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A Study on Customer Brand Preference towards Suzuki Nexa at Surat City

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Abstract: Customer preference is very important concept that every marketer need to analyze for their own product development and also to know their worth in the market place. This research was conducted with the major aim to know about customer brand preference towards Maruti Suzuki Nexa at Surat city. Convience Sampling technique has been adopted with the sample size of 100 respondents. The primary data for the study was collected using the self design questionnaire with 5 point likert scale. One sample t-test, frequency analysis and multiple response were used as data analysis statistical tools. The result was founded that Suzuki nexa need to concentrate on their advertising strategy as because majority of the customer had no awareness about premium range of cars are provided by the maruti Suzuki India limited.

Keywords: Custoner brand preference, Maruti Suzuki Nexa

I. INTRODUCTION

Brand Preferences reflects a desire or a wish of the customer to use the specific product or services of the company even when there is equal price and also lots of same product is available in the market. A customer has the power to choose any particular type of products from the various available brands in the market. Companies today are more focusing on satisfying the needs of the customer by offering various kinds of products and services to them. Customer brand preference is very necessary as because it shows an indicator of the customer loyalties, success of the company's marketing strategy and also their strength of the brand value in the market. Customer brand preference is closely related to a brand choice that facilitates the customer in decision making and also activates the brand purchase. Knowing the pattern of customer preferences across the population is a critical input as it help the company in designing and developing innovative marketing and advertisement strategies. As Maruti Suzuki India Limited started offering premium range of cars through the brand of Nexa. So as for the marketer the company needs to analyze their value in the motor vehicle sector especially concerned with the Surat city. As the customers of Surat City has the money power to purchase the car, marketer need to see that what the requirements of the customers attract to purchase the car whether it could be brand value in the market or product and services offered by the companies or anything else.

II. LITERATURE REVIEW

Dr. R. Krishna Kumaril & C. Saranya (2019) studied on customer preferences towards Indian brand cars. There objective was to identify the Indian brand car preferred and also to identify the factors influencing Indian brand car preference. Systematic sampling technique was used for data collection. Simple percentage analysis, Descriptive statistics, Annova and t-test were used for analysis. They concluded that Indian car market have shown remarkable agility to cope with global players. the rise in income level, choice of models and easy availability of finance has driven growth of car industry. They also understood that macro cars have attracted large users with the ruggedness and with multi utility features of the car, has attracted mostly large family size consumer.

A. Jaganathanl and K. Palanichamy (2018) studied on the buyer behavior towards small cars produced by Maruti Suzuki India limited in the nilgiris district of tamil nadu. His objective was to analyze the buyer behavior towards small cars produced by Maruti Suzuki India limited. Another objective was to offer some viable and practicable suggestions to the car manufactures to increase customer satisfaction and to improve their market share in the competitive business environment. Non probability Purposive sampling method was used for data collection. The result of the study reveals that the customers are influenced by the factors like price, fuel effiency and after-sale services of the company .The study also reveals that the major problem of the consumers are high price of the car high price spare parts and high maintenance cost in the study area.

Dr. K. Ramya & Dr. C.K. Kotravel Bharathi (2018) studied customer perception model fashioned with reference to the Maruti Suzuki brand. His main objective was to analyze the customer intentions for the purchase of cars. Another objective of the research was to find out the satisfaction drivers, in the perception of the customers. And also to analyze the perceived quality of the Maruti Suzuki brand according to the customers of Coimbatore district. Quota sampling technique was used as data collection method.

cronbach's alpha testing, frequency analysis, correlation, chi-square test, one way anova, factor analysis and kmo test were used for analyzing the data. He found that due to increased competition more and more work need to done by the marketing department so as to understand the purchase behavior of the consumers. Rumit Kumar Sahu (2017) studied on factor influencing customer preference for purchasing a car with respect to maruti suzuki in bihar-drug India. His main objective was to analyze the preference of customers for purchasing the car. Another objective was to to ascertain the major factors of a customer preference of purchasing a light motor vehicle. Simple random Sampling technique was used as data collection. cronbach's alpha ,chi-square and hypothesis was used for analyzing the data. He found that Maruti Suzuki performance is satisfied in various segments but after analyzing the factor in respect to customer preference, the most liking factor is self-esteem so as the customers wants little improvement in that part and also in other performance. **S.** Rubha (2017) studied on the consumer preference and perception towards various brands of cars in tirunelveli district. His main aim was to analyze the consumer buying preference towards various brands of carin tirunelvi district. Another objective was to examine the factors influencing the consumer for buying preference towards various brands of Car in tirunelveli district. Snowball sampling and non probability sampling was used for data collection. She concluded that through findings that consumer buying preference and perceptions consist of all human characters which reflect in making purchase decisions. Consumer buying preference and preference cannot be exactly predicted but can be judged with the help of consumer research activity.

III. RESEARCH METHODOLOGY

A. Research Objectives

1) To identify the factors influencing Suzuki Nexa brand car preference at Surat City
2) To analyze the preference of customers for purchasing the car.

IV. METHODOLOGY OF THE STUDY

Descriptive research design has been used for this research. Both primary data and secondary data have been used for this research. Data has been collected through survey technique with structured questionnaire. Sample Size for the data collection is 100.Convience sampling technique is used as research method. Area of research is Surat City in Gujarat. Statistical method used to analyze the data that we collected from the respondents is done through SPSS software in that Multiple responses, t-test and frequency analysis has been applied.

V. DATA ANALYSIS

why you are giving first preference to Suzuki Nexa car while purchasing car				
		Responses		Percent of Cases
		N	Percent	
First preference	good facilities	28	24.3%	66.7%
	quality service	22	19.1%	52.4%
	Price	13	11.3%	31.0%
	good design	26	22.6%	61.9%
	better mileage	26	22.6%	61.9%
Total		115	100.0%	273.8%

Which Media Influencing To Buy Nexa Car				
		Responses		Percent of Cases
		N	Percent	
WHICH MEDIA INFLUENCING TO BUY NEXA CAR	broad casting	10	12.7%	23.3%
	product demonstration	6	7.6%	14.0%
	word of mouth	30	38.0%	69.8%
	publications	24	30.4%	55.8%
	social media	9	11.4%	20.9%
Total		79	100.0%	183.7%

which factor attract to you purchase Suzuki Nexa car				
		Responses		Percent of Cases
		N	Percent	
Factor	brand image	9	9.0%	20.9%
	Service	36	36.0%	83.7%
	re sale value	34	34.0%	79.1%
	low maintenance	21	21.0%	48.8%
Total		100	100.0%	232.6%

1) *H0:* The satisfactions of following criteria by company are most important for respondents.
2) *H1:* The satisfactions of following criteria by company are not most important for respondents

One-Sample Test						
	Test Value = 1					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
pick up	6.527	99	.000	.380	.26	.50
low maintenance	6.293	99	.000	.400	.27	.53
Safety	3.754	99	.000	.180	.08	.28
Mileage	5.338	99	.000	.310	.19	.43
Price	6.009	99	.000	.420	.28	.56
after sale service	6.730	99	.000	.380	.27	.49
Services	4.690	99	.000	.200	.12	.28

One-Sample Test						
	Test Value = 2					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Looks	-6.828	99	.000	-.470	-.61	-.33
company brand name	-4.511	99	.000	-.360	-.52	-.20
Customization	2.800	99	.006	.310	.09	.53

VI.   FINDINGS

24.3% of the respondents gave first preference while purchasing Suzuki Nexa car because of Good Facilities,19.1% of the respondents give first preference while purchasing Suzuki Nexa car because of quality service, 11.3% of the respondents give first preference while purchasing Suzuki Nexa car because of price, 22.6% of the respondents give first preference while purchasing Suzuki Nexa car because of good designs and 22.6% of the respondents give first preference while purchasing Suzuki Nexa car because of better mileage.12.7% of the respondents were influenced by broad casting media, 7.6%% of the respondents were influenced by product demonstration,38% of the respondents were influenced by word of mouth,30.4% of the respondents were influenced by publications and 11.4% of the respondents were influenced through social media. 9% of the respondents had thinks that brand image plays crucial role while purchasing Suzuki Nexa car, 36% of the respondents thinks that service plays crucial role while purchasing Suzuki Nexa car, 4% of the respondents thinks that re sale value plays crucial role while purchasing Suzuki Nexa car and 21% of the respondents thinks that low maintenance plays crucial role while purchasing Suzuki Nexa car. Respondents believe that pick up is the not most important factor while purchasing car. Respondents believe that low maintenance is the not most

important factor while purchasing car. Respondents believe it is not most important for the car to have safety for the customers. Respondents believe it is not most important to provide better mileage car to the customers. Respondents believe it is not most important for the car companies to provide greater looks and designs of the car to the customers. Respondents believe it is not most important for them as concerned for price. Respondents believe that company brand name is not most important while purchasing the car. Respondents believe that it not most important for them as concerned with after sale service. Respondents believe that it is most important to provide customization, product and services to the customers .Respondents believe that it is not most important for the company to provide excellent services to the customers.

VII. CONCLUSION

As Maruti Suzuki Nexa is one of the most reputed brands in car manufacturer sector. But marketer need to understand that still the consumer does not had too much knowledge of Suzuki Nexa premium cars they had to advertise their brand name in order to gain recognition and preference. And those who give first preference are truly satisfied with the Suzuki Nexa car. Study shows that Baleno model is the most successful as there highly liking and selling of the car among consumers at Surat city. As there is cut throat competition and Suzuki Nexa car can provide better quality range of cars at reasonable price.

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