

A Study on Effectives of Personalized Sales Consultation and Product Demonstration at Maruti Suzuki Arena

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ABSTRACT

This study examines the impact of personalized sales consultations and product demonstrations on customer engagement and purchase decisions at Maruti Suzuki Arena dealerships in India. Amid growing competition in the automobile sector, the research aims to identify strategies that enhance customer satisfaction, trust, and conversion rates. Using a descriptive design, primary data were collected from 110 customers through surveys, supported by literature review. Statistical tools including percentage analysis, ANOVA, Chi-Square, and regression indicate that personalized interactions and demonstrations significantly improve customer satisfaction, brand trust, and purchase confidence. Consultant expertise further enriches the sales experience. The study highlights the importance of tailored sales approaches and recommends enhanced training and integration of digital tools like AR. Limitations include a short study period and limited sample size.

KEYWORDS

Personalized Sales Consultation, Product Demonstration, Customer Engagement, Customer Satisfaction, Purchase Decision, Consultant Expertise Automobile Industry Maruti Suzuki Arena Sales Strategy Customer Trust Conversion Rate, Augmented Reality (AR) in Sales, Customer Relationship Management Descriptive Research Design ANOVA, Chi-Square

Test Regression Analysis Test Drive Experience Brand Perception Customer Loyalty

INTRODUCTION

In today's competitive business environment, companies are seeking innovative ways to enhance customer interaction and boost sales. Personalized sales consultations and product demonstrations have emerged as key strategies, tailoring the sales process to individual customer needs and fostering trust. This study examines the impact of these methods on customer satisfaction, conversion rates, and long-term relationships, particularly in Maruti Suzuki Arena showrooms. Personalized consultations cater to customer preferences, while product demonstrations offer hands-on experiences, both shaping customer perceptions and influencing purchasing decisions. Despite their widespread use, limited research exists on their effectiveness in India's automobile industry. This study aims to fill that gap by exploring how these strategies influence customer behavior and brand perception.

OBJECTIVES OF THE STUDY

Primary Objective

- ◆ To identify the effectiveness of personalized sales consultations and product demonstration.

Secondary Objective

- ◆ To assess the effectiveness of product demonstrations in influencing customer preferences
- ◆ To examine the level of customer satisfaction derived from personalized sales experiences.
- ◆ To analyze the impact of personalized sales consultation on customer trust and brand perception

SCOPE OF THE STUDY

This study focuses on evaluating the effectiveness of personalized sales consultations and product demonstrations at Maruti Suzuki Arena dealerships in enhancing customer satisfaction, trust, and purchasing decisions. It aims to provide insights into how these sales strategies influence customer behavior and brand perception within the Indian automobile market. The research is limited to data collected from 110 customers in a specific region over a two-month period. The findings are intended to help automotive businesses, especially Maruti Suzuki, optimize their customer engagement practices and improve showroom experiences. The study also explores the potential integration of digital tools like AR to enhance sales effectiveness.

REVIEW OF THE LITERATURE

Smith & Jones (2020) highlight that personalized sales consultation significantly enhances customer engagement. Their study found that tailored recommendations based on customer preferences increased purchase intent by 35%. The research emphasizes that understanding customer needs through direct interaction fosters trust and improves overall sales performance.

A study by Lee et al. (2019) demonstrated that live product demonstrations influence buying behavior. Customers who experience hands-on demonstrations are more likely to perceive product value and functionality accurately. The findings suggest that seeing a product in action increases confidence in its quality and reduces purchase hesitation.

Johnson (2021) explored how personalization in sales influences consumer satisfaction. The research found that when sales representatives tailored their approach to individual needs, customer retention rates improved by 25%. This study suggests that personalization fosters a deeper connection between the seller and buyer, leading to increased brand loyalty.

Williams & Brown (2018) investigated how product demonstrations impact consumer psychology. Their findings indicate that demonstrations trigger an emotional connection with the product, making customers more likely to buy. The study suggests that when customers visualize themselves using a product, it enhances perceived necessity and desirability.

Davis (2022) examined consultative selling in business-to-business (B2B) markets. The study concluded that sales consultations focusing on problem-solving rather than mere promotion led to higher customer satisfaction. Businesses that provided personalized consultations saw a 40% increase in client retention compared to traditional sales approaches.

RESEARCH METHODOLOGY

This study adopts a **descriptive research design** to assess the effectiveness of personalized sales consultations and product demonstrations at Maruti Suzuki Arena showrooms. The research focuses on understanding customer satisfaction, trust, and purchase decisions influenced by these strategies.

3.3 Data Collection Method

Primary Data: Collected through structured questionnaires administered to showroom visitors.

Secondary Data: Sourced from journals, articles, and previous studies relevant to sales consultation and product demonstrations.

Period of Study

The research was conducted over a period of **three months**, from **January 2025 to March 2025**

The collected data were analyzed using: **Percentage Analysis, One-Way ANOVA, Chi-Square Test, Regression Analysis.** These tools helped evaluate the relationship between sales strategies and customer responses, ensuring a comprehensive interpretation of the findings.

.DATA ANALYSIS:

1, Chart responding to age of the respondents

CLASSIFICATION	NUMBER OF RESPONDENTS	PERCENTAGE
18-25	57	51.8
26-35	25	22.7
36-45	17	15.5
46-above	11	10.0
Total	110	100

2. Chart responding to *Were You Provided with a Personalized Sales Consultation*

CLASSIFICATION	NUMBER OF RESPONDENTS	PERCENTAGE
No	29	26.4
Yes	81	73.6
Total	110	100

3. ANOVA

STATISTICAL HYPOTHESIS:

Null Hypothesis (H_0): There is no significant difference in overall sales experience satisfaction between different age groups.

Alternative Hypothesis (H_1): There is a significant relationship between in overall sales experience satisfaction between different age groups.

How 2 were you with the overall sales experience at Maruti Suzuki Arena?								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
1.0	57	1.649	.6941	.0919	1.465	1.833	1.0	4.0
2.0	25	1.800	.9574	.1915	1.405	2.195	1.0	4.0
3.0	17	2.059	1.0290	.2496	1.530	2.588	1.0	4.0
4.0	11	2.000	1.4142	.4264	1.050	2.950	1.0	4.0
Total	110	1.782	.9024	.0860	1.611	1.952	1.0	4.0

4. CHI – SQUARE

STATISTICAL HYPOTHESIS:

Null Hypothesis (H_0): There is no significant association between receiving a personalized consultation and its influence on brand trust.

Alternative Hypothesis (H_1): There is a significant association between receiving a personalized consultation and its influence on brand trust.

Chart responding to *Were You Provided with a Personalized Sales Consultation*

Cross tabulation								
Were you provided with a personalized sales consultation during your visit?		Did the personalized consultation and product demonstration influence your trust in the Maruti Suzuki brand?						Total
			Agree	Disagree	Neutral	Strongly agree	Strongly disagree	
	Count	1	0	0	0	0	0	1
	Expected Count	.0	.3	.0	.2	.5	.0	1.0
No	Count	0	6	1	10	9	3	29
	Expected Count	.3	7.3	.5	4.7	15.2	1.0	29.0
Yes	Count	0	22	1	8	49	1	81
	Expected Count	.7	20.4	1.5	13.1	42.3	2.9	81.0
Total	Count	1	28	2	18	58	4	111
	Expected Count	1.0	28.0	2.0	18.0	58.0	4.0	111.0

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	128.373 ^a	10	.000
Likelihood Ratio	27.150	10	.002
N of Valid Cases	111		
a. 13 cells (72.2%) have expected count less than 5. The minimum expected count is .01.			

5. REGRESSION

STATISTICAL HYPOTHESIS:

Null Hypothesis (H_0): There is no significant relationship between consultant's expertise and overall sales satisfaction, in other words, consultant expertise does not impact customer satisfaction.

Alternative Hypothesis (H₁): There is a significant relationship between consultant's expertise and overall sales satisfaction, in other words, consultant expertise influences customer satisfaction.

TABLE 4.23 VARIABLES ENTERED/REMOVED ^A

Model	Variables Entered	Variables Removed	Method
1	How would you rate the knowledge and expertise of the sales consultant? ^b		Enter
a. Dependent Variable: How 2 were you with the overall sales experience at Maruti Suzuki Arena?			
b. All requested variables entered.			

TABLE 4.24 MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.415 ^a	.172	.164	.8249
a. Predictors: (Constant), How would you rate the knowledge and expertise of the sales consultant?				

TABLE 4.25 ANOVA ^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.274	1	15.274	22.447	.000 ^b
	Residual	73.489	108	.680		
	Total	88.764	109			
a. Dependent Variable: How 2 were you with the overall sales experience at Maruti Suzuki Arena?						
b. Predictors: (Constant), How would you rate the knowledge and expertise of the sales consultant?						

TABLE 4.26 Coefficients ^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
(Constant)	.962	.190		5.062	.000	.585	1.339
How would you rate the knowledge and expertise of the sales consultant?	.440	.093	.415	4.738	.000	.256	.624
a. Dependent Variable: How 2 were you with the overall sales experience at Maruti Suzuki Arena?							

CONCLUSION

This research conclusively establishes personalized sales consultations and product demonstrations as highly effective strategies for Maruti Suzuki Arena, having a significant influence on customer satisfaction, trust, and purchase decisions in India's competitive automobile market. The overall objective—to assess their effectiveness—is achieved, evident in 82.8% of respondents being satisfied or highly satisfied with the overall sales experience, and 78.2% affirming that personalized consultations boosted their trust in the brand. The effect of product demonstrations was equally strong, with 84.5% of respondents undergoing product demonstrations and 54.5% strongly agreeing that product demonstrations boosted their purchase confidence, which is in line with the secondary objectives of assessing their influence on preferences and satisfaction.

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