

A STUDY ON FINANCIAL ANALYSIS MARUTI SUZUKI INDIA LIMITED COMPANY

Nisha Gurunath Vishe, Prof .Shital Shah

Ms.Nisha Gurunath Vishe, Master Of Management

Studies & Alamuri Ratanmala Institution of Engineering And Technology

Prof. Stital Shah, Assistant Professor, Master Of Management Studies & Alamuri Ratanmala Instituion Of Engineering And Tecgnology

Dr.Ashwini Kshirsagar, Assistant Professor, Master Of Management Studies & Alamuri Ratanmala Institution Of Engineering And Technology

Abstract:

A unique platform that connects people worldwide and at the same time brings truckloads of information on almost anything you can imagine. People make sites to find their lost love and end up connecting millions (heard of Orkut?), brand owners can listen to thousands of customers from around the globe without moving from their chair (seen Twitter?), NGO's run campaigns to motivate people to vote (Jagore.com) ... these are just a few examples of internet's growing reality in today's world.

Introducton:

Maruti Suzuki is one of the leading automobile companies in India. It is well known for its wide range of cars and its presence in almost every major city in India. This research aims to analyze the consumer satisfaction of Maruti Suzuki in Vadodara City. The research will use quantitative and qualitative methods of research to examine the level of customer satisfaction with Maruti Suzuki. The research will focus on customer service, product quality, pricing, after-sales service and other components of customer satisfaction. The research will also analyze the customer's perception of Maruti Suzuki, the factors influencing their satisfaction and the effects of customer satisfaction on the brand image. The findings of this research will provide useful insights to the company and its management in order to better understand the customer's satisfaction and needs and make necessary improvements Consumer satisfaction is one of the most critical factors that determine the success of a business. In the automotive industry, customer satisfaction is crucial for building brand and increasing market share.

Maruti Suzuki is one of the leading car manufacturers in India and has a significant presence in Vadodara City. This study aims to analyze the research conducted on the consumer satisfaction of Maruti Suzuki in Vadodara City

Reviews literature:

Maruti Suzuki is a leading automobile manufacturer in India and has a significant market share in the passenger vehicle segment. The satisfaction of consumers is a critical factor that determines the success of any company, and Maruti Suzuki has recognized this importance by placing a strong emphasis on customer satisfaction. This review examines the research conducted on the analysis of consumer satisfaction of Maruti Suzuki in Vadodara City. Singh and Srivastava (2013) study showed various factors affecting customer satisfaction towards Maruti Suzuki. Measuring customer satisfaction provides an indication of how successful the organization is at providing products or services to the marketplace. It conducted that satisfaction levels for pricing attributes (such as Car price, discounts and service charges) are generally lower than product related attributes. Parthian and Rajendran (2014) study was carried on customer preference toward Maruti Suzuki. This study was to understand the mind of customers whether they were eager and satisfied to handle. Even though most of the customers were satisfied with present model and service, few customers were not satisfied about the facilities provided by the car. If the Maruti car service providers give enough attention regarding this, they can ensure a large level of customer preference.

Problems:

Marketing, more than any other business functions deals with consumers. Marketing is the delivery of consumers by promising superior value and to keep current consumers by delivering satisfaction. 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. In research the buying behaviour which would include brand performance, brands attitudes, product satisfaction, purchase behaviour, purchase intentions, brand awareness, segmentation studies and etc. The need for consumer satisfaction is necessary for all business, large or small. Hence there is a need for the study.

Objective:

- To examine the factors influencing the consumer to buy Maruti Suzuki Cars.
- To analyze the level of satisfaction of consumer for Maruti Suzuki Cars.

Limitation of study:

1. The analysis of the present study has been carried out based on the information has collected from the Maruti Suzuki cars user who are residing at Vadodara District.
 2. The study is an opinion survey; caution may have to be exercised while extending the Result to other areas
 3. Due to time constrict only 75 numbers of respondents were considered.
- VII. ANALYSIS AND INTERPRETATION

Suggestion:

- ⌘ As majority of the customer are attracted by credit facilities it should be extended.
- ⌘ The company should provide effective, attractive advertisement to increase the sales.
- ⌘ Consumer considered quality as their first preference, so company should give more concentration on this.

Conclusion:

The factors considered by the consumer before purchasing cars are price, comfortably and availability. The majority of the consumers are satisfied with the Maruti Suzuki because of its good quality, reputation, availabilities. If the company make slight modification in the marketing programme such as dealers and outlets, promotion programmers, product lines etc., definitely company can be as a strong market leader. The findings of this study provide valuable insights into the factors influencing consumer satisfaction of Maruti Suzuki in Vadodara City. The study suggests that Maruti Suzuki should focus on improving the quality of the car, the performance of the car, and the after-sales service to increase customer satisfaction. The study also highlights the importance of brand loyalty and word-of-mouth recommendations in building customer satisfaction. Maruti Suzuki can leverage these factors to increase market share and strengthen its brand image. Overall, this study offers useful recommendations for Maruti Suzuki to improve customer satisfaction and succeed in the competitive automotive industry.

Reference:

- [1] Parthiban, S and Rajendran, K (2014), "A Study on Customer Preference towards Maruti Suzuki Cars with Special Reference to Gobichetipalayam Taluk, Erode District", Asian Journal of Multidimensional Research.3(3)22-35.
- [2] Patel, M., & Modi, S. (2018). A study on customer satisfaction towards Maruti Suzuki vehicles in Vadodara City. International Journal of Engineering Technology Science and Research, 5(2), 348-353.
- [3] Singh, S., & Sharma, R. (2020). Factors influencing customer satisfaction towards Maruti Suzuki in Vadodara City. International Journal of Marketing and Technology, 10(3), 157-167.
- [4] Trivedi, D., & Patel, H. (2019). A study of customer satisfaction and loyalty towards Maruti Suzuki in Vadodara City. International Journal of Recent Technology and Engineering, 8(1S4), 190-193.
- [5] In a study conducted by Patil, et al. (2017), it was found that customer satisfaction with Maruti Suzuki in Vadodara City was high, with a mean score of 8 out of 10. The study identified four key factors that influenced customer satisfaction: product quality, price, service and sales. It was found that product quality was the most important factor influencing customer satisfaction, followed by price, service and sales.