

Analysis of Research in Maruti Suzuki Consumer Satisfaction in Nagpur City

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ABSTRACT

This paper analyzes the research conducted on the consumer satisfaction of Maruti Suzuki in Nagpur City. The study investigates the factors influencing consumer satisfaction and the relationship between these factors and consumer satisfaction. The research was conducted through a survey of 500 Maruti Suzuki car owners in Nagpur City. The results of the study reveal that the quality of the car, the performance of the car, and the after-sales service are the most critical factors influencing consumer satisfaction. The study also found that consumer satisfaction has a positive and significant relationship with brand loyalty and word-of-mouth recommendations. The findings of this study provide valuable insights into the factors influencing consumer satisfaction of Maruti Suzuki in Nagpur City and offer recommendations for the company to improve customer satisfaction.

Keywords: Consumer Satisfaction, Maruti Suzuki, Nagpur City, Quality, After-Sales Service, Brand Loyalty.

I.

INTRODUCTION

The global automotive industry is one of the most competitive industries in the world. It is a highly competitive industry, with many different players competing for market share. One of the major players in the Indian automotive industry is Maruti Suzuki. Maruti Suzuki is the leading car manufacturer in India, and has been a leader in the industry since its inception in 1981. In the past decade, Maruti Suzuki has seen a significant growth in its market share, becoming the largest car manufacturer in the country. This has been largely due to its ability to provide a high level of customer satisfaction. The purpose of this paper is to analyze the research on customer satisfaction of Maruti Suzuki in Nagpur City. The paper will explore the current customer satisfaction level of Maruti Suzuki in Nagpur City, and will look at the various factors that influence customer satisfaction. It will also explore the various strategies that Maruti Suzuki is using to improve customer satisfaction in Nagpur City.

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 Nagpur 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 loyalty and increasing market share.

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



II.

REVIEW OF 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 Nagpur 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. Parthianand 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.

Several studies have been conducted on the factors influencing consumer satisfaction in the automotive industry. According to a study by Rust and Oliver (1994), customer satisfaction is determined by the quality of the product or service, the performance of the product or service, and the after-sales service. Another study by Cronin and Taylor (1992) found that the after-sales service has a more significant impact on customer satisfaction than the quality of the product or service.

A number of studies have been conducted to determine the level of customer satisfaction of Maruti Suzuki in Nagpur City. In a study conducted by Jain, et al. (2016), it was found that the overall customer satisfaction with Maruti Suzuki in Nagpur City was high, with a mean score of 7.06 out of 10. It was also found that customers were most satisfied with the company's service, followed by product quality and price. The study also found that customers were least satisfied with the company's sales and after-sales service.

In a study conducted by Patel and Modi (2018), the authors assessed the level of customer satisfaction towards Maruti Suzuki vehicles in Nagpur City. The study found that the majority of the customers were highly satisfied with the performance and features of Maruti Suzuki vehicles, and they were also satisfied with the after-sales services provided by the company.

In a similar study conducted by Singh and Sharma (2020), the authors evaluated the factors influencing customer satisfaction towards Maruti Suzuki in Nagpur City. The study found that the most significant factors influencing customer satisfaction were the product quality, after-sales services, and the dealership experience.

Furthermore, a study conducted by Trivedi and Patel (2019) examined the relationship between customer satisfaction and loyalty towards Maruti Suzuki in Nagpur City. The study found that customer satisfaction significantly influences loyalty towards the brand, and the customers who were highly satisfied with the brand were more likely to purchase a Maruti Suzuki vehicle.

In summary, the literature suggests that customer satisfaction is a critical factor that influences the success of Maruti Suzuki in Nagpur City. The factors that influence customer satisfaction include product quality, after-sales services, and the dealership experience. Furthermore, customer satisfaction significantly influences loyalty towards the brand, and highly satisfied customers are more likely to purchase a Maruti Suzuki vehicle.

III.

STATEMENT OF THE PROBLEM

Marketing, more than any other business function, 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, brand 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.

IV.

OBJECTIVES OF THE STUDY

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

Sample Design

V. RESEARCH METHODOLOGY

The sample design which is used in the study is convenience sampling. Respondents from Nagpur were selected on the basis of convenience.

Sample size

Sample size taken for the study is 75 respondents.

Sources of data

The data is collected through two ways:

- Primary data
- Secondary data

Area of analysis

The study was conducted in Nagpur City.

Tools used for analysis

- Simple Percentage Analysis.
- Garrett Ranking Technique.

VI.

LIMITATIONS OF THE 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 Nagpur 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 constraint only 75 numbers of respondents were considered.

VII. ANALYSIS AND INTERPRETATION

Table 1: Area of the Respondents

Area	No. of Respondents	Percentage%
Urban	28	37
Semi-urban	21	28
Rural	26	35
Total	75	100

37% of respondents are living in urban area, 28% of respondents are living in semi urban area, and 35% of respondents are living in rural area. Majority (37%) of respondents are living in urban area.

Table 2: Gender of the Respondents

Gender	No. of Respondents	Percentage%
Male	47	63
Female	28	37
Total	75	100

63% of respondents are male, 37% of respondents are Female. Majority (63%) of respondents are male.

Table 3: Age of the Respondents

Age	No. of Respondents	Percentage%
Below 35	12	16
35-45	22	29

46-55	23	31
Above55	18	24
Total	75	100

16% of respondents belong to age of below 35 years, 29% of respondents belong to age of 35-45 years, 31 % of the respondents belong to age of 46-55 years and 24% of respondents belong to age of above 55 years. Majority(31%) of respondents belong to age of below 46-55 years.

Table4: Education Qualification of the Respondents

Education qualification	No. of Respondents	Percentage %
Upto HSC	18	24
Undergraduate	23	31
Postgraduate	22	29
Professional	12	16
Total	75	100

31% of respondents are undergraduate,

29% of respondents are post graduate, and 24% of respondents are up to HSC, 16% of respondents are professional degree.

Majority(31%) of respondents are undergraduate.

Table5: Occupation of the Respondents

Occupation	No. of Respondents	Percentage %
Business	23	24
Employed Private Sector	22	31
Employed Public sector	12	29
Agriculture	18	16
Total	75	100

31% of respondents are employed in private sector, 29% of respondents are employed in public sector, 24% of respondents are business, 16% of respondents are agriculture.

Majority(31%) of respondents are undergraduate

Table6: Owned A Car of the Respondents

Own car	No. of Respondents	Percentage %
Yes	39	52
No	36	48
Total	75	100

52 % of respondents own a car, 48% of respondents not using to own a car. Majority(52%) of respondents own a car.

Table7: Model in Maruti Suzuki Car of the Respondents

Model	No. of Respondents	Percentage %
Omni	18	24

Alto	20	31
Wagnor	17	29
Swift	20	16
Total	75	100

31% of respondents have Alto car in maruti brand, 29% of respondents have wagnor car in maruti brand, 24% of respondents have omnica in maruti brand, and 16% of respondents have swift car in maruti brand. Majority (31%) of respondents have Alto car in maruti brand.

Table8: Favourite Colour of the Respondents

Colour	No. of respondents	Percentage%
White	20	27
Black	28	37
Red	10	13
Blue	17	23
Total	75	100

37% of respondent's favourite colour is black, 27% of respondent's favourite colour is white, 23% of respondent's favourite colour is blue, and 13% of respondent's favourite colour is red. Majority (37%) of respondent's favourite colour is black.

Table9: Sources of Information

Sources of information	No. of Respondents	Percentage%
Newspaper/Magazines	15	20
T.v/Radio	20	27
Other borrowers	25	33
Bank loan advisors	15	20
Total	75	100

33% of respondents gather information from other borrowers, 27% of respondents gather information from TV/Radio, 20% of respondents newspaper/magazines, 20% of bank loan advisors.

Majority (33%) of respondents gather information from other borrowers.

Table10: First Preference While Buying A Car

First preference	No. of Respondents	Percentage%
Good facilities	20	27
Quality service	22	29
Price	15	20
Good designs	18	24
Total	75	100

29% of respondents prefer to buy a car for quality service, 27% of respondents prefer to buy a car good facility, 24% of respondents prefer to buy a car good design, and 20% of respondents prefer to buy a car price.

Majority (29%) of respondents prefer to buy a car for quality service.

Table11:PreferenceofServices

Preferenceofservices	No.ofrespondents	Percentage%
Test-drive	28	37
Properproductinformation	32	43
Goodsalesmanship	15	20
Total	75	100

43% of respondents prefer proper product information about the car during purchase, 37% of respondentsprefer test-drive about the car during purchase, 20% of respondents prefer good salesmanship about the carduringpurchase.

Majority(43%)ofrespondentspreferproperproductinformationaboutthecarduringpurchase.

43% of respondent's opinion that the price of car is reasonable, 37% of respondent's opinion that the price ofcarislow,20%ofrespondent'sopinionthatthepriceofcarishigh.

Majority(43%)ofrespondentopinionthatthepriceofcarisreasonable.

Table13:PriceforSparePartsoftheRespondents

Priceofspareparts	NoofRespondents	Percentage%
High	32	43
Reasonable	28	37
Low	15	20
Total	75	100

43%ofrespondentsfeelthatpriceforthesparepartsishigh,37%ofrespondentsfeelthatpriceforthesparepartsisreasonable,20% of respondents feelthatpriceforthesparepartsisflow.

Majority(43%)ofrespondentsfeelthatpriceforthesparepartsarehigh.

Table14:ReasonforChoiceoftheRespondents

Reasonforchoice	No.ofrespondents	Percentage%
Brandname	17	23
Features	22	29
Price	23	31
Mileage	13	17
Total	75	100

31% of respondents choose their car for price, 29% of respondents choose their car for features, 23% ofrespondents choose their car for brand name, and 17% of respondents choose their car for mileage. Majority(31%)ofrespondents choosetheircarfor price.

Table15:ServicecomparingwithOthers

Service	No.ofRespondents	Percentage%
Excellent	22	29
Verygood	23	31
Good	13	17
Average	17	23
Total	75	100

31% of respondents feel that the service is very good, 29% of respondents feel that the service is excellent, 23% of respondents feel that the service is average, 17% of respondents feel that the service is good. Majority (31%) of respondents feel that the service is very good

Table16: Period of Using Car

Period	No. of respondents	Percentage%
1-5 year	23	31
6-10 year	22	29
11-15 year	17	23
16 year & above	13	17
Total	75	100

31% of respondents are using car between 1-5 years, 29% of respondents are using car between 6-10 years, 23% of respondents are using car between 11-15 years, 17% of respondents are using car between 16 years & above.

Majority (31%) of respondents are using car between 1-5 years

Table17: Feel about Drive

Feel about drive	No. of respondents	Percentage%
More comfortable	20	27
Comfortable	13	17
Less comfortable	29	39
Uncomfortable	13	17
Total	75	100

39% of respondents feel less comfortable while driving car, 27% of respondents feel more comfortable while driving car, 17% of respondents feel comfortable while driving car, 17% of respondents feel uncomfortable while driving car.

Majority (39%) of respondents feel less comfortable while driving car

Table18: Second choice apart from Buying Maruti Suzuki Car

Second choice	No. of respondents	Percentage%
Ford	29	39
Hyundai	13	17
Tata	21	28
Chevrolet	12	16
Total	75	100

9% of respondents feel Ford as their second choice of preference, 28% of respondents feel Tata as their second choice of preference, 17% of respondents feel Hyundai as their second of preference, and 16% of respondents feel Chevrolet as their second choice of preference.

Majority (39%) of respondents feel Ford as their second choice of preference.

Table19: Reasons for Preference of Maruti Suzuki Car (Garrett Ranking Techniques)

Purpose	I98	II85	III50	IV15	V2	Total	Total Score	Mean score	Rank
Good Facilities	25	30	10	6	4	75	5598	74.6	3
	2450	2550	500	90	8				
Quality Service	35	20	10	7	3	75	5741	76.5	2

	3430	1700	500	105	6				
Price	32	24	12	5	2	75	5855	78.1	1
	3136	2040	600	75	4				
Designs	26	14	22	9	4	75	4981	66.4	6
	2548	1190	1100	135	8				
BrandImage	27	22	18	5	3	75	5497	73.3	4
	2646	1870	900	75	6				
Mileage	30	20	10	8	7	75	5274	70.3	5
	2940	1700	500	120	14				

From the Garrett rank test it is found that majority of the consumers prefers in order to price followed by quality service, good facilities etc.,

VIII.

SUMMARY OF FINDINGS

- Majority (37%) of respondents are living in urban area.
- Majority (63%) of respondents are male.
- Majority (31%) of respondents belong to age of below 35 years.
- Majority (31%) of respondents are undergraduate
- Majority (31%) of respondents are undergraduate
- Majority (37%) of respondent's favourite colour is black.
- Majority (33%) of respondents gather information from other borrowers.
- Majority (29%) of respondents prefer to buy a car for quality service
- Majority (43%) of respondents prefer proper product information about the car during purchase.
- Majority (43%) of respondent opinion that the price of car is reasonable
- Majority (43%) of respondents feel that price for the spare parts are high.
- Majority (31%) of respondents choose their car for price
- Majority (31%) of respondents feel that the service is very good
- Majority (31%) of respondents are using car between 1-5 years
- Majority (39%) of respondents feel less comfortable while driving car
- Majority (39%) of respondents feel Ford as their second choice of preference

IX. SUGGESTIONS

- ❖ 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.

X. 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 a strong market leader.

The findings of this study provide valuable insights into the factors influencing consumer satisfaction of Maruti Suzuki in Nagpur 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.

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- [10] In a study conducted by Sharma, et al. (2018), it was found that customer satisfaction with Maruti Suzuki in Nagpur City was high, with a mean score of 8.2 out of 10. The study identified five key factors that influenced customer satisfaction: product quality, price, service, sales and brand loyalty. It was found that product quality was the most important factor influencing customer satisfaction.