

# Customer Satisfaction Towards Maruti Suzuki Car in Gorakhpur City

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**Abstract:** The vehicle industry in India rose to become the fourth biggest globally. Maruti Suzuki is one of the few automakers with extensive knowledge of the Indian market. As of December 2023, it has a 36.50 percent market share, making it the biggest automotive maker. Customer decision-making is a complicated process. Choosing the goods or services to purchase requires a number of steps. The researcher has tried to find out which Maruti Suzuki vehicle brand the customers prefer and to examine consumer satisfaction in study area. This research covers the ways for raising consumer awareness of Maruti Suzuki vehicles, the variables affecting consumers' purchasing decisions, and the degree of customer satisfaction with these vehicles. By computing the weighted average score for each influential aspect, the ranking system based on positive responses is used to assess the degree of consumer satisfaction with Maruti Suzuki cars. The customers express dissatisfaction with the air cooler facility, interior decorating, and after-sale support. Positively, the majority of buyers express great satisfaction with the engine performance, driving comfort, style/color, and safety.

**Key words:** Maruti Suzuki Car, Customer Satisfaction, Factors Affecting, After Sales Service.

## I INTRODUCTION

The vehicle industry in India rose to become the fourth biggest globally. The market is dominated by the two-wheeler phase in terms of volume because of the youthful population and expanding class. Over the last 20 years, the Indian automotive sector has advanced significantly, drawing attention from across the world and positioning itself as a competitor for a top table spot. The automotive market is the biggest in the world for tractors, the second largest for two-wheelers, the seventh largest for commercial vehicles, and the sixth largest for passenger cars in terms of manufacturing output. Maruti Suzuki is one of the few automakers with extensive knowledge of the Indian market. As of December 2023, it has a 36.50 percent market share, making it the biggest automotive maker. Branding is important for market segmentation since it draws consumers' attention to high-end products. Customers now have access to an increasing number of options for both products and services. The contrast between total customer value and total customer cost is what will determine their choice and impression of quality worth, and service providers must be forced to understand how to determine customer value and satisfaction.

## II. STATEMENT OF THE PROBLEM

Customer decision-making is a complicated process. Choosing the goods or services to purchase requires a number of steps. According to the literature on brand preference research, customers must take their time when selecting durable items, particularly four-wheelers, and weigh their needs and financial situation before making a decision. The buyer's preconceived notions and the marketing tactics used by the manufacturer and marketer are also important factors in the decision to pick a certain brand and increase customer satisfaction. There haven't been many efforts to investigate how brand choice variables affect consumer happiness. Therefore, the researcher has attempted to determine Maruti Suzuki Cars' preferred brand in the study region and to look at consumer satisfaction.

## III. REVIEW OF LITERATURE

**NIZAM, FARIDA BEGUM** (2022) revealed that the majority of young people, married or not, like to drive vehicles with cutting-edge technology. There are four categories of customer purchasing behavior: issue identification, information collection and evaluation, purchase and post-purchase analysis. These four categories have a significant impact on consumer purchasing decisions. Maruti Suzuki must enhance the bond between customers and the business.

**R** (2022) in his research found that automakers are expanding and becoming more reliant on the lower and middle classes. Better growth of company may be attained via improved user service.

**DHARMARAJ**, (2020) discovered that there are four main categories of consumer behavior expectations and determinants: psychological, socioeconomic, cultural, and personal. Only by meeting their demands would Maruti vehicle producers, who observe their behavior, be able to achieve tremendous success in their industry.

**RAMYA&BHARATHI** (2019) with an emphasis on factor analysis, the research sought to examine the Maruti Suzuki brand's factors that influence customer satisfaction. Only the first two of the twelve components—the exteriors, the interiors, storage and space audio/entertainment/navigation, air conditioning, driving, engine, visibility, safety, and fuel—had eigenvalues larger than 1. These two factors were significant in explaining customer satisfaction since they accounted for around 59% of the overall variation.

#### IV. OBJECTIVES OF THE STUDY

- To assess customer awareness regarding various Maruti Suzuki car brands and models
- To evaluate the variables affecting consumers' decisions to purchase and measure their degree of satisfaction with Maruti Suzuki cars.

#### V. RESEARCH METHODOLOGY

Exploratory research is a method which has been used. Primary data is gathered via questionnaires from Gorakhpur District Maruti Suzuki automobile owners. In this study, the researcher used a convenient sampling strategy to gather secondary data from previously published project reports, magazines, journals, and other sources. 400 hundred Maruti Suzuki operators in the Gorakhpur District constitute the sample unit used for the study. For the analysis, the researcher used weight ranking and percentage techniques.

#### VI. FINDING AND DISCUSSION

The following are the analysis and interpretation

##### 6.1 Gender wise Classification of Respondent

**Table 1 Gender wise Classification**

S.N.	Gender	No of Respondents	Percentage
1.	Male	376	94
2.	Female	24	6
	<b>Total</b>	<b>400</b>	<b>100</b>

Source: Primary Data

Table 1 reveals the respondents' gender. 376 (94%) of the 400 responders are men, while the remaining 6 % are women. The data suggests that male users make up the majority of responses (94%) in terms of gender.

##### 6.2 AGE WISE CLASSIFICATION

**Table 2**

**Age wise classification**

S.N.	Age	No of Respondents	Percentage
1.	18-25	78	19.5
2.	25-32	103	25.75
3.	32-39	112	28
4.	39 and Above 39	107	26.75
	<b>Total</b>	<b>400</b>	<b>100</b>

Source: Primary Data

Based on Table 2, it can be observed that 19.5% of respondents are between the ages of 18 and 25; 25.75% fall between the 25 and 32 age group; 28% fall between the 32 and 39 age group; and the remaining 29.75% fall between the 39 and above age group. The aforementioned figure makes it evident that the majority of respondents (28%) are between the ages of 32 and 39.

### 6.3 INCOME LEVEL OF THE RESPONDENTS

**Table 3**

**Income of the Respondents**

S.N.	Income (Per annum)	No. of Respondents	Percentage
1	Up to 4 lakhs	97	24.25
2	4 lakhs to 6 lakhs	178	44.5
3	Above 6 lakhs	125	31.25
	<b>Total</b>	<b>400</b>	<b>100</b>

Source: Primary Data

Table 3 makes it evident that 24.25% of respondents had incomes up to Rs. 4 lakhs, 44.5% had incomes between Rs. 4 lakhs and Rs. 6 lakhs, and 31.25 percent had incomes beyond Rs. 6 lakhs. Thus, the majority of the respondent's income (44.5%) is assumed to be in the range of 4 lakhs to 6 lakhs.

### 6.4 MODEL OF THE CAR OWNED BY THE RESPONDENTS

**Table 4**

**Model of the car owned by the Respondents**

S.N.	Model	No. of Respondents	Percentage
1.	Maruti Suzuki Alto	126	31.5
2.	Maruti Suzuki Wagon R	112	28
3.	Maruti Suzuki Baleno	51	12.75
4.	Maruti Suzuki Brezza	35	8.75
5.	Maruti Suzuki Ertiga	20	5
6.	Maruti Suzuki Swift	27	6.75
7.	Maruti Suzuki Grand Vitara	18	4.5
8.	Maruti Suzuki Invicto	11	2.75
<b>Total No. of Respondents</b>		<b>400</b>	<b>100</b>

Source: Primary Data

Table 4 displays the automobile models that the respondents owned. It is evident that the majority of the respondents (31.5%) were owners of Alto model cars. Of these, 28% have bought Wagon R models. Of these, 12.75% have

bought Baleno models. 8.75% and 5% of them have owned cars of the Brezza and Ertiga models, respectively. Of them, 6.75%, 4.5%, and 2.75 percent purchased

Maruti Suzuki Swift, Grand Vitara, and Invicto models. Ultimately, it is determined that the majority of responders (31.5%) had acquired an Alto model.

### 6.5 AWARENESS OF MARUTI SUZUKI CARS

**Table 5**

Awareness of Maruti Suzuki Cars

S.N.	Awareness	Frequency	Percentage
1.	Offline Advertisement	122	30.5
2.	Online Advertisement	168	42
3.	Friends	66	16.5
4.	Family Members/ Relatives	44	11
	Total	400	100

Source: Primary Data

Table 5 shows the level of understanding regarding Maruti Suzuki cars. 42 percent (168) of the 400 respondents said they knew about the brand via online advertisements, while 30.5 percent (122) said they heard about the automobile through offline advertisements. Friends' awareness accounts for 16.5% (66). 11% (44) of the participants acquainted about the car through family members or relatives. Consequently, the majority of respondents (30.5%) are aware of the Maruti Suzuki brand due to online advertisements.

### 6.6 FEATURES ATTRACTED THE RESPONDENTS

**Table 6**

Features that attracted the respondents

S.N.	Features	No. of Respondents	Percentage
1.	Price	54	13.5
2.	Mileage	286	71.5
3.	Service	42	10.5
4.	Brand Image	18	4.5
	Total	400	100

Source: Primary Data

According to the above data, 71.5 percent of the 400 respondents believe that a car's mileage is important and attracts them in. 13.5 percent said that pricing is the most important consideration when buying a vehicle, while 4.5 percent and 10.5 said that brand image and customer service are that attract consumers in. Therefore, the majority of respondents (71.5%) said that a Maruti Suzuki automobile model's mileage was a significant attribute.

## 6.7 MAIN REASONS FOR BUYING MARUTI SUZUKI CARS

**Table 7**

Main reasons for buying Maruti Suzuki Cars

S.N.	Reasons for Buying Maruti Suzuki	No of Respondents	Percentage
1.	Meets my expectations	38	9.5
2.	Easy to maintain	86	21.5
3.	Suitable for Indian roads	227	56.75
4.	Trust Worthy	22	5.5
5.	Fuel Efficient	27	6.75
	Total	400	100

Source: Primary Data

The table 7 shows the reasons given by the respondents for purchasing a Maruti Suzuki car. According to table 56.75% of respondents, Maruti Suzuki is the best option for Indian road conditions. 21.5% of respondents say their automobile is simple to maintain, while 9.5%, 6.75%, and 5.5% believe their car fulfills expectations, is fuel-efficient, and is trustworthy. The majority of respondents (56.75%) said that Maruti Suzuki cars are appropriate for use on Indian roads, leading to this conclusion.

## 6.8 FACTOR AFFECTING BUYING BEHAVIOUR OF RESPONDENTS

**Table 8** Respondents of factor affecting buying behavior

Factors affecting buying behavior	HDS	DS	NEU	S	HS	Total (S+HS)	Rank
Safety	0	38	92	137	133	270	4
Engine Performance	0	36	65	97	202	299	2
Driving Comfort	2	24	86	112	176	288	3
Service	30	141	116	74	39	113	6
Interior Decoration	26	174	102	37	61	98	7
Air Cooler	45	165	95	47	48	95	8
Style/Colour	0	38	2	154	206	360	1
Resale Value	14	22	142	102	120	222	5
Total							

Source: Primary Data

**HDS- Highly Dissatisfied, DS- Dissatisfied, NEU- Neutral, S – Satisfied, HS-Highly Satisfied**

Table 8 shows the variables influencing consumer satisfaction through purchasing behavior. To calculate the rank, two parameters—satisfied and extremely satisfied—are used. Maruti Suzuki's automobile design and color has been confirmed to be the highest rated. Subsequently, driving comfort and engine performance came in second and third, respectively. The other factors—air cooler, interior design, resale value, safety, and after-service—have been rated fourth, fifth, and so on. The consumer doesn't give much thought about the air cooler or interior design. In the end, it is determined that the style/color, engine performance, and comfort of driving are the main reasons for the high level of consumer satisfaction.

## VII. SUGGESTIONS

1. The majority of respondents in this research are men, with very few women owning their own cars. The automobile's mechanics and driving system need to be automated in order to evoke interest in female customers.
2. Customer satisfaction greatly depends on after-sale service. The majority of clients thought that the company's after-sale support fell below of expectations. Therefore, the customer service should be enhanced by giving them proper information and by promptly offering routine repairs and maintenance services.
3. Customers regarded the interior decorating of the automobile as the second least important feature and expressed dissatisfaction with it in the majority of cases. With regard to these services, some of them are neutralized. The interior decorating of a vehicle may be enhanced by adding accessories, adding protection to the dashboard and steering wheel, adding more storage, and so on.
4. The majority of buyers were not happy with the car's air cooler and gave it the lowest rating. Therefore, by quickly absorbing heat, the corporation should boost the Air cooler facility's efficiency. A/C curtains, window shades, sun visors, and internal venting are a few strategies to increase air cooler efficiency.

## VIII. CONCLUSION

The majority of consumers rank Maruti Suzuki as one of their top brands. Additionally, the current research has achieved all of its goals. The research assists in identifying significant variables that affect Maruti Suzuki cars purchases. The aforementioned recommendations must be followed by Maruti Suzuki automobile manufacturers in order to enhance their manufacturing and sales operations. The majority of consumers are very happy with the engine's performance, driving comfort, safety, and style/color.

## SCOPE FOR FURTHER STUDIES

The similar research has to be done for other automobile brands in India, either locally or outside. So far, all businesses have been centered on cities and towns. In rural areas, there is also a chance to carry out similar activities. This will aid in the expansion of India's rural market.

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