A STUDY ON CUSTOMER SATISFACTION OF SMALL CARS WITH SPECIAL REFERENCE TO MARUTI SUZUKI PVT. LTD GREATER NOIDA

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ABSTRACT

This study delves at the levels of customer satisfaction linked to compact cars, with a specific emphasis on Maruti Suzuki vehicles. In developing economies, little automobiles make up a sizable portion of the market. The varied offerings of market leader Maruti Suzuki meet the demands of a wide range of consumers. In order to gauge client happiness, the study makes use of quantitative and qualitative techniques. Quantitative information is derived from surveys administered to customers who own Maruti Suzuki small cars. The satisfaction levels are measured across various dimensions, including performance, design, comfort, and after-sale care. Nuanced understanding of consumer perceptions and preferences is provided by qualitative insights generated from in-depth interviews and focus groups. Key factors of consumer happiness are revealed by the data, which also identify areas of potential improvement and areas where Maruti Suzuki shines. Customers are most impacted by factors like price, fuel efficiency, reliability, and brand reputation when it comes to their overall pleasure. Also, to help with targeted marketing, the study looks at how demographic and psychographic aspects affect satisfaction levels.

Keywords:- Maruti Suzuki, Customer Satisfaction, Greater Noida

INTRODUCTION

You are more likely to suggest something to other people if you are happy with it. When it comes to how the market perceives a car, word of mouth and consumer happiness are crucial factors. It is crucial for automakers to gauge the "willingness of existing users of a product to recommend it to others" since public opinion dictates a company's fate. Also, consumers are quite interested in this since it aids them when making a purchase. An automobile is among the most expensive and consequential purchases an Indian family can make, and this initiative seeks to answer the burning question that has long plagued the auto industry:

Objectives

- ✓ To determine how satisfied customers are with the various automobiles offered in Greater Noida.
- ✓ To identify which attributes are important for customers when making a car purchase decision.
- ✓ In order to research how knowledgeable Greater Noida buyers are about various automobiles.

LITERATURE REVIEW

Defining the Character of the Brand

An individual's or group's preconceived notions about a product or service are known as its brand. Your brand is the sum of the impressions that your most important stakeholders (clients, workers, investors, etc.) have of your business. Some brands are so deeply ingrained in people's lives that we talk about them as an extension of who we are and how we express ourselves. "The set of human traits associated with a given brand" is one definition of "brand personality," which some would argue gives these products a distinct character. As a result, it encompasses

not only gender, age, and social status, but also the fundamental, timeless traits of human personality. A brand's personality is defined in terms of human traits, on the assumption that brands can have personalities similar to ours. Brand personality is considered as an important component in enhancing brand engagement and brand attachment, similar to how individuals relate to and bid on other people. Many studies in the field of brand personality have used measurements of personality traits and characteristics that are comparable to those used in human personality theory as their foundation. "Brand personality" is the sum of the human qualities that consumers identify with a brand. Answering the question, "If the brand was a person, what would he/she be like?" using a metaphor is a frequent approach of finding this out. After that, we compile a list of characteristics that best represent the brand, such as being trustworthy, approachable, and caring. Nevertheless, we are capable of much more. Knowing what makes a company unique and how to leverage its personality traits to influence interactions with consumers is crucial since many people treat companies like other individuals. If you want to know how to communicate the brand and how people feel about it, you need familiarise yourself with the brand personality. This will shed light on the relationship between the two.

Research Methodology

Beginning with a hypothesis and culminating in an analysis, suggestions, and actions, the research process consists of a number of stages. There has to be coherence across the whole research project, and the research process provides a structured, systematic way to ensure that this happens. Research projects follow a logical evolution, with each step corresponding to a distinct critical question that needs an answer.

Constructing the Research

In order to obtain a sense for the business overall, I intend to conduct substantial secondary research, which will involve reading and analysing pertinent reports and standards. In the subsequent exploratory research phase, I will zero in on particular questions that I believe require responding or are open to revision. By taking this action, I will be able to reduce the amount of important questions and concerns about the industry's growth and segmentation.

- ✓ As part of the research design process, I have accomplished the following:
- ✓ The information required must be defined.
- ✓ Create a plan for the descriptive study.

Research Approach

There are four distinct yet interconnected steps to conducting research.

A logical and hierarchical framework underpins it:

It is necessary to identify the information research challenge.

Development of an appropriate study schedule.

Execution of research design.

The results will be shared.

Each stage has a combination of tasks, steps, and specific procedures, and they are all considered separate operations. A logical, impartial, systematic, reliable, valid, impersonal, and ongoing process is followed.

Thoroughly Investigating

Research Methods for Detailed Studies:

Issue detailed

- ✓ Gathering information essential for solving the problem
- ✓ Data collecting instrumentation development
- ✓ Choosing an appropriate sample strategy and pinpointing the intended audience.
- ✓ Designing a procedure for collecting information Gathering data

Evaluation of data

Results and/or projections

Finding out how many samples are needed is what this step is all about.The sample sizes that are necessary are affected by the following factors:

Goals of the project

- ✓ The plan you have for analysing the data
- ✓ The degree to which the data you have is or will be subject to change
- ✓ To what extent would you wish the shift or trend to be quantified?
- ✓ For the number of years must one search for a pattern?
- ✓ Throughout the year, how often will you be collecting samples from each location? All of your resources, both human and financial

LENGTH OF SAMPLE

For this study, I have specifically targeted 100 adults (defined as those aged 21 and up). The sample size is affected by the target population. The Greater Noida regions are the intended recipients. Everyone there came from a unique line of work.The specifics of our sample are detailed in the demographics section of the main research chapter.

Method for Sampling

To choose the sample, a simple random sampling procedure was applied.

Subjects (the sample) are selected at random from a bigger group (the population) in a simple random sampling. Every single one of the subjects is selected at random from the population. It's completely random, so every single subject has an equal chance of being chosen at any point in the sampling process. You shouldn't get this method mixed up with Random Sampling; it's called Simple Random Sampling.

INFORMATION GAIN

Questions were filled out in order to gather data. The survey approach has evolved into a more popular and cost-effective way to gather information. Written or spoken answers to questions are the same in all forms of the questionnaire method. It was crucial to me to ensure that the questionnaire was legible and understandable to individuals from various walks of life in the sample. The researcher also made sure the questionnaire wouldn't take more than four or five minutes to administer because they valued the time and effort of the samples. All of the survey administration was done by hand. By requiring respondents to fill out surveys, first-hand data was gathered. The main information gathered from talking to real individuals. Locations close to consumer durable product showrooms, as well as shopping malls and markets, were used to reach respondents. Collecting the data required

my interaction with 200 respondents who filled out the surveys and provided me with the essential information. The necessary data was gathered through first-hand interviews with the respondents, who ranged from students to housewives to businessmen to experts.

Procedure for Collecting Data

For my exploratory investigation, I relied on the PRIMARY DATA approach.Novel information acquired to aid in resolving the current issue. In contrast to secondary data, which incorporates information that has already been collected. Questionnaire results are one example. Data that has just been acquired, either qualitatively or quantitatively, for the purpose of doing research, includes first-hand accounts from individuals, data collected through focus groups, surveys, independent observations, and test findings. Information gleaned from the course of a study project. In contrast, secondary data refers to information that has already been collected from primary sources, such as surveys, observations, or experiments, and is used by parties other than the researcher. Gathering primary data essentially entails having respondents fill out questionnaires.

Extra Information

Data that has previously been collected for some other reason and is thus already in existence. Some places you can find this information are subscription services, trade journals, and census reports. Information gathered and published for a different study (not the current one). Internal and external secondary data are the two main categories of this kind of information. Data collected for purposes other than the ongoing inquiry, either internally or externally to the company. Pre-existing data or information gathered for a different reason than the current investigation. Studying data that has previously been published. Market internal data, such as current sales-tracking information, or external data, such as research done by a market research firm or the United States government, that has been collected for reasons other than the present research endeavour. Records of patients, vital statistics, previous research, and archival materials are examples of published, already available data.

Used as secondary sources of information include books and websites.

First, I propose doing extensive secondary research to learn about the industry's ramifications and effects. Then, I'll go over the standard practices and reports in the field and pick out the questions that I think need answering or could be subject to change. Then, I'll move on to the exploratory research phase.

DATA ANALAYSIS& INTERPRETATION

Are you satisfied from your decision that you chose Maruti Suzuki car for purchase?

Levels of Satisfaction	Value	Percentage responded
Satisfied	4	45%
Dissatisfied	2	22%
No Comments	2	22%
Highly Satisfied	1	11%

Customer Satisfaction

According to the data, half of the clients of existing dealers are satisfied with the service they receive, while a quarter are dissatisfied with the after-sale servicing they receive and another quarter have not commented. Out of all the clients, just 11% are completely content with the company and the dealers.Despite the diverse range of customers seen in the showroom, the data reveals that the vast majority are satisfied with the service they got from the company and dealer. However, while there is a small minority of dissatisfied customers, the majority are satisfied.

2. Which model of version you have purchased to Maruti Suzuki ?

Version	Value	Percentage of Demand
PETROL	4	37%
DIESEL	5	46%
CNG	2	17%

Mostly Demanded version
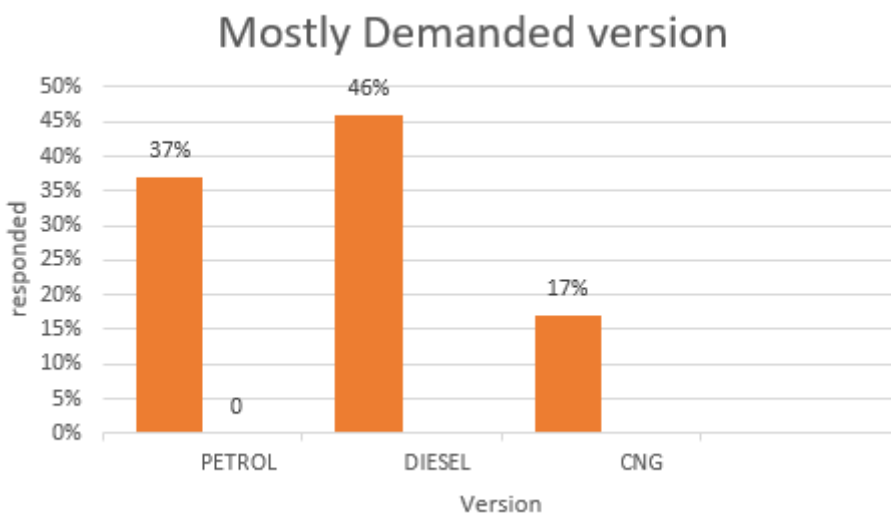
Analyses reveal that diesel variants are preferred by 37% of buyers, petrol versions by 46%, and compressed natural gas versions by 17%. The data in this section are taken directly from the table up above. The data shows that diesel versions of most vehicles are in high demand, but the company only offers a limited number of models with diesel choices. Customers are also interested in gas varieties that can be used with compressed natural gas (CNG). Therefore, the business must think about diesel and petrol alternatives.

(3. Are you satisfied with the following features of Maruti Suzuki?

Features	Value	Percentage of Responded
Price	4	40%
Quality	2	20%
Services	4	40%
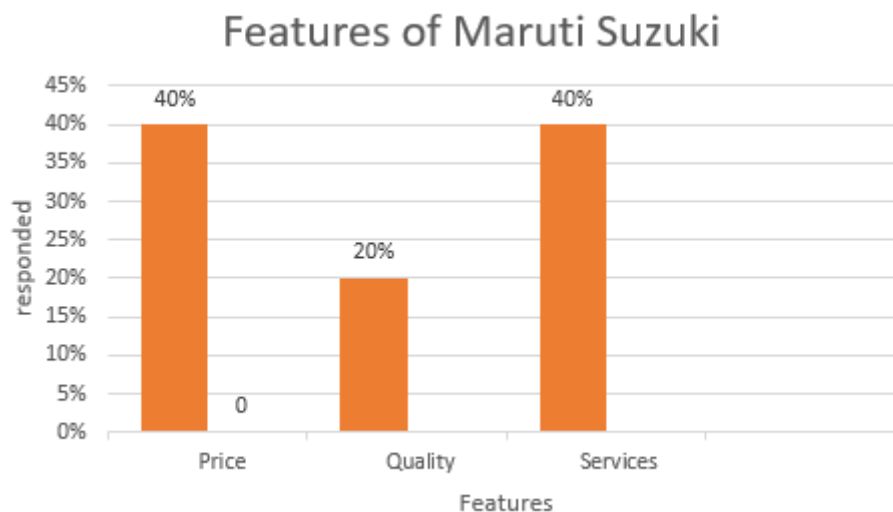
According to the data analysis presented above, 40% of customers purchase Maruti Suzuki products because of the price, while nearly 20% do so because of the quality. It is believed by 40% that Maruti offers after-sale service.

The majority of consumers are loyal to the Maruti Suzuki brand because they believe the prices are reasonable, according to the data. As opposed to those that place a premium on customer support following the sale. Customers also value other characteristics, such as quality.

LIMITATIONS

✓ The data provided by the respondents was taken at face value and believed to be accurate to the best of their knowledge.
✓ The data analysis did not take into account all of the views supplied because some consumers were in a rush.
✓ The study's findings are limited to the area that was actually surveyed.

✓ Another crucial constraint is time.
✓ The results of the study can also be impacted by a lacklustre procedure or an uncooperative participant.

Conclusion

In order to maintain Total Relationship Management and engage with present and potential customers, firms are using peripheral cues, according to the research. Due to the extremely cutthroat nature of the global market, the companies are placing a premium on quality. In order to attain overall quality management, it is necessary to integrate and coordinate all processes and activities and to continuously improve them. Total Relationship Management (TRM) is a newer marketing idea and strategy. Most of the focus and anxiety is on internal and external activities, both inside and between companies. By combining the two ideas, manufacturers produce high-quality goods and cultivate great connections with dealers, all while boosting service levels. But from the standpoint of the average buyer, it would appear that there is almost no performance difference among the many automakers in any particular segment. The nature and quality of the service, price, maintenance, and availability of spare parts are some of the peripheral signals that have the most impact on how people perceive the brand. So, the question today is: is this the end of car branding? Has the automotive industry finally started to see the light and turn its product into a commodity? It seems that way! Consumers' perspectives seem to be changing in response to a subtle ebb and flow of opinion. This would clarify why, although performing admirably on the performance metrics, Verna continues to lag behind in terms of converted sales. According to the research, customers form an impression of a brand before they ever buy a car and that impression grows as they drive it and share their experiences with others. Though he may not be driving it himself, the buyer clearly has thoughts and feelings about the product. Consumers' perceptions of a car and its reputation are shaped by the salespeople's portrayal of the brand's personality. Accordingly, brand perception aids in the creation of brand image, and personality and brand image are inseparable. According to the findings, dealers have a pivotal role in shaping how customers perceive the brands of the car companies. The dealer establishes himself as the most vital link between the company and its clients due to his role in selling, delivering, and providing ongoing after-sale services. This is because producers and consumers are connected through dealers.Consumers must do their homework on the dealer to make sure they are satisfied with the purchase of a car. When it comes to building and repairing their brand image, automobile manufacturers depend on being near to consumers, providing high-quality service, and cultivating connection with clients. Finally, the most essential thing to take away from this extensive study is a warning for the car companies. The research claims that manufacturers in India still have a ways to go before they can win over customers with the distinctive personalities of their brands, even if the market for vehicles is expected to rise by double digits in the coming years. Simply said, no matter how powerful a positive customer perception or brand image is, there is no guarantee that it will lead to a sale. A person's taste and personality may be shown in their car, just as they can in their clothes and accessories. It all comes down to the seller's skill in appealing to consumers' emotions and ideals, though, because in the end, every car will be just another commodity.

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