

A Study on Customer Satisfaction of Maruti Suzuki

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ABSTRACT

This study aims to investigate the factors that influence customers to choose Maruti Suzuki as their car, based on primary data from Coimbatore, India. Questionnaires were used to collect the data.

INTRODUCTION

This project seeks to answer the central question that has long baffled the automotive industry in India: "What characteristics must a car have for a person of influence to want to buy it?" This project sheds light on the elements that go into a consumer's final decision, such as word of mouth and customer satisfaction. Manufacturers need to pay attention to the "willingness of existing users of a product to recommend it to others" as a proxy for the company's success in the market.

This project examines the factors that influence a consumer's decision to buy a such as disposable income, vehicle amenities, security norms, protection plans, funding sources, and new models. It also looks at the potential for improvement in the Indian market and how consumers will react to new models, such as the Tata 1 lakh car.

The key components of customer satisfaction are the quality and presentation of products, meeting promised deadlines, price, ability to quickly address issues and dismiss false claims, as well as how we talk to one another and how we feel about things.

COMPANYPROFILE

Maruti Udyog Limited (MUL) was created in February 1981 to address the growing need for a private mode of transportation. Suzuki Motor Corporation emerged as the winner due to its dedication to cutting-edge technology and Japanese management practices. In October 1982, the government of India and Suzuki Motor Company signed a license and Joint Venture agreement. MUL's goals included bringing the Indian auto industry into the modern era, manufacturing more fuel-efficient cars, and assembly of a sizable number of motor vehicles. In an unprecedented thirteen months, Maruti went from concept to production, and Mrs. Indira Gandhi presented the inaugural vehicle's keys to Mr. Harpal Singh of Greater Noida on December 14, 1983.

Maruti is the largest automaker in Asia, surpassing Indian automakers with over 4 million vehicles produced as of April 2003.

OBJECTIVE OF THE STUDY

The primary objective of this research is to investigate the state of customer satisfaction in the small car market in the Greater Noida region, with a focus on Maruti Suzuki. The secondary objective is to analyze the level of contentment locals have with the various automobiles on the market. The third objective is to examine customer knowledge of various automobiles in Greater Noida.

Research Methodology

The research process provides a framework for conducting research and making sure its components are coherent. Each phase of a study represents a new answer to an important question

LITERATURE REVIEW

Brand personality is the set of human characteristics associated with a given brand, such as gender, age, and socioeconomic status. It is a way of describing brands that assumes they can have personalities similar to those of people, and brands are beginning to see brand personalities as valuable factors in increasing brand engagement and brand attachment. Research on brand personality has relied on human personality theory translations and the use of human personality trait measurement tools.

The most important details in this text are that brands have a personality, such as "caring," "approachable," and "trustworthy". Understanding this personality and how it can be used to affect the relationship between the brand and its user is important because many people interact with brands as though they were other people. Knowing and understanding the brand's personality provides a window into this connection and the attitudes of the target audience.

DATA COLLECTION

Questionnaires have become the standard for collecting data due to their efficiency and low cost. This study used questionnaires to collect the necessary information from 200 respondents, who ranged from stay-at-home moms to college students to business owners to government employees. The questionnaire was designed to take no more than four to five minutes to administer and was distributed manually. The necessary data was gathered through in-depth discussions with the respondents.

DATA ANALAYSIS& INTERPRETATION

1. Are you satisfied with your decision that you chose a Maruti Suzuki car for purchase?

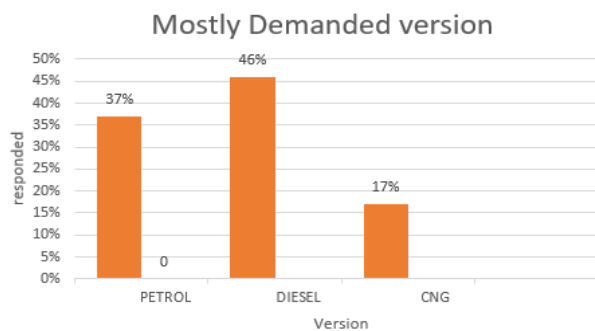
Levels of Satisfaction	Value	Percentage responded
Satisfied	4	45%
Dissatisfied	2	22%
No Comments	2	22%
Highly Satisfied	1	11%



The data shows that 45% of dealers' current customers are satisfied with the service they receive, 22% are unhappy with the service after the sale, and 22% did not respond. Eleven percent of customers are extremely satisfied with both the company and the dealers. The showroom attracts a diverse clientele, with the vast majority of them pleased with the service and some less than pleased.

2. Which model version you have purchased from Maruti Suzuki?

Version	Value	Percentage of Demand
PETROL	4	37%
DIESEL	5	46%
CNG	2	17%



The data suggests that customers prefer diesel models, 46% prefer gasoline models, and 17% prefer CNG models. Despite high demand, the company only offers diesel engines in a fraction of its current model lineup. Customers are also interested in CNG-compatible petrol models, so it is important to consider both the diesel and petrol versions.

FINDINGS

45% of Maruti Suzuki customers are happy, and the diesel version is in higher demand. Customers are also interested in CNG and CNG-compatible petrol models, so the company needs to consider both the

diesel and petrol versions. Customers value quality and other attributes and are pleased with the vehicle's overall performance. After-sale service is provided by the dealer, and meeting customer expectations for when they can expect to receive their vehicle is important for maintaining good customer relations. Customer satisfaction and effective customer relationship management are both indicators of a company's after-sales services.

SUGGESTION

Rohan Motors Automobiles is the best dealer of Maruti Suzuki in Greater Noida, attracting customers with its good services. To improve its reputation, more staff should be hired, attractive offers should be given, and language problems should be addressed to get good and proper responses from customers.

CONCLUSION

The findings indicate that businesses are relying on tangential signals to sustain Total Relationship Management (TRM) and foster relationships with current and prospective clients. TQM is based on the idea that all processes, no matter how small, can be improved with time and effort. Manufacturers combine the two concepts through increased focus on dealer relationships and product quality, but when comparing the performance of various makes and models of cars within the same segment, there is little to no discernible difference. Perceptions of a company's brand are heavily influenced by factors beyond the core offerings themselves, such as the service's price, ease of use, reliability, and the availability of replacement parts. This signals the end of the line for vehicle branding, as automakers need to wake up and realize their products are becoming commodities.

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