



CUSTOMER STATISFACTION TOWARDS MARUTI SUZUKI WITH REFERENCE TO COIMBATORE CITY

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CHAPTER – I INTRODUCTION

1.1 INTRODUCTION

Measuring customer satisfaction is a relatively new concept to many companies that have been focused exclusively on income statements and balance sheets. Companies now recognize that the new global economy has changed things forever. Increased competition, crowded markets with little product differentiation and years of continual sales growth followed by two decades of flattened sales curves have indicated to today's sharp competitors that their focus must change. As markets shrink, companies are scrambling to boost customer satisfaction and keep their current customers rather than devoting additional resources to chase potential new customers. The claim that it costs five to eight times as much to get new customers than to hold on to old ones is key to understanding the drive toward bench marking and tracking customer satisfaction. Competitors that are prospering in the new global economy recognize that measuring customer satisfaction is the key. Only by doing so can they hold on to the customers they have and understand how to better attract new customers. The competitors who will be successful recognize that customer satisfaction is a critical strategic weapon that can bring increased market share and increased profits. The problem companies face, however, is exactly how to do all of this and do it well. They need to understand how to quantify, measure, and track customer satisfaction. Without a clear and accurate sense of what needs to be measured and how to collect, analyse, and use the data as a strategic weapon to drive the business, no firm can be effective in this new business climate. Plans constructed using customer satisfaction research results can be designed to target customers and processes that are most able to extend profits. Too many companies rely on outdated and unreliable measures of customer satisfaction. They watch sales volume. They listen to sales reps describing their customers' states of mind. They track and count the frequency of complaints. And they watch aging accounts receivable reports, recognizing that unhappy customers pay as late as possible

if at all. While these approaches are not completely without value, they are no substitute for a valid, well-designed customer satisfaction survey program.

1.2 OBJECTIVES OF THE STUDY

- To study the customer satisfaction with the usage of vehicles of MARUTI SUZUKI.
- To study the impact of different factors of marketing on customer satisfaction.
- To know the customers are satisfied with price and service network.
- To know the weather Maruti performance matching with the customer expectations.
- To know whether the dealer renders after sales service, and if he, how far the consumers are satisfied with services rendered by dealer.

1.3 SCOPE OF THE STUDY

Customer satisfaction is defined as “the number of customers, or percentage of total customers. Whose reported experience with a firm, its products, or its services exceeds specified satisfaction goals”. The study entitled “customer satisfaction towards Maruti Suzuki cars” mainly focus on the satisfaction of customer to the Maruti Suzuki company for the analysis of satisfaction from the 150 respondents are collected and it will be simple percentage to know the various satisfaction in the features of cars. The sample design taken for the study is convenient sampling for the study is convenient sampling for collecting the data primary and secondary methods are used. Customer satisfaction is the key factor in knowing the success of any retail store or business; therefore, it is very important to measure it and to find the factors that affect the consumer satisfaction. Consumers are most likely to appreciate the goods and services they buy, provided if they are made to feel special. This occurs when they feel that the goods and services that they buy have been specially produced for them or for people like them. Gaining high levels of consumer satisfaction is very important to a business because satisfied consumers are most likely to be loyal to a business.

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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.
- Research on the buying behaviour which would include brand performance, brand Attitudes, product satisfaction, purchase behaviour, purchase intentions, brand awareness, Segmentation studies, etc.
- Study of perceptions among people regarding automobiles (Maruti) and their preferences of the type of vehicles (cars).

1.3 STATEMENT OF THE PROBLEM

The objective of the study is to find out the satisfaction of customers of Maruti Suzuki Coimbatore. It helps in analysing the satisfaction of customers in their products. This study is mainly concerned with the marketing department of the company. Understanding and meeting customer’s expectations and

subsequently being different from competitors are important in order to survive in the today world of globalization. Due to dynamic environment and increasing services from competitors, it is must for automobile industry to provide excellent service and focus on continuing improvement.

1.4 METHODOLOGY

Data collection is most essential aspect of any research because the whole result of research depends on the data and information hence, the methodology adopted by me to collect the data final interpretation were through:

1) SURVEY RESEARCH

This kind of research finds favor with almost all the social science researches. It is one of the most popular methods of investigation, because a study of the attributes and variables in relation to the population (The entire group of people, inhabitants, items etc...under study) is easier and is more accurate. It suffers from a negligible magnitude of error. Now-a-days sample survey has become an effective method for research. This is possible with the help of personal interviews which are backed by questionnaires, direct oral observations. Indirect oral observations and etc.

2) PRIMARY SOURCE OF DATA

Meaning: Primary sources of data are the data which needs the personal efforts to collect it and which are not readily available. Primary sources of data are the other type of sources through which the data was collected.

Following are few ways in which the data was collected:

a) Questionnaires: It's set of questions on a sheet of paper was being given to the respondents of fill it, based on which the data was interpreted.

b) Direct Interviewing: Direct interviewing involved the process where I asked the questions directly to the customers and got the feedback.

3) SECONDARY SOURCE OF DATA

Secondary sources are the other important sources through which the data were collected. These are the readily available sources of the data where one had need not put much effort to collect. because it is already been collected and part in an elderly manner by some researchers, experts and socialites. The secondary sources helpful for study was: Text books like Marketing Management, Research Methodology, Advertisement and Sales Promotion. Internet was made use for the collection of the data. Newspapers were also referred. Business Magazines also referred. Some journals were also referred.

4) LIBRARY SURVEY

This was also undertaken for the collection of data. This type of research is based on books like periodical, journals, documentations, and secondary data etc... which are available in the library.

TOOLS USED:

Simple percentage:

Simple percentage refers to a special kind of ratio. These were used to describe relationship; they reduce everything to a common base and there by allow meaningful comparisons to be made.

$$\text{Percentage} = \frac{\text{Number of respondents}}{\text{Total respondents}} \times 100$$

SAMPLE SIZE

By using judgment Random Sampling Technique 127 respondents are selected for the purpose of the study. Direct questionnaires are used to survey the customers.

1.6 LIMITATION

As the time constraint was there to complete this and as there was also finance restriction to spend on the data collection activities. So, for data collection, I have limited myself to customers who brought their vehicles in specified period only.

CHAPTER – II REVIEW OF LITERATURE

CHAPTER – II

REVIEW OF LITERATURE

2.1 RELATED LITERATURE REVIEWS:

1) 1. "A Study on Customer Satisfaction towards Maruti Suzuki in Coimbatore"

This study investigates the services provided by Maruti Suzuki showrooms in Coimbatore and assesses consumer awareness of various Maruti car models. Data were collected from 150 respondents using convenience sampling. The research found that customer satisfaction is influenced by factors such as service quality, product features, and brand image. The study emphasizes the importance of understanding customer expectations to maintain competitiveness in the automobile market.

2) "A Study on Customer Satisfaction towards Maruti Suzuki Swift with Special Reference to Coimbatore City"*

This research focuses on customer satisfaction levels concerning the Maruti Suzuki Swift model in Coimbatore. The study utilized surveys and questionnaires to gather data from Swift owners. Findings indicate that aspects like vehicle performance, comfort, pricing, and after-sales services significantly impact customer satisfaction. The study suggests that enhancing these factors can lead to increased customer loyalty and positive word-of-mouth.

3) "A Study on Consumer Satisfaction toward Maruti Suzuki Vehicles"

Conducted in Coimbatore, this study examines the factors influencing consumer satisfaction with Maruti Suzuki vehicles. The research highlights that fuel efficiency, maintenance costs, and brand reputation are critical determinants of customer satisfaction. The study also notes that customers value the availability of spare parts and the quality of after-sales service. Recommendations include focusing on these areas to

enhance overall customer satisfaction.

4) "A Study on Customer Satisfaction and Service Quality Management towards Maruti Suzuki Cars"*

This study analyses the decision-making process of car buyers and their satisfaction levels with showroom atmosphere, car design, engine performance, and safety features. The research employed structured questionnaires to collect data from 75 Maruti Suzuki car owners. Findings suggest that service quality, including the responsiveness of staff and the efficiency of service processes, plays a significant role in customer satisfaction.

5). "Customer Satisfaction towards Maruti Suzuki Cars: A Case Study of Solan City, Himachal Pradesh"

Although centered on Solan City, this study's insights are applicable to similar markets. It concludes that factors such as car price, discounts, and service charges significantly affect overall customer satisfaction, with product-related attributes receiving higher satisfaction levels than pricing attributes.

6). "A Study on Customer Satisfaction of Maruti Suzuki"

This study aims to investigate the factors that influence customers to choose Maruti Suzuki as their car, based on primary data from Coimbatore, India. The research utilized questionnaires to collect data and found that factors such as brand reputation, fuel efficiency, and affordability are significant determinants of customer satisfaction. The study recommends that Maruti Suzuki continue to focus on these areas to maintain and enhance customer satisfaction levels.

7). "A Study on Customer Satisfaction towards Maruti Suzuki"

This study examines the factors that may influence customer choices to choose Maruti cars, based on primary data collected through questionnaires in Coimbatore, India. The research highlights that brand image, product quality, and after-sales service are significant factors affecting customer satisfaction. The study suggests that Maruti Suzuki should focus on these areas to enhance customer satisfaction and loyalty.

8). "A Study on Customer Satisfaction towards Maruti Suzuki in Coimbatore"

This study investigates customer satisfaction levels towards Maruti Suzuki in Coimbatore. The research found that C-segment car customers are averagely satisfied with factors like relevant expense, safety technology, engine reliability, internal accessories, and external appearance. The study suggests that Maruti Suzuki should focus on improving these factors to enhance customer satisfaction.

9). "Review of Literature on Customer Satisfaction towards Maruti Suzuki"

This literature review compiles various studies on customer satisfaction towards Maruti Suzuki. Some key findings include that Maruti Suzuki customers are most satisfied with attributes like fuel efficiency, maintenance costs, and availability of spare parts. The review suggests that focusing on these factors can lead to increased customer satisfaction and loyalty

10). "A Study on Customer Satisfaction towards Maruti Suzuki Cars in Coimbatore City"

This study aims to determine customer satisfaction related to the vehicles in the Maruti Suzuki Company in Coimbatore. The research found that factors such as service quality, product features, and brand image significantly influence customer satisfaction. The study suggests that Maruti Suzuki should focus on these areas to enhance customer satisfaction and loyalty

11. Priyadharshini, T., & Harish, K. (2021). "A Study on Customer Satisfaction Towards Maruti Suzuki Cars in Coimbatore City."

This study investigates consumer preferences and satisfaction levels with Maruti Suzuki cars in Coimbatore. Utilizing both primary and secondary data, the researchers employed tools like simple percentage analysis and Likert Scale analysis to assess factors influencing customer satisfaction. The findings suggest that Maruti Suzuki's innovative market strategies have positively impacted customer loyalty and satisfaction in the region.

12. Ramya, K. (2016). "Factors Influencing Consumer Preference for Automobile Brands: An Empirical Study with Reference to Maruti-Suzuki in Coimbatore City."

This empirical study identifies key factors affecting consumer preferences for Maruti Suzuki in Coimbatore. Through quota sampling and statistical analyses, the research highlights that factors such as mileage, price, and design significantly influence consumer choices, providing insights for future marketing strategies.

13. Remita, V., & Ponnurani, K. (2021). "A Study on Customer Satisfaction Towards Maruti Suzuki Swift with Special Reference to Coimbatore City."

Focusing on the Maruti Suzuki Swift model, this study assesses customer satisfaction levels in Coimbatore. Data collected via surveys and questionnaires reveal that aspects like service quality, vehicle performance, and dealer services play crucial roles in customer satisfaction, leading to repeat purchases and positive word-of-mouth.

14. Akhila, M., & Thayyullathil, A. A. T. (2015). "A Study on Customer Satisfaction Towards Maruti Suzuki in Coimbatore."

This study focuses on factors influencing customers to choose Maruti Suzuki cars in Coimbatore. Data collected through questionnaires indicate that brand performance, customer service, and vehicle features are key determinants of customer satisfaction.

15. Ramya, K. (2016). "Correlations Among the Features Instigating Contentment: A Study with Reference to Maruti Suzuki Customers in Coimbatore."

This research analyses the correlations among various satisfaction drivers for Maruti Suzuki customers in Coimbatore. The study emphasizes the importance of understanding customer expectations and perceptions to maintain competitiveness in the dynamic automobile market.

16. Singh, R., & Srivastava, M. (2013). "Customer Satisfaction Towards Maruti Suzuki Cars: A Case Study of Solan City, Himachal Pradesh."

Although centered on Solan City, this study's insights are applicable to similar markets. It concludes that factors such as car price, discounts, and service charges significantly affect overall customer satisfaction, with product-related attributes receiving higher satisfaction levels than pricing attributes.

17). Muzumdar, P., & Kurian, G. (2021). "Empirical Study to Explore the Influence of Salesperson's Customer Orientation on Customer Loyalty."

This study examines how a salesperson's customer-oriented approach influences customer loyalty. Findings suggest that factors like product assortment, customer income, and the salesperson's listening skills significantly impact customer loyalty, highlighting the importance of personalized service in the automobile industry.

18). Majid, M. M., et al. (2018). "Consumer Satisfaction of Maruti Suzuki Cars in Tirunelveli City."

This study investigates factors influencing consumer satisfaction with Maruti Suzuki cars in Tirunelveli City. It explores aspects such as after-sales services, pricing of spare parts, and overall satisfaction levels, offering insights applicable to similar markets like Coimbatore.

19). Jaganathan, A., & Palanichamy, K. (2018). "A Study on Buyer Behaviour Towards Small Cars Produced by Maruti Suzuki India Limited in the Nilgiris District of Tamil Nadu."

This research analyses buyer behaviour towards Maruti Suzuki's small cars in the Nilgiris district. It examines satisfaction levels concerning price, fuel efficiency, maintenance, and after-sales services, providing insights into factors influencing customer decisions in regions similar to Coimbatore.

20). "Maruti Suzuki Tops JD Power Customer Satisfaction Survey." (2015). The Hindu.

This article reports that Maruti Suzuki ranked highest in after-sales customer service satisfaction among mass-market brands for the 16th consecutive year. The study measures satisfaction across factors like service quality, vehicle pick-up, service advisor, service facility, and service initiation, underscoring Maruti Suzuki's commitment to customer satisfaction.

21). "Maruti Suzuki Service, Sai Baba Colony in Coimbatore."

This source provides customer reviews of the Maruti Suzuki service centre in Sai Baba Colony, Coimbatore. The feedback is mixed, with some customers expressing dissatisfaction with the service quality, while others commend the staff's responsiveness and communication.

Such reviews highlight the variability in customer experiences and underscore the importance of consistent service quality.

22). "Maruti Suzuki Coimbatore Employee Reviews."

This source offers insights into employee experiences at Maruti Suzuki in Coimbatore. The overall rating is 4.1 out of 5, with high scores in job security and work satisfaction. Employee perspectives can indirectly reflect customer satisfaction, as satisfied employees are often more motivated to provide excellent service.

23). "Maruti Suzuki India's Customer Satisfaction Score."

According to this source, Maruti Suzuki India has an overall Customer Satisfaction (CSAT) score of 91 out of 100. This high score indicates a strong level of customer satisfaction across the country, which can be indicative of the brand's performance in specific regions like Coimbatore.

CHAPTER – III

COMPANY PROFILE



INTRODUCTION:

Maruti Suzuki India Limited, formerly known as Maruti Udyog Limited, is an Automobile manufacturer in India. It is a subsidiary of Japanese automobile and Motorcycle manufacturer Suzuki Motor Corporation. As of January 2017, it had a Market share of 51% of the Indian passenger car market Maruti Suzuki Manufactures and sells popular cars such as The Ciaz, Ertiga, Alto, Swift, Celerio, Swift Dzire and Omni. The company is Headquartered at New Delhi. In February 2012, the company sold its ten millionth Vehicle in India. 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 not only due to the Iron disputed 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 were signed between Govt 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.

HISTORY:

Maruti was established in February 1981 with production starting in 1983 with the Maruti 800, based on the Suzuki Alto key car. As of May 2007, the Government of India, through Ministry of Disinvestment, sold its complete share to Indian financial institutions and no longer has any stake in Maruti Udyog.

CHRONOLOGY:

Under the name Maruti

“Surya Ram Maruti Technical Services Private Ltd” (MTSPL), a private Company, was launched in 1970 to provide technical know-how for the design, Manufacture and assembly of “a wholly indigenous motor car. Under the Companies Act, Maruti Limited” was incorporated in June 1971. Maruti Limited Went into liquidation in 1977. Further, Maruti Udyog Ltd was incorporated through the efforts of V. Krishnamurthy.

Affliction with Suzuki

In 1982 a license and joint venture agreement (JVA) was signed between Maruti Udyog Ltd, and Suzuki of Japan. At first, Maruti Suzuki was mainly an importer of cars. In India's closed market, Maruti received the right to import 40,000 fully built-up Suzuki in the first two years, and even after that the early goal was to use only 33% indigenous parts. This upset the local manufacturers considerably. There were also some concerns that the Indian market was too small to absorb the comparatively large production planned by Maruti Suzuki, with the government even considering adjusting the petrol tax and lowering the excise duty in order to boost sales. Finally, in 1983, the Maruti 800 was released. This 796-cc hatchback was based on the SS80 Suzuki Alto and was India's first affordable car, Initial product plan was 40% saloons, and 60% Maruti Van. Local production commenced in December 1983. In 1984, the Maruti Van with the same three-cylinder engine as the 800 was released and the installed capacity of the plant in Gurgaon reached 40,000 units. In 1985, the Suzuki SJ410-based Gypsy, a 970 cc 4WD off-road vehicle, was launched. In 1986, the original 800 was replaced by an all-new model of the 796cc hatchback Suzuki Alto and the 100,000th vehicle was produced by the company. In 1987, the company started exporting to the West, when a lot of 500 cars were sent to Hungary. By 1988, the capacity of the Gurgaon plant was increased to 100,000 units per annum.

MARKET LIBERALISATION:

In 1989, the Maruti 1000 was introduced and the 970 cc, three-box was India's first contemporary sedan. By 1991, 65 per cent of the components, for all vehicles produced, were indigenized. After liberalization of the Indian economy in 1991, Suzuki increased its stake in Maruti to 50 per cent, making the company a 50-50 JV with the Government of India the other stake holder. In 1993, the Zen, a 993 cc, hatchback was launched and in 1994 the 1298 cc, Esteem was introduced, Maruti produced its 1 millionth vehicle since the commencement of production in 1994. Maruti's second plant was opened with annual capacity reaching 200,000 units. Maruti launched a 24-hour emergency on-road vehicle service. In 1998, the new Maruti 800 was released, the first change in design since 1986. Zen D, a 1527 cc diesel hatchback and Maruti's first diesel vehicle and a redesigned Omni were introduced. In 1999, the 1.6 litre Maruti Baleno three-box saloon and Wagon R were also launched. In 2000, Maruti became the first car company in India to launch a Call Centre for internal and customer services. The new Alto model was released. In 2001, Maruti True Value, selling and buying used cars was launched In October of the same year the Maruti Versa was launched. In 2002, Esteem Diesel was introduced. Two new subsidiaries were also started: Maruti Insurance Distributor Services and Maruti Insurance Brokers Limited, Suzuki Motor. Corporation increased its stake in Maruti to 54.2 per cent. In 2003, the new Suzuki Grand Vitara XL-7 was introduced while the Zen and the Wagon R were upgraded And redesigned. The four millionth Maruti vehicle was built and they entered into a Partnership with the State Bank of India. Maruti Udyog Ltd was listed on BSE and NSE after a public issue, which was oversubscribed tenfold. In 2004, the Alto Became India's bestselling car overtaking the Maruti 800 after nearly two decades. The five-seater Versa 5-seater, a new variant, was created while the Esteem was re- Launched. Maruti Udyog closed the financial year 2003-04 with an annual sale of 472,122 units, the highest ever since the company began operations and the fiftieth Lakh (5 millionth) car rolled out in April 2005. The

1.4 1litre Suzuki Swift five-door Hatchback was introduced in 2005. In 2006 Suzuki and Maruti set up another joint Venture, “Maruti Suzuki Automobiles India”, to build two new manufacturing Plants, one for vehicles and one for engines. Cleaner cars were also introduced, with Several new models meeting the new “Bharat Stage1” standards. In February 2012. Maruti Suzuki sold its ten millionth vehicle in India. In July 2014 it had a market Share of more 45%. Maruti Suzuki is now looking to

shift its current manufacturing Facility located in the downtown Gurgaon as apparently it is short of space and Logistics. It is hunting for a huge 700 acres of plot of land.

JOINT VENTURE RELATED ISSUE:

Relationship between the Government of India, under the united front (India) coalition and Suzuki Motor Corporation over the joint venture was a point Of heated debate in the Indian media until Suzuki Motor Corporation gained the Controlling stake. This highly profitable joint venture that had a near monopolistic Trade in the Indian automobile market and the nature of the partnership built up till. Then was the underlying reason for most issues. The success of the joint venture led Suzuki to increase its equity from 263 to 40% in 1987, and to 50% in 1992, and further to 56.21% as of 2013. In 1982, both the venture partners entered into an Agreement to nominate their candidate for the post of Managing Director and every Managing Director would have a tenure of five years.

MANUFACTURING FACILITIES:

Maruti Suzuki has three manufacturing facilities in India. All manufacturing facilities have a combined production capacity of 1,700,000 vehicles annually. The Gurgaon manufacturing facility has three fully integrated manufacturing plants and is spread over 300 acres (1.2 km²). The Gurgaon facilities also manufacture 240,000 K-Series engines annually. The Gurgaon Facilities manufactures the Alto 800, Wagnor, Ertiga, S-Cross, Vitara Brezza, Ignis and Eco. The Manesar manufacturing plant was inaugurated in February 2007 and is spread over 600 acres (2.4 km²). Initially it had a production capacity of 100,000 vehicles annually but this was increased to 300,000 vehicles annually in October 2008. The production capacity was further increased by 250,000 vehicles taking total production capacity to 800,000 vehicles annually. The Manesar Plant produces the Alto 800, Alito K10, Swift Ciaz, Baleno, Baleno RS and Celerio. On 25 June 2012, Haryana State Industries and Infrastructure Development Corporation demanded Maruti Suzuki to pay an additional Rs 235 crore for enhanced land acquisition for its Haryana plant expansion. The agency reminded Maruti that failure to pay the amount would lead to further proceedings and vacating the enhanced land acquisition. The launch of the Dzire happened in the month of May 2017 and the variant is said to have good mileage. The Gujarat manufacturing plant became operational in February 2017. The plant current capacity is about 250,000 units per year. But with new investments Maruti Suzuki has plan to take it to 450,000 units per year. In 2012, the company decided to merge Suzuki Powertrain India Limited (SPIL) with itself. SPIL was started as a JV by Suzuki Motor Corp. along with Maruti Suzuki. It has the facilities available for manufacturing diesel engines and transmissions. The demand for transmissions for all Maruti Suzuki cars is met by the production from SPIL.

REVOLUTION:

Maruti created history by record production in 13 months. On 14 December 1983, the then Prime Minister of India, Mr s. 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, it 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, Korea having produced over 3.5 million vehicles by December 2001. Maruti is one of the most successful automobile joint ventures, and has made profits every year since inception till 2000-01. In 2000-01, although we generated operating profits on an income of Rs 25 billion, high depreciation resulted. We are again on track for profits in 200102, with a profit of Rs 300million in the first half, in this period, sales were increased by 5.3%, against an industry Decline of 6.1 % We revolutionized the way Indians looked at cars. “No other car Company so completely dominates its home market” (The Economist). Despite There being 11 companies now in the passenger car market, Maruti holds about 60 % of the total market share. MUL is also 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).

TRANSFER OF TECHNOLOGY:

Every minute two vehicles roll out of the Maruti Plant. It is therefore imperative that the transfer of contemporary technology from our partner Suzuki is a smooth process. Great stress is laid on training and motivating the people who maintain the equipment. since the best equipment alone cannot guarantee productivity. From the beginning it was a conscious decision to send people to Suzuki Motor Corporation for on-the-job training for line technicians, supervisors and engineers. This helps them to imbibe the culture in a way that merely transferring technology through documents can never replicate. At present 20 of our workforces is trained under this program.

COMPANY ETHOS:

Our employees are our greatest strength and asset It is this underlying philosophy that has molded our workforce into a team with common goals and objectives. Our Employee-Management relationship is therefore characterized by: Participative Management, Team work, Kaizen, Communication, Information sharing, and an open office culture for easy accessibility to implement this philosophy. We have taken several measures like a flat organizational structure i.e., there are only three levels of responsibilities ranging from the Board of Directors, Division Heads to Department Heads. Other visible features of this philosophy are common uniforms (at all levels), and a common canteen for all. This structure ensures better communication and speedy decision-making processes. It also creates an environment that builds trust, transparency and a sense of belonging amongst employees.

AWARDS:

- Brand trust report published by Trust Research Advisory, a brand analytics company, has ranked Maruti Suzuki in the thirty seventh position in 2013 and eleventh position in 2014 among the most trusted brands of India.
- Viewers' Choice Car of the Year published by CNBC-TV18 OVERDRIVE, Overdrive is India9s No.1 Auto Publication for Cars and Bikes in India, has awarded Maruti Suzuki Baleno the Viewers' Choice Car of the Year 2016.

CHAPTER – IV

ANALYSIS AND INTERPRETATION

This Chapter deals with the Analysis and interpretation on the CUSTOMER STATISFACTION TOWARDS MARUTI SUZUKI. The data collected from the samples have systematically applied and presented in the table under various headings in the following pages. They were also arranged in such a way that a complete examination can be done in order to give appropriate interpretations for the same. The following are the statistical tool and techniques were used for analysis of the collected.

4.1 SIMPLE PERCENTAGE ANALYSIS

Percentage analysis is used to segregate and classify the data in the questionnaire based on the number of percentage of respondents falling into each category. It makes analysis and comparison of data easier. This formula used to calculate simple percentage analysis is as follow

$$\text{Percentage} = \frac{\text{Number of respondents}}{\text{Total respondents}} \times 100$$

Total respondents

TABLE 4.1.1**AGE OF THE RESPONDENTS**

Age (in years)	No. of Respondents	Percentage
Below 25	25	50.4
25 - 35	32	25.2
36 - 45	16	12.6
46 - 55	9	7.1
Above 55	6	4.7
TOTAL	127	100%

Source: Primary Data**INTERPRETATION**

The above table 4.1 shows that 50.4% (25) of the total respondents are in the age of below 25. 25.2% (32) of the total respondents are in the age group of 25 - 35 years. 12.6% (16) of the total respondents are in the age of 36 - 45 years. 7.1 % (9) of the total respondents are in the age of 46 – 55 years and 4.7% (6) of the total respondents are in the age of more than 55 years.

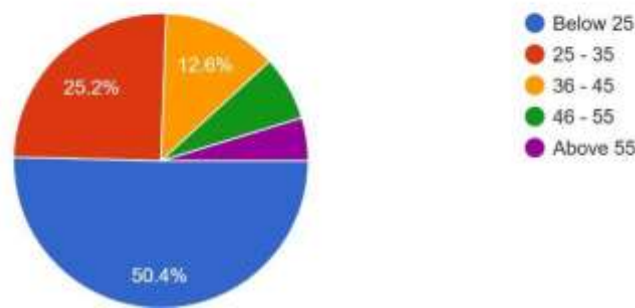
Inference: 50.4 (25) of the total respondents are in the age category of below 25 years**CHART NO: 4.1.1****AGE OF THE RESPONDENTS**Age:
127 responses

TABLE 4.1.2
GENDER OF THE RESPONDENTS

Gender	No. of Respondents	Percentage
Male	68	53.5
Female	59	46.5
TOTAL	127	100%

Source: Primary Data

INTERPRETATION

It is inferred that 53.5% (68) of the total respondents are male and 46.5 (59) of the total respondents are female.

Inference: 53.5 (68) of the total respondents are male.

CHART NO: 4.1.2 GENDER OF THE RESPONDENTS

Gender:
127 responses

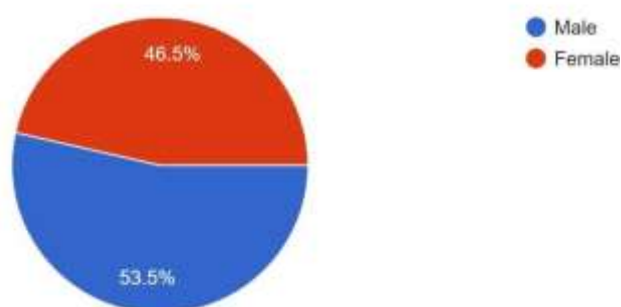


TABLE 4.1.3

OCCUPATIONAL STATUS OF THE RESPONDENTS

Occupation Status	No. of Respondents	Percentage
Student	57	44.9
Salaried employee	47	37
Business owner	20	15.7
Retired	3	2.4
TOTAL	127	100%

Source: Primary Data

INTERPRETATION

It is clear from the table that 44.9% (57) of the total respondents are student, 37% (47) of the total respondents are salaried employee and 15.7% (20) of total respondents are business owner and 2.4% of the total respondents are retired.

Inference: 44.9 (57) of the total respondents are student.

CHART NO: 4.1.3

OCCUPATIONAL STATUS OF THE RESPONDENTS

Occupation:
127 responses

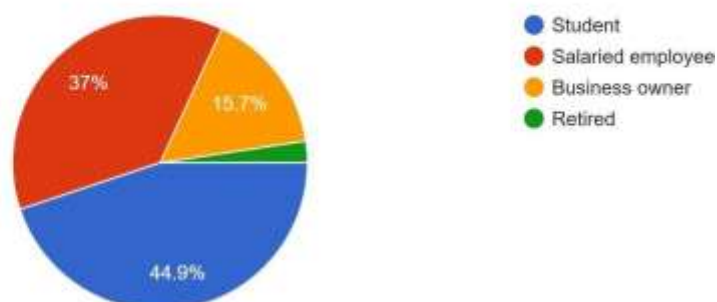


TABLE 4.1.4

RESPONSES ON HOW LONG HAVE YOU BEEN USING A MARUTI SUZUKI VEHICLE?

Years	No. of respondents	Percentage
Less than 1 year	28	22
1 – 3	54	42.5
3 – 5	23	18.1
More than 5 years	22	17.3
TOTAL	127	100%

Source: Primary Data

INTERPRETATION

The above table 4.4 shows that 42.5 % (54) of the total respondents are less than 1 year, 22%

(28) of the total respondents are under the category of 1-3 years, 18.1% (23) of total respondents are 3-5 years and 17.3% (22) of the total respondents are under the category of more than 5 years.

Inference: 42.5% (54) of the total respondents are 1-3 years.

CHART NO: 4.1.4

RESPONSES ON HOW LONG HAVE YOU BEEN USING A MARUTI SUZUKI VEHICLE?

How long have you been using a Maruti Suzuki vehicle?

127 responses

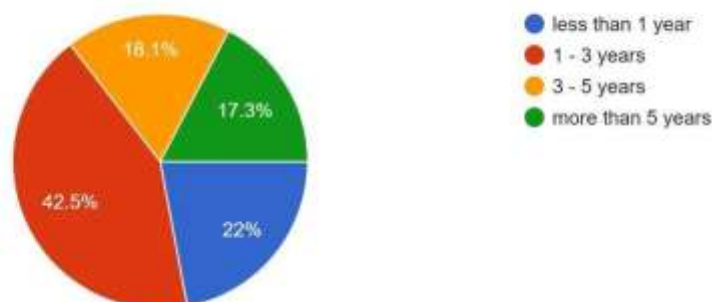


TABLE 4.1.5**RESPONSES ON WHICH MARUTI SUZUKI MODEL DO YOU OWN?**

MODELS	No. of respondents	Percentage
Alto	16	11
Swift	31	24.4
Dezire	26	20.5
WagonR	26	20.5
Brezza	20	15.7
Ertiga	10	7.9
TOTAL	127	100%

Source: Primary Data

INTERPRETATION

It is inferred that 24.4% (31) of the total respondents are using swift, 20.5% (26) of the total respondents are using Dezire, 20.5% (26) of the total respondents are using WagonR, 15.7% (20) of the total respondents are using Brezza, 11% (16) of the total respondents are using Alto and 7.9% (16) of the total respondents are using Ertiga.

Inference: 24.4% (31) of the total respondents are using swift.

CHART NO: 4.1.5**RESPONSES ON WHICH MARUTI SUZUKI MODEL DO YOU OWN?**

Vehicle and Purchase Experience Which Maruti Suzuki model do you own?

127 responses

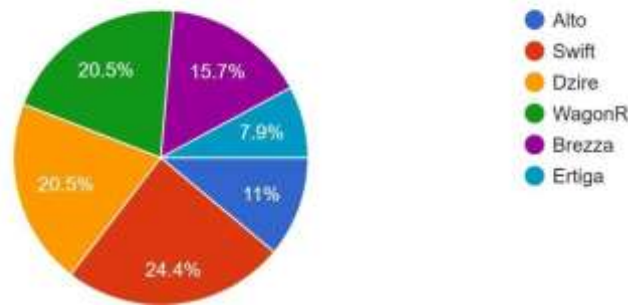


TABLE 4.1.6

RESPONSES ON WHERE DID YOU PURCHASE YOUR VEHICLE?

Market	No. of respondents	Percentage
Authorized Maruti Suzuki dealer	75	59.1
Used car market	40	31.5
Online platform	12	9.4
TOTAL	127	100%

Source: Primary Data

INTERPRETATION

The above table states that 59.1% (75) of the total respondents are from authorized Maruti Suzuki dealer, 31.5% (40) of the total respondents are from used car market, and 9.4% (12) of the total respondents comes under online platform.

Inference: 59.1% (75) of the total respondents are from authorized Maruti Suzuki dealer.

CHART NO: 4.1.6

RESPONSES ON WHERE DID YOU PURCHASE YOUR VEHICLE?

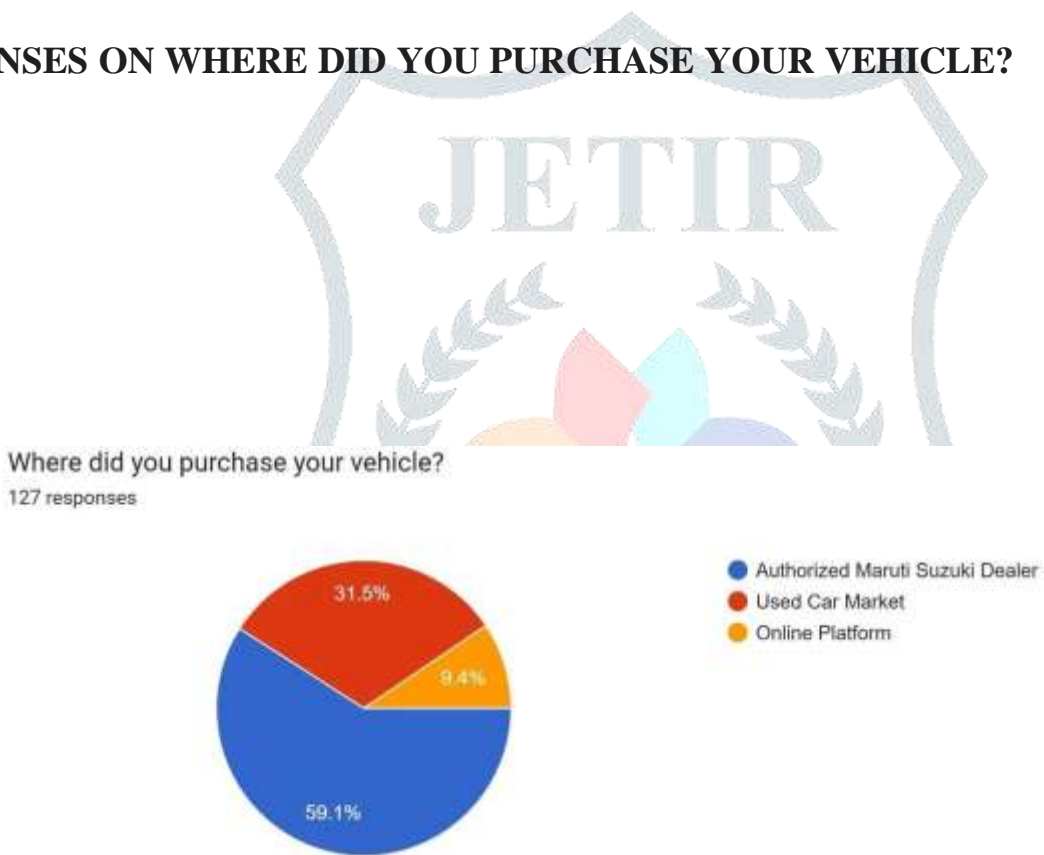


TABLE 4.1.7

RESPONSES ON HOW SATISFIED WERE YOU WITH THE BUYING EXPERIENCE?

Satisfaction	No. of respondents	Percentage
Very satisfied	34	26.8
Satisfied	55	43.3
Neutral	27	21.3
Dissatisfied	9	7.1
Very dissatisfied	2	1.6

TOTAL	127	100%
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Source: Primary Data

INTERPRETATION

The above table 4.7 shows that 43.3% (55) of the total respondents are satisfied, 26.8%

(34) of the total respondents are very satisfied, 21.3% (27) of the total respondents are neutral, 7.1% (9) of the total respondents are dissatisfied and 1.6% (2) of the total respondents are very dissatisfied.

Inference: 43.3% (55) of the total respondents are satisfied.

CHART 4.1.7

RESPONSES ON HOW SATISFIED WERE YOU WITH THE BUYING EXPERIENCE?

How satisfied were you with the buying experience?
127 responses

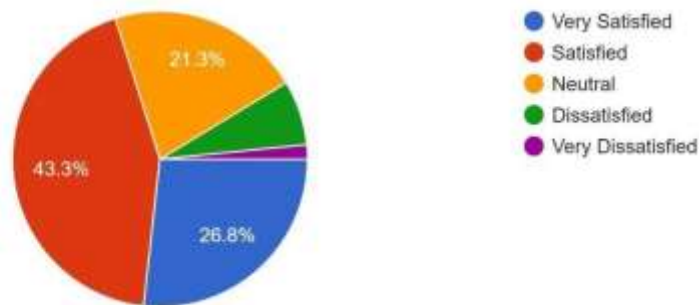


TABLE 4.1.8

RESPONSES ON HOW FREQUENTLY DO YOU SERVICE YOUR VEHICLE?

Service period	No. of Respondents	Percentage
Every 3 months	15	11.8
Every 6 months	55	43.3
Once a year	37	29.1
Only when needed	20	15.7
TOTAL	127	100%

Source: Primary Data

INTERPRETATION

The above table 4.8 shows that 43.3% (55) of the total respondents are every 6 months, 29.1% (37) of the total respondents are once a year, 15.7% (20) of the total respondents are only when needed and 11.8% (15) of the total respondents are every 3 months.

Inference: 43.3% (55) of the total respondents are every 6 months.

CHART NO: 4.1.8

RESPONSES ON HOW FREQUENTLY DO YOU SERVICE YOUR VEHICLE?

How frequently do you service your vehicle?
127 responses

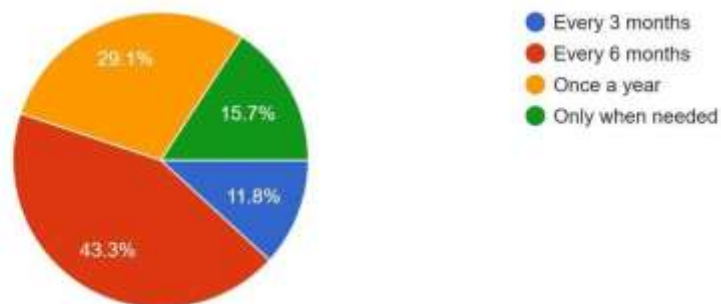


TABLE 4.1.9

RESPONSES ON WHERE DO YOU USUALLY GET YOUR VEHICLE SERVICED?

Service center	No. of Respondents	Percentage
Authorized service center	96	75.6
Local garage	31	24.4
TOTAL	127	100%

Source: Primary Data

INTERPRETATION

The above table 4.9 shows that 75.6% (96) of the total respondents are authorized service center and 24.4% (31) of the total respondents are local garage.

Inference: 75.6% (96) of the total respondents are authorized service centre.

CHART NO: 4.1.9

RESPONSES ON WHERE DO YOU USUALLY GET YOUR VEHICLE SERVICED?

Where do you usually get your vehicle serviced?

127 responses



TABLE 4.1.10

RESPONSES ON HOW SATISFIED ARE YOU WITH THE SERVICING EXPERIENCE?

Satisfaction Level	No. of Respondents	Percentage
Very satisfied	26	20.5
Satisfied	58	45.7
Neutral	29	22.8
Dissatisfied	11	8.7
Very dissatisfied	3	2.4
TOTAL	127	100%

Source: Primary Data

INTERPRETATION

The above table 4.10 shows that 45.7% (58) of the total respondents are satisfied, 22.8% (29) of the total respondents are neutral, 20.5% (26) of the total respondents are very satisfied, 8.7% (11) of the total respondents are dissatisfied and 2.4% (3) of the total respondents are very dissatisfied.

Inference: 45.7% (58) of the total respondents are satisfied.

CHART NO 4.1.10

RESPONSES ON HOW SATISFIED ARE YOU WITH THE SERVICING EXPERIENCE?

How satisfied are you with the servicing experience?

127 responses

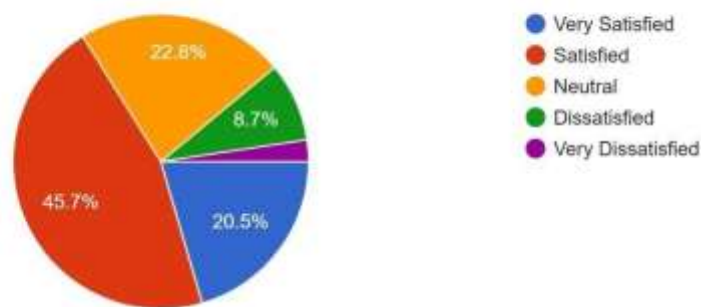


TABLE 4.1.11

RESPONSES ON WHAT DO YOU LIKE THE MOST ABOUT MARUTI SUZUKI?

Features	No. Of Respondents	Percentage
Affordability	30	23.6
Fuel efficiency	22	17.3
Resale value	19	15
Service availability	30	23.6
Safety features	16	12.6
Brand reputation	10	7.9
TOTAL	127	100%

Source: Primary Data

INTERPRETATION

The above table 4.11 shows that 23.6% (30) of the total respondents are affordability, 23.6% (30) of the total respondents are service availability, 17.3% (22) of the total respondents are fuel efficiency, 15% (19) of the total respondents are resale value, 12.6% (16) of the total respondents are safety features and 7.9% (10) of the total respondents are brand reputation.

Inference: 23.6% (30) of the total respondents are affordability and service availability.

CHART NO: 4.1.11

RESPONSES ON WHAT DO YOU LIKE THE MOST ABOUT MARUTI SUZUKI?

What do you like the most about Maruti Suzuki?
127 responses

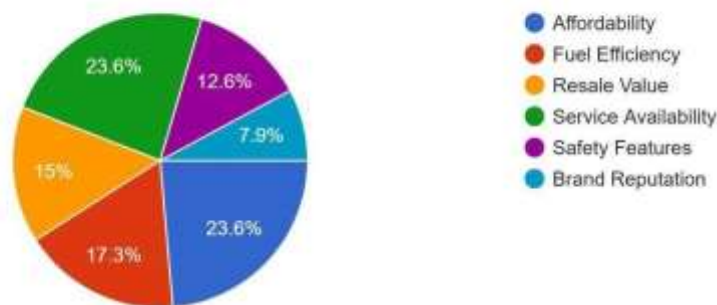


TABLE 4.1.12

RESPONSES ON WOULD YOU RECOMMEND MARUTI SUZUKI TO OTHERS?

Recommendation	No. of Respondents	Percentage
Yes	103	81.1
No	2	1.6
Maybe	22	17.3
TOTAL	127	100%

Source: Primary Data

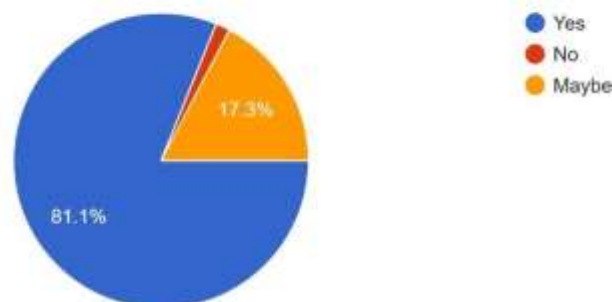
INTERPRETATION

The above table 4.12 shows that 81.1% (103) of the total respondents are yes, 1.6% (2) of the total respondents are no and 17.3% (22) of the total respondents are maybe.

Inference: 81.1% (103) of the total respondents are yes.

CHART 4.1.12**RESPONSES ON WOULD YOU RECOMMEND MARUTI SUZUKI TO OTHERS?**

Would you recommend Maruti Suzuki to others?
127 responses

**CHAPTER V****FINDINGS, SUGGESTION, CONCLUSION**

5.1 FINDINGS:

1. 50.4 (25) of the total respondents are in the age category of below 25 years
2. 53.5 (68) of the total respondents are male.
3. 44.9 (57) of the total respondents are student.
4. 42.5% (54) of the total respondents are 1-3 years.
5. 24.4% (31) of the total respondents are using swift.
6. 59.1% (75) of the total respondents are from authorized Maruti Suzuki dealer.
7. 43.3% (55) of the total respondents are satisfied.
8. 43.3% (55) of the total respondents are every 6 months.
9. 75.6% (96) of the total respondents are authorized service centre.
10. 45.7% (58) of the total respondents are satisfied.
11. 23.6% (30) of the total respondents are affordability and service availability.
12. 81.1% (103) of the total respondents are yes.

5.2

SUGGESTION

- **Product Quality and Performance:** Customers in Coimbatore value the quality and performance of Maruti Suzuki vehicles. Ensuring that vehicles meet or exceed customer expectations in terms of reliability and performance is essential.
- **After-Sales Service:** The quality of after-sales service significantly impacts customer satisfaction. Providing prompt and efficient service, including maintenance and repairs, is vital. A study highlighted that customer are more likely to remain loyal to a brand that offers excellent after-sales support.
- **Pricing and Value for Money:** Competitive pricing and perceived value for money are important considerations. Customers appreciate transparent pricing and feel satisfied when they believe they are getting good value for their investment.
- **Customer Awareness and Education:** Educating customers about the features, benefits, and maintenance of their vehicles can enhance satisfaction. Informed customers are more likely to appreciate the value of their purchase and feel confident in their decision.
- **Showroom Experience:** The atmosphere of the showroom, including cleanliness, ambiance, and the professionalism of staff, contributes to customer satisfaction. A positive showroom experience can influence customers' perceptions and their overall satisfaction with the brand.
- **Availability of Spare Parts:** Easy access to spare parts and accessories is important for

customers. Ensuring that spare parts are readily available and reasonably priced can enhance customer satisfaction and loyalty.

- **Safety Features:** Customers are increasingly concerned with the safety features of their vehicles. Offering advanced safety technologies can improve customer satisfaction and attract safety-conscious buyers.

- **Environmental Considerations:** With growing environmental awareness, customers appreciate vehicles that are fuel-efficient and have lower emissions. Highlighting these aspects can appeal to environmentally conscious consumers.

5.3

CONCLUSIONS

In conclusion, customer satisfaction towards Maruti Suzuki in Coimbatore is strongly influenced by a combination of factors such as product quality, after-sales service, competitive pricing, and the overall showroom experience. Customers in Coimbatore value reliable performance, transparent pricing, and excellent after-sales support. Ensuring easy availability of spare parts, highlighting safety features, and educating customers about vehicle maintenance can further enhance their satisfaction. By addressing these key areas, Maruti Suzuki can strengthen its brand loyalty, improve customer retention, and foster positive word-of-mouth, positioning itself as a trusted and preferred brand in the Coimbatore market.

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Γ <https://www.jdpower.com>

Γ <https://www.thehindu.com>

Γ <https://www.glassdoor.com>

QUESTIONNAIRE

1) Age:

- a) Below 25
- b) 25 – 35
- c) 36 – 45
- d) 46 – 55
- e) Above 55

2) Gender:

- a) Male
- b) Female

3) Occupation:

- a) Student
- b) Salaried Employee
- c) Business Owner
- d) Retired



4) How long have you been using a Maruti Suzuki vehicle?

- a) Less than 1 year
- b) 1 – 3 years
- c) 3 – 5 years
- d) More than 5 years

5) Which Maruti Suzuki model do you own?

- a) Alto
- b) Swift

- c) Dzire
- d) WagonR
- e) Brezza
- f) Ertiga

6) Where did you purchase your vehicle?

- a) Authorized Maruti Suzuki Dealer
- b) Used Car Market
- c) Online Platform

7) How satisfied were you with the buying experience?

- a) Very Satisfied
- b) Satisfied c)Neutral d)Dissatisfied
- e) Very Dissatisfied

8) How frequently do you service your vehicle?

- a) Every 3 months
- b) Every 6 months
- c) Once a year
- d) Only when needed

9) Where do you usually get your vehicle serviced?

- a) Authorized Maruti Suzuki Service Centre
- b) Local Garage

10) How satisfied are you with the servicing experience?

- a) Very Satisfied
- b) Satisfied



- c) Neutral
- d) Dissatisfied
- e) Very Dissatisfied

11) What do you like the most about Maruti Suzuki?

- a) Affordability
- b) Fuel Efficiency
- c) Resale Value
- d) Service Availability
- e) Safety Features
- f) Brand Reputation

12) Would you recommend Maruti Suzuki to others?

- a) Yes, definitely
- b) Maybe
- c) No

