

## **An Analytical Study of Customer Satisfaction to Maruti Suzuki**

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### **INTRODUCTION**

It is a true fact that if you are satisfied you recommended to others. Word of mouth and customer satisfaction play a very important role in determining market perception about an automobile. It is the market perception that determines the success of a company and so it is very important for the car manufacturers to measure the “willingness of existing users of a product to recommend it to others”. The same is a lot of interest to customers as well for it helps them make the purchase decision. A car is one of the most significant purchases that an Indian household makes and this project addresses the most important question that perplexes car manufacturers; “What makes the perfect car that influence willful purchase?”

The project highlights the factors that influence the buying decision of a Consumer.

The factor under consideration would be:

- Price
- Income of the consumer
- Features in the car
- Safety standard
- Warranty scheme
- Finance facility
- Post sale service
- Customer Relationship Management

### **Clause 8.2.1 in ISO9000: 2000 states:**

“As one of the measurements of the performance of the quality management system, the organizations shall monitor information relating to customer perception as to whether the organization has met customer requirements. The method for obtaining and using this information shall be determined”. The requirement has been there in the QS9000 standard clause 4.1.6 which says; “Trends in customer satisfaction and key indicators of customer dissatisfaction

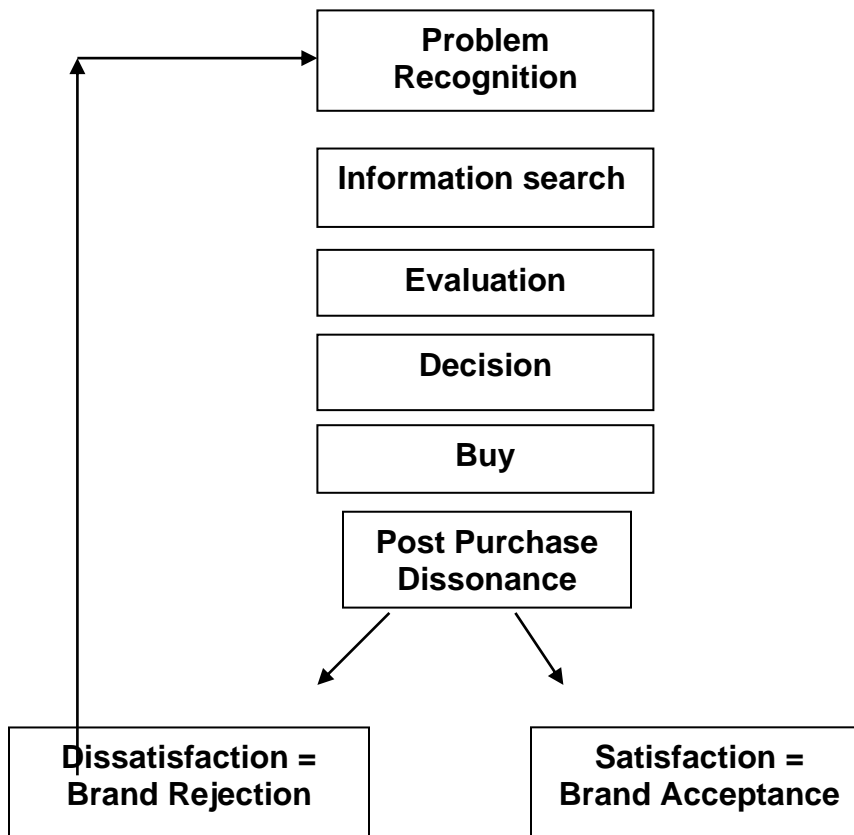
shall be documented and supported by objective information. These trends shall be compared to those of competitors, or appropriate benchmarks, and reviewed by senior management.”

There is obviously a strong link between customer satisfaction and customer retention.

Customer expectations are the customer-defined attributes of your product or service. We cannot create satisfaction just by meeting customer's requirements fully because these have to be met in any case. However falling short is certain to create dissatisfaction. Major attributes of customer satisfaction can be summarized as:

- Product quality
- Product packaging
- Keeping delivery commitments
- Price
- Responsiveness and ability to resolve complaints and reject reports
- Overall communication, accessibility and attitudes
- Customer Relationship Management

The customer satisfaction index represents the overall satisfaction level of that customer as one number, usually as a percentage. The buying process involves the following steps:

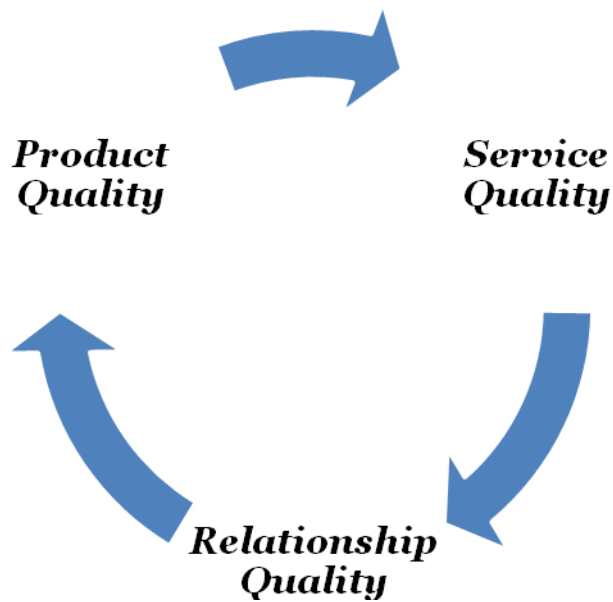


“The fact that word of mouth sales which is a big deal in this industry has also helped. Industry players and market surveys reveal that 20-30 percent of sales are through word of mouth”.

**For the purpose of the project has undergone through**

- Surveying the relevant consumer base through exhaustive questionnaire.
- Understand the elements underplaying in each segment.
- Deducing an analytical overview through different statistical methods.

**Recommendation comes from satisfaction and satisfaction comes from :**



### SCOPE AND OBJECTIVES

**Primary Objective**

To make a study on consumer buying behavior of car with special reference to Maruti Suzuki in **Delhi area**.

**Secondary Objective**

- To compare the satisfaction level of customers towards different cars available in Delhi.
- To study the importance of various attribute which effect the purchasing decision of customers in regard of cars.

- To study the awareness level of customers towards different cars in Delhi.
- To study the importance of dealer and their influence in marketing/sale for cars in Delhi.
- To study different promotional schemes they expect for purchasing a new car.
- To find out the expectations of the prospective customers of the company.

## LITERATURE REVIEW

### **Brand Personality**

A brand is “a set of expectation and association evoked from a company or a product. A brand is how your key constituents- customers, employees, shareholders etc. experience what you do.” Some brands are of such great importance to people, that we speak of them as a part of one’s life and identity, being used to express one. Some would say that these brands have their own personality. The brand personality, which can be defined as “the set of human characteristics associated with a given brand”. Thus, it includes characteristics such as gender, age and socio-economic class, as well as such classic human personality which is both distinctive and enduring.

Based on the premise that brand can have the personalities in much the same way as humans, brand personality describes brands in terms of human characteristics. Brand personality is seen as a valuable factor in increasing brand engagement and brand attachment, in much the same way as people relate and bid to other people.

### **Values and Characteristics of Brand Personality**

People’s personalities are determined largely through the value and beliefs they have, and other personality characteristics they develop. An example of value or belief is honesty. Many people believe in being honest in everything they do and say. An example of characteristic is confidence. Examples of these include dependability, trustworthiness, honesty, reliability, friendliness, caring, and fun loving. To illustrate how people think in personality terms when making judgments about brands, here are the results of consumer research into how people feel about tow companies. When asked question: “if these companies are people, how would you describe them?” their replies were:

Company A	Company B
Sophisticated	Easy going
Arrogant	Modest
Efficient	Helpful
Self- centered	Caring
Distant	Approachable
Disinterested	Interested

These two companies are actually competitors in a service industry. If you were asked of these two companies you would like to be your friends, you would probably choose company B, as did 95% of other respondents. It is not surprising that the service level of company B can be better experience for customers than that of company A. It is also easy to conclude that if customers consistently experience these differences between the two companies, then the brand image of company B will be much better than company A. A further point of interest arising out of this research is that people tend to prefer brands that fit their self-concept.

### **The Creation of Brand Personality**

Brand personality traits are formed and influenced by any direct or indirect contact that the consumer has with a brand. A brand, unlike a person, cannot think, feel or act. A brand has no objective existence at all; it is simply a collection of perception on the mind of the consumer. Consumers accept the marketing actions to humanize brands. Consumers easily assign personality quality to inanimate objects like brands in thinking about the brands as if they are human characters.

In a direct way, personality traits are associated with a brand by the people associated to that brand. One direct way to form and influence brand personality is user imaginary.

Indirectly, the brand personality is created by all the elements of the marketing mix. Betra, Lehman and Singh suggest that the personality of a brand is created over time, by the entire marketing mix of the brand - “its price (high or low, odd or even), retail store location (imaginary associations), product formulation (ingredients, benefits), and product form (solid/liquid. Etc.), packaging details (color, size, material, shape), symbol; used an all phases of the brand communication, sales promotion, and media advertising”.

One of the advantage of the brand personality is that based on their distinctive personalities, consumers are able to differentiate between brands. Another advantage is that the consumer can interpret the brand’s image in such a way that it is personally more meaningful. Brand personality encourages more active processing on the part of the consumer. Thus, the consumer put more efforts in creating and using the brand personality. A further advantage of brand personality is that life is given to a brand. By vita One way is to match the brand personality as closely as possible to that of consumers or to the personality that they like. The process will be:

- Define the target audience
- Find out what they need, want and like
- Build a consumer personality profile
- Create the product personality to match that profile.

Companies such as Levi Strauss, who research their target audience fastidiously, favor this type of approach. For Levis the results is a Bachelorbrand personality that is:

- Original
- Masculine

- Sexy
- Youthful
- Rebellious
- Individual
- Free
- American

A related byproduct brand personality (for a specific customer group) such as Levi's 501 jeans is:

- Romantic
- Sexually attractive
- Rebellious physically prowess
- Resourceful
- Independent
- Likes being admired

Both profile appeal mostly to the emotional side of the people's minds- to their feelings and sensory function. This profiling approach aims to reinforce the self-concept of the consumers and their aspirations. The approach is ideal for brands that adopt a market-niche strategy, and can be extremely successful if a market segment has a degree of global homogeneity, as is the case with Levis.

#### **Non Product Related Brand Personalities Drivers**

- **User imaginary:-** User imaginary can be based on either typical users (people you see using the brand) or idealized users (as portrayed in advertising and elsewhere). User imaginary can be powerful driver of brand personality, in part because the user is already a person and thus the difficulty of conceptualizing the brand personality is reduced. For example Charlie has a feminine, strongly independent brand personality driven by it user imaginary. The upscale personality of Mercedes and the sexy, sophisticated personality of Calvin Klein are similarly influenced by user imaginary.
- **Sponsorship:-** Activities such as events sponsored by the brand will influence its personality.
- **Age:-** How long a brand has been on the market can affect its personality. Thus new entrants such as Apple, MCI, and Saturn tend to have younger brand personalities than brand such as IBM, AT&T, and Chevrolets, and it as all too common for a major dominate brand to see as strongly and old fashioned, a brand for older people.
- **Symbol:-** A symbol can be powerful influence on brand personality because it can be controlled and can have extremely strong associations. Apples bitten apple, the Marlboro cowboy, the Michelin mans all helps to create and reinforce a personality for their brands.

### **Why use Brand Personality**

The brand personality construct can help brand strategies by enhancing their understandings of people's perceptions of and attitude towards the brand, contributing to a differentiating brand identity guiding the communication effort and creating brand equality.

- **Enriching understanding:-** The brand personality metaphor can help a manager gain an in-depth understanding of consumer perceptions and attitudes towards the brand. By asking people to describe a brand personality, feelings and relationship can be identified that often provide more insight than is gained by asking about attribute perceptions.
- **Contributing to a differentiating identity:-** Strategically, a brand personality, as a part of a core or extended identity, can serve as the foundation for meaningful differentiations. Advertising agencies such as Young & Rubicam and Ogilvy & Mather routinely include a brand personality statement as a part of their brand positioning strategy.
- **Crating brand equity:-** The brand personality creates brand equity. The self-expression model explains this. The model says that for certain groups of customers; some brands become vehicles to express a part of their self-identity. People express their own or idealized identity in a variety of ways, such as a job choices, attitudes, options, activities and lifestyles. Brand that people like, admire, discuss, buy and use also provide a vehicle for self-expression.

### **Brand Personality of Cars**

Are you what you drive? That is what are companies seem to be asking and in the same breath trying to convince you about. In other words, are you the Hyundai accent owner who commands immediate respect wherever she goes (including fro the potential father-in-law) or are you the suave executive from the Chevrolet ad who is ever ready to share a moment with loved one? With a plethora of new models in the market, and generic benefits (such as space or fuel efficiency) of a particular car segment hardly a distinguishing factor between car models, marketer are increasingly differentiating on the emotional pay-off a particular car model/brand provides to the customer. This, of course, varies from the segment to segment and also on how long a particular model has been in the market.

For instance, while advertising for entry level or smaller cars tends to focus more on the rational or functional benefits of the vehicles, the differentiation is increasingly on the emotional benefits when it comes to high end cars. "Generally, it has been seen as one move up the value chain, the differentiation is more on the emotional pay-off. People buy car as an extension of their personality rather than just features. A car, in India, helps build up show off, social esteem value. The advertising would also vary according to the segment which one is targeting," he says. For instance, the Chevrolet Optra ad (which depicts a young husband driving his wife to see the moon on the occasion of Karvachauth) shows an Optra consumer as someone who believes in family values and indulging loves ones.

“We find that typically profile of an Optra consumer is someone who is in the age group of 35-45years and has a chauffeur. He buys a car not only for himself but also for the family and tries to make up, for not being able to spend enough time, by indulging love ones,” points out Dutta. The positioning goes well with the companies catch lines of “for a special journey called life”.

High-end carmaker Skoda auto too, through its advertising, attempts to connect with its consumer on emotional level. “Car is the extension of the personality and our advertising shows the consumer to be youthful, image-conscious and even bit a macho. The campaign jointly made by Skoda’s marketing department and ad agency IB&W not only communicates the quality of the brand but an appreciation for the finer things in life. The target Skoda consumer is a SEC A1,

primarily male, businessman or someone in the senior management,” says Shashankvaid, manger (marketing), Skoda Auto India.

However in the small car segment, the rational benefits magic is not always applicable. Take the case of Hyundai Santro, the advertising of which has evolved over the years from initially conveying mainly the functional benefits of the model to connecting with the consumer on an emotional level now. “When we launched the Santro, we started with the positioning if the car being a complete family car which was completely rational positioning. But then two things happened- the product found acceptance in the market and the competition came up with similar product in the market.

Brand image is not driven by good advertising alone but is significantly impacted upon by the car’s performance and design, quality, and the cost of ownership. Among the three, product quality has the highest correlation with brand image. Small car buyer seeks capability in advertising, and fuel efficiency is relatively more important to them. Technology, innovation, and good premium influences mid-size buyers.



## COMPANY PROFILE

### MARUTI SUZUKI INDIA LIMITED

Maruti Udyog Limited (MUL) was established in Feb 1981 through an Act of Parliament, to meet the growing demand of a personal mode of transport caused by the lack of an efficient public transport system. Suzuki Motor Company was chosen from seven prospective partners worldwide. This was due not only to their undisputed leadership in small cars but also to their commitment to actively bring to MUL contemporary technology and Japanese management practices (which had catapulted Japan over USA to the status of the top auto manufacturing country in the world). A license and a Joint Venture agreement was signed between Government of India and Suzuki Motor Company (now Suzuki Motor Corporation of Japan) in Oct 1982.

The objectives of MUL then were:

- Modernization of the Indian Automobile Industry.
- Production of fuel-efficient vehicles to conserve scarce resources.
- Production of large number of motor vehicles, which was necessary for economic growth.

Maruti created history by going into production in a record 13 months. On 14 December 1983, the then Prime Minister of India, Mrs. Indira Gandhi, handed over the keys of the first car to Mr. Harpal Singh of Delhi. Volume targets were routinely exceeded, and in March 1994, we became the first Indian company to produce over one million vehicles, a landmark yet to be achieved by any other car company in India. Maruti is the highest volume car manufacturer in Asia, outside Japan and Korea, having produced over 4 million vehicles by April 2003. Maruti is one of the most successful automobile joint ventures, and has made profits every year since inception except 2011-2012. In 2012-13, we made a profit (before tax) of Rs 1183 million. In 2013-14, the profit (before tax) rose to Rs 2821 million, recording a growth of 138.4% over the previous year. We revolutionized the way Indians looked at cars. "No other car company so completely dominates its home market" - (The Economist). MUL is the first and only car company in the world to lead its home market in terms of both market share and in the JD Power Customer Satisfaction study (JD Power Asia Pacific 2000 India Customer Satisfaction studies). It is also the only car company in the world to be Top ranked three times in a row (2011, 2012, and 2013).

### INTERNATIONAL

Maruti has a strong international presence with sales in over **70 countries** worldwide spanning from Europe, South and Central America, Africa, Oceania and Asia. In the map above, the areas shaded in blue indicate our presence. Our total exports till July 2006 was over 323000 vehicles. Over 75% of these vehicles have been exported to Europe. The internationally popular Alto has carved a niche for itself in extremely competitive and technologically advanced European countries like Netherlands, UK, Finland, Sweden, Greece, Italy, Belgium, and in South America.. For

successfully carving out this niche in international marketing, the Government of India has awarded us the Golden Star Trading House status.

### **EXPORT MODEL**

The Alto has replaced the Zen Estilo/Alto in Europe from February 2012. Since then, it has been creating waves in the competitive compact car markets of Europe. The Alto 800 was shown for the first time at the Geneva Motor Show in February 2012. Our distributors then formally launched the Alto in their respective countries.

The first country to launch the Alto was the Netherlands, which is our biggest and most important export market, and to which we exported over 56,000 vehicles till March 2012. The launch function was held on 30th March 2012 and the highlight of this function was a fuel economy rally in which only journalists from prominent newspapers and auto magazines participated. Our distributors, BV Nimag, report that the Alto is a hit with the press and received very good reviews.. We will export the New Alto800 to the following European countries: Austria, Belgium, Finland, France, Germany, Greece, Ireland, Italy, Netherlands, and UK. Orders for 900 units from Sweden have already come in Switzerland.

### **Major players in the automobile industry and their brands:**

MARUTI SUZUKI	<ul style="list-style-type: none"><li>• 800</li><li>• Omni</li><li>• Maruti Zen (Discontinued, but revived and re-branded as the Zen Estilo)</li><li>• Alto</li><li>• Esteem</li><li>• Baleno - (Discontinued)</li><li>• Gypsy</li><li>• Swift</li><li>• SX4</li><li>• WagonR</li><li>• Versa</li><li>• Zen Estilo - First Generation Suzuki MR Wagon</li><li>• Grand Vitara - First Generation Suzuki Grand Vitara</li></ul>
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TATA MOTORS	<ul style="list-style-type: none"> <li>• Sumo</li> <li>• Safari</li> <li>• Indica</li> <li>• Indigo</li> <li>• Indigo Marina</li> <li>• TL</li> </ul>
HYUNDAI	<ul style="list-style-type: none"> <li>• Santro (sold as the Santro Xing)</li> <li>• Accent (2nd generation)</li> <li>• Sonata (sold as the Sonata Embera)</li> <li>• Verna (3rd generation Accent)</li> <li>• Getz (sold as the Getz Prime)</li> <li>• Elantra (3rd generation)</li> <li>• Terracan (discontinued)</li> <li>• Tucson</li> </ul>
HONDA	<ul style="list-style-type: none"> <li>• Accord</li> <li>• City</li> <li>• Civic</li> <li>• CR-V</li> </ul>
FORD	<ul style="list-style-type: none"> <li>• Ikon</li> <li>• Endeavour</li> <li>• Fusion</li> <li>• Fiesta</li> </ul>

TOYOTA	<ul style="list-style-type: none"> <li>• Qualis (Discontinued) – 3rd Generation Toyota Kijang</li> <li>• Camry - 6th Generation Toyota Camry</li> <li>• Corolla - 9th Generation Toyota Corolla</li> <li>• Innova</li> <li>• Land Cruiser Prado</li> </ul>
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### ❖ Estilo

Maruti launched all new Estilo. If you are wondering why I dropped Zen from this car's name then let me explain. Estilo has got Wagon R's engine and chassis and Suzuki MR Wagon's shape. Whatever remains is taken from Zen, well does anything remains actually? Yes, Name! Name is taken from Zen, 'Zen Estilo'. In essence it's stylish Wagon R, Japan's MR Wagon, combination of the two or anything but Zen. It seems Maruti wants to exploit Zen brand-image hence named this car after Zen. Zen Estilo has the same engine (1061cc, 64.8ps, 84Nm, 4-cylinder, 16-valve, MPFI F10D Petrol) under the hood that is found in Maruti Wagon R. Absolutely nothing has been changed except for the fact that this engine is much refined and is slightly better at responsiveness and fuel economy.

### **Wagon R Duo**

At first glance the Maruti WagonR Duo looks quite normal. Well, that is if you think the WagonR's boxy looks are normal to start to start with. Frankly, for a car that has to get around a city, I really don't care, because the Duo is all about CNG, and the fact that it is first factory fitted CNG car in India. Factory-fitted means one major plus, your warranties don't get voided because of the gas fitment.

There is no denying the cars cost advantage, this is the cheapest Maruti vehicle to run, and that in it is a massive statement. The redesign of the car hasn't just meant a fresh exterior look; it has also meant new interior - rotary controls on the panel and a very neat looking display with an all-new Speedo.

### ❖ Swift

Competing with the other cars of Maruti, Maruti Swift is gradually making its position in the world of mid-sized family car. Maruti Swift has come up with the special technical specifications of 16 valve 4-cylinder, 1300 cc engine generating power. Maruti swift is equipped with various safety features and well advanced equipments. 3 assist grips, 3 spoke urethane steering wheel, antenna, cabin light (3 position), console box (lower), cup holders (front 2, rear1), front door trim

pockets, green tinted glass window, halogen headlamps, headlamp leveling device, heater and manual Air conditioning, OVRM (internally adjusted), rear fog lamps, wind screen wiper 2 speed plus 1 speed intermittent,

tailgate opener key type, trip meter (digital display), sun visors (both sides), brake assist, child lock (rear door), high mounted stop lamp, power steering, rear seat belts etc. are the features available in this model.

### **Maruti Baleno**

This mid size car with its bold and elegant looks along with its smart performance is becoming the part of the dream of many car lovers.

Along with the features present in Lxi, there are many other extra features available in this model like leather steering cover, automatic climate control, rear spoiler with LED stop lamp, stylish alloy wheels, MP3 music system, silver finish centre garnish, remote keyless entry etc. Has various effective comfort and safety features like tilt adjust power steering, central lock door locking, electric windows, tachometer, trip meter, "key not removed" warning buzzer, AC illumination system, cigarette lighter, ash tray illumination, electrically operated AC louver switches, semi concealed windshield wiper (2 speed plus 2 controlled intermittent), front and rear mud flaps, day/night inside rear view mirror, velour floor carpet, front door armrests and pockets (both sides), rear door child lock, lockable glove box, side impact beams etc.

### **❖ Maruti Esteem**

Sophisticated big structured Maruti Suzuki esteem is one of the old car of the Maruti Suzuki group. To run this huge car its engine is made of lightweight all-aluminum. This contemporary engine has capacity of 65 bhp at 6000 rpm. According to \*Mileage (Auto India, Nov 2005), Esteem holds the topmost position on mileage among the other category of cars including the small cars.

There are three models of Maruti Suzuki Esteem:

- Maruti Esteem (Lx)
- Maruti Esteem (Lxi)
- Maruti Esteem (Vxi)

The basic model of Maruti Suzuki Esteem includes various safety features and unique configuration in it. Air conditioned Maruti Suzuki Esteem for the comfort of the owner provides the facilities of cabin heater, front seat back pockets (both sides), front door pockets (both sides), air flow controls, remote operated fuel tank lid and trunk lid, coat hanger hook on grip assistance etc. Instrument panel of this model includes tachometer and speedometer with sporty dial. Security measurement of this model has headlamp leveling device, collapsible steering column, lockable glove box, childproof rear door locks, halogen headlamps, prismatic day-night inside rear view mirror etc.

### **HYUNDAI MOTOR**

Hyundai Motor India Limited (HMIL) was established in 1996 and is a wholly owned subsidiary of South Korean multinational, Hyundai Motor Company. HMIL is the fastest growing and the second largest car manufacturer in India and presently selling 30 variants of passenger cars in six segments. The Company has set up more than 70 dealer

workshops that are equipped with the latest technology, machinery, and international quality press, body and paint shops, across the country, thereby providing a one-stop shop for a Hyundai customer. Hyundai also has a fleet of 78 emergency road service cars that can provide emergency service to all its customers anytime, anywhere.

#### ❖ **Hyundai Santro**

In the field of mid size car, Santro Xing is capturing the market very rapidly. Its design, style, space and other special features has made it one of the highest purchasable cars among any economy class. It has five variants:

- Santro XK
- Santro XK (Non AC)
- Santro XL
- Santro XO
- Santro AT

Along with the other features that are present in Santro XK (Non AC), other features present in this model are air conditioner, day and night inside rear view mirror, chrome1 radiator grille etc. Along with the features available in Santro XK, added features in this model are 4 doors CLS, passenger side OVRM, tinted glass, map pocket front door driver side, front door full size arm rest, and door trim with fabric insert, hydraulic power steering, power windows (front) etc

#### ❖ **Getz**

Hyundai Motors launched small family car Getz at August 2004. Euro III emission norms fulfilled Car, Getz powered by 1300 cc. engine. Only the petrol version of this car was launched initially. There are three variants found in this car:

- Hyundai Getz GLS
- Hyundai Getz GLX
- Hyundai Getz GVS

This model has highly advanced features like AC with 4 speed blower, ash tray w/o illumination, center console w/o pen and jug holder, 60:40 rear seat split, vanity mirror passenger side, rear defogger, height adjustable seat belts (front), waist line molding, tilt steering, map pockets, front and rear power windows, rear seat back inclination (4 position), digital clock, rear wiper and washer, front fog lamp, body color radiator grille, rear bumper reflectors, rear mud guard etc. **Hyundai Accent**

Hyundai Accent was ceremonially launched at Frankfurt International Motors Show on 15 September 1999. It came in two versions, i.e. Petrol and Diesel Versions in India initially, while in Europe it was introduced only with the Petrol version. Initially Accent came up with the manual transmission which in turn started getting available in automatic transmission. To know about the models of this car, please see this following text:

- Hyundai Accent GLE
- Hyundai Accent GLS

- Hyundai Accent Viva
- Hyundai Accent Viva CRDi
- Hyundai Accent CRDi

This model has many distinctive features like 60:40 split folding rear seats, automatic trunk lamps, body colored door handles, bumper with or without molding, door trims and consoles, high mounted stop lamps (HMSL), Mist (one stroke wiper blades), semi cloth upholstery, trip odometer, rear license garnish, waistline molding, wiper (3 no. of speed), cross bar under dash board, crumple zone, dual horn, engine sub frame etc

#### ❖ Verna

The most awaited Verna finally launched in India. Verna can be considered as one of the most shock wave-creating cars in India; within first five days of its launch over 2000 Verna cars had been sold. Competition seems to be in shock. Comfort levels are quite good, I wasn't expecting them to be like this, and there is marginal refinement over Accent. Suspensions give you a feel, 'yes this car is meant for India', no bumpy rides. Car handles very well too. Interiors are not class, as expected, though they don't give a cheap feeling at all. City is way ahead of Verna in interiors and room. From Maruti to Tata to Honda to Volkswagen to BMW to Porsche, every major world car player is interested to sell its cars to Indian people. Everyday we have news about some new launch. Verna is just launched and Ford has just announced launch of 1.6 TDCi (diesel) in two months time, Maruti has confirmed discontinuation of Baleno and arrival of new Baleno.

### **TATA MOTORS LIMITED**

Tata Motors Limited is India's largest automobile company, with revenues of Rs. 24,000 crores in 2005-06. Its name comes first in the category of commercial vehicles and the second largest in the passenger vehicles, mid size car and utility vehicle segments. The company is the world's fifth largest medium and heavy commercial vehicle manufacturer. Over 3.5 million Tata vehicles are moving on Indian roads, since 1954. Its manufacturing plant is located at Jamshedpur, Pune and Lucknow.

#### ❖ Tata Indica V2

Having attributes of three popular cars, Tata Indica is ruling the market. Making of Tata Indica with the concept of main distinguishing features of three popular cars i.e., with the overall structure of Maruti Zen, interior space like ambassador and cost nearly like Maruti 800 was a challenging venture of Tata Motors. Its fully foldable rear seat has made this car more accommodating for extra luggage. For safe and secure driving and to give proper comfort, side-impact beams, rigid monochrome frame and child safety locks are attached to this car. Different Tata Indica models are:

- Tata Indica V2

- DLX
- DLG
- DLS
- DLE

With its market catching looks and few striking features have set a trend for the choosy buyers. Its power steering, central locking system, four power windows have not only made this comfort driving car but also give assurance for the safety. To mention more about convenience of driving, HVAC system provides good cooling effect even in a sultry summer days. Door handles, body colored bumpers, ORVM and wheel arch flair are few more advantages that the owner of this car can easily avail.

#### ❖ **Tata Indigo**

Indigo with its market catching features like leather upholstery, beige interiors, LCD screen etc has made its position in the automobile industry. Indigo is available in Petrol and Diesel models.

It is equipped with various features like manual power steering, manual front and rear windows, grey bumpers, half wheel covers, partial fabric lining on seat, molded roof lining, high mounted stop lamp etc. To mention few of the features present in this model along with the features of rest of the two models, there is available power steering and power windows, rear fog lamps, rub rails on door, full wheel covers, both sides outer rear view mirrors, rear defogger, central

locking, audio warning signal for driver seat belt and many more.

#### ❖ **Indigo Marina**

Fully equipped with 32 bit micro processor and 1405 cc MPFI Petrol engine, this variant delivers maximum power of 85 PS @ 5500 rpm and maximum torque of 11kgm @ 3000 rpm. It has various features like AC system, 2 spoke wheel, grey bumpers, chrome-plated grill lip, black door handles, roof rails, partial wheel covers, digital clock, internal antenna, partial fabric seats, anti-submarine type front seats, child safety locks on rear doors, collapsible steering column, side impact beams etc. This model along with the features of Indigo Marina GLE comes with various other features like HVAC system, aluminum gear shift knob, 4 spoke wheel, power steering, body colored bumpers, rub rails on door, full wheel covers, stylish grip and cover for hand brake lever etc.

### **CHEVROLET**

Its king like entry happened in India in 1928 with its National Series AB touring. Reliability of this car was proved by its 171 cubic inches, 24.7hp four cylinder engines. General Motors, parent company of Chevrolet, was the first in setting up assembly plant in India. First office of Chevrolet was located at Mumbai and its assembly plant was in Sewree.



### ❖ **Chevrolet Aveo**

With the assurance of safety and technologically advanced equipments, Chevrolet Aveo provides complete statement of reliability and efficiency. Safety features like tailor welded blanks, high- strength steel structure, B-pillar, height adjustable safety belt anchors, rear child safety door locks, front safety belt pretensionetc really confirm the security of the passenger. It has four variants:-

- Aveo 1.4 E\*
- Aveo 1.4
- Aveo 1.4 LS
- Aveo 1.6 LT

It is well equipped with 1.4L DOHC 94 PS, 5 Speed MT, chrome radiator grille, wide 185/60 R14 tyres, pullout type door handle, two tone beige interiors, power steering and power window,

## **RESEARCH METHODOLOGY**

### **MEANING OF RESEARCH**

Research in common parlance refers to a search for knowledge. It is a careful investigation or inquiry specially, through search for new facts in any branch of knowledge. In other words, research comprises of defining and redefining problems, formulating hypothesis or suggested solutions; collecting, organizing and evaluating data; making deductions and reaching conclusions; and at last carefully testing the conclusions to determine whether they fit the formulating hypothesis.

### **TYPES OF RESEARCH**

The basic types of research are as follows:-

- **Descriptive research:-** This type of research concentrates on finding facts to ascertain the nature of something as it exists.
- **Analytical research:-** This type of research is concerned with determining validity of hypothesis based on analysis of facts collected.
- **Applied research:-** This type of research is carried out to find answers to practical problems to be solved and as an aid in decision making in different areas including product design, process design and policy making.
- **Fundamental research:-** This type of research is carried out as more to satisfy intellectual curiosity, than with the intention of using the research findings for any immediate practical application.
- **Quantitative research:-** This type of research studies such aspects of the research subject which are not quantifiable, and hence not subject to measurement and quantitative analysis.

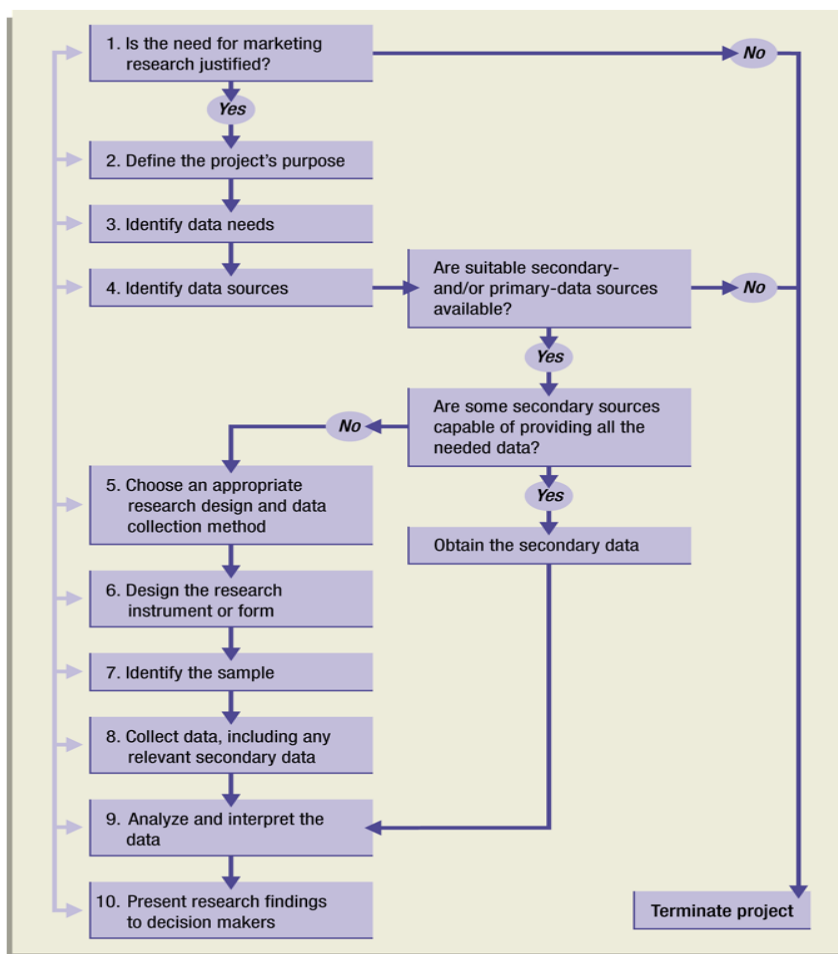
- **Quantitative research:-** This type of research make substantial use of measurements and quantitative analysis techniques.

## RESEARCH PROCESS

A research process consists of stages or steps that guide the project from its conception through the final analysis, recommendations and ultimate actions.

The research process provides a systematic, planned approach to the research project and ensures that all aspects of the research project are consistent with each other. Research studies evolve through a series of steps, each representing the answer to a key question.

# Research Project Steps



## **RESEARCH DESIGN**

I propose to first conduct a intensive secondary research to understand the full impact and implication of the industry, to review and critique the industry norms and reports, on which certain issues shall be selected, which I feel remain unanswered or liable to change, this shall be further taken up in the next stage of exploratory research. This stage shall help me to restrict and select only the important question and issue, which inhabit growth and segmentation in the industry.

The various tasks that I have undertaken in the research design process are :

- Defining the information need
- Design the descriptive research.

## **DETERMINATION OF SAMPLE PLAN AND SAMPLE SIZE**

### **❖ TARGET POPULATION**

It is a description of the characteristics of that group of people from whom a course is intended. It attempts to describe them as they are rather than, as the describer would like them to be. Also called the audience the audience to be served by our project includes key demographic information (i.e.; age, sex etc.).The specific population intended as beneficiaries of a program. This will be either all or a subset of potential users, such as adolescents, women, rural residents, or the residents of a particular geographic area.

A population to be reached through some action or intervention; may refer to groups with specific demographic or geographic characteristics. The group of people you are trying to reach with a particular strategy or activity. The target population is the population I want to make conclusions about. In an ideal situation, the sampling frames to matches the target population. A specific resource set that is the object or target of investigation. The audience defined in age, background, ability, and preferences, among other things, for which a given course of instruction is intended. I have selected the sample trough Simple random Sampling.

### **❖ SAMPLE SIZE**

This involves figuring out how many samples one need. The numbers of samples you need are affected by the following factors:

- Project goals
- How you plan to analyze your data
- How variable your data are or are likely to be
- How precisely you want to measure change or trend
- The number of years over which you want to detect a trend
- How many times a year you will sample each point
- How much money and manpower you have

I have targeted 100 people in the age group above 21 years for the purpose of the research. The target population influences the sample size. The target population represents the Delhi regions. . The people were from different professional backgrounds. The details of our sample are explained in chapter named primary research where the divisions are explained in demographics section.

#### ❖ **SAMPLING TECHNIQUE**

Simple random sampling technique has been used to select the sample. A **simple random sample** is a group of subjects (a sample) chosen from a larger group (a population). Each subject from the population is chosen randomly and entirely by chance, such that each subject has the same probability of being chosen at any stage during the sampling process. This process and technique is known as **Simple Random Sampling**, and should not be confused with Random Sampling.

#### ❖ **DATA COLLECTION**

Data collection took place with the help of filling of questionnaires. The questionnaire method has come to the more widely used and economical means of data collection. The common factor in all varieties of the questionnaire method is this reliance on verbal responses to questions, written or oral. I found it essential to make sure the questionnaire was easy to read and understand to all spectrums of people in the sample. It was also important as researcher to respect the samples time and energy hence the questionnaire was designed in such a way, that its administration would not exceed 4-5 minutes. These questionnaires were personally administered. Making the people fill the questionnaires collected the first hand information. The primary data collected by directly interacting with the people. The respondents were contacted at shopping malls, markets, places that were near to showrooms the consumer durable products etc. Interacting with 200 respondents who filled the questionnaires and gave me the required necessary information collected the data. The respondents consisted of house wives, students, business men, professionals etc. the required information was collected by directly interacting with these respondents.

#### ➤ **Data Collection Method**

The method I used for exploratory research was

- ❖ **Primary Data:-** This data can be collected either through experiment or through survey. If the experiment is conducted then there would be quantitative measurements, in the case of a survey, any one or more of the following can collect data;
  - By observation
  - Through personal interview
  - Questionnaires
- ❖ **Secondary Data:-** Information that already exists somewhere, having been collected for another purpose. Sources include census reports, trade publications, and subscription services. Data that have already been collected and published for another research project (other than the one at hand). There are two types of secondary data: internal and external secondary data. Information compiled inside or outside the organization

for some purpose other than the current investigation. Data that have already been collected for some purpose other than the current study. Researching information, which has already been published. Market information compiled for purposes other than the current research effort; it can be internal data, such as existing sales-tracking information, or it can be research conducted by someone else, such as a market research company or the U.S. government. Published, already available data that comes from pre-existing sets of information, like medical records, vital statistics, prior research studies and archival data. Secondary source of data used consists of books and websites.

### **LIMITATIONS OF THE STUDY**

- All the research projects are hindered in their smooth flow by some unforeseen problems. The problems arise in the form of constraints by budget, time and scope of the study. The current project was also faced by certain problem.
- The study was limited to the geographical region of DELHI.
- Some of the view given was completely viewed by customers as they were in a hurry and were not considered in the data analysis.
- The result of the study is applicable to the survey area only.
- Time is also one of the important limitations.
- Dull process and unwilling respondent also affect the result of the study.

## DATA COLLECTION &amp; ANALYSIS

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

Levels of Satisfaction	Value	Percentage responded
Satisfied	135	54%
Dissatisfied	55	22%
No Comments	55	22%
Highly Satisfied	5	2%

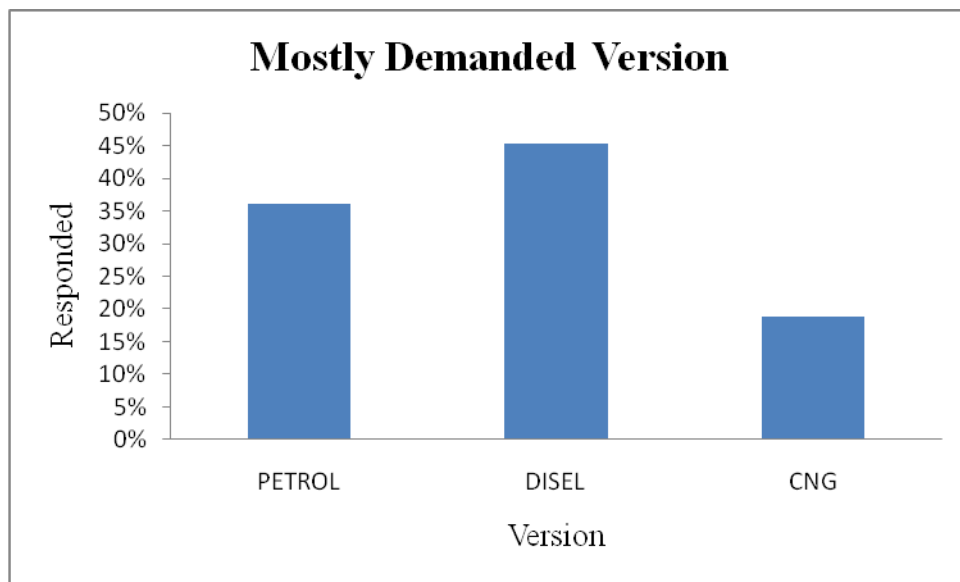


**Data Analysis:** From the analysis we can conclude that to the existing customer of the dealers, there are satisfied customer 54%, dissatisfied are 22% from servicing or after sales servicing, 22% is the percentage of those customers who not replied, There is also 2 % customer who was highly satisfied from the company and also from dealers.

**Data Interpretation:** In the showroom there is range of the customers, huge no. of customers are satisfied from the service of the company and dealer, there is also no. of customer who are dissatisfied from the services but range of satisfied and highly satisfied customer is more.

## 2. Which version of models you want to purchase of Maruti Suzuki ?

Version	Value	Percentage of Demand
PETROL	90	36%
DIESEL	113	45.2%
CNG	47	18.8%

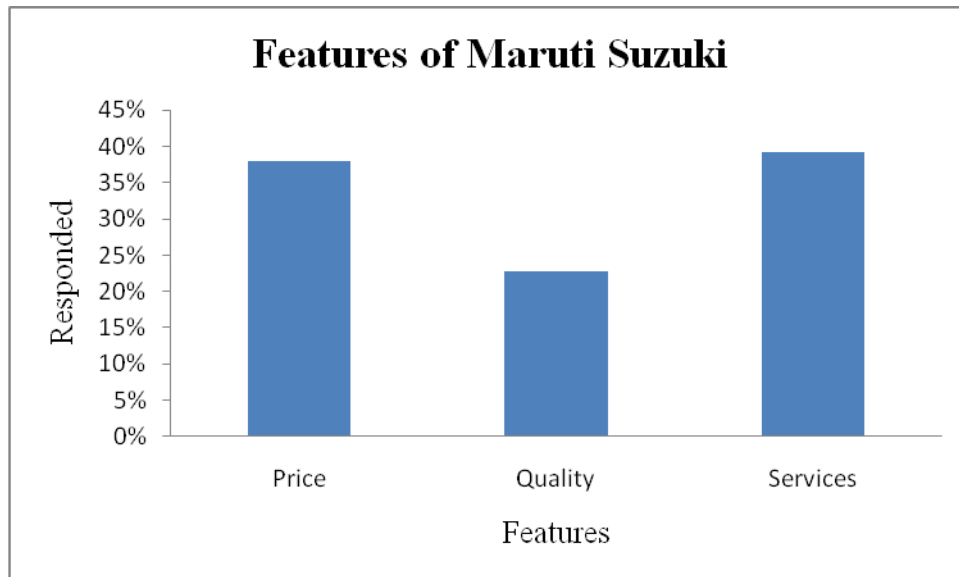


**Data Analysis:** From the above table we can conclude that according to the dealers almost 45 % of the customer asks for the diesel variants while 36% support the petrol variants and almost 19% wants the CNG variants of different models.

**Data Interpretation:** The demand for the diesel variant is more for most of the models but the firm has limited number of the models having diesel variants. The customers are also looking for the gas models which will suitable for CNG. So the firm should think for the diesel and gas variants.

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

Features	Value	Percentage of loyalty
Price	95	38%
Quality	57	22.8%
Services	98	39.2%



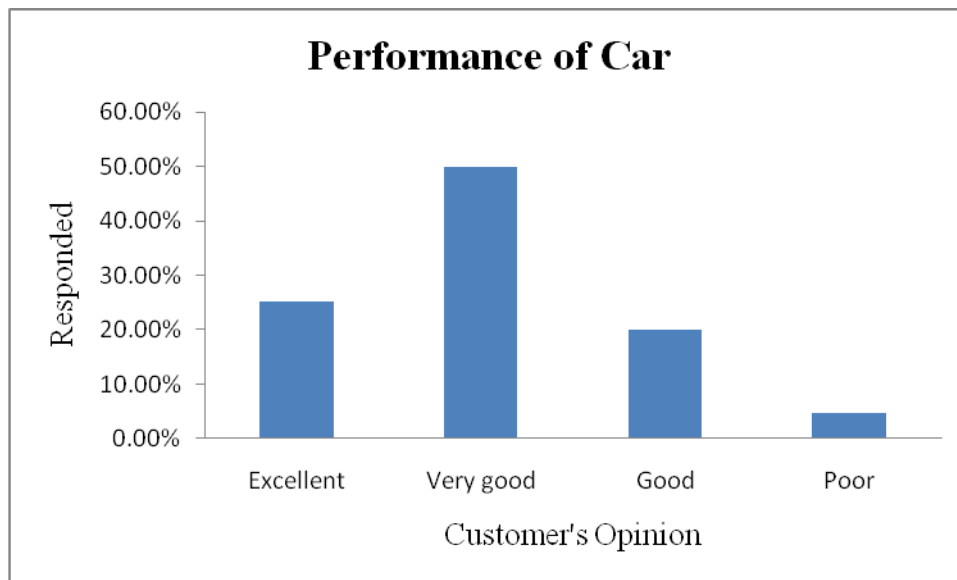
**Data Analysis:** The above analysis shows that 38 % of customers are buying the Maruti Suzuki product for its price, almost 23 % buy them due to their quality. 39% think that after sale service is provided by Maruti.

**Data Interpretation:** We can conclude that most of the people think that Maruti Suzuki pricing is economical so they are loyal to his brand. While other people give emphasis to the after sale service. Quality and other features are also a trait for the buyers.



#### 4. What is your experience with performance of Maruti Suzuki ?

Customer Opinion	Value	Percentage of Responded
Excellent	63	25.2%
Very good	125	50%
Good	50	20%
Poor	12	4.8%



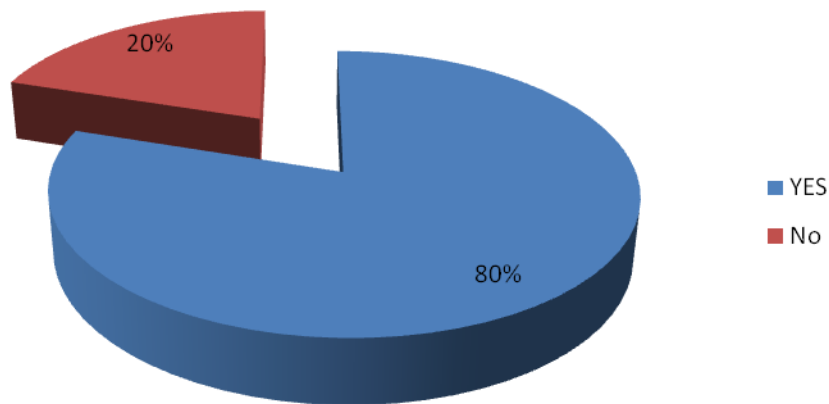
**Data Analysis:** The above analysis shows that there are almost 25% customers who are highly satisfied from the performance of car, 50% response is for very good and 20% response is for good also there is almost 5% response of poor performance of the car.

**Data Interpretation:** We can conclude that there is huge number of customers who are satisfied with the performance of the car, data is concerned with those customers who are the existing customers of Maruti Suzuki and data is also concerned with new customers.

5. Do you get your car after servicing at the delivered promised time ?

Customers opinion	Value	Percentage of Responded
Yes	200	80%
NO	50	20%

Vehicle delivery at the promised time



**Data Analysis:** There are 80% customers who responded that they get their vehicle at promised time and 20% customers responded that they never get their vehicle at promised time.

**Data Interpretation:** Servicing comes in after sales services, dealer provides this service to customers so it is important for dealer to provide the vehicle at the promised time because it makes the relationship better with the customers.

## 6. What type of repot shared between Customer and dealer?

Customer Opinion	Value	Percentage of Responded
Excellent	68	27.2%
Very good	125	50%
Good	54	21.6%
Poor	3	1.2%

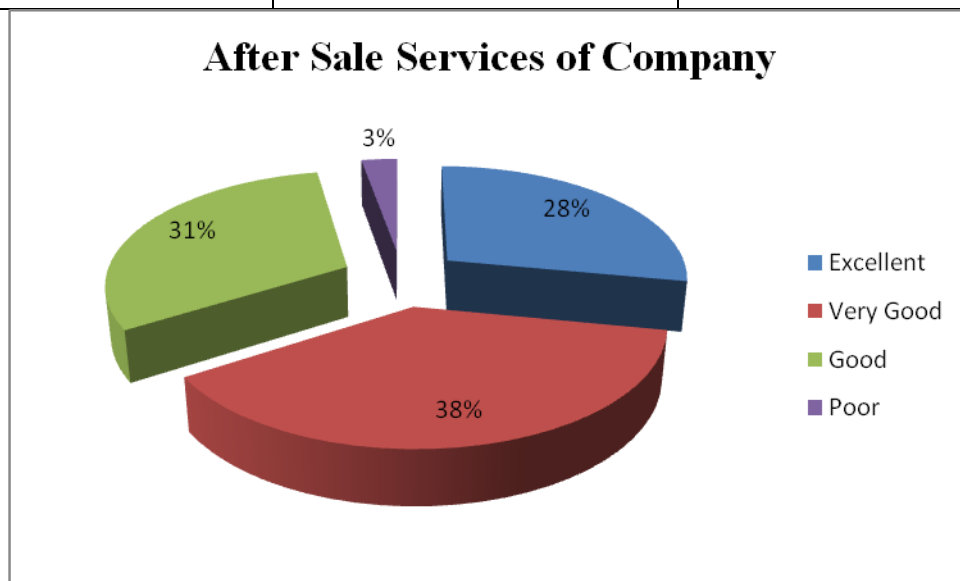


**Data Analysis:** The analysis shows that almost 27% customers share excellent relationship with the dealers and 50% share very good, 22% share good relationship with the dealers and also 1% responded that they share poor relationship with the dealer.

**Data Interpretation:** There should be good relation between customer and dealer because it helps to increase the sales of company and also helpful for making the customer relationship management.

7. What is your experience with company's after sale service excellent?

Customer Opinion	Value	Percentage of Responded
Excellent	70	28%
Very Good	95	38%
Good	78	31.2%
Poor	7	2.8%



**Data Analysis:** The table shows that there is 28% customer response for the excellent services of company and 38% for the very good, 31% for the good and there is 3% response for the poor services of the company.

**Data Interpretation:** It is important to know whether the customer is satisfied with the after sale services of the company or not as it helps in building relationship with the customers.

### LIST OF FINDINGS

- ❖ There are 54% satisfied customers of Maruti Suzuki.
- ❖ The demand for the diesel variant is more for most of the models but the firm has limited number of the models having diesel variants. The customers are also looking for the gas models which will be suitable for CNG and CNG. So the firm should think for the diesel and gas variants.
- ❖ Most of people think Maruti Suzuki pricing are economical so they are loyal to his brand. While other people give emphasis to the after sale services. Quality and other features are also a trait for the buyers.
- ❖ There is large no of customer's are satisfied with the performance of the car, data is concerned with those customers who are the existing customers of Maruti Suzuki and data is also concerned with new customers.
- ❖ Servicing comes in after sales services, dealer provides this service to customers so it is important for dealer to provide the vehicle at the promised time because it makes the relationship better with the customers.
- ❖ There should be good relation between customer and dealer because it helps to increase the sales of company and also helpful for making the customer relationship management.
- ❖ It is important to know whether the customer is satisfied with the after sale services of the company or not as it helps in building relationship with the customers.

### CONCLUSION

To conclude, the results show that the companies are playing on the peripheral cues to maintain their Total Relationship Management and connect to the customers both present and potential. The companies are operating in a highly aggressive and competitive global market place and this climate has led to the emphasis on quality in all aspects. TRM focuses on integration and coordination as well as the continuous improvement of all activities and processes. Total Relationship Management (TRM) is a very recent marketing strategy and philosophy. It focuses on and is concerned with all integrated internal and external activities within and between the organizations. The manufacturers integrate these two terms by building good quality products and building good relationship with dealers and enhancing service levels.

However, when studied from the point of view of a customer there seems to be no major difference among the car brands in a segment as far as performance is concerned. The brand perception is dependant mostly on the peripheral cues depending upon the nature and quality of the service provided along with the pricing, maintenance, availability of spare parts and related issues. So, a question arises here that, is this the end of road for the branding of cars? Has the commoditization of cars has started and it's the time that manufacturers must read the writing on the wall? It seems so! It seems as an undercurrent sentiment is flowing and the perception of the customers is changing according to it. So

this might be the reason that despite Verna faring so high on the performance parameters still lags on the account of converted sales.

The study shows that brand perception is something which starts building up before a car is purchased and goes on with its use and is reflected in the recommendations the customer makes to his acquaintances for the same car.

Also, its seen that the customer might not be using the car still he holds the perceptions about it. The sellers in the mindsets of the customers enforce brand personality of a car and the customers react to it by forming their perceptions about the car and this reflects in the overall brand image of the car. So brand image and brand personality complement each other and the brand perception aids the building of brand image.

Dealers, as per the study findings, play a very important role in building up the brand perception of the cars. Since dealers are the connecting link between the customers and the manufacturers thus becoming the most important link in joining the company to its customers as he is the person who will sell the product, will deliver it and will keep on providing the after sale services to the customers as and when required.

So, it becomes necessary automatically to study dealer as a part of customers' satisfaction journey with the product called car! Their proximity to the customers, the service provided by them and the relationship maintained by them with the customers helps the car companies to establish and reinstate the brand personality communicated by them to the customers.

Finally the major point that emerges out of this detailed study is a caution for the car companies. It says that there is no doubt that Indian car market may be growing with a double digit figure still the car companies have a long way to travel to convince their customers about the brand personality of their cars and how it suits the prospective buyers. Simply because it simply is not a guarantee that how so ever good the customer might be holding the brand perception and how so ever good the brand image may be it is not a guarantee that it will convert into sale. Cars just like clothes and accessories suit the style and persona of a person and since all cars will become commodity someday the key to sell and excel in the market will lie with a person who knows how to use the perceptions of the customers to its use and sell the cars 'coz ultimately only that car survives which sells!

### SCOPE OF FUTURE STUDY

As the report mentions there are clue in the market that the cars are on a path of becoming commodities just like the fate awaits for any other consumer goods. So what can be the role and scope of brands and their personality in the changes scenario to establish the brand perception of any car in the mind set of a customer present or potential can be one area of study? On the close lines, another area of study can be the importance of advertisements and promotion schemes on the brand image of any car brand?

Are the brands, which advertise more have a positively high brand perception or it's the sales promotion schemes, which create the ripples in the mindset of the customers?

### RECOMMENDATIONS AND SUGGESTIONS

To conclude, it can be said that AGR Automobiles has created its image in a very short period in Delhi. AGR is the Best dealer of Maruti Suzuki. It is attracting the customers with its good services. Most of the customer satisfied by buying the Maruti car from AGR automobiles. This satisfaction can be concluded by the response of customer in the questionnaires. Day by day Maruti Suzuki is improving its reputation to other Automobile Companies. The comparison chart and survey report in this training report can recognize this.

- ❖ There should be more staff having experience of automobile sector.
- ❖ There should be more efficient planning for satisfying customer needs.
- ❖ Attractive offers should be given time to time, to increase customer's interests
- ❖ There should be easy process of car servicing.

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**QUESTIONNAIRE****FOR CUSTOMERS**

1. Are you satisfied from your decision that you chose Maruti Suzuki car for purchase?
  - a) Satisfied
  - b) Dissatisfied
  - c) No comment
  - d) Highly satisfied
2. Which version of models you want to purchase of Maruti Suzuki?
  - a) Petrol
  - b) Diesel
  - c) CNG

**PRODUCT SATISFACTION LEVEL**

3. Are you satisfied with the following features of Maruti Suzuki?
  - a) Price
  - b) Quality
  - c) Services
4. What is your experience with performance of Maruti Suzuki ?
  - a) Excellent
  - b) Very Good
  - c) Good
  - d) Poor
5. Do you get your car after servicing at the delivered promised time ?
  - a) Yes
  - b) No

**DEALER SERVICE SATISFACTION LEVEL**

6. What type of report shared between Customer and dealer?
  - a) Excellent
  - b) Very Good
  - c) Good
  - d) Poor
7. What is your experience with company's after sale service excellent?
  - a) Excellent



- b) Very Good
- c) Good
- d) Poor