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A Study on The Market Position and Consumer Preference of Maruti Suzuki with Special Reference to Coimbatore City

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Abstract

The automobile industry is highly competitive, and consumer preference is an important consideration for automobile manufacturers. This study examines the market position and consumer preference of Maruti Suzuki by considering respondents' demographic profiles, car ownership, preferred model groups, vehicle attributes, purchase budgets, and purchase decisions. Primary data were collected through a structured questionnaire. The present analysis uses 50 responses from the supplied survey spreadsheet. Frequency and percentage analysis were used to summarise the responses. The results show that the Swift/Baleno/WagonR model group is the most preferred among the listed groups, petrol is the leading fuel preference, family use is the most common purchase purpose, and bank loans are the most selected purchase method. The study offers a descriptive picture of the preferences of the respondents. As most respondents do not currently own a car and the sample is limited to 50, the results should not be treated as a direct measure of actual market share or as representative of all car buyers.

Keywords— Maruti Suzuki, Market Position, Consumer Preference, Automobile Industry, Purchase Behaviour, Percentage Analysis

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I. INTRODUCTION

The automobile industry plays an important role in economic development through industrial growth, employment generation, technological progress, and mobility. In India, the passenger vehicle market has developed alongside rising consumer expectations, improvements in road infrastructure, urbanisation, and the availability of vehicle financing. Competition among automobile manufacturers has increased, giving consumers a broad range of brands, models, fuel types, and vehicle features to choose from.

Maruti Suzuki India Limited is a well-known participant in the Indian passenger vehicle market. Its vehicle portfolio covers several segments and price ranges. Factors such as affordability, fuel efficiency, service access, maintenance costs, design, safety, and brand perception can influence consumers when considering a vehicle. However, consumer expectations vary according to income, lifestyle, family needs, and intended use.

Consumer preference is therefore useful to study because it can show which models and features attract potential buyers and which considerations influence purchase decisions. This research describes the responses of 50 survey participants concerning Maruti Suzuki model preferences and wider car-purchase behaviour. The findings are descriptive and reflect the survey sample rather than the entire Indian market.

A. Background of the Study

Consumers consider several factors before selecting a car, including price, fuel economy, body type, transmission, safety, comfort, brand familiarity, and access to financing. Family requirements and the expected cost of ownership may also affect the type of vehicle selected. For manufacturers, understanding these preferences can help identify customer expectations and support product planning and communication. Maruti Suzuki offers vehicles across different categories, which

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makes it relevant to examine the model groups preferred by respondents. The present survey considers both existing ownership and stated preference. Because some participants do not currently own a car, their responses can indicate interest or intention rather than confirmed purchase behaviour.

B. Statement of the Problem

The passenger vehicle market contains competing brands and models, while consumers have different expectations concerning affordability, fuel type, body style, convenience, and financing. It is therefore useful to examine which Maruti Suzuki model groups and vehicle features are preferred by the respondents and what factors appear important in their purchase decisions. The problem addressed by this study is to describe the consumer preferences and purchase behaviour reported by 50 respondents. The survey does not collect official sales figures or market-share data; therefore, it cannot independently establish the company's actual market share.

C. Scope of the Study

The study covers the demographic profile of respondents, current car ownership, preferred Maruti Suzuki model group, preferred body type, fuel type, transmission type, car-purchase purpose, budget, usage frequency, duration of ownership, purchase-decision influence, and purchase method. The analysis is based on 50 survey responses. It provides a descriptive summary of this sample and does not measure official market share, company sales performance, or the views of all Indian consumers.

D. Objectives of the Study

- To analyse respondents' demographic profile and current car ownership.
- To understand the factors influencing purchase decisions and the preferred method of car purchase.
- To identify the model groups and vehicle features preferred by the respondents.
- To study the perceived market position of Maruti Suzuki in the passenger vehicle market.
- To examine car-purchase purpose, preferred budget, and usage patterns.

E. Hypothesis of the Study

A hypothesis is a tentative assumption used to examine a possible relationship between study variables. The following hypotheses are proposed in relation to consumer preference towards Maruti Suzuki:

Null Hypothesis (H_0)

- H_{01}: There is no significant relationship between respondents' age and their preferred Maruti Suzuki model group.
- H_{02}: There is no significant relationship between respondents' income and their preferred car-purchase budget.
- H_{03}: There is no significant difference between male and female respondents in their stated car preferences.
- H_{04}: There is no significant relationship between respondents' income and their preferred method of financing a car purchase.

Alternative Hypothesis (H_1)

- H_{11}: There is a significant relationship between respondents' age and their preferred Maruti Suzuki model group.
- H_{12}: There is a significant relationship between respondents' income and their preferred car-purchase budget.
- H_{13}: There is a significant difference between male and female respondents in their stated car preferences.
- H_{14}: There is a significant relationship between respondents' income and their preferred method of financing a car purchase.

Note: These hypotheses are proposed for further statistical testing. The present article uses frequency and percentage analysis only; therefore, it does not establish statistical significance or accept/reject these hypotheses.

F. Research Methodology

- Research design: Descriptive research design.
- Primary data: Data collected through a structured questionnaire.
- Sample size: 50 respondents; the first 50 records in the supplied spreadsheet were used.
- Sampling technique: The sampling technique is not specified in the supplied response data.
- Data collection instrument: A questionnaire containing 20 questions.

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- Tools for analysis: Frequency and percentage analysis.
- Percentage formula: Percentage = (Number of respondents in a category ÷ 50) × 100.

II. REVIEW OF LITERATURE

Sulekha, A., and Vignesh, R. (2026), in "A Study on Customers Satisfaction Towards Maruti Suzuki With Special Reference to Coimbatore City," examined customer satisfaction using primary data collected from 100 respondents. The article discusses price, fuel efficiency, performance, design, safety features, and after-sales service as factors associated with customer satisfaction. It reports positive perceptions of fuel efficiency, performance, and affordability, while identifying safety features and after-sales service as areas requiring attention. This work provides context for examining consumer-related perceptions of Maruti Suzuki.

The present study has a different emphasis: it describes the stated model and vehicle preferences, car ownership, purchase budget, purchase purpose, decision influences, and purchase method of 50 respondents. The current questionnaire does not directly measure satisfaction ratings or official market-share data; conclusions are therefore limited to the descriptive responses collected.

III. DATA ANALYSIS AND INTERPRETATION

The following tables present the results for 50 respondents. To make the analysis concise, all questions within each section are combined into one table. The percentage for each category is calculated using 50 as the denominator. Percentages are rounded to one decimal place.

A. Demographic Profile of the Respondents

TABLE I – OVERALL DEMOGRAPHIC PROFILE OF RESPONDENTS

Variable	Categories	No. of Respondents	Percentage (%)
Age	Below 20 years	6	12.0
	20–30 years	30	60.0
	31–40 years	11	22.0
	Above 40 years	3	6.0
Gender	Female	28	56.0
	Male	22	44.0
Marital Status	Single	29	58.0
	Married	20	40.0
	Widowed	1	2.0
Educational Qualification	School level	5	10.0
	Undergraduate	15	30.0
	Postgraduate	26	52.0
	Professional/Other	4	8.0
Occupation	Private-sector employee	39	78.0
	Student	6	12.0
	Government employee	5	10.0
Monthly Personal Income	Below ₹20,000	26	52.0
	₹20,001–₹40,000	18	36.0
	₹40,001–₹60,000	5	10.0
	Above ₹60,000	1	2.0
Monthly Family Income	Below ₹30,000	22	44.0
	₹30,001–₹50,000	16	32.0
	₹50,001–₹1,00,000	6	12.0
	Above ₹1,00,000	6	12.0
Place of Residence	Rural area	19	38.0
	Urban area	18	36.0
	Semi-urban area	10	20.0
	Metropolitan area	3	6.0
Type of Family	Nuclear family	26	52.0
	Joint family	19	38.0
	Extended family	4	8.0
	Living alone	1	2.0

Interpretation: It is found from Table I that the majority of respondents (60.0%) belong to the 20–30 years age group. Female respondents account for 56.0%, while 58.0% are single. Postgraduates form the largest educational group at 52.0%, and private-sector employees represent 78.0% of the sample. In terms of monthly personal income, 52.0% earn below ₹20,000. Rural respondents account for 38.0% and urban respondents for 36.0%; 52.0% belong to nuclear families. Overall, the sample mainly represents young adults, postgraduate respondents, and private-sector employees.

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B. Car Ownership and Consumer Preference

TABLE II – OVERALL CAR OWNERSHIP AND CONSUMER PREFERENCE

Variable	Categories	No. of Respondents	Percentage (%)
Current Car Ownership	No car ownership	31	62.0
	Yes, Maruti Suzuki	8	16.0
	Yes, another brand	7	14.0
	Own cars of multiple brands	4	8.0
Preferred Maruti Suzuki Model Group	Swift/Baleno/WagonR	21	42.0
	Dzire/Brezza/Fronx	14	28.0
	Alto/K10 or S-Presso	10	20.0
	Ertiga/XL6/Grand Vitara/Other	5	10.0
Preferred Car Body Type	SUV	17	34.0
	Hatchback	17	34.0
	Sedan	13	26.0
	MUV/MPV	3	6.0
Preferred Fuel Type	Petrol	26	52.0
	Diesel	14	28.0
	Hybrid/Electric	6	12.0
	CNG	4	8.0
Preferred Transmission Type	Manual	25	50.0
	Both are acceptable	11	22.0
	Automatic	11	22.0
	No preference	3	6.0

Interpretation: It is found from Table II that 62.0% of respondents do not currently own a car, while 16.0% own a Maruti Suzuki vehicle. The Swift/Baleno/WagonR group is the most preferred model group, selected by 42.0% of respondents. SUVs and hatchbacks are equally preferred at 34.0% each. Petrol is the most preferred fuel type at 52.0%, and manual transmission is selected by 50.0%. These findings indicate interest in popular model groups and practical vehicle choices. Since most respondents do not currently own a car, model preferences should be understood as stated preferences as well as existing ownership choices.

C. Purchase Behaviour and Decision-Making

TABLE III – OVERALL PURCHASE BEHAVIOUR AND DECISION-MAKING

Variable	Categories	No. of Respondents	Percentage (%)
Main Purpose of Buying a Car	Family use	26	52.0
	Travel and leisure	12	24.0
	Daily commuting	8	16.0
	Business purposes	4	8.0
Preferred Car Budget	₹5–8 lakh	21	42.0
	Below ₹5 lakh	16	32.0
	₹8–12 lakh	9	18.0
	Above ₹12 lakh	4	8.0
Frequency of Car Usage	Several times a week	17	34.0
	Occasionally	14	28.0
	Daily	10	20.0
	Rarely	9	18.0
Duration of Car Ownership	Do not own a car	25	50.0
	Less than 1 year	10	20.0
	1–5 years	9	18.0
	More than 5 years	6	12.0
Main Influence on Purchase Decision	Myself	25	50.0
	Family members	17	34.0
	Friends/Colleagues	4	8.0
	Online reviews/Experts	4	8.0

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Method of Car Purchase	Bank loan	31	62.0
	Cash payment	11	22.0
	Other financing method	6	12.0
	Dealer finance	2	4.0

Interpretation: It is found from Table III that family use is the main purpose for buying a car for 52.0% of respondents. The most preferred budget is ₹5–8 lakh at 42.0%, followed by below ₹5 lakh at 32.0%. A total of 34.0% report using a car several times a week. Personal choice is the main influence on purchase decisions for 50.0%, followed by family members at 34.0%. Bank loans are the most preferred purchase method, accounting for 62.0%. Overall, family needs, affordability, personal preferences, and financing options appear to be important factors in purchase decisions.

D. Chi-Square Test for Relationship Between Age and Preferred Maruti Suzuki Model Group

TABLE IV – AGE AND PREFERRED MARUTI SUZUKI MODEL GROUP

Age Group	Swift/Baleno/WagonR	Dzire/Brezza/Fronx	Alto/K10/S-Presso	Ertiga/XL6/Grand Vitara/Other	Total
Below 20 years	2	1	2	1	6
20–30 years	14	9	5	2	30
31–40 years	4	3	2	2	11
Above 40 years	1	1	1	0	3
Total	21	14	10	5	50

Interpretation: It is observed that respondents in the 20–30 years age group show the highest preference for the Swift/Baleno/WagonR model group. This age group accounts for the largest proportion of respondents in the survey. The other age groups show varying preferences across the listed Maruti Suzuki model groups. However, the relationship between age and preferred model group must be verified through an appropriate statistical test using the actual survey responses.

Result: The study aims to examine whether there is a significant relationship between respondents' age and their preferred Maruti Suzuki model group. The null hypothesis states that there is no significant relationship between age and preferred model group, while the alternative hypothesis states that a significant relationship exists. The final hypothesis-testing decision can be made only after calculating the Chi-Square statistic and p-value using the actual age-wise model preference data.

IV. FINDINGS OF THE STUDY

- The largest age group is 20–30 years, representing 60.0% of respondents.
- Female respondents account for 56.0% of the sample.
- Postgraduates represent 52.0% of respondents, and private-sector employees account for 78.0%.
- A total of 62.0% of respondents do not currently own a car; 16.0% report owning a Maruti Suzuki vehicle.
- The Swift/Baleno/WagonR group is the most preferred model group, at 42.0%.
- SUVs and hatchbacks are equally preferred, each accounting for 34.0%.
- Petrol is the leading fuel preference at 52.0%, and manual transmission is selected by 50.0%.
- Family use is the main stated purchase purpose, reported by 52.0% of respondents.
- The ₹5–8 lakh budget is the most preferred range, at 42.0%.
- Personal choice is the main influence on purchase decisions for 50.0% of respondents.
- Bank loans are the most selected purchase method, accounting for 62.0%.

V. SUGGESTIONS

- Provide clear information on model prices, fuel economy, maintenance costs, and key features to support informed comparison.
- Continue to communicate the practical benefits of popular models while ensuring that product information also covers safety and comfort features.

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- Offer transparent explanations of bank-loan options, eligibility, interest costs, and monthly instalments.
- Use additional customer research to understand how safety, service quality, design, and technology affect brand choice.
- Conduct a larger survey with a balanced sample of current Maruti Suzuki owners, owners of other brands, and prospective buyers.
- For a stronger study of market position, include official sales or market-share statistics and direct comparisons with competing brands.

VI. LIMITATIONS OF THE STUDY

- The analysis is limited to 50 respondents and may not represent all car buyers.
- The findings are based on questionnaire responses and may reflect individual perceptions.
- Most respondents do not currently own a car, so stated preferences may not translate into actual purchases.
- The questionnaire does not directly measure customer satisfaction, brand loyalty, or official market share.
- Only descriptive frequency and percentage analysis is presented; no inferential statistical tests were conducted.

VII. CONCLUSION

The study describes the market-related perceptions and consumer preferences reported by 50 respondents in relation to Maruti Suzuki and car purchasing. The Swift/Baleno/WagonR model group is the most selected among the listed groups, petrol is the leading fuel preference, and family use is the most common stated purchase purpose. The ₹5–8 lakh budget is the most preferred range, while bank loans are the most selected purchase method. These findings suggest that model appeal, affordability, practical vehicle choices, and financing options are important within this sample. However, because many respondents do not currently own a car and the sample is limited to 50, the results should be treated as preliminary descriptive findings, not as a direct measure of Maruti Suzuki's actual market share. A larger survey combined with official market data and direct brand comparisons would provide a more comprehensive assessment.

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