Consumer Satisfaction Towards Maruti Suzuki Cars in Palakkad: A Study

Harikrishnan Sudhakaran

MBA Scholar, Department of Management Studies, Nehru institute of information technology and management

Abstract

This study explores consumer satisfaction levels regarding Maruti Suzuki cars with special reference to Palakkad, Kerala. Maruti Suzuki is one of India's most trusted automobile brands, offering affordable and efficient vehicles to a broad demographic. This research evaluates satisfaction determinants such as performance, mileage, comfort, safety, service quality, and awareness. Through a structured questionnaire and statistical analysis involving 80 respondents, the findings shed light on consumer priorities and the brand's strengths and weaknesses. The study concludes that while mileage and affordability drive customer preference, there are significant concerns about vehicle safety and customer awareness about Maruti Suzuki's offerings.

Keywords: Consumer Satisfaction, Maruti Suzuki, Palakkad, Automobile, Customer Awareness

1. Introduction

Customer satisfaction has become a vital indicator of business success in the automotive industry. With intense competition and evolving consumer expectations, understanding what drives satisfaction can help manufacturers tailor their offerings more effectively. Maruti Suzuki, with its expansive product range and deep market penetration, serves as an ideal case for such research.

India's automobile market is driven by cost-conscious yet quality-demanding consumers. Maruti Suzuki, formerly known as Maruti Udyog Limited, has dominated this space since the 1980s. Despite its massive sales figures and service network, its cars often receive mixed reviews in terms of safety and innovation. This study specifically focuses on consumers in Palakkad, a developing urban hub, to assess localized satisfaction trends.

2. Objectives and Methodology

Objectives:

- To analyze the satisfaction level of consumers with Maruti Suzuki cars.
- To assess the awareness level about Maruti Suzuki products and services.
- To study the factors influencing purchase decisions.

Methodology:

A descriptive research design was adopted. Primary data was collected through structured questionnaires from 80 respondents in Palakkad using simple random sampling. Statistical tools like Chi-square and ANOVA were used to test significance and interpret correlations. The analysis considered multiple

variables such as age, income, occupation, car model, satisfaction with various car features, and awareness levels.

3. Key Findings

- **Demographic Insights:**
  o Majority of respondents were male (68%), aged between 35–40 years.
  o Most had a monthly income between ₹30,000–₹40,000 and worked in the private sector.
  o Graduates formed the largest educational group.
- **Usage Patterns:**
  o 100% of respondents were Maruti Suzuki users.
  o Common models: Swift (26%), Wagon-R (22%), Brezza (21%).
  o Diesel was the most used fuel type (48%).
- **Satisfaction Metrics:**
  o Price & Mileage: Over 80% satisfied.
  o Comfort: Around 60% satisfied.
  o Safety: Only 30% satisfied.
  o Service: Mixed response.
- **Awareness and Perception:**
  o Over 50% were unaware of new launches, offers, and technical components.
  o Peer influence was a major factor in purchase decisions.
  o Mileage and drive quality were top reasons for preference.

4. Analysis and Interpretation

Chi-square Test:

A significant relationship was found between age and car variant preference ($p < 0.05$).

ANOVA:

No significant variation in satisfaction levels across age groups ($p > 0.05$).

Interpretation Summary:

While respondents express high satisfaction in affordability, comfort, and mileage, dissatisfaction arises in areas like safety and product/service awareness.

5. Recommendations

- Improve Safety Standards: Enhance build quality and include more safety features.
- Awareness Campaigns: Targeted promotions for new launches and offers.
- Spare Parts Transparency: Educate customers about spare part availability.
- After-Sales Engagement: Personalized follow-ups and loyalty programs.

6. Conclusion

This study presents a clear image of consumer satisfaction dynamics regarding Maruti Suzuki in Palakkad. While Maruti continues to enjoy a strong reputation for affordability and reliability, the research identifies specific areas of improvement. Safety enhancements, proactive communication, and improved customer education stand out as actionable paths forward. By addressing these concerns,

Maruti Suzuki can not only retain its loyal customer base but also build stronger brand equity in emerging urban markets across India.

References

1. Kotler, P., & Keller, K. L., "Marketing Management", Pearson Education, 2016.
2. Philip Kotler, "Customer Satisfaction and Marketing", Pearson, 2014.
3. Maruti Suzuki India Ltd. Annual Reports, www.marutisuzuki.com
4. Gupta, S. P., "Statistical Methods", Sultan Chand & Sons, New Delhi, 2012.