

# A STUDY ON CONSUMER SATISFACTION TOWARDS MARUTI SUZUKI VEHICLES IN ERNAKULAM DISTRICT

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## ABSTRACT :

Maruti Suzuki . 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 the preferences of consumers towards the passenger vehicles of Maruti Suzuki. The brands were on five attributes namely color interior price, after sales service and re sale value

and it will be simple percentage to know the various satisfaction in the features of cars. The sample design taken for the study is convenient sampling for the study is convenient sampling for collecting the data primary and secondary methods are used.

Customer satisfaction is the key factor in knowing the success of any retail store or business; therefore it is very important to measure it and to find the factors that affect the consumer satisfaction. Consumers are most likely to appreciate the goods and services they buy, provided if they are made to feel special. This occurs when they feel that the goods and services that they buy have been specially produced for them or for people like them. Gaining high levels of consumer satisfaction is very important to a business because satisfied consumers are most likely to be loyal to a business.

## 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.

## CONSUMER SATISFACTION ABOUT MARUTI SUZUKI

Customer satisfaction is defined as “the number of customers, or percentage of total customers. Whose reported experience with a firm, its products, or its services exceeds specified satisfaction goals”. The study entitled “customer satisfaction towards Maruti Suzuki cars” mainly focus on the satisfaction of customer to the Maruti Suzuki company for the analysis of satisfaction. From the 150 respondents are collected



**KEY FACTORS OF MARUTI :**

- ❖ The quality advantage
- ❖ A buying experience like no other
- ❖ Quality service across 1036 cities
- ❖ One stop shop
- ❖ Lowest cost of ownership
- ❖ The low cost maintenance advantage Technological

**OBJECTIVE OF THE STUDY:****Primary objective:**

- A study on consumer satisfaction towards Maruti Suzuki vehicles. The Company is engaged in the business of manufacturing and sale of passenger vehicles in India.
- Making a small beginning with the iconic Maruti 800 car, Maruti Suzuki today has a vast portfolio of 16 car models with over 150 variants.

**Secondary objective:**

- To analyze the consumer satisfaction of Maruti Suzuki vehicles.
- To measure the impact of customer satisfaction on future sales.
- To know the motivated factors to buy the MARUTI vehicle.
- To know the factors that influences the customer, to purchase MARUTI BRAND.
- To suggest measures in improving customer satisfaction of MARUTI SUZUKI.

**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 price.

**RESEARCH METHODOLOGY:**

There search had to decide which ology or combinations So 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 word instead of trying to look for quantification in the collection and analysis of data.

**3.5. 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 also constitutes 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

1. Primary Source
2. Secondary Source

### PRIMARY DATA:

Primary data is collected from people by using structured questionnaire.

### SECONDARY DATA:

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

### 3.6 POPULATION:

The overall population size is infinite.

### 3.7 SAMPLE SIZE:

The sample of 150 respondents was taken into consideration for my study coconut who salary and the data was collected.

### 3.8 SAMPLING TECHNIQUE:

To study the project a simpler and om sampling technique under descriptive method issued.

### 3.9 PERIOD OF STUDY:

This period of study is 3 months.

### 3.10 ANALYTICAL TOOLS :

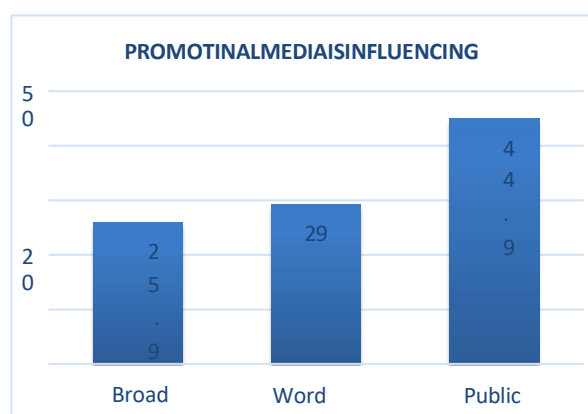
Techniques are used too in findings and arrange in formation in logical sequence from the raw data collected.

After the tabulation of data the tools provide a scientific and mathematical solutions to complex problems.

The present study uses the following statistical tools for analyzing the collected data.

**Table 4.1.16 : Promotional media is influencing to buy Maruti Suzuki of the respondents**

S NO	Particulars	NO.OF Respondents	Percentage
1	Broadcasting	33	25.9
2	Word of mouth	37	29.2
3	Publication	57	44.9
4	Total	127	100.00



### Source: Primary data

**Chart 4.1.16: Promotional media is influencing to buy Maruti Suzuki of the respondents**

### Interpretation

From the above table It is interpreted then number of respondents Broadcasting is 25.9%, Word of mouth is 29.2%, Publication is 44.9%.

### Inference

Majority (44.9%) of the respondents are Publication.

### 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.
- Majority59.9(%)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.

### SUGGESTION:

More attractive advertisement has to provide through various advertisement media.

1. Respondents are curing high maintenance costs and it has to be considered by the manufacturer.
2. Respondent are also facing problems in milage & performance, so this is another suggestion to the manufacturer is to take an additional care

### CONCLUSION:

From the survey conducted it is observed that Maruti Suzuki has a good market share .From the study conducted the following conclusion can be drawn. dream comes into reality and for turning liabilities into assets one must have to meet the needs of the customers. The factors considered by the customer before purchasing cars are price, i and availability. Finally I conclude that, majority of the customers 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.

There fore, if slight modification in the marketing program 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.

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