

A STUDY ON CUSTOMER SATISFACTION WITH REFERENCE TO MARUTI SUZUKI PVT LIMITED CHENNAI

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ABSTRACT

Customer satisfaction is the focal point of most of the marketing strategies in the present context. In a buyer's market where the customer is the Rex, business begins and ends with the customer. The customer is the kingpin of any economy that permits survival, growth, profitability, liquidity and the image of an organization.

The main aim and objective of this study is to find out customer satisfaction of Maruti cars and to find out the satisfaction level regarding the opinion, attitude and perception of customers using Maruti vehicles. This study will help to get the knowledge of products and services of maruti Suzuki. This study is useful to know the consumer preference and their reasons to prefer and not to prefer maruti Suzuki. .

The statistical tools used for this study are ,Percentage analysis, ANOVA ,Correlation analysis , Chisquare The data collected in this study is primary and secondary data. The primary data is collected through the mode of questionnaire. The sample size of the research is 100.

The research gives information about the customers are satisfied with Maruti vehicles because of factors like availability of spares, services gives at service station , low maintenance cost and price of the vehicle is less when compared to other brands in the market.

The present study made an attempt to understand the factors influencing buying decision of the customer. Most of the customers are satisfied with the Mileage of the car and they preferred Maruti Suzuki

It is concluded that out of 100 respondents it is observed that 83 % of respondents are feeling that the overall performance of the Maruti vehicle is good and 17% of the respondents are feeling that the overall performance of the Maruti vehicle is excellent.

INTRODUCTION

Now a day's customer satisfaction is one of the key goals in both smaller and larger organizations. In service sector it is exceptionally important because customer satisfaction is probably the main "key" to a successful business, recognition and retention of customers because service processes more or less involve the customer. Companies look for ways to find out customers desires but at the same time

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"Changes in companies' customer satisfaction scores don't happen overnight; they have to work their way through complex value chains that ultimately affect quarterly profits and stock prices (Harvard Business Review, 2007)."

Kotler (2000) defined satisfaction as: "a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations".

This concept discusses the notion of customer satisfaction and provides a critical examination of the strengths and pitfalls of organizational practice. The concept also suggests how to increase customer satisfaction by offering a step-by-step guide.

COMPANY PROFILE



Maruti Suzuki India Ltd. primarily manufactures cars and has been the most favourite automobile brand among Indian people since its inception. The company had started in 1982; however, it commenced the production of automobiles a year later in 1983. The very first model of Maruti, Maruti Suzuki 800, made its way to Indian roads in December 1983.

Maruti Suzuki India Ltd. has its manufacturing facilities at two locations in India. The Gurgaon facility comprises three plants with the annual capacity of manufacturing about 3,50,000 vehicles; however, it is enabled to manufacture close to 9,00,000 units annually; the credit goes to the productivity advancements. Around 2,40,000 K-Series engines are also produced at the Gurgaon facility annually

VISION:

“The leader in Indian automobile industry, creating customer delight and shareholders wealth; a pride of India”

OUR CORE VALUES

- Customer obsession
- Fast and flexible
- Innovation and creativity
- Networking and partner ship
- Openness and learning

MARUTI SUZUKI MODELS

- Maruti Suzuki Omni
- Maruti Suzuki Alto
- Maruti Suzuki Gypsy
- Maruti Suzuki Wagon- R
- Maruti Suzuki Vitara
- Maruti Suzuki Swift
- Maruti Suzuki Swift Dzire
- Maruti Suzuki Ciaz

- Maruti Suzuki Stingray
- Maruti Suzuki Ertiga
- Maruti Suzuki Eeco

NEED FOR THE STUDY

This study is needed to find out the customer satisfaction towards the products and services of maruti Suzuki and its importance to customer as well as to maruti Suzuki. This study of this topic will help to get the knowledge of products and services of maruti Suzuki. The study is useful to know the consumer preference and their reasons to prefer and not to prefer maruti Suzuki. This study is useful to know the satisfaction level with different attributes of maruti Suzuki products and services.

OBJECTIVES OF THE STUDY:

PRIMARY OBJECTIVES:

- To study the customer satisfaction towards Maruti Suzuki.

SECONDARY OBJECTIVES:

- To know the Level of Customer Satisfaction on Sales of Maruti Vehicle.
- To measure the impact of customer satisfaction on future sales.
- To know the motivated factors to buy the MARUTI vehicle.
- To know the factors that influences the customer, to purchase MARUTI BRAND.
- To suggest measures in improving customer satisfaction of MARUTI SUZUKI.

SCOPE OF THE STUDY

Comprehensive research on all the competitors in the market Research on the buying behavior which would include brand performance, brand attitudes, product satisfaction, purchase behavior, purchase intention, brand awareness, segmentation studies, etc. Study of perceptions among regarding automobiles (MARUTI) and their preferences of the type of vehicles.

REVIEW OF LITRATURE

Margrethe kobes, “Customer satisfaction toward online shopping” ,Fire safety journal, Volume 45 Issue 1 (2010), defines satisfaction is the consumers fulfillment response. It is a judgment that a product or service feature, or the product of service itself, provided a pleasurable level of consumption related fulfillment, including levels of under or over fulfillment.

K.B. Carpenter, “Measures of patient satisfaction in developing and emerging countries”, BMJ journal (2010), has developed a useful” typology of value the captures diverse aspects of consumption experience (1) economic value (including quality and price; (2) social value; (3) hedonic value and (4) altruistic value.

Conor CO Reynolds; M Anne Harris; Peter A Cripton; Meghan Winters, “The impact of transportation in customer satisfaction”(2009), vol-7,pg:98-112, define satisfaction then is the evaluation or feeling that results from the disconfirmation process. It is not the comparison itself but it is the customer’s response to the comparison. Satisfaction has an emotional component.

David E. Cantor ,”customer satisfaction”, New England journal of medicine (2008),Vol-11,pg:124-135 contend that there are three major types of switching costs: Procedural (primarily involving the loss of time and

effort); Financial (involving the loss of financially quantifiable resources); and Relational (involving psychological or emotional discomfort).

RESEARCH METHODOLOGY

The research design, which is suitable to this study, is descriptive research design. Descriptive research studies are those studies, which are concerned with describing the characteristics of a particular individual or a group.

SAMPLE SIZE

For the need of the study the customer survey was conducted. The sample size for the customers was 100 at different areas in Chennai.

TOOLS USED IN THIS ANALYSIS

- ❖ Percentage analysis
- ❖ ANOVA table
- ❖ Correlation analysis
- ❖ Chi-square

LIMITATION OF THE STUDY

- The Sample Size is Limited, So as to give the accurate information regarding Customer Satisfaction.
- The scope is very limited, because attitude & expectations of the people change according to the time & situation.
- The study is restricted then to act more rapidly to resolve problems. among 100 respondents.
- Information given by few customers.
- The study is restricted to the certain area, so it could not give whole picture about the service given .

SNO	OPINION	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Highly satisfied	52	52%
2	Satisfied	22	22%
3	Neutral	15	15%
4	Not Satisfied	07	7%
5	Strongly Not Satisfied	04	4%
	Total	100	100%

DATA ANALYSIS

TABLE 1- TABLE SHOWING THE RESPONDENTS FEEL ON MARUTI QUALITY AND TECHNOLOGY

INTERPRETATION:

From the above table it is inferred that 52% of respondents are highly satisfied with the Maruti’s quality & technology. And 22% of respondents are satisfied and remaining 15% are neutral And 7% of respondents are not satisfied

TABLE 2- TABLE SHOWING THE RESPONDENTS FEEL ABOUT AVAILABILITY OF SPARE PARTS

SN O	OPINION	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Yes	82	82%
2	No	18	18%
	TOTAL	100	100%

Correlations			
		Age	OVERALL PERFORMANCE OF THE CAR COMPARED TO OTHERS
Age of the respondents	Pearson Correlation	1	.108
	Sig. (2-tailed)		.286
	N	100	100
OVERALL PERFORMANCE OF THE CAR COMPARED TO OTHERS	Pearson Correlation	.108	1
	Sig. (2-tailed)	.286	
	N	100	100

*. Correlation is significant at the 0.05 level (2-tailed).

INTERPRETATION:

From the above table it is inferred that in the total population 82 % of people say yes and 18 % people say no for availability of spare parts

CORRELATION

TABLE 3-CORRELATIONS BETWEEN AGE OF THE OVERALL PERFORMANCE OF THE CAR COMPARED TO OTHERS

RESULT

Hence the significance occurs 0.286.so H₀ is rejected, There is no relationship between age of the overall performance of the car compared to others

ONEWAY ANOVA

TABLE 4 -ONE-WAY ANOVA DIFFERENCE BETWEEN OF THE RESPONDENTS AGE OF THE OVERALL PERFORMANCE OF THE CAR COMPARED TO OTHERS

ANOVA

Age					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	6.104	4	1.526	.938	.446
Within Groups	154.646	95	1.628		
Total	160.750	99			

RESULT

Here the significance was occurs and has a value 0.446.hence H_0 is rejected. There is no significant between age of the overall performance of the car compared to others

TABLE 5-TABLE SHOWING RESPONDENTS OPINION ABOUT THE AWARENESS OF SAFETY MEASURES POLICES AND AWARENESS LEVEL OF THE SAFETY MEASURES AT THE TIME OF JOINING IN THE ORGANIZATION

Brand image

	Observed N	Expected N	Residual
Highly satisfied	34	40.0	-6.0
Satisfied	58	40.0	18.0
Neutral	69	40.0	29.0
Dissatisfied	26	40.0	-14.0
Highly dissatisfied	13	40.0	-27.0
Total	200		

CHISQUARE TEST**Improvement of maruti Suzuki**

	Observed N	Expected N	Residual
Price	69	50.0	19.0
Quality	59	50.0	9.0
Service	54	50.0	4.0
Other	18	50.0	-32.0
Total	200		

Test Statistics

	Brand image	Improvement of maruti Suzuki
Chi-square	53.150 ^a	29.640 ^b
Df	4	3
Asymp. Sig.	.000	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 40.0.

b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 50.0.

Result:

For an association the difference between the two variables, the significant value must be less than 0.05. Therefore H_0 is accepted. Hence there is no association between the brand image and improvement of maruti suzuki

SUGGESTIONS:

- It was observed that car was mostly owned by male gender in both regions, so the companies must direct their marketing efforts in such a way which appeals to male gender
- This study shows that most of the respondents are satisfied with the mileage of the products and thus it is suggested to maintain mileage of the products to retain the customer.
- It was observed that comfort was most desired feature of car, so companies should manufacture as well as advertise their cars as a medium of comfort.
- Feature could be improved to attract more customers to visit the showroom.
- It was observed that friends and relatives were the major source of perception so car manufacturers are advised to satisfy their existing customers so as to motivate them to recommend it to others.
- It is suggested to provide good discount and offers to loyal customer to retain long term and build loyalty of the customer.
- It also suggested to asses customers need and wants and keep the trends to change the recent patterns to reach and maintain the customer easily

CONCLUSION

- The Maruti Suzuki 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. The present study made an attempt to understand the factors influencing buying decision of the customer. Most of the customers are satisfied with the Mileage of the car and they preferred Maruti Suzuki.

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