A STUDY ON CONSUMER SATISFACTION TOWARD MARUTI SUZUKI VEHICLES

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ABSTRACT

This research was conducted with the major aim to compare the consumer preference towards passenger cars of Maruti Suzuki and Hyundai Motors in Delhi Region. Convenience sampling technique was adopted with the sample size of 150 respondents. The primary data for the study was collected using a self-designed questionnaire. Independent T test analysis was used to compare the preferences of consumers towards the passenger vehicles of Maruti Suzuki and Hyundai Motors the brands were compared on five attributes namely, color interior price, after sales service and re sale value. The key finding of the study was that there is no difference in the consumer preference across these two brands on attributes such as color interiors and after sales service. How ever the preferences of the customers varied on factors like resale value and price. The key recommendation of the research is about adopting innovative techniques by both these brands to distinguish themselves in the market and establish higher brand equity.

1. INTRODUCTION

Maruti Suzuki India Limited, formerly known as Maruti Udyog Limited, is an Indian automobile manufacturing company, founded by Government of India in 1981, headquartered in New Delhi, India. It is a subsidiary of the Japanese automotive manufacture corporation. As of July 2018, it had a market share of 53% in the Indian passenger car market.

2. NEED FOR STUDY

In the modern times the business organizations are adopting new techniques and methods for the growth of the business. The organizations are giving better services to their customers to face challenge posed by the competitors for every business, it is not only important to retain the present customers but also attract the new customers. So there is need to ascertain the customers use regarding the services providing by reputed organization like Maruti Suzuki. With the increase market study there is a cut through competition among the businessmen in the industry some of the other major competitors in this area like Hyundai, Fiat, Volkswagen, Ford, Tata, and Chevrolet. The need for customer satisfaction is necessary for all business, large or small. The satisfaction of the customer is an all important task. Hence there is a need for the study.

3. SCOPE OF THE STUDY

There is a tremendous amount of scope for future research in this area, that is the Automobile Industry, some possibilities can be:

❖ Comprehensive research on all the competitors in the market.

❖ Research on the buying behavior which would include brand performance, brand attitudes, product satisfaction, purchase behavior, purchase intentions, brand awareness, segmentation studies, etc.

❖ Study of perceptions among people regarding automobiles (Maruti) and their preferences of the type of vehicles (cars).

4. OBJECTIVE OF THE STUDY

- **Primary objective-** A study on consumer satisfaction towards Maruti Suzuki vehicles
- **Secondary objective-** To analyze the consumer satisfaction of Maruti Suzuki vehicles

5. RESEARCH METHODOLOGY

The researcher had to decide which methodology or combinations of methodology were going to be most practical and yield the best results from the primary research.

There are two types of methodological approach that can be used. These two are qualitative and quantitative. Quantitative research can be utilized as a research strategy if the emphasize of the research is on quantification in the collection and analysis of the data. Quantitative analysis involves using a deductive approach to the relationship between theory and research, where the emphasis is placed on testing the theories. Quantitative analysis also incorporates common practices and norms of the natural science model and of positivism in particular. Quantitative analysis represents a view of social reality as an external objective reality. Qualitative analysis on the other hand is utilized as a

research strategy, where the researcher is looking to emphasize words instead of trying to look for quantification in the collection and analysis of data.

6. RESEARCH DESIGN

The objectives of the dissertation, a quantitative research was held. The main characteristic of quantitative research is that it is mostly appropriate for small samples, while its outcomes are not measurable and quantifiable. Its basic advantage, which alsoconstitutes its basic difference with quantitative research, is that it offers a complete description and analysis of a research subject.

SOURCES OF DATA:

The data collected for this project work was from two sources

- Primary Source

- Secondary Source

6.1 PRIMARY DATA:

- Primary data is collected from people by using structured questionnaire.

6.2 SECONDARY DATA:

- The secondary data was collected by company website, books and internet, Wikipedia.

7. SAMPLING TECHNIQUE

- To study the project a simple random sampling technique under descriptive method isused.

8. TOOLS FOR ANALYSIS

- To arrange and interpret the collected data the following statistical tool were used.

Simple Percentage Analysis: This method is used to compare two or more series of data, to describe the relationship or the distribution of two or more series of data. Percentage analysis test is done to find out the percentage of the response of the response of the respondent. In this tool various percentage are identified in the analysis and they are presented by the way of Bar Diagrams in order to have better understanding of the analysis.
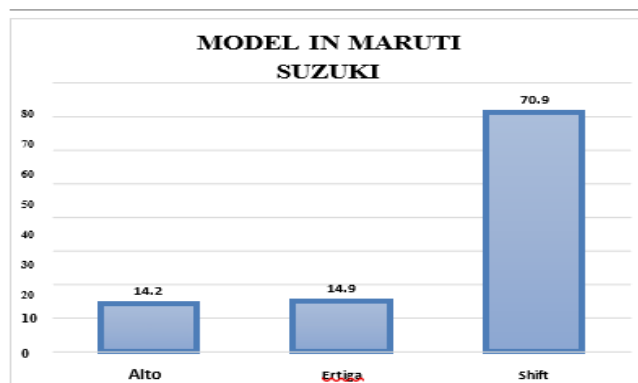
No. of respondents

Simple percentage =   ……………………………   X 100

Total No. of respondents

Table:1 Model in Maruthi Suzuki of the respondents

S NO	Particulars	NO. OF Respondents	Percentage
1	Alto 8	18	14.2
2	Ertiga	19	14.9
3	Shift	90	70.9
Total		**127**	**100**

Source : Primary data

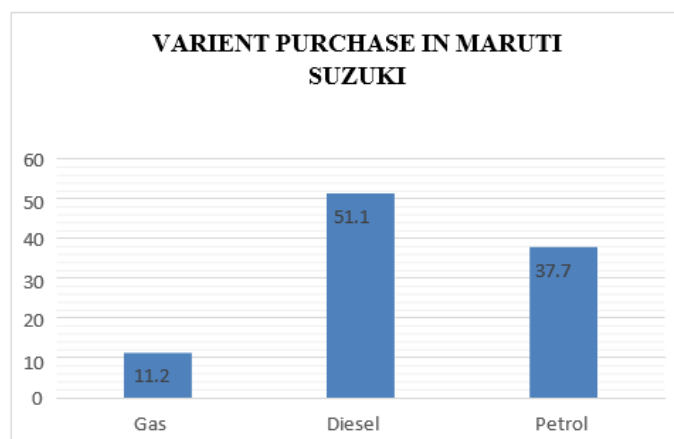**Chart 1:** Model in Maruthi Suzuki of the respondent

Interpretation- From the above table it is interpreted that the number of respondents Alto is 14.2, Ertiga is 14.9 %, Shift is 70.9 %.

Inference- Majority (70.9%) of the respondents are Shift .

Table 2: Variant purchase car in Maruthi Suzuki of therespondents

S NO	Particulars	NO. OF Respondents	Percentage
1	Gas	14	11.2
2	Diesel	65	51.1
3	Petrol	48	37.7
Total		**127**	**100.00**

Source : Primary data

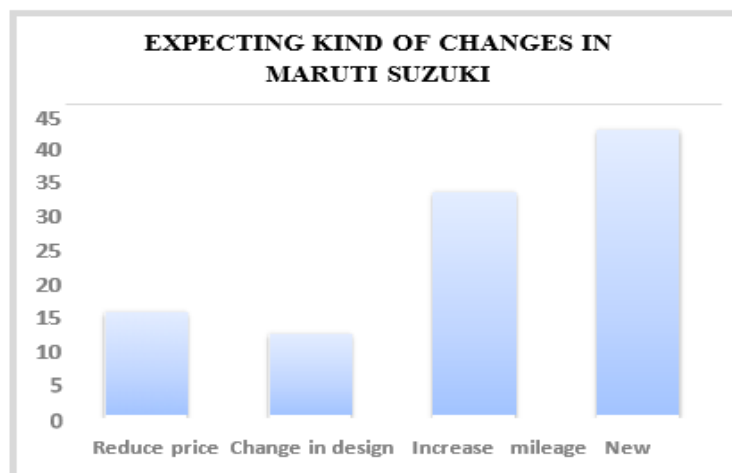**Chart 2:** Variant purchase car in Maruthi Suzuki of therespondents

Interpretation- From the above table it is interpreted that the number of respondents Gas is 11.2 %,Diesel is 51.1%,Petrol is37.7 %.

Inference- Majority (70.9%) of the respondents are Diesel.

Table 3: Expecting kind of changes in Maruti Suzuki of therespondents

S NO	Particulars	NO. OF Respondents	Percentage
1	Reduce price	19	14.9
2	Change in design	15	11.8
3	Increase mileage	41	32.2
4	New facility	52	41.1
Total		**127**	**100.00**

Source : Primary data

Chart 3 : Expecting kind of changes in Maruti Suzuki of therespondents

Interpretation- From the above table it is interpreted that the number of respondents Reduce price is14.9, Change in design is11.8 %, Increase mileage is 32.2 %, New facility is 41.1 %.

Inference- Majority (41.1%) of the respondents are New facility.

9. FINDING

- Majority (58.8 %) of the respondents are Male.
- Majority (96.8) of the respondents are age between 18 to 27 years
- Majority (78.7%) of the respondents are UG.
- Majority (70.9%) of the respondents are Shift.
- Majority (51.1%) of the respondents are Diesel.
- Majority (55.9%) of the respondents are Shift
- Majority (53.5 %) of the respondents are Reason.
- Majority (53.5 %) of the respondents are Reason.
- Majority (34.7%) of the respondents are Good design.
- Majority (40.9%) of the respondents are Black.
- Majority (41.1%) of the respondents are new facility.
- Majority (47.3%) of the respondents are 1 - 5.
- Majority 59.9(%) of the respondents are comfortable.
- Majority (53.6%) of the respondents are Brand
- Majority (39.4%) of the respondents are Tata.
- Majority (44.9%) of the respondents are Publication.
- Majority (40.2%) of the respondents are Good design.

10. SUGGESTION

- More attractive advertisement has to provide through various advertisement media.
- Respondents are incurring high maintenance costs and it has to be considered by themanufacturer.
- Respondents are also facing problems in mileage & performance, so this is anothersuggestion to the manufacturer is to take an additional care

11. CONCLUSION

From the survey conducted it is observed that Maruti Suzuki has a good market share. From the study conducted the following conclusions can be drawn. In orderthe dream comes into reality and for turning liabilities into assets one must have to meetthe needs of the customers. The factors considered by the customer before purchasing cars are price, comfortability and availability. Finally I conclude that, majority of thecustomers are satisfied with the Maruti Suzuki because of its good quality, reputation, easy availabilities. Some customers are not satisfied with the Maruti Suzuki because of high price, lack of after sales services, comfortability and life etc. therefore, if slight modification in the marketing Programme such as dealers and outlets, promotion programmers, product lines etc., definitely company can be as a monopoly and strong market leader. Maruti Suzuki has also to take care of its competitors into consideration and more importantly its customers before making any move.

12. REFERENCE

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