

# Customer Satisfaction as A Catalyst for Brand Loyalty: The Case of Maruti Suzuki

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## ABSTRACT:

Fostering the retention reported in the brand list of Maruti Suzuki, India's largest, most popular automobile manufacturer, this paper studies customer satisfaction's role in it. The factors that affect customer loyalty will be analysed with respect to service quality, vehicle performance, after-sales services, and brand trust. Employing tools such as Percentage Analysis and Likert Scale Analysis and Correlation Analysis, it offers actionable recommendations for improving long-run brand loyalty. The results have been derived considering 104 Maruti Suzuki customers and are provided to formulate practical suggestions that can be used to bring changes in customer relationship strategies.

**KEYWORDS:** Customer Satisfaction, Brand Retention, Maruti Suzuki, Service Quality

## 1. INTRODUCTION:

In India's competitive automobile market, Maruti Suzuki has retained strong hold over the years with its low-cost vehicles, extensive service net, and reliable brand image. But even with great products, maintaining this leadership position means that the organization must ensure consistently high levels of customer satisfaction. With so many choices for consumers and their expectations continuing to rise, attracting and retaining loyalty is the linchpin to business success in this age.

This study is about the complex relationship of how customer satisfaction and brand retardation feed into one another. At Maruti Suzuki, it also explains how service quality, vehicle performance, after-sales support and brand reputation have different impacts on the determination of whether a customer will purchase another new car from that manufacturer. The discoveries here do serve to help Maruti Suzuki cement its customer base by improving formulae and developing long-term involvement models.

## 2. OBJECTIVE OF THE STUDY

### Primary objective:

- To explore how customer satisfaction influences the likelihood of brand retention among Maruti Suzuki customers.

### Secondary Objectives:

- To determine the major factors that drive customer satisfaction for Maruti Suzuki.
- To Study the connection between elements such as service quality, vehicle performance, and after-sales service with customer loyalty.
- To propose effective approaches that can help enhance customer satisfaction and encourage long-term loyalty to the brand.

## 3. REVIEW OF LITERATURE:

Patel (2025)

Patel's research of trends in e-commerce showed that functions like real-time delivery integrated with a continued reading Metro Journal customer service are promising for the future. Though the study was broadly on e-commerce, these insights are also applicable in the automobile service industry.

Gupta (2024)

Gupta researched consumer behavior after the pandemic and found that with a stronger sense of speed and clear terms for service, expectations have grown. His findings stress responsive customer service and full terms of services clarity.

Khan & Loomba (2022)

Their study of Maruti Suzuki brand perception showed how trust and emotional attachment lead people to loyally include it in their lives. Satisfaction is productive of happiness, whether it be obtained from using a product or as part of an experience that products bring—for example in one case, brand image. The same is true in other cases too.

Jha & Pandey (2024)

The research focused on customer satisfaction degree in its Maruti Suzuki businesses. It found that timely services and polite staff interactions accounted for much customer well-being which had an influence on future purchases.

Mittal et al (2023).

The authors wanted to see whether purchasing decisions were related to satisfaction. They found that Maruti Suzuki customers are more likely to repurchase if their requirements for cheapness, mileage, and servicing are met.

Priyadharshini & Harish (2021)

Their study of Coimbatore showed regional customer behavior, with brand perception and satisfaction levels largely driven by how people experience the local service center.

Sahana & Mehta (2021)

Their post-COVID-19 study stressed the need for prompt service as well as easy return policies because they raise satisfaction and repeat sales-- crucial lessons which surely can be extended to after-sales services offered by automotive brands.

Narayan (2021)

Narayan studies the empathy of customer service in digital platforms. He found that rapid complaint resolution periods and follow-up aid long-term satisfaction levels for customers who can be cultivated through their brand loyalty to persistently increasing.

Nair (2020)

In the Flipkart versus Amazon war of service strategies, Nair concluded that Flipkart's prices are indeed reasonable but not competitive customer service is a big problem that first needs to be addressed. This suggests strong support services are a must even for well-known brands.

Rao & Jain (2019)

This study in South India found that in the cases of easy platform usability, quality products, and that returns are easy and smooth, any problems normally go away after sale (or rather before delivery) emerges as a potent new indicator for customer satisfaction. The conclusions of this study can also be applied to luxurious car dealerships and their service branches.

Sharma & Iyer (2019)

As for digital interaction, the faster the app loads and the less steps it takes to navigate, the higher users' satisfaction. This is what AutoRepairApp needs to learn from their findings.

Gupta & Verma (2018)

In Maruti's case, the connection between loyalty and success is not just personal deals but also service delivery flexibility. Points out one hotel manager: "Fast service sped up local refunds by an average of 5 minutes per consumer and reached use rate on booking returns."

Singh & Thomas (2018)

In their study of e-commerce marketing being practised by youth in town, that both peer review and price transparency can increase satisfaction was confirmed when they examined car buyers.

Joshi (2017)

In an examination of after-sale service procedures, which found that trouble-free warranty claims can greatly enhance satisfaction as well as trust on the part of customers.

Arun & Mishra (2016)

According to their research, a durable brand and regular post-sales service guarantee that customers will return. Their study presses car brands to provide contacts beyond the initial point of purchase.

Bose (2012)

In the service industry, satisfaction depends on the 3Rs: responsiveness, reliability, and reassurance. These principles hold good for vehicle servicing.

Tandon (2008)

He pointed out that word-of-mouth also plays a big part in brand loyalty. Customers who receive prompt service are more likely to recommend the brand—after all, this is where Maruti's success lies.

Mishra & Desai (2005)

Their research into loyalty patterns of Indian customers discovered that brand familiarity and consistent service are the key predictors for a second purchase.

#### **4. RESEARCH METHODOLOGY:**

A descriptive and quantitative study design was used to systematically describe the impact of customer satisfaction on brand retention among Maruti Suzuki users.

##### **Type of Data:**

In this study, the Primary Data is obtained from customers via structured questionnaires, and Secondary Data comes from reports, articles, and magazines published over the years are drawn upon.

##### **Sample Size:**

The study interviewed a total of 104 Maruti Suzuki customers, each of whom is a customer today as well. This data provides precise and adequate support for statistical analysis.

##### **Sampling Technique:**

Convenience sampling was used. For those who recently serviced their cars at Maruti Suzuki, suitable customers in Chennai were easily available.

## Tools for Analysis:

Probability Analysis -- "Frequency understanding percentage analysis," Likert Scale Analysis-- People give their levels of satisfaction on a numerical scoring scale; the broader the scale (e.g., from 1 to 7), then the more accurate details in data and conclusions for better understanding. Correlation Analysis- This type of analysis is used to examine the relationship between the satisfaction and loyalty of clients

## 5. DATA ANALYSIS AND INTERPETATION

### 1) FREQUENCY ANALYSIS

#### A) OVERALL CUSTOMER SATISFACTION

SATISFACTION LEVEL	NUMBER RESPONDENTS	OF	PERCENTAGE (%)
Highly Satisfied	42		40.4%
Satisfied	36		34.6%
Neutral	15		14.4%
Dissatisfied	7		6.7%
Highly Dissatisfied	4		3.9%
Total	104		100%



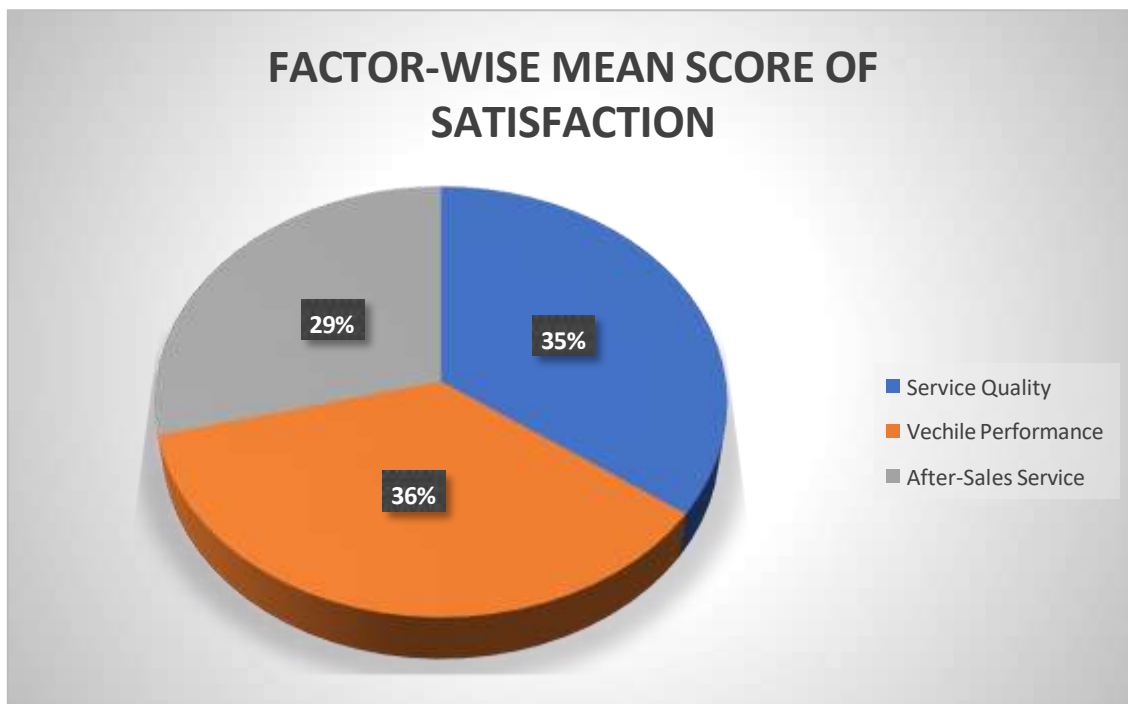
## INTERPETATION:

The service satisfaction for Maruti Suzuki reached at least a medium to high level; 75 percent of our respondents were either satisfied with or highly satisfied by its services.

### 2) LIKERT SCALE ANALYSIS

#### B) FACTOR-WISE MEAN SCORE OF SATISFACTION

FACTOR	STRONGLY AGREE (5)	AGREE (4)	NEUTRAL (3)	DISAGREE (2)	STRONGLY DISAGREE (1)	MEAN SCORE
Service Quality	43	38	12	7	4	4.03
Vehicle Performance	51	34	9	6	4	4.16
After-Sales Service	20	36	26	14	8	3.34



## INTERPETATION:

The score that respondents gave for vehicle performance was this highest(4.16) of any factor considered by 6th-graders, followed by service quality(4.03): After – sales service obtained the lowest score given (3.34), indicating there exists room for improvement in this area.

### 3) CORRELATION ANALYSIS

#### C) SATISFACTION VS LOYALTY INDICATORS

Correlations

	Overall Satisfaction	Service Quality	After-Sales Service
Overall satisfaction Sig.(2-tailed) N	1  104	.740** .000	.580** .005
Service Quality Sig.(2-tailed) N	.740** .000 104	1	.630** .002 104
After-Sales Service Sig.(2-tailed) N	.580** .005 104	.630** .002 104	1

## INTERPETATION:

There is a strong correlation between overall satisfaction and brand retention. So it has become clear the importance of consistent customer experiences.

## 6. FINDINGS:

- Among the respondents, the proportion of those very satisfied (or quite satisfied) is 1.75%.
- The driver's experience and vehicle performance received high mean scores.
- After-sales service is the weak point.
- The links are strong-positive correlation between satisfaction and retention of brand.

## 7. SUGGESTION:

- Enhance after-sales service and speed of response.
- Provide training modules for service personnel.
- Offer exclusive benefits to loyal customers.
- Improve the digital interface so service can be accessed more easily.

## 8. CONCLUSION:

This research points out that Maruti Suzuki's customer satisfaction, in that the customer is satisfied to maintain, would be a powerful source for brand loyalty. High scores of vehicle quality and service quality manifest high trust in the brand, but if the customer is less satisfied with after-sales service, we must strengthen it.

All these supports confirm the strong connection between satisfaction and brand loyalty. A good customer experience brings repeat business, so people start to buy the badges of their friends. Maruti Suzuki has an opportunity to reinforce its position and retain its customer base in an increasingly competitive marketplace by improving its after-sales service and continuing to provide consistently good service delivery.

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