CHAPTER -X
SUMMARY AND SUGGESTIONS

To make the study more practical, an opinion poll was conducted through questionnaire among 250 individual respondents belonging to car buyers of Salem and Namakkal districts. A specially structured Questionnaire was administered for the collection of respondents views on the purchase of cars from different companies. The secondary data were collected from the different companies. From the discussion made in the previous chapters, the major finding of the study, summary and suggestions form part of this report.

10.1. SUMMARY
CHAPTER – I

Chapter I consisted of an introduction to the subject matter, statement of the problem in the selected topic for research, significance of the study, importance of the study, scope of the study, limitations of the study, research methodology and sampling design, data collection and analysis, profile of Salem and Namakkal districts and the chapter arrangements.

Gone were the days there were only two brands of Indian manufactured cars viz., Ambassador of Hindustan and Fiat. There was no product differentiation within the brands. Differentiation of products was
only in terms of colours of the cars. Besides these two brands, there were brands of imported cars. Market segmentation can be had only through the colours of cars within a brand. Once passenger car market was absolutely a seller's market but subject to price control, production control and licensing requirements. This state of affair of oligopolistic imperfect market competition was put an end by way of introducing Maruti cars in 1981, by Maruti Udyog Limited a joint venture undertaking of Government of India and Suzuki of Japan. After the New Economic policy of liberalisation, privatization and globalization, the car manufacturing industry was brought to the list of delicensed sector with no price and production control.

One can buy a car even on credit if he proves his ability to repay in future. In the midsts of availability of cars and with no credit and financial restraint, it is up to the buyers to choose a brand and model. While going for a brand and model, the marketing strategies of agencies of cars influence the buying decisions of buyers.

The perception and preference of buyers, among other things, determine the dominate position and market share. The study is considered important in a significant market situation of monopoly, duopoloy, oligopoly and perfect competition. The passenger vehicle industry in India is sub-divided into passenger cars, utility vehicles and multi-purpose vehicles.
The specific objectives of the study were as follows.

i. To examine the rationale behind the perception of marketing strategies.

ii. To examine the factors influencing buying decisions.

iii. To briefly state the profile of MSIL, Tata Motors, Mahindra and Hyundai.

iv. To briefly state the features of different car models.

v. To analyse the marketing strategies of car agencies.

vi. To analyse empirically the perception of buyers towards the marketing strategies of car agencies.

vii. To summarise and make suggestions for the betterment of passenger car industry.

The proposed research study is subject to the following limitations

i. The study is confined to the buyers of cars in Salem and Namakkal Districts.

ii. The study is confined to Maruti cars, Mahindra cars, TATA cars and Hyundai cars.

iii. The results of the study is based on the information provided by the respondents

iv. The study is confined to a limited period of 5 years from 2003-2004 to 2008-2009.
Hypotheses tested, nearly 22 Hypothesis were formulated for the present study covering the relationship between socio – demographic variables and the selected brands of cars and consumer’s perception and Brand Choice.

Various studies show that only the individuals decide to purchase goods, internal factors influence buying decision, brand loyalty was a function between subject norms and purchase behavior. However the proposed study was undertaken with view to fill the gap in the existing studies i.e. the agencies of car manufacturers frequently and more frequently adopt new strategies to sell cars. There exists a competition between inter-brand and intra-brand. How actually the prospective buyers perceive the strategies and taken buying decisions was the object of the proposed study which differed from earlier studies.

The researcher collected the addresses of buyers of cars for a period of five years for the four brands viz. Suzuki, Hyundai, Tata and Mahindra. The addresses were collected from the selling agencies of the four brands in Salem and Namakkal districts of Tamilnadu State in India. Two hundred and fifty respondents were met by the scholar with a view to get first hand information.
The sampling area covers two districts namely Salem and Namakkal. These two districts were taken as the scholar's research department is situated in Namakkal District. As such, it is convenient sampling. Data Collection and analysis both primary data and secondary data were widely used. Primary data were collected by means of question schedule. Secondary data were collected from Books, Journals, Periodicals, Magazines, Pamphlets, Notes, Wall writing's. Television advertisements, web collections etc., The data collected were systematically arranged and tabulated.

CHAPTER - II

Chapter II elaborated the theoretical background of rationale behind studying perception of buyers. This chapter made an attempt of examining the rationale behind studying the perception of buyers as the perception plays an important role in making buying decisions certain terms used in this chapter are explained below.

Perception is defined as the process by which an individual selects, organizes, and interprets stimuli into a meaningful and coherent picture of the world. It can be described as "how we see the world around us. Two individuals may be exposed to the same stimuli under the same apparent conditions, but how each person recognizes selects, organizes and interprets these stimuli is a highly individual process based on each person's own needs, values, and expectations.
One can perceive stimuli without being consciously aware that they are doing so. Stimuli that are too weak or too brief to be consciously seen or heard may never the less be strong enough to be perceived by one or more receptor cells. This process is called subliminal perception because the stimulus is beneath the threshold, or "limen," of conscious awareness, though obviously not beneath the absolute threshold of the receptors involved. Perception of stimuli that are above the level of conscious awareness technically is called supraliminal perception, though it is usually referred to simply as perception.

CHAPTER – III

Chapter III explained the concepts associated with factors influencing buyers behaviour. This chapter also explained the concept of the buyers behaviour. Where there was a population, there existed market for these commodities. People of the whole world were buyers. Goods were manufactured to meet the day to day needs of the public. The buyers of consumer-goods were scattered and the markets were widespread. Because of the numerous buyers, it was not possible for the manufacturers to deal directly with the buyers individually. Hence, the producers of manufactured goods employ the middlemen services-wholesalers and retailers, through whom the distribution of goods was done.
Generally, the unit cost of consumer goods was low. People buy in small quantities; for instance, paste, tooth brush, soaps, hair-oil etc. Such goods were available easily that too in any quantity. This was because of the goods were available at convenient places, most of the consumers were financially poor, the goods can be purchased at frequent intervals in any quantity, locking up of capital is avoided and deterioration of quality was avoided. The manufacturers of consumer goods generally adopt mass method of selling. They advertise their products in radio, newspapers, television etc. They also adopt distribution of free samples, display of the products in various retail shops etc.

Consumer goods were manufactured in large scale. There were a few customers for industrial goods. The demand for the consumer goods is greater and as such large - scale production is essential. Because of the non-durability nature of the goods, continuous supply is needed. Moreover markets were wide-spread and demand is regular.

The world was progressing. At the same time, human beings were also raising their standard of life. A scooter, which was formerly a luxury item, has now become a comfort item. People have more income, more advertising and other promotional methods, which induce them to raise their standard, accepting luxuries as if they were necessaries.
Consumers may buy varieties of goods, though generally not interested in studying their characteristics. Manufacturers also do not inform the buyer-consumers about the characteristics of the product. Consumers may not be experts in buying the goods. They depend on the advice of the seller. Advertising and other promotional tools influence the consumer's choice. Varieties of similar goods were available in the market. The persuasive communication and advertising of a product satisfy many consumers, often with unrecognised wants.

CHAPTER – IV

Chapter IV explained the object of this chapter is to summarise the profile of four manufacturers of cars viz., Maruti Suzuki India Ltd, Mahindra Company Ltd, Tata Motors Ltd and Hyundai Motor Company Ltd. which were taken for the purpose of the study.

Maruti Suzuki India Limited was the largest automobile manufacturer in South Asia. Suzuki Motor Corporation of Japan held a majority stake in the company. It was the first company in India to mass-produce and sell more than a million cars. It is the market leader in India and on 17 September 2007, Maruti Udyog Limited was renamed Maruti Suzuki India Limited.
Launched in 2002, Maruti Suzuki provided vehicle insurance to its customers with the help of the National Insurance Company, Bajaj Allianz, New India Assurance and Royal Sundaram. The service was set up the company with the inception of two subsidiaries Maruti Insurance Distributors Services Pvt. Ltd and Maruti Insurance Brokers Pvt. Limited. This service started as a benefit or value addition to customers and was able to ramp up easily. By December 2005, they were able to sell more than two million insurance policies since its inception.

To promote its bottom line growth, Maruti Suzuki launched Maruti Finance in January 2002. Prior to the start of this service Maruti Suzuki had started two joint ventures Citicorp Maruti and Maruti Countrywide with Citi Group and GE Countrywide respectively to assist its client in securing loan. Maruti Suzuki tied up with ABN Amro Bank, HDFC Bank, ICICI Limited, Kotak Mahindra, Standard Chartered Bank, and Sundaram Finance to start this venture including its strategic partners in car finance. Again the company entered into a strategic partnership with SBI in March 2003. Since March 2003, Maruti had sold over 12,000 vehicles through SBI-Maruti Finance. SBI-Maruti Finance was currently available in 166 cities across India.
Maruti Exports Limited was the subsidiary of Maruti Suzuki with its major focus on exports and it does not operate in the domestic Indian market. The first commercial consignment of 480 cars were sent to Hungary. By sending a consignment of 571 cars to the same country Maruti Suzuki crossed the benchmark of 3,00,000 cars. Since its inception export was one of the aspects Government was keen to encourage. Every political party expected Maruti Suzuki to earn foreign currency.

CHAPTER – V

Chapter V described the concept of the Maruti Suzuki India Limited had introduced nine different models of cars, the Mahindra Motors Ltd., had introduced four different models, the TATA Motors Ltd., had introduced six different models and Hyundai Motor Company Ltd., had introduced five different models. As such to understand the perception of buyers of cars towards the models of four selected companies it will be interesting to briefly state the features of twenty four models of cars taken for the purpose of the study. As such, the objective of this chapter is to summarize the features of cars brand wise.

Maruti cars are widely popular in India. Maruti Udyog Limited, established in 1981 by an Act of the Parliament holds a major share of the Indian car market and caters to almost every market segment with economic models. Popular Maruti sedan car prices range from rupees four lakhs forty
thousand to rupees five lakhs. Popular Maruti SUV car prices range from rupees five lakhs to rupees seventeen lakhs. Maruti vans prices range from rupees two lakhs twenty five thousand to rupees two lakhs fifty thousand.


Hyundai Motor India Limited (HMIL) is a wholly owned subsidiary of Hyundai Motor Company (South Korea) and is the second largest car manufacturer in India. Hyundai Motor India markets a great number of Hyundai passenger car variants in six segments. These include the Hyundai Santro in the B segment, the Hyundai Getz Prime in the B+ segment, the Hyundai Accent and Hyundai Verna in the C segment, the Hyundai Elantra in the D segment, the Hyundai Sonata Embera in the E segment, and the Hyundai Tucson in the SUV segment.
CHAPTER — VI

Chapter VI elaborated the liberal schemes of Marketing strategies of agencies of cars. On 21.08.2008 Sri Amman cars, SK Cars and Ambal Auto in their advertisements had stated that Maruti Suzuki Altos price starts from Rs.2.28 Lakhs and one can save up to Rs. 22,000. The advertisement further offered special concessions to Government employees and corporates.

On 09.09.2008 SKS Automobiles, Salem in its advertisement offered free insurance, two years extended warranty and an exchange bonus of Rs.10,000. However, this offer was valid upto 15.09.2008 or upto exhaustion of stock. So, the object of the offer was to dispose stock.

On 06.09.2008, True Sai works in their advertisement had stated that Tata Motors Safari dicor and sumo grande will be given two years extended warranty and Tata Genuine Accessories worth Rs. 10,000. However this offer was valid upto 25th September or upto exhaustion of stock. This was an offer for two weeks.

On 21.08.2008, Ramani Hyandai in their advertisement offered “free monsoon check-up campaign” for Hyundai products at Salem. Free board wash, Free safety check-up asper check list, free car polish and free 5 percent Discount on labour, However, this offer is valid from 21.08.2008 to 24.08.2008 on up to exhaustion of stock. So, this was only a four days offers.
CHAPTER – VII

Chapter VII discussed in detail the perception of buyers of cars towards marketing strategies of agencies of car manufacturers. The object of this chapter is to analyse the primary data gathered from 250 respondents by means of a question schedule. The percentage analysis charts and diagrams are used to examine the perception of buyers towards the strategies adopted by the agencies of cars.

The following findings have been extracted from the percentage analysis for the present study.

1. 100 percent of the respondents were of the view that their preference of buying cars was based on brands.

2. The single largest group of respondents prefer Maruti cars.

3. The single largest group of respondents prefer Maruti swift and Maruti Omni.

4. Tata Indica is preferred by majority of the respondents from among Tata Indica buyers.

5. Mahindra scorpio is preferred by majority of Mahindra car buyers.


7. Majority of the respondents will change their brand preference based on sales offers.
8. Four – fifth of the respondents who were ready to change their preference due to sales offers will have only inter brand change.

9. The single largest group of respondents came to know of the sales offers through télévision.

10. Nearly three – fourth of the respondents agree that there were frequent changes in the offer of sales.

11. 100 percent of the respondents were able to understand the motives behind changing the offer of sales frequently.

12. Free life tax was the first offer of sales which motivated the buyers to buy cars followed by free insurance, Free registration, exchange offer, offering accessories, loan arrangement, seasonal trade discount and complements.

13. 100 percent of the respondents were of the view that there were series of advertisements about offer of sales of cars.

14. 70 percent of the respondents agree that the selling strategies disclose the required information

15. The object of advertisements was to motivate the buyers to meet the selling agencies with the hope of convincing the probable buyers through personal selling as an when the buyers make a visit to the premises of the agencies.
16. The purpose of making advertisement was to induce the buyers to go to the place of sellers.

17. 96 percent of the respondents have gone to the sellers place after having read the advertisements.

18. The object of the advertisement was to bring the probable buyers and place them before the sales men for convincing them through salesmanship.

19. 65 per cent of the respondents who met the sales men were able to gather more information about the offer of sales.

20. A meeting with the salesmen changed the preference of buyers.

21. 85 percent of the respondents change their preference after having perceived the quality.

22. The advertisement brings a rosy picture in favour of the buyer.

23. The offer of trade – off s were for a short period.

24. 92-percent of the respondents were able to understand the reasons for fixing the time limit.

25. There were exclusive show – rooms for each brand of car.

26. Different trade – off s were offered for different models of car.

27. The object of trade off s was to dispose disliked models.
28. The object of making short period sales offer was to enhance sales first followed by attracting customers, disposing disliked models, per empting the option of buyers, face the competition in the market, to introduce new model in the future, trade Tricks Disposal Strategy and finally to fix higher price in the future.

29. Majority of the respondents agree that trade offs of agencies of car manufactures were business of business.

30. Business community is the single largest group buying cars. In between 31 years and 50 years there were 69.6 percent of the respondents who constitute the single largest group of buyers of cars.

CHAPTER – VIII

Chapter VIII made a detailed analysis by means of chi-square tests had been made in this chapter to know whether there were significant relationship among the respondents with respect to selected variables. The respondents were further classified on the basis of age, gender, educational qualification and occupation. Therefore it will be interesting to examine whether there is a significant relationship between branch of Cars and groups of respondents on the basis of age, gender, educational qualification and occupation. The following findings have been extracted from the chi-square test for the present study.
1. There was no significant relationship between age wise classification of respondents and brands of cars.

2. There were no significant relationship between gender wise classification of respondents and brands of cars.

3. There was no significant relationship between educational qualification and brands of cars.

4. There was no significant relationship between occupation and brand preference.

5. The preference of models of Maruti Cars is dependent on age groups of buyers.

6. The preference of models of Maruti Cars is significantly independent of educational qualification of buyers.

7. The models preference of Maruti Cars is not influenced by the occupation of buyers.

8. The public opinion on sales offer through regional newspapers was independent of age.

9. The public opinion on sales offer through regional newspapers is independent of educational qualification.

10. The public opinion on sales offer through regional newspapers is independent of occupation of buyers.
11. The public opinion on advertisement giving a rosy picture was independent on age.

12. The opinion on advertisement giving a rosy picture is independent of educational qualification.

13. The opinion on advertisement giving a rosy picture was independent of occupation of respondents.

CHAPTER IX

Chapter IX an empirical analysis made ANOVA tests to know whether there were significant differences among the respondents with respect to selected variables. The association between variables were analysed in the previous chapter by means of chi-square test. This chapter makes an attempt of examining the differences between samples and differences within samples by means of analysis of variance and Wilcoxon – Mann / Whitney test.

The Hypothesis formulated for the present study were tested using ANOVA and Wilcoxon – Mann / Whitney test analysis of variance the results are as follows:

1. There was a significant difference among age groups in assigning ranks to the motives of various sales promotion measures of agencies of car manufacturers by the respondents classified age wise.
2. There was no significant difference between males and females in assigning ranks to the motives of various sales promotion measures of agencies of car manufactures.

3. There was a significant difference in assigning ranks to the motives of various sales promotion measures of agencies of car manufacturers.

4. There was a significant difference in assigning ranks to the motives of various sales promotion measures of the agencies of car manufacturers and profession wise classification of respondents.

5. There was a significant difference in assigning ranks by different age groups of respondents in perceiving the criteria about brands of case.

6. There was a significant difference between males and females in perceiving the brands by taking into account certain criteria.

7. There was a significant difference in assigning ranks by the groups of respondents on the basis of education qualification wise.

8. There was a significant difference among the respondents on the basis of profession in perceiving the brands of cars.

9. There was a significant difference among the respondents on the basis of age group in perceiving the models of Maruti cars.

10. Just to face the competition short period sales offers were made with no difference on the basis of profession and qualification.
10.2. SUGGESTIONS

1. The selling agencies may come forward to disclose all the required information in their advertisements so as to enable the prospective buyers to apply their mind towards making a buying decision.

2. The advertisements should not create a rosy picture in favour of the products but to exhibit the true and fair view of the offers made.