

# A Study on Customer Satisfaction towards Maruti Suzuki in Coimbatore

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**Abstract:** Customers are the end beneficiary of all retail activities. No matter what type of cars the customers use, it has to satisfy the customers' needs. Keeping this in mind, an attempt has been made to examine the factors influencing the customers to choose Maruti Suzuki as their car. The present study is purely based on the primary data and is confined to Coimbatore City, India. The data was collected through questionnaires

**Keywords:** customer, satisfaction, Brand.

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## 1. INTRODUCTION

In the last few years, the Indian Maruti Suzuki car industry has seen spectacular growth. The country stands next to the China and Japan in terms of production and sales respectively. This distinction was achieved due to variety of reasons like restrictive policy followed by the government of India towards the passenger car industry. Majority of Indians, especially the youngsters prefer rather than cars.

The first car that the company produced was a four-door Maruti 800 and the second car that the company produced was a Multi-Utility Vehicle called the Omni. Between 1994 and 1996 Maruti released the Esteem, the Gypsy, the Omni, the Gypsy King, Zen and Esteem. It also opened a second plant in Manesar whose capacity at the time of opening was 2,00,000 units.

## 2. SIGNIFICANCE 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

## 3. OBJECTIVES OF THE STUDY

- To study about the services provided by Maruti Suzuki showroom in Coimbatore
- To determine consumer's awareness about various brands and models of Maruti cars
- To study about the customer satisfaction regarding the vehicles in the Maruti Suzuki company.
- To find out the customers opinion on cars in Maruti Suzuki, Coimbatore.

#### **4. METHODOLOGY**

Research in common refers to a search for knowledge. Research methodology is a way to systematically solve the research problem. It may be understood as science of studying how research is done scientifically.

##### **Sample Design:**

The sample design which is used in the study is convenience sampling. Respondents from Coimbatore were selected on the basis of convenience.

##### **Sample size:**

Sample size taken for the study is 150 respondents.

##### **Sources of data:**

The data is collected through in two ways:

- Primary data:- The primary data was collected freshly and thus it was original in character. It has been collected through questionnaire. The questionnaires were given to the respondents when they visited respective show rooms.
- Secondary data:- Secondary data are data which have already been collected by someone. Its main sources are Journals, Newspapers, Magazines, and Internet etc.

##### **Area of analysis:**

The study was conducted in Coimbatore city.

##### **Tools used for analysis:**

- Percentage analysis
- Chi square test

#### **5. LIMITATIONS OF THE STUDY**

- The analysis of the present study has been carried out based on the information has collected from the Maruti Suzuki cars user who are residing at Coimbatore district.
- The study is an opinion survey; caution may have to be exercised while extending the result to other areas.
- Due to time constrict only 150 numbers of respondents were considered.
- The result fully depends on the information given by the respondents which may be based.

#### **6. REVIEW OF LITERATURE**

Willard Hom (2000) presents two broadly classified customer satisfaction models viz. Macro-models, which place the customer satisfaction among a set of related constructs in marketing research and Micro-models, which theorize the elements of customer satisfaction. The paper also gives various models of customer satisfaction from the perspective of the marketing research discipline.

Vavra, T.G. (1997) in his book suggests specific programmes to improve the measurement of customer satisfaction in an organization. The author describes five critical skills required for this task viz. sampling /customer-participant selection, questionnaire design, interviewing /survey administration, data analysis, and quality function deployment-building action plans.

Peyton, R.M. (2003) in their working paper submitted at the Allied Academies International Conference presented a comprehensive review of the literature on various Customer Satisfaction and Dissatisfaction (CS/D) theories proposed. The literatures are specifically prior to the 1990s. This review focuses on the major components of the decision-making process, also addresses the measurement-related issues relevant to this body of literature.

### 7. PROFILE OF THE MARUTI SUZUKI

Maruti Suzuki India Limited (MSIL, formerly known as Maruti Udyog Limited) is a subsidiary of Suzuki Motor Corporation, Japan. Maruti Suzuki has been the leader of the Indian car market for over two and a half decades. The company has two manufacturing facilities located at Gurgaon and Manesar, south of New Delhi, India. Both the facilities have a combined capability to produce over a 1.5 million (1,500,000) vehicles annually. The company plans to expand its manufacturing capacity to 1.75 million by 2013.

The Company offers 15 brands and over 150 variants ranging from people's car Maruti 800 to the latest Life Utility Vehicle, Ertiga. The portfolio includes Maruti 800, Alto, Alto K10, A-star, Estilo, WagonR, Ritz, Swift, Swift DZire, SX4, Omni, Eeco, Kizashi, Grand Vitara, Gypsy and Ertiga. In an environment friendly initiative, in August 2010 Maruti Suzuki introduced factory fitted CNG option on 5 models across vehicle segments. These include Eeco, Alto, Estilo, Wagon R and Sx4. With this Maruti Suzuki became the first company in India to introduce factory fitted CNG vehicles.

**Maruti Udyog Limited (MUL)** was established in February 1981, though the actual production commenced in 1983 with the Maruti 800, based on the which at the time was the only modern car available in India, its only competitors- the and were both around 25 years out of date at that point. Through 2004, Maruti Suzuki has produced over 5 Million vehicles. Maruti Suzukis are sold in India and various several other countries, depending upon export orders. Models similar to those made by Maruti in India, albeit not assembled or fully manufactured in India or Japan are sold at pak Suzuki Corporation.

Maruti 800. Suzuki also felt that Bhaskarudu was a proxy for the Government and would not let it increase its stake in the venture If Maruti Suzuki would have been able to indigenise gear boxes then Maruti Suzuki would have been able to manufacture all the models without the technical assistance from Suzuki. Till today the issue of localization of gear boxes is highlighted in the presents.

In 2009-10, the company sold a record 10,18,365 units including 1,47,575 units which we exported primarily to Europe, the remaining 870,790 sold in India. In the third quarter of 2009-2010, the company sold 258, 026 units. Thus, in March 2010, Maruti Suzuki had a India market share of 53.3 per cent of the Indian passenger car market of 16,33,752 passenger car units.

### 8. PERCENTAGE ANALYSIS

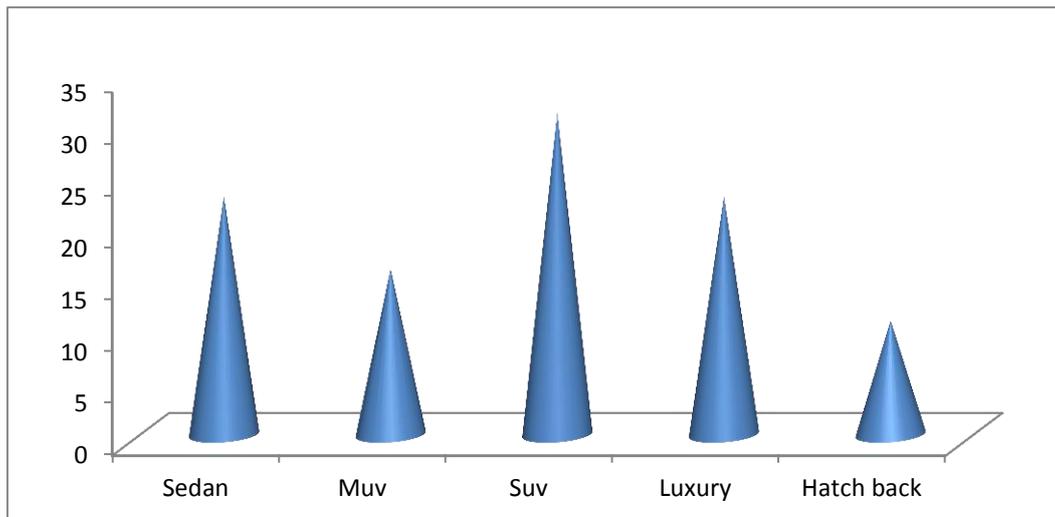
**RESPONDENTS ON BASIS OF TYPE OF MARUTI SUZUKI CAR:**

S.no	Type of cars	No. of respondents	Percentage %
1	Sedan	34	23
2	Muv	24	16
3	Suv	47	31
4	Luxury	35	23
5	Hatch back	10	11
	Total	150	100

**INTERPRETATION:**

From the above table shows that out of the total number of respondent 23% of respondent were using sedan cars, and 16% of respondent using Muv cars and 31% of respondent were using Suv cars and 23% of respondent were using Luxury cars and 11% of respondent were using Hatch back cars.

**RESPONDENTS ON BASIS OF TYPE OF MARUTI SUZUKI CAR:**



**9. CHI SQUARE TEST**

**HYPOTHESIS:**

There is no significant relationship between type of Maruti cars and gender

**OBSERVED FREQUENCY:**

	MALE	FEMALE	TOTAL
SEDAN	24	32	56
MUV	15	12	27
SUV	5	11	16
LUXURY	6	21	27
HATCH BACK	16	8	24
<b>TOTAL</b>	66	84	150

**Chi-square result test analysis:**

Calculated value( $X^2$ )	Degree of freedom	Table value at 5%	Hypothesis
12.71	4	9.488	Rejected

**INTERPRETATION:**

Since the calculated value is more than the table value the hypothesis is rejected stating that there is a relationship between type of Maruti cars and gender of respondents

**10. FINDING**

- Majority (31%) of the respondents were using SUV type cars.
- There is no significant relationship between type of Maruti cars and gender

## **11. SUGGESTION**

- More attractive advertisement has to provide through various advertisement media.
- Respondents are incurring high maintenance costs and it has to be considered by the manufacturer.
- Respondents are also facing problems in mileage& performance, so this is another suggestion to the manufacturer is to take an additional care.

## **12. CONCLUSION**

The Maruti Suzuki cars are the best and fast moving brands. Now a day the demand for the cars by customer shows increasing trend, at the same time they expected easy handling, safety and security, higher performance etc.which makes the advanced technologies and adopt new model.

## **REFERENCES**

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