealership. This balance allows for a fair comparison and evaluation of customer experiences and satisfaction across the different Maruti dealerships.



**Table 3.5: Preferences of Maruti Car Dealers' Location**

	Very Important	Important	Neutral	Unimportant	Very Unimportant	Total
<b>BRD</b>	9	13	5	7	16	50
<b>INDUS</b>	22	10	4	8	6	50
<b>POPULAR</b>	5	17	9	15	4	50
<b>TOTAL</b>	36	40	18	30	26	150

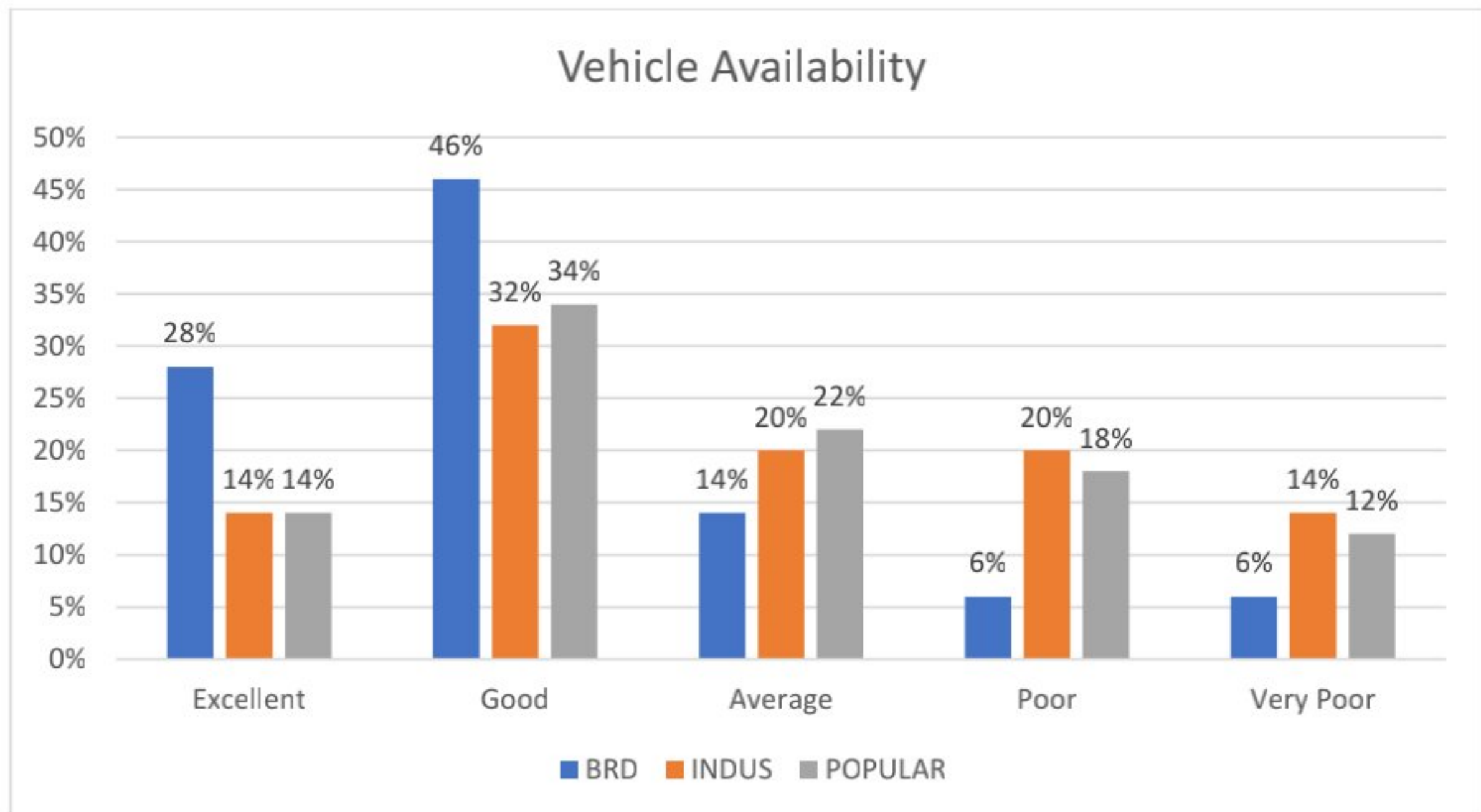


**Figure 3.5: Preferences of Maruti Car Dealers' Location**

**Interpretation:** A significant of respondents, 24%, consider the location of the dealership as "Very Important," while 27% rate it as "Important." 20% of respondents find the location "Unimportant," and 17% consider it "Very Unimportant." This combined 37% indicates that a substantial portion of respondents do not prioritize the dealer's location in their decision-making process. This suggests that location plays a critical role for INDUS customers (44%), while BRD customers (32%) are less concerned about it.

**Table 3.6: Rate the Vehicle Availability**

	Excellent	Good	Average	Poor	Very Poor	Total
<b>BRD</b>	14	23	7	3	3	50
<b>INDUS</b>	7	16	10	10	7	50
<b>POPULAR</b>	7	17	11	9	6	50
<b>TOTAL</b>	28	56	28	22	16	150

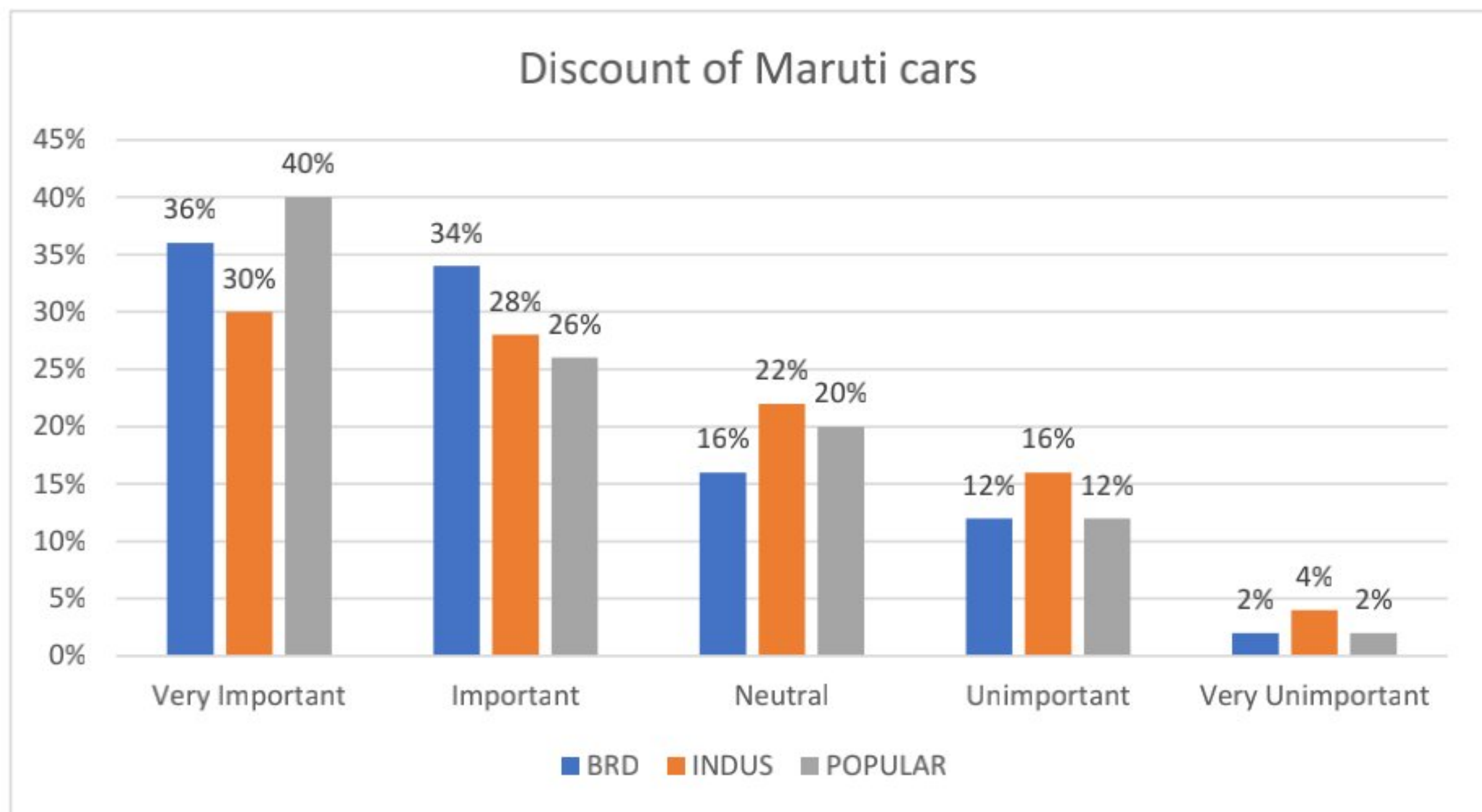


**Figure 3.6: Rate the Vehicle Availability**

**Interpretation:** Consumers rate vehicle availability differently among the dealers. BRD is viewed positively with 46% rating availability as “Good”. INDUS has a more varied response but also a significant portion (32%) rating it as “Good”. POPULAR follows a similar trend with 34% rating it as “Good”. This indicates that while vehicle availability is generally satisfactory, BRD tends to have a better perception compared to INDUS and POPULAR.

**Table 3.7: The Discount of Maruti Cars Influences Your Preference**

	Very Important	Important	Neutral	Unimportant	Very Unimportant	Total
<b>BRD</b>	18	17	8	6	1	50
<b>INDUS</b>	15	14	11	8	2	50
<b>POPULAR</b>	20	13	10	6	1	50
<b>TOTAL</b>	53	44	29	20	4	150

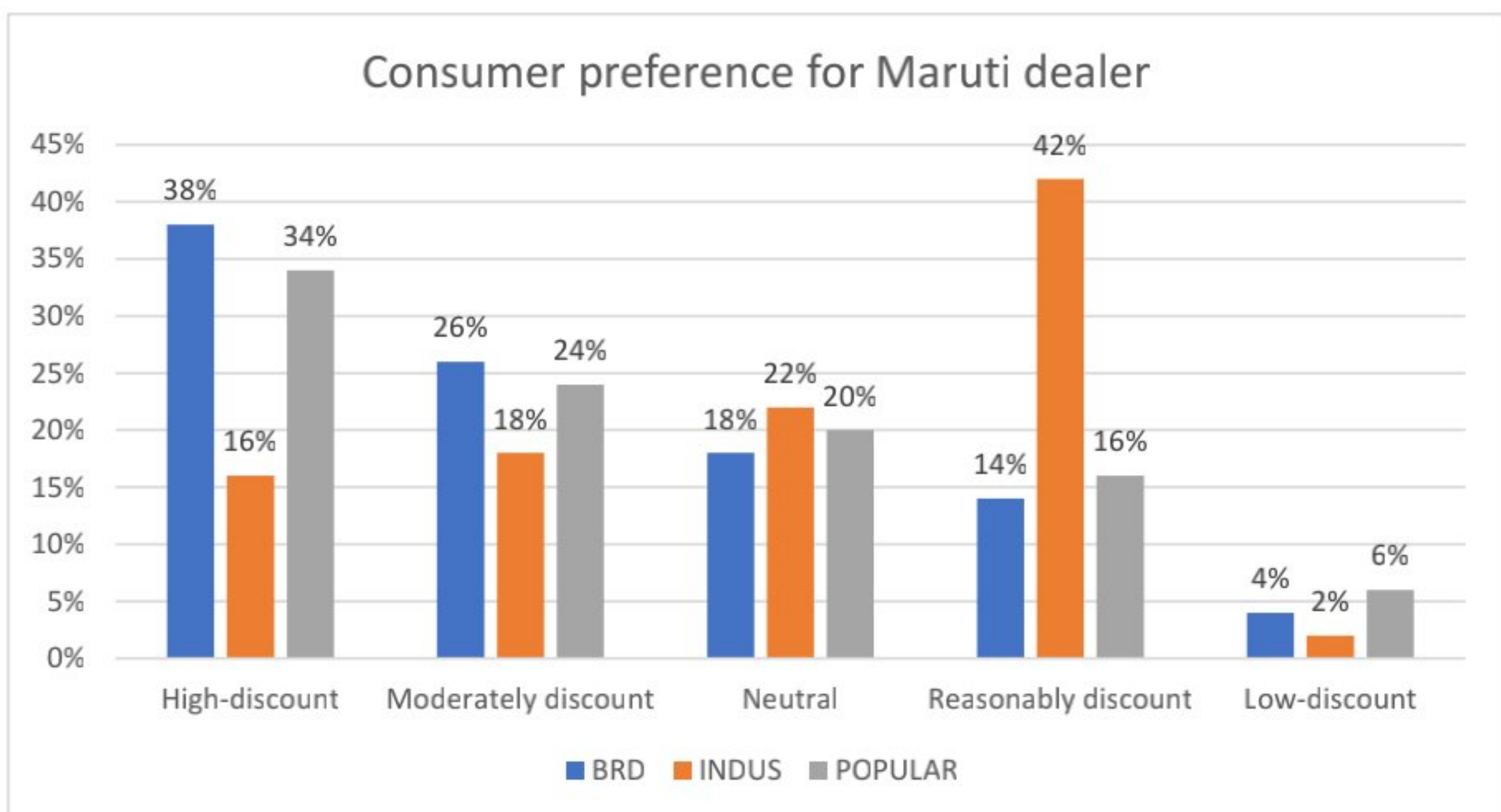


**Figure 3.7: The Discount of Maruti Cars Influences Your Preference**

**Interpretation:** 65% of respondents rate the influence of discounts as either "Very Important" or "Important," indicating that a significant majority of customers are heavily influenced by the availability of discounts when choosing Maruti cars. For BRD, 36% find discounts very important, while 30% of INDUS customers and 40% of POPULAR customers share the same view. Meanwhile, a smaller segment, 16%, finds discounts to be unimportant, suggesting that while discounts are a key factor for most, some customers prioritize other aspects over price reductions. This highlights that discounts are a crucial factor for customer preferences, with POPULAR customers being the most influenced by discounts.

**Table 3.8: Rate the Consumer Preference for Maruti Dealer Based on Their Discount**

	High-discount	Moderately discount	Neutral	Reasonably discount	Low-discount	Total
<b>BRD</b>	19	13	9	7	2	50
<b>INDUS</b>	8	9	11	21	1	50
<b>POPULAR</b>	17	12	10	8	3	50
<b>TOTAL</b>	44	34	30	36	6	150

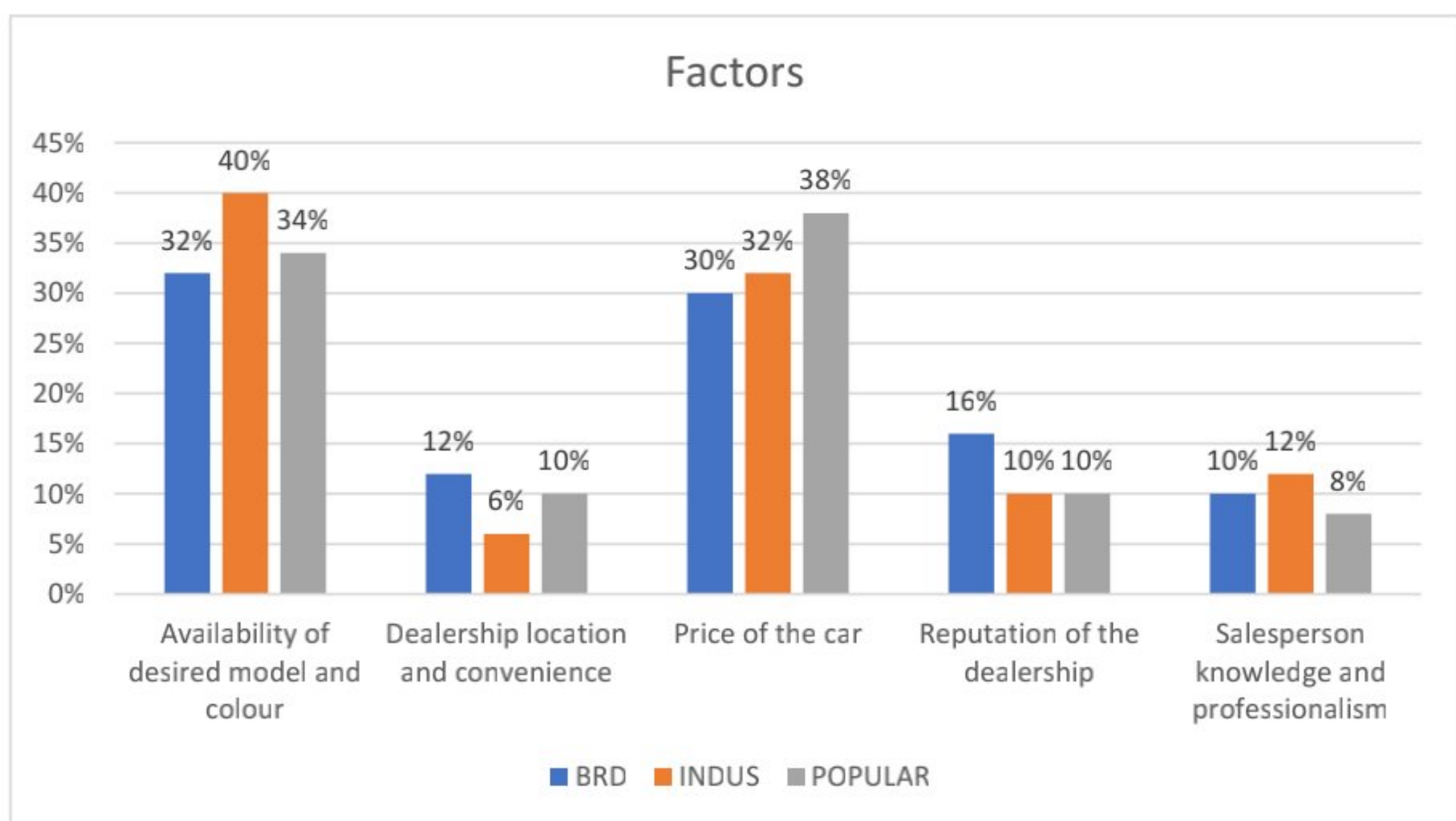


**Figure 3.8: Rate the Consumer Preference for Maruti Dealer Based on Their Discount**

**Interpretation:** Consumer preferences based on discounts show BRD with the highest preference for high discounts at 38%. INDUS customers prefer reasonably discounted offers (42%), and POPULAR customers also lean towards high discounts (34%). This suggests that BRD and POPULAR customers are more attracted to higher discounts, while INDUS customers prefer reasonable discounts.

**Table 3.9: Factors Most Important to You**

	Availability of desired model and color	Dealership location and convenience	Price of the car	Reputation of the dealership	Salesperson knowledge and professionalism	Total
<b>BRD</b>	16	6	15	8	5	50
<b>INDUS</b>	20	3	16	5	6	50
<b>POPULAR</b>	17	5	19	5	4	50
<b>TOTAL</b>	53	14	50	18	15	150

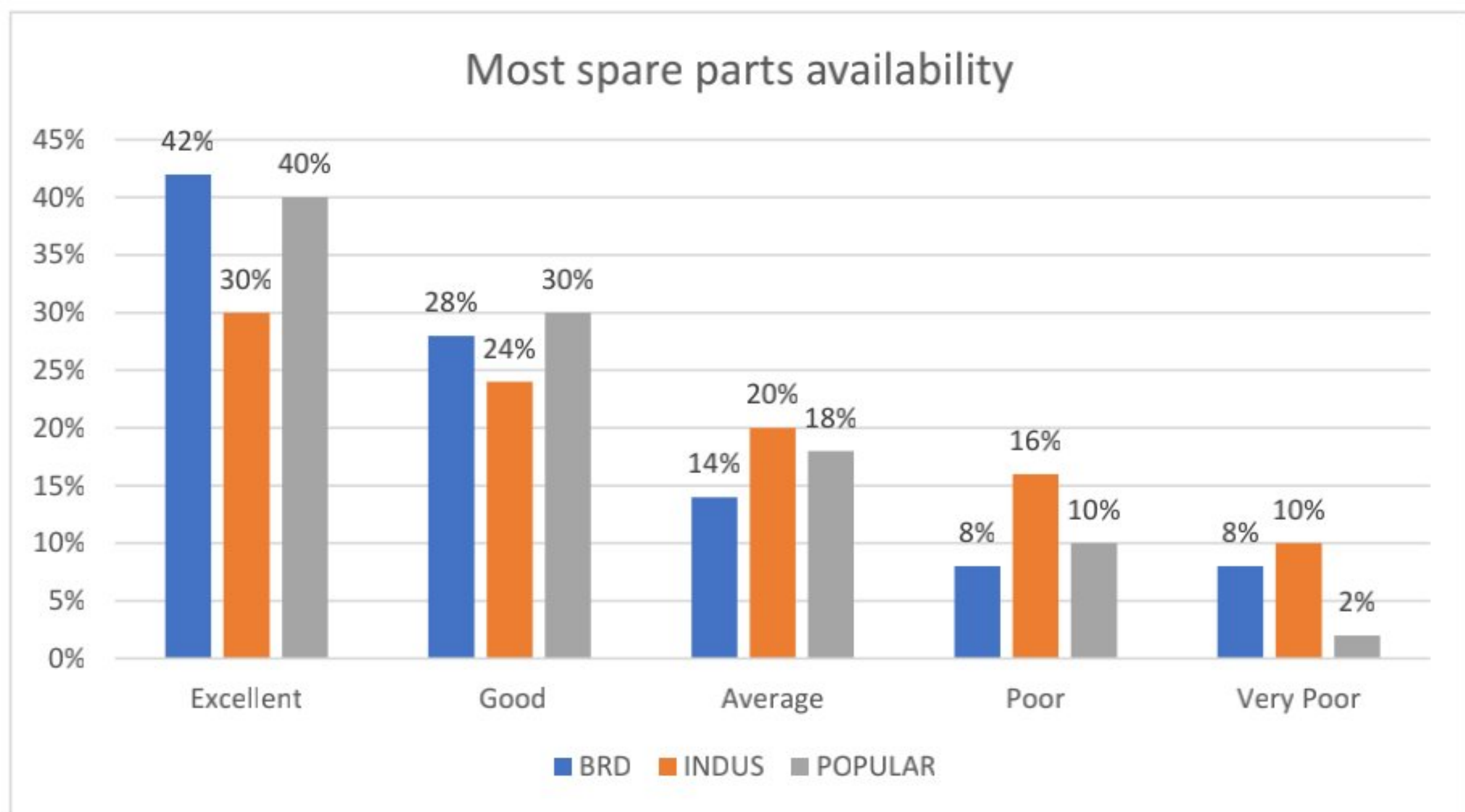


**Figure 3.9: Factors Most Important to You**

**Interpretation:** The most important factors for consumers differ among dealers. Availability of the desired model and colour is crucial for BRD (32%) and INDUS customers (40%), while POPULAR customers prioritize the price of the car (38%). This indicates that BRD and INDUS customers are variety and options oriented whereas POPULAR customers are more price-sensitive. This suggests that having the specific car model and preferred colour available is crucial for a significant portion of buyers. 33% of the respondents considered the price of the car to be the most important factor. This reflects a strong emphasis on affordability and value for money in their decision-making process.

**Table 3.10: Rate the Most Spare Parts Availability**

	Excellent	Good	Average	Poor	Very Poor	Total
<b>BRD</b>	21	14	7	4	4	50
<b>INDUS</b>	15	12	10	8	5	50
<b>POPULAR</b>	20	15	9	5	1	50
<b>TOTAL</b>	56	41	26	17	10	150

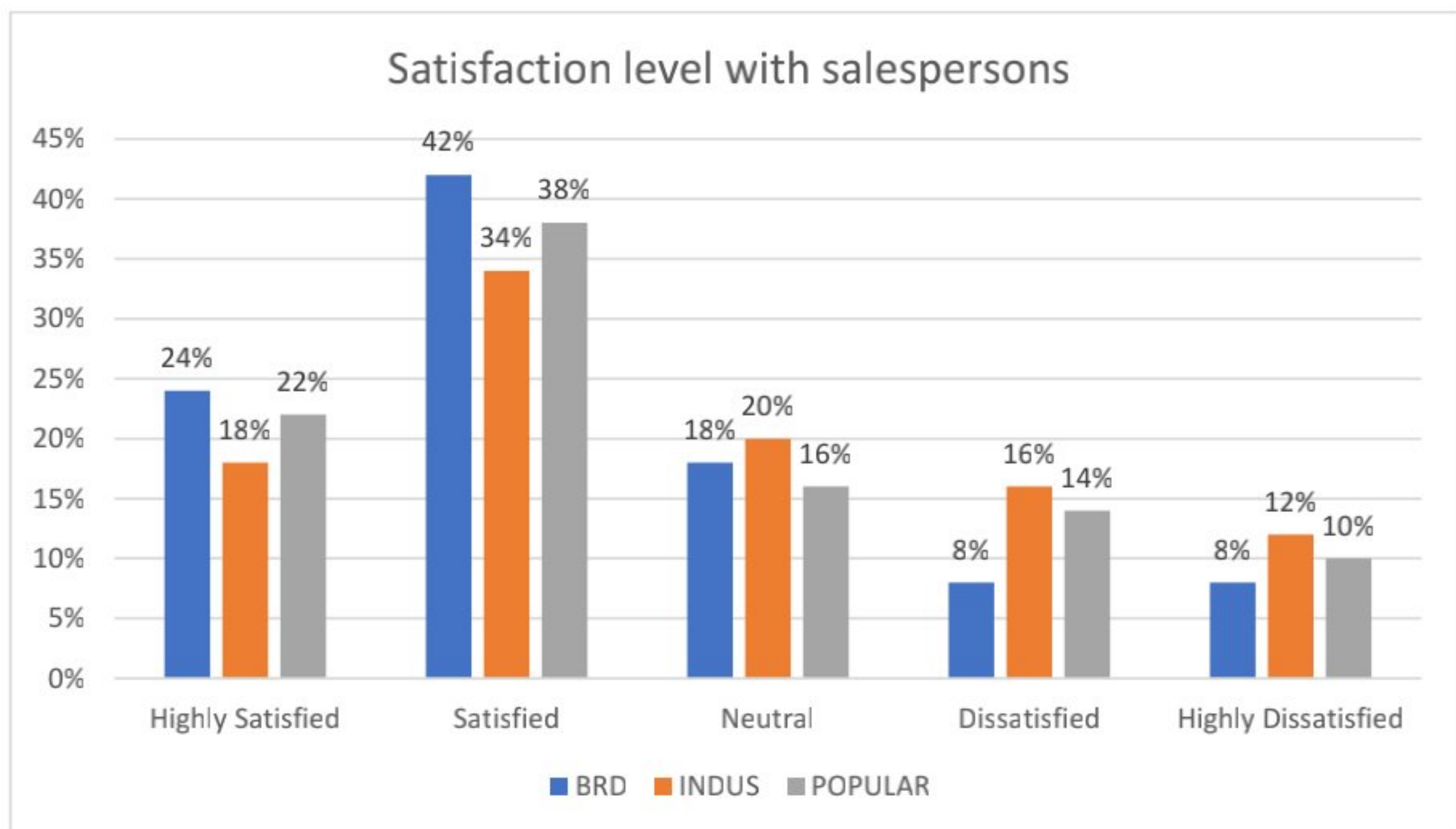


**Figure 3.10: Rate the Most Spare Parts Availability**

**Interpretation:** This data indicates that a significant majority of respondents (37%) rated spare parts availability, BRD is rated highly for spare parts availability with 42% considering it “Excellent”. INDUS has a more mixed response, with 30% rating it “Good”. POPULAR also has a positive rating with 40% finding it “Excellent”. This suggests that BRD and POPULAR are perceived to have better spare parts availability compared to INDUS.

**Table 3.11: Rate the Satisfaction Level with Salespersons**

	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
<b>BRD</b>	12	21	9	4	4	50
<b>INDUS</b>	9	17	10	8	6	50
<b>POPULAR</b>	11	19	8	7	5	50
<b>TOTAL</b>	32	57	27	19	15	150

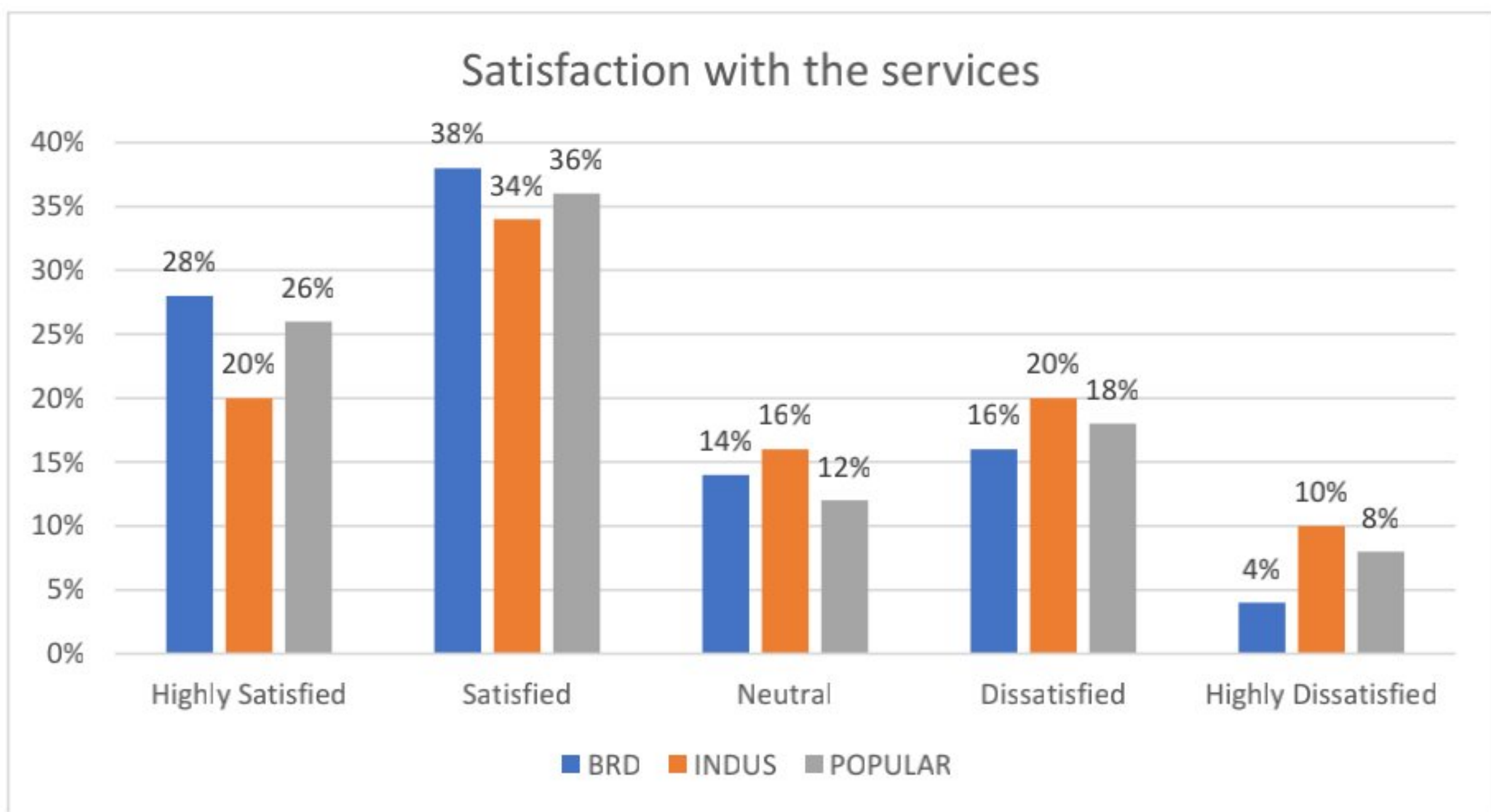


**Figure 3.11: Rate the Satisfaction Level with Salespersons**

**Interpretation:** Consumer satisfaction with salespersons is generally positive across all dealers. This distribution shows that a majority of respondents were either satisfied (38%) or highly satisfied (21%) in their interactions with salespersons. A notable portion were neutral (18%), while smaller percentages expressed dissatisfaction (13%) or high dissatisfaction (10%). BRD has 42% of respondents satisfied, INDUS 34%, and POPULAR 38%. This indicates that while there is overall satisfaction, BRD has the highest satisfaction levels among the three.

**Table 3.12: Overall Satisfaction with the Services**

	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
<b>BRD</b>	14	19	7	8	2	50
<b>INDUS</b>	10	17	8	10	5	50
<b>POPULAR</b>	13	18	6	9	4	50
<b>TOTAL</b>	37	54	21	27	11	150



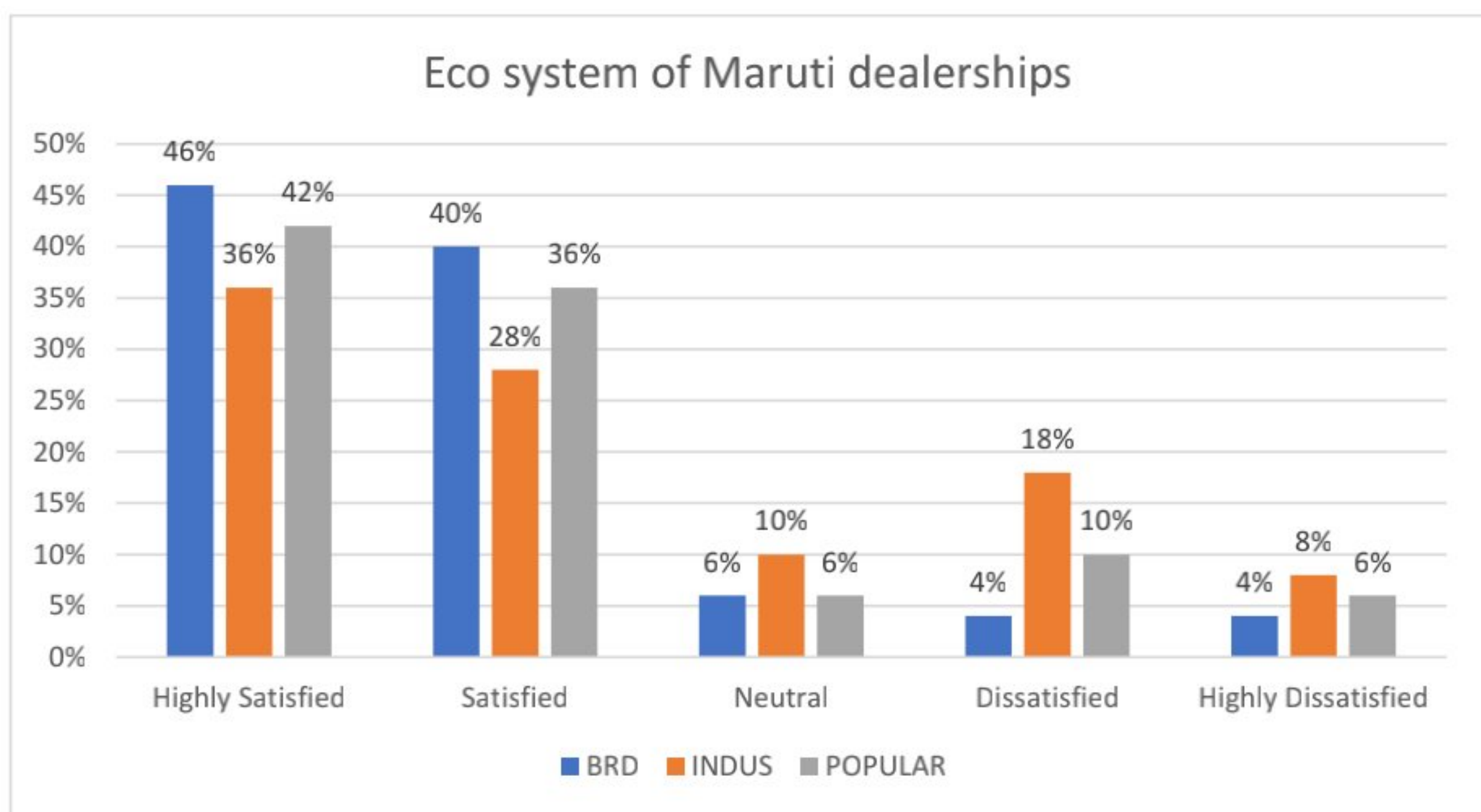
**Figure 3.12: Overall Satisfaction with the Services**

**Interpretation:** Overall satisfaction with services shows that BRD has 38% satisfied customers while INDUS 34%, and POPULAR at 36%. This suggests a relatively high satisfaction level across all dealers, with BRD slightly elevated in the lead.



**Table 3.13: Rate the Ecosystem of Maruti Dealerships**

	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
<b>BRD</b>	23	20	3	2	2	50
<b>INDUS</b>	18	14	5	9	4	50
<b>POPULAR</b>	21	18	3	5	3	50
<b>TOTAL</b>	62	52	11	16	9	150

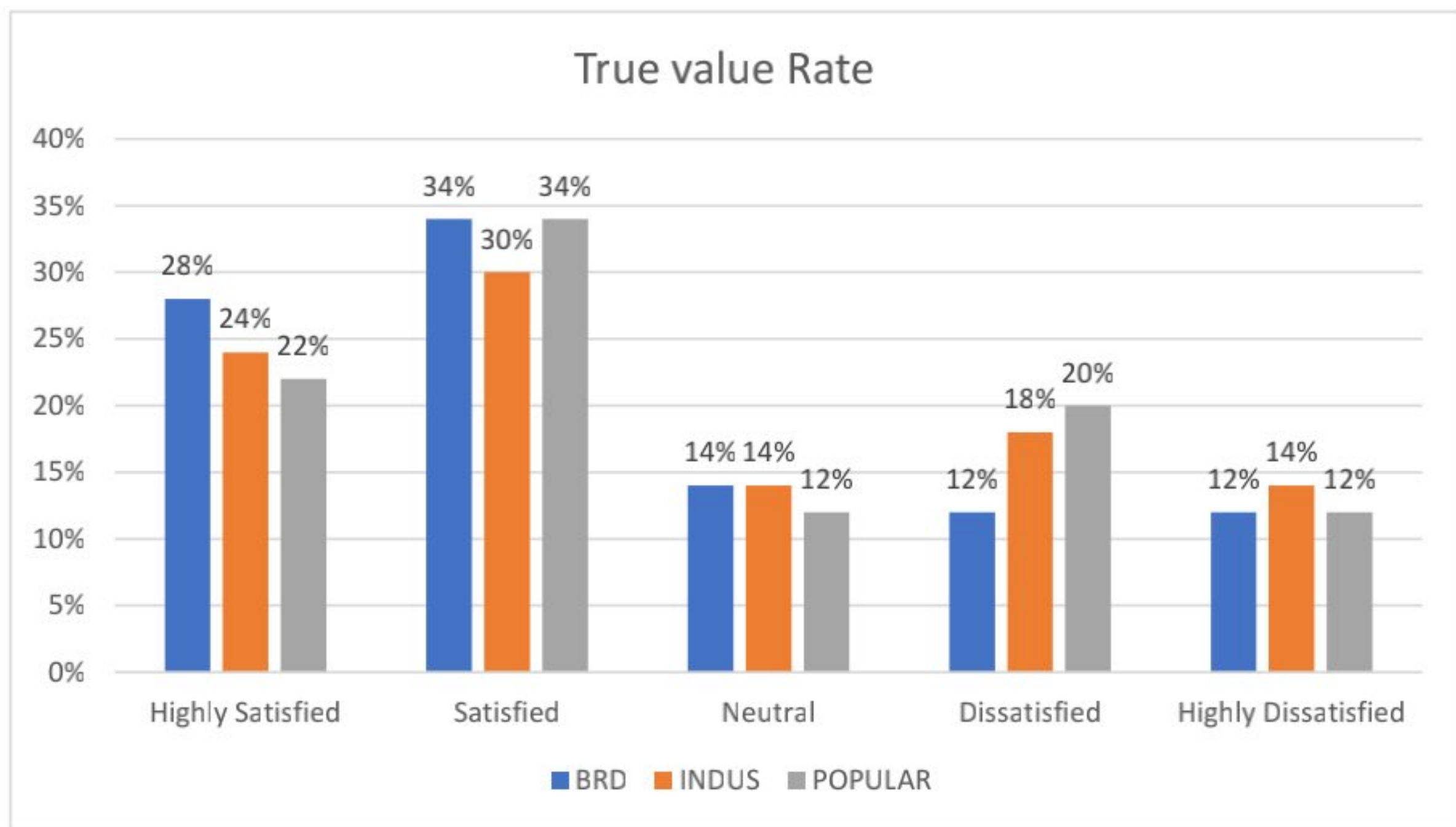


**Figure 3.13: Rate the echo system of Maruti dealerships**

**Interpretation:** The ecosystem of Maruti dealerships is highly rated by BRD customers with 46% being highly satisfied. INDUS and POPULAR also have positive ratings with 36% and 42% highly satisfied, respectively. This indicates that the dealership ecosystem is well-regarded, particularly by BRD and POPULAR customers.

**Table 3.14: Satisfaction with the True Value Rate**

	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
<b>BRD</b>	14	17	7	6	6	50
<b>INDUS</b>	12	15	7	9	7	50
<b>POPULAR</b>	11	17	6	10	6	50
<b>TOTAL</b>	37	49	20	25	19	150

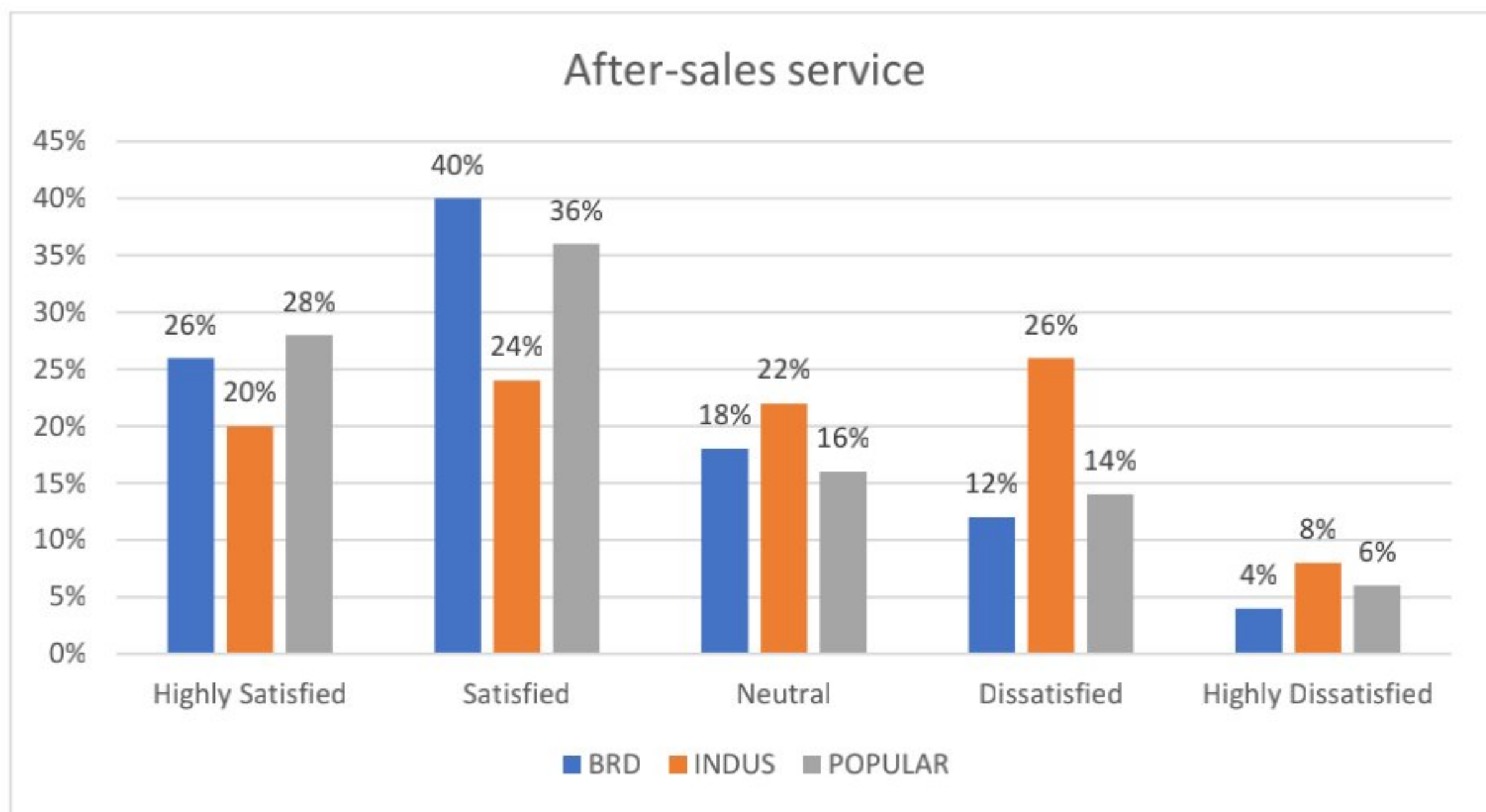


**Figure 3.14: Satisfaction with the True Value Rate**

**Interpretation:** Satisfaction with the True Value rate varies slightly among dealers. Satisfaction with the True Value rate is relatively high, with 58% of respondents (25% highly satisfied + 33% satisfied) indicating satisfaction. BRD has 34% of respondents satisfied, INDUS 30%, and POPULAR 34%. This shows a generally positive perception of the True Value rate across all dealers.

**Table 3.15: Satisfaction with After-Sales Service**

	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
<b>BRD</b>	13	20	9	6	2	50
<b>INDUS</b>	10	12	11	13	4	50
<b>POPULAR</b>	14	18	8	7	3	50
<b>TOTAL</b>	37	50	28	26	9	150

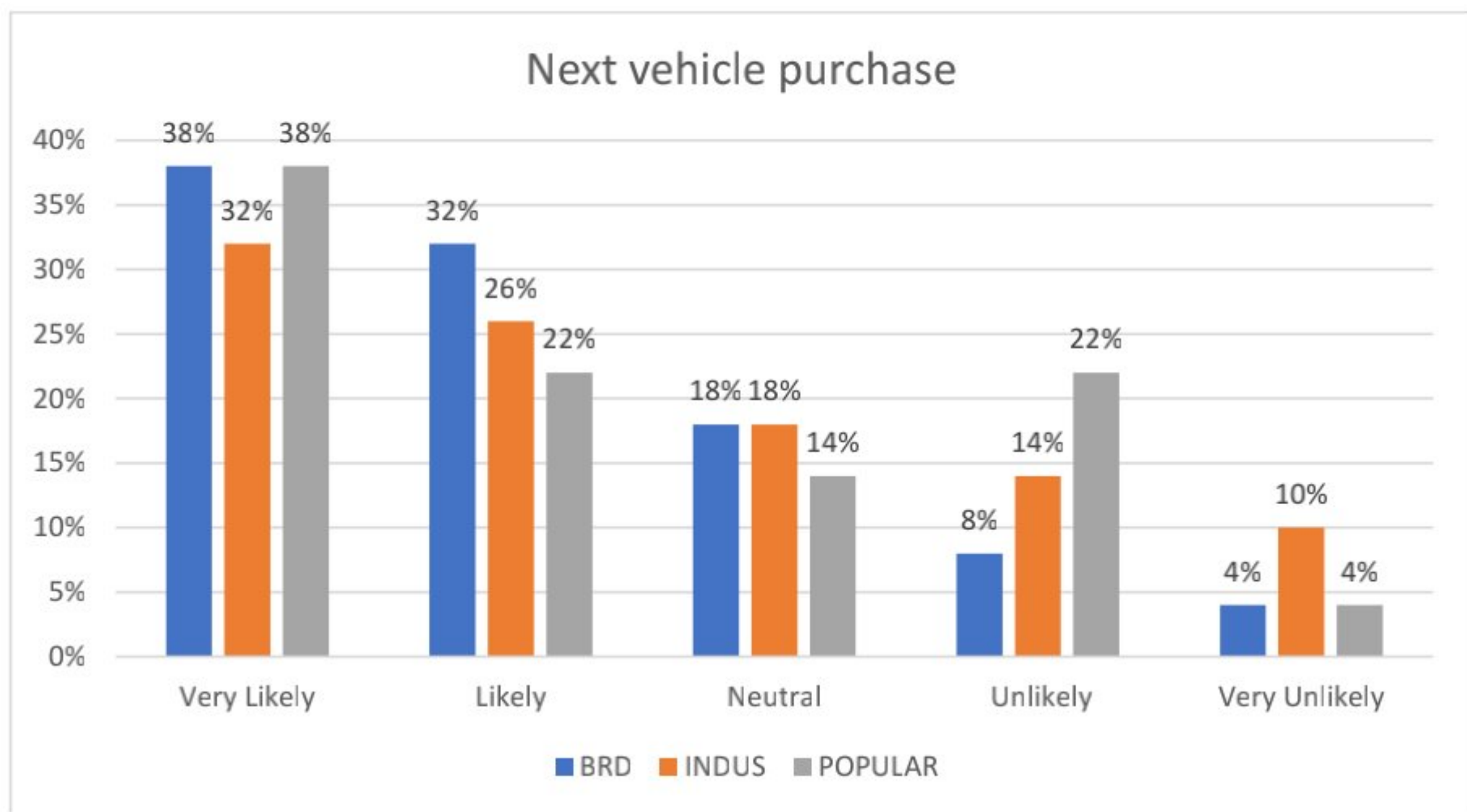


**Figure 3.15: Satisfaction with the After-Sales Service**

**Interpretation:** Satisfaction with After-Sales Service is generally positive, with 58% of respondents (25% highly satisfied + 33% satisfied) reporting satisfaction. After-Sales Service satisfaction is highest among BRD customers with 40% satisfied. INDUS has more mixed feedback with only 24% satisfied. POPULAR has 36% satisfaction. This indicates that BRD provides the best After-Sales Service experience among the three.

**Table 3.16: Choose a Maruti Dealer for Your Next Vehicle Purchase**

	Very Likely	Likely	Neutral	Unlikely	Very Unlikely	Total
<b>BRD</b>	19	16	9	4	2	50
<b>INDUS</b>	16	13	9	7	5	50
<b>POPULAR</b>	19	11	7	11	2	50
<b>TOTAL</b>	54	40	25	22	9	150

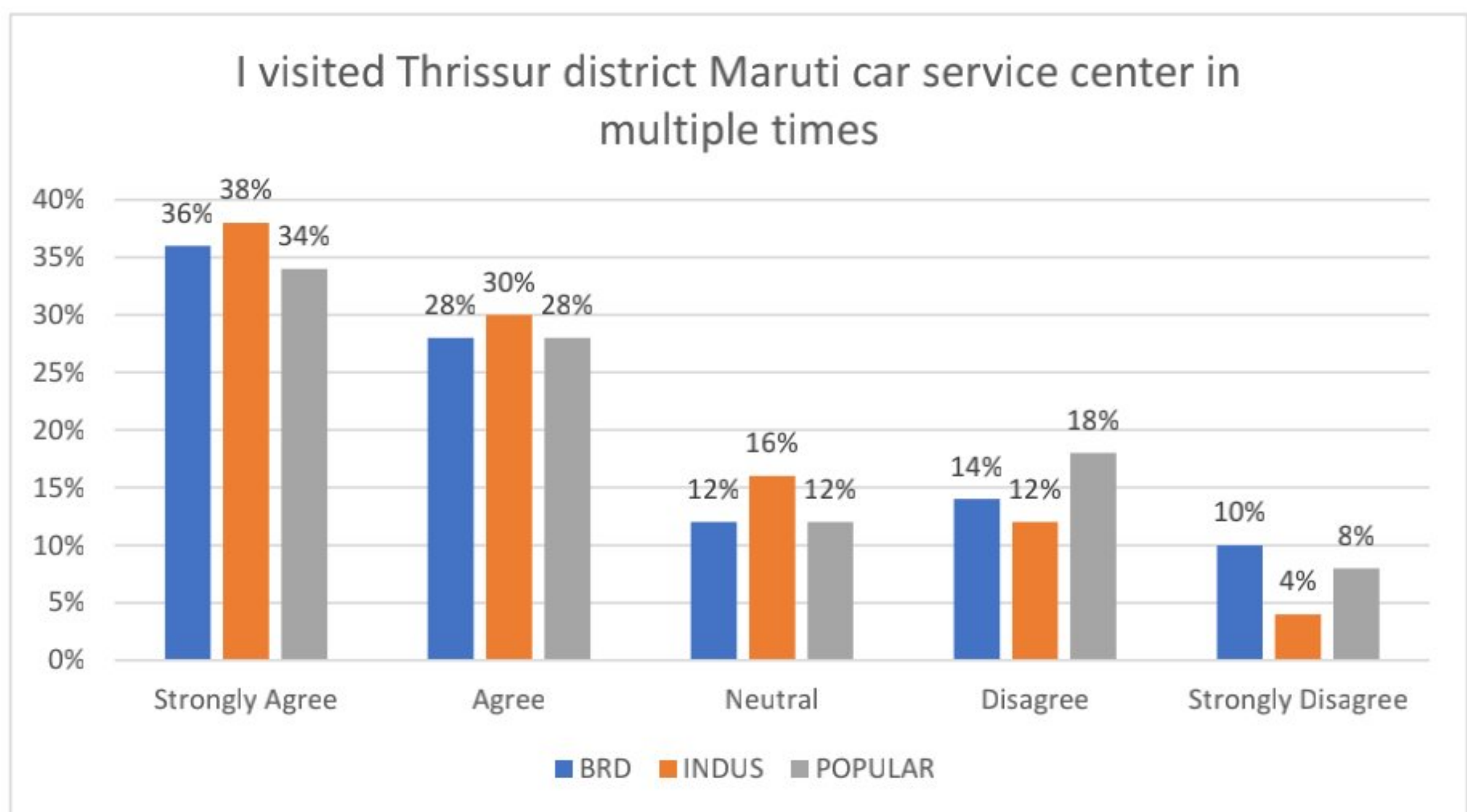


**Figure 3.16: Choose a Maruti Dealer for Your Next Vehicle Purchase**

**Interpretation:** Likelihood to choose the same dealer again is highest among BRD customers with 38%. INDUS has 32% and POPULAR also has 38% respectively. This suggests strong loyalty towards BRD and POPULAR dealers. A significant proportion of respondents (63% in total) indicated that they are Very Likely or Likely to choose a Maruti dealer for their next vehicle purchase.

**Table 3.17: I Visited Thrissur District Maruti Car Service Centre Multiple Times**

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
<b>BRD</b>	18	14	6	7	5	50
<b>INDUS</b>	19	15	8	6	2	50
<b>POPULAR</b>	17	14	6	9	4	50
<b>TOTAL</b>	54	43	20	22	11	150

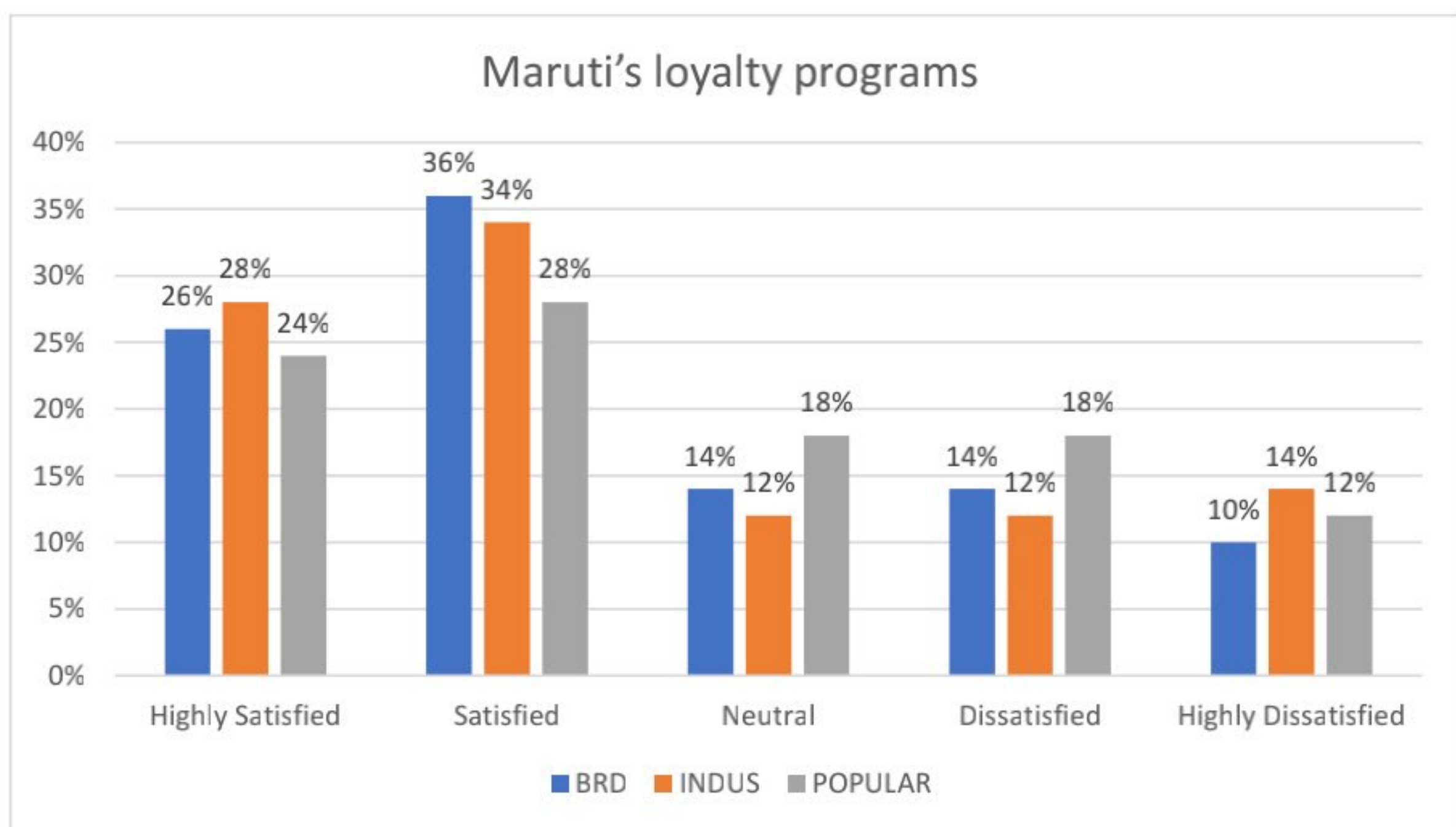


**Figure 3.17: I Visited Thrissur District Maruti Car Service Centre Multiple Times**

**Interpretation:** Repeated visits to the service centre are high among all dealers. BRD has 36% strongly agreeing to multiple visits, INDUS 38%, and POPULAR 34%. This indicates frequent use of service centres across all dealers. A majority of respondents (65% in total) agreed or strongly agreed that they have visited the Thrissur District Maruti Car Service Centre multiple times after purchase as well.

**Table 3.18: Satisfaction with Maruti's Loyalty Programs**

	Very Important	Important	Neutral	Unimportant	Very Unimportant	Total
<b>BRD</b>	13	18	7	7	5	50
<b>INDUS</b>	14	17	6	6	7	50
<b>POPULAR</b>	12	14	9	9	6	50
<b>TOTAL</b>	39	49	22	22	18	150

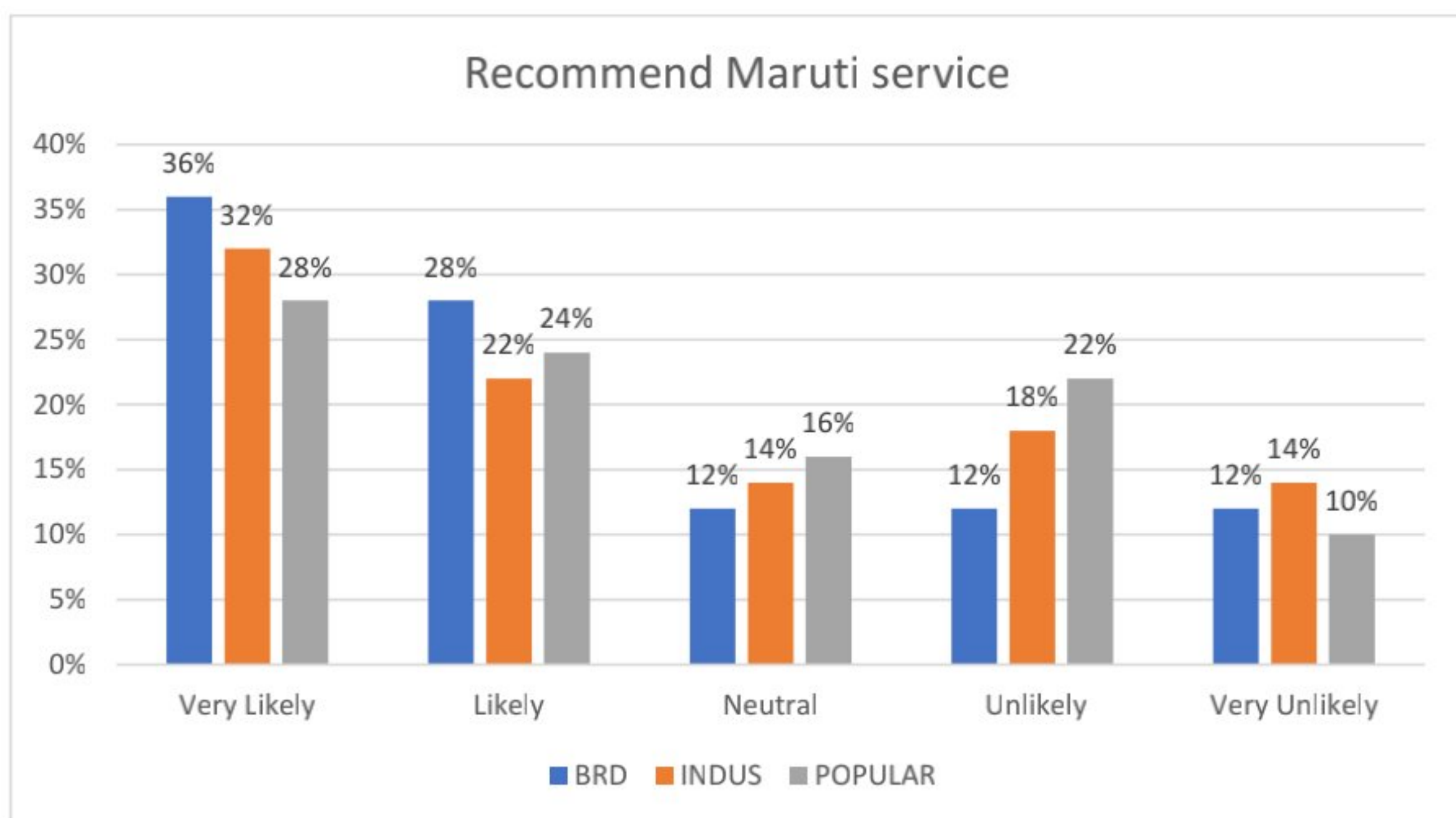


**Figure 3.18: Satisfaction with Maruti's Loyalty Programs**

**Interpretation:** Satisfaction with loyalty programs shows that BRD has 36% satisfied customers, INDUS 34%, and POPULAR at 28%. This suggests a positive reception to loyalty programs, with BRD and INDUS in the lead.

**Table 3.19: Recommend Maruti Service**

	Very Important	Important	Neutral	Unimportant	Very Unimportant	Total
<b>BRD</b>	18	14	6	6	6	50
<b>INDUS</b>	16	11	7	9	7	50
<b>POPULAR</b>	14	12	8	11	5	50
<b>TOTAL</b>	48	37	21	26	18	150



**Figure 3.19: Recommend Maruti Service**

**Interpretation:** This data reveals the prospect to recommend Maruti service is highly among BRD customers with 36% Very Likely. INDUS has 32% Very Likely, and POPULAR has 28%. This indicates a range of perspectives among respondents regarding the importance of recommending Maruti service to others.

**CHAPTER IV**  
**FINDINGS, SUGGESTIONS & SUMMARY**



## 4.1 FINDINGS

- Most respondents are aged 26-30 years, comprising 45% of the total sample, indicating a predominantly younger to middle-aged market.
- The majority of respondents are male, comprising 63% of the total, while 37% are female.
- All respondents (100%) have purchased a Maruti car from a dealership, confirming firsthand experience with authorized dealers.
- Respondents are equally distributed across three Maruti dealerships: BRD, INDUS, and POPULAR, each with 33%.
- 24% consider the location "Very Important," 27% rate it as "Important," and 37% do not prioritize the dealer's location. INDUS customers value location more than BRD customers.
- BRD is rated highest for vehicle availability, followed by INDUS and POPULAR.
- 65% of respondents find discounts "Very Important" or "Important." POPULAR customers are most influenced by discounts, followed by BRD and INDUS.
- 38% of BRD customers prefer high discounts, while 42% of INDUS customers prefer reasonable discounts, and 34% of POPULAR customers prefer high discounts.
- Availability of the desired model and colour is crucial for BRD (32%) and INDUS (40%) customers. Other important factors include dealership location and car price.
- BRD is rated highest for spare parts availability, followed by INDUS and POPULAR.
- Satisfaction levels with salespersons are highest for BRD, followed by INDUS and POPULAR.
- BRD has the highest rating for after-sales service, followed by INDUS and POPULAR.
- BRD is perceived to provide the best value for money, followed by INDUS and POPULAR.
- Overall experience ratings are highest for BRD, followed by INDUS and POPULAR.
- BRD is rated highest for service center facilities, indicating better infrastructure and services compared to INDUS and POPULAR.
- Likelihood to choose the same dealer again is highest among BRD (38%) and POPULAR (38%) customers, followed by INDUS (32%).

- Majority of respondents agreed or strongly agreed that they have visited the service center multiple times after purchase.
- BRD customers show higher satisfaction with loyalty programs compared to INDUS and POPULAR.
- BRD receives the highest overall rating among the three dealerships, indicating better overall customer satisfaction compared to INDUS and POPULAR.

## 4.2 RECOMMENDATION

- BRD is already perceived to have excellent vehicle availability. Continue to prioritize efficient inventory management and timely restocking to maintain this advantage.
- Although BRD leads in after-sales service satisfaction, ongoing improvements can still be made. Implement feedback mechanisms to regularly gather customer input on service experiences and use this data to refine and enhance service.
- Enhance the loyalty programs, consider personalized offers and exclusive events that can help retain customers and encourage repeat purchases.
- Strengthen ties with the local community through events, sponsorships, and partnerships to enhance brand loyalty.
- Maintain a robust supply chain for spare parts to ensure quick and efficient service. Supply chain should conduct Regular audits of spare parts inventory to help identify and address potential shortages.
- Strive to exceed customer expectations in all interactions. Train staff to be attentive, responsive and empathetic to customer needs and concerns.
- Use the positive feedback to your advantage in marketing and promotional materials.
- Ensure that the most popular models and colours are always in stock. Use data analytics to predict demand trends and adjust inventory accordingly to meet customer preferences effectively.

### 4.3 SUMMARY

The comparative study on consumer preferences towards Maruti car dealers in Thrissur district reveals that BRD Car World leads in various aspects of customer satisfaction and loyalty. The majority of respondents, aged between 26-30 years and predominantly male, have firsthand experience with Maruti dealerships, equally distributed among BRD, INDUS, and POPULAR. Key factors influencing consumer preferences include dealership location, vehicle availability, discounts, and the availability of desired models and colors. BRD excels in vehicle availability, spare parts supply, salesperson satisfaction, after-sales service, and overall value for money, making it the top-rated dealership among the three.

Despite BRD's strong performance, the study identifies opportunities for further improvement, particularly in after-sales service and loyalty programs. The recommendations suggest that BRD should continue to prioritize efficient inventory management, maintain a robust supply chain, and implement feedback mechanisms to enhance service quality. Additionally, enhancing loyalty programs with personalized offers and exclusive events, and strengthening ties with the local community through events and partnerships, can help retain customers and encourage repeat purchases. Training staff to be attentive, responsive, and empathetic to customer needs is also crucial for exceeding customer expectations in all interactions.

Overall, the study underscores the importance of understanding consumer preferences and satisfaction levels to enhance dealership services. By leveraging positive customer feedback in marketing and promotional materials and using data analytics to predict demand trends and adjust inventory accordingly, BRD can further solidify its position as the preferred Maruti dealership in Thrissur district. These strategic improvements will help BRD maintain its competitive edge and continue to meet the evolving needs of its customers effectively.

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# **APPENDIX**

## QUESTIONNAIRE

1. Name

2. Age

- 18-25
- 26-30
- 31-45
- Above 45
- Below 18

3. Gender

- Male
- Female

4. Have you ever purchased a Maruti car from a dealership in Thrissur district?

- Yes
- No

5. If Yes, Specify the dealer

- BRD
- INDUS
- POPULAR

6. How much does the location of a Maruti car dealership influence your preference?

- Very Important
- Important
- Neutral
- Unimportant
- Very Unimportant

7. How would you rate the vehicle availability at the following Maruti dealer in Thrissur district?

- Excellent
- Good
- Average
- Poor
- Very Poor

8. How much does the Discount of Maruti cars influence your preference for a particular dealership?

- Very Important
- Important
- Neutral
- Unimportant
- Very Unimportant

9. On a five-point rating system, how would you rate the consumer preference for Maruti dealer based on their Discount?

- High-discount
- Moderately discount
- Neutral
- Reasonably discount
- Low-discount

10. Considering the Maruti car dealer, what factors are most important to you?

- Availability of desired model and colour
- Dealership location and convenience
- Price of the car
- Reputation of the dealership
- Salesperson knowledge and professionalism

11. On a five-point rating system, how would you rate the most spare parts availability in the dealership?

- Excellent
- Good
- Average
- Poor
- Very Poor

12. On a five-point rating system, how would you rate the satisfaction level with salespersons at different Maruti dealership?

- Highly Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied

13. On a five-point scale, how would you rate your overall satisfaction with the services provided by the following Maruti dealer in Thrissur district?

- Highly Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied

14. On a five-point scale, how would you rate the echo system of Maruti dealerships?

- Highly Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied

15. How satisfied are you with the True value Rate (e.g., exchange rate of car) at Maruti dealers?

- Highly Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied

16. How satisfied are you with the after-sales service (e.g., maintenance, repairs) at Maruti dealers?

- Highly Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied

17. How likely are you to choose a Maruti dealer for your next vehicle purchase?

- Very Likely
- Likely
- Neutral
- Unlikely
- Very Unlikely

18. "I visited Thrissur district Maruti car service centre in multiple times"

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

19. How satisfied are you with Maruti's loyalty programs and benefits?

- Highly Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied

20. How likely are you to recommend Maruti service to others?

- Very Likely
- Likely
- Neutral
- Unlikely
- Very Unlikely