

# CUSTOMER SATISFACTION TOWARDS MARUTI SUZUKI CARS: A CASE STUDY OF SOLAN CITY, HIMACHAL PRADESH

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## ABSTRACT:

*Customer satisfaction is the most important aspect that companies must understand in order to remain competitive and grow. In today's competitive environment delivering high quality service is the key for a sustainable competitive advantage. Satisfied customer from the foundation of any successful business as it leads to repeated purchase and positive word of mouth. A customer who has a good experience with the concerned dealer may probably use the same brand again while the customer who experiences problems with a particular brand of car may not use the same in next time. The core activity of any company is to attract and retain consumers. For this reason improving quality is important for existing customer and also for attracting new customers. The main purpose of this study to analyzed in the decision of the car and level of satisfaction towards atmosphere of the showrooms and design of the car, engine performance, and safety of the car. Also analyze the various services provided by the dealers. The primary data for the study have been collected with the help of survey and questionnaire. The secondary data have been collected from the books, journals, research reports, article, newspapers and websites.*

**Keywords:** Customer Satisfaction, Maruti Suzuki, Dealer Services, After Sale Services.

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## 1. INTRODUCTION

Business always starts and closes with the customers and hence the customers must be treated as the king of the market. The progress of the business is based on profit, status, images etc. and also depends upon the customers. Hence, it is important for all the organizations to meet the customers' expectations. Customer satisfaction is a broad concept and involves such factors as the quality of product, the quality of the service provided, the atmosphere of the location where the product or service is purchased, and the price of the product or service. Businesses often use customer satisfaction surveys to measure customer satisfaction. These surveys are used to gather information about customer satisfaction. Typical areas addressed in the surveys include quality of product, value of product relative to price- a function of quality and price, time issues, such as product availability, availability of sales assistance and delivery time, atmosphere of store, such as cleanliness, organization, service personnel issues, such as politeness, attentiveness, and helpfulness, convenience, such as location, and hours of operation. Customer

satisfaction is essential for business success in today's marketplace. Customer satisfaction measures how well the expectation of a customer concerning a product or service provided by your company has been met.

### **RATIONALE OR NEED OF THE STUDY**

This study will be confined to the customers of Maruti Suzuki car in Solan city in H.P to find out the customers preferences and their needs expected from the business owners. This study will help to analyze the satisfaction level and problems of the customer. It will help to know the factors that influence the customer to buy the product. This study is important to know the necessary changes in product features and customer's feeling about the product. The study will be useful for the company to make necessary changes in price, design, application etc.

### **OBJECTIVES OF THE STUDY**

The objectives of the research are:

To analysed relationship between various demographic variables with level of satisfaction of the customers.

To find out various services provided by the dealers.

### **HYOTHESIS OF THE STUDY**

$H_0$  = There is no significance difference between the relationship of demographic and level of satisfaction.

$H_1$  = There is significance difference between the relationship of demographic and level of satisfaction

## **1. REVIEW OF LITERATURE**

. A review of literature shows that researchers investigated the relationship between attribute and overall customer satisfaction with Maruti Suzuki using different car and nature of attributes. In addition, the results of these studies will empirically validate that proposed attributes considerably affects overall customer satisfaction with Maruti Suzuki car of service provided.

**Rana and Lokhande (2013)** study showed that in March 2008 Maruti Suzuki's sales were Rs.21221 crore which was more than March 2007 by Rs. 21.559. The industrial sales of Maruti Suzuki in the year March 2008 were Rs.20070.9 crore which is 23.26% greater than previous year. It concluded that in today's scenario the success of company lies in structuring and restructuring the marketing strategies and continuous innovation of product and service.

**Singh and Srivatava (2013)** study showed various factors affecting customer satisfaction towards Maruti Suzuki. Exceptional customer service results in greater customer retention, which in turn results in higher profitability. Customer loyalty is a major contribution to sustainable profit growth. Measuring customer satisfaction provides an indication of how successful the organization is at providing products or services to the marketplace. It also concluded that all the factors considered in the study have significant effect on the overall satisfaction of the customers. It conducted that satisfaction levels for pricing attributes (such as Car price, discounts and service charges) are generally lower than product related attributes.

**Ranjith and Snekalatha (2013)** focused on the customer's brand loyalty and satisfaction towards Maruti car. Maruti Suzuki India Limited is India's leading & largest passenger car manufacturer which accounting

for nearly 50 per cent of the total industry sales. Customer loyalty is a major contribution to sustainable profit growth to achieve success. This study found that Maruti Udyog Ltd has various brands of car, but majority of respondent prefer Omni. They are satisfied with price, band, image, convenience, appearance quality and require less maintenance cost.

**Parthian and Rajendran (2014)** study was carried on customer preference toward Maruti Suzuki. Main aim of this study was to understand the mind of customers whether they was eager and satisfied to handle. Even though most of the customers were satisfied with present model and service, few customers were not satisfied about the facilities provided by the car. If the Maruti car service providers give enough attention regarding this, they can ensure a large level of customer preference.

**Akhila and Thayyullathi (2015)** in his study on customer satisfaction toward Maruti Suzuki in Coimbatore found that majority of the respondents were using SUV (Sport utility vehicle) type cars. They found that Maruti Suzuki cars were the best and fast moving brands. There were increasing trend because of easy handling, safety, security and high performance, which makes the advanced technologies to adopt new model.

**Suganthi and Renuka (2016)** focused on data collected through convenience sampling of 200 consumers of Maruti Suzuki Swift car users of Udumalpet Taluk. Later the data was analysed with statistical tools like mean and the hypothesis was tested by using Chi-Square analysis. Maruti Suzuki Swift is most preferred brand by the majority of the customer. It is going to pose great challenges to other small cars in India. Most of the customers are satisfied with the mileage and fuel efficiency of the car and they preferred Maruti Suzuki Swift.

## 1. RESEARCH METHODOLOGY

### 1.1 Study design

Descriptive study design was used to fulfill the objectives.

### 1.2 Study Area

Study was conducted in Solan city

### 1.3 Sampling Techniques

Simple random sampling method was used for research purpose.

### 1.4 Sample Size

The sample size considered for research was 100 respondents.

### 1.5 Data Collection Tools and Technique

Structure interview schedule used was mostly personal interaction and where the personal interaction was not possible telephonically the data was collected

### 1.6 Statistical Analysis

Survey was conducted among current 100 customers by personal interaction in Solan city, India. Data were analyzed by SPSS 23 version. The overall results of the study have been presented in tabular, graphical and narrative from. The result of the research has been presented and discussed under following sub heads.

## 2. RESULT AND DISCUSSION

### 4.1 Socio-demographic information of respondents

**Table: 4.1 : socio –demographic profile of the respondents.**

S.NO	Socio-demographic traits	Frequency	Percentage %
<b>1</b>	<b>Age(years)</b>		
	Below 20	-	-
	20-30	27	27.0
	31-40	29	29.0
	41-50	20	20.0
	Above 50	24	24.0
<b>2</b>	<b>Gender</b>		
	Male	86	86.0
	Female	14	14.0
<b>3</b>	<b>Education</b>		
	High school	28	28.0
	Graduate	30	30.0
	Post graduate	31	31.0
	Others	11	11.0
<b>4</b>	<b>Profession</b>		
	Private employee	14	14.0
	Govt. employee	54	54.0
	Businessman	23	23.0
	Others	9	9.0
<b>5</b>	<b>Income level( rupees)</b>		
	Below 20,000	9	9.0
	20,001-40,000	39	39.0
	40,001-60,000	31	31.0
	60,001 & above	21	21.0

**Sources: data collected through questionnaire.**

Table 4.1 shows that majority, 29.0% of the respondents were within the age of 31-40 years. Whereas, Majority (86.0 %) of the respondents were male, most (31.0 %) of the respondents were post graduate, above mentioned table also shows that majority (54.0 %) of the respondents were engaged in government sectors. Majority (39 %) of the respondents had their monthly income within the range of 20,001-40,000.

**Table 4.2 : Name of the brand and model of the car.**

S.NO	Name of the brand and model of the car	Frequency	Percentage
1	Alto 800	41	41.0
2	Alto k 10	16	16.0
3	Swift Desire	7	7.0
4	Wagnar	10	10.0
5	Celerio	5	5.0
6	Vitarabrezza	2	2.0
7	Swift	19	19.0
	Total	100	100



**Sources:** Data collected through questionnaire.

From the above table, it is speculated that 41.0 percent of the respondents are willing to choose Maruti Alto 800, 19.0 percent of the respondents are like to choose Swift, 16.0 percent of the respondents are interested to choose Alto k10 car, 10.0 percent of the respondents are like to choose WagonR car, 7.0 percent of the respondents are willing to choose D'Zire car, 5.0 percent of the respondents are interested to choose Celerio car, and 2.0 percent of the respondents are willing to choose VitaraBrzza car. It is examined from the above analysis that the majority (41.0%) of the respondents are choosing to buy Alto 800 cars.

**Table 4.3: Mention the sources of awareness about the car.**

S.No	Awareness about the car	Frequency	Percentage (%)
1	Advertisements	21	21.0
2	Relatives & Neighbors	21	21.0
3	Own ideas	38	38.0
4	Dealers	20	20.0
	Total	100	100

**Sources-** Data collected through questionnaire

It is observed from the above table that 38.0 percent of the respondents are having awareness about Maruti cars through own ideas, 21.0 percent of the respondents know about Maruti cars through both advertisement and relatives & neighbours and 20.0 percent of the respondents are having the awareness through dealers. From the above analysis it is noted that the majority (38.0%) of the respondents have come to know about Maruti cars from their own idea.

#### 4.4 ASSOCIATION OF DEMOGRAPHIC VARIABLES WITH THE LEVEL OF SATISFACTION.

**Table 4.4. association of demographic variables with the level of satisfaction service quality during purchase.**

	Age	Educati on	Professi on	inco me	Sale	discou nt	intere st	kindne ss	Wide range	Atmoshpe re	servic es
Age	1	-	-	-	-	-	-	-	-	-	-
Gender	-.250*	-	-	-	-	-	-	-	-	-	-
Educatio n	-.084	1	-	-	-	-	-	-	-	-	--
Professio n	-.155	.041	1	--	-	-	-	-	-	-	-
Income level	.017	.413**	.240*	1	-	-	-	-	-	-	-
Sale represent	.120	-.043	-.172	.039	1	-	-	-	-	-	-
Discount	.151	.000	-.193	.002	.343* *	1	-	-	-	-	-
Interest rate	.143	.069	-.076	.142	.318* *	.670**	1	-	-	-	-
kindness	.288*	-.179	-.265**	-.026	.468* *	.521**	.495*	1	-	-	-

	*				*		*				
Wide range	.262*	-.116	-.167	.003	.298*	.553**	.521*	.495**	1	-	-
atmosphere	.377*	-.097	-.164	-.064	.386*	.288**	.202*	.538**	.601*	1	-
Additional service	.329*	.047	-.283**	.134	.320*	.453**	.366*	.585**	.508*	.530**	1

**Source:** Data collected through questionnaire

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

\*\*Correlation is significant at the 0.01 level (2-tailed)

#### INTERPRETATION:

The above table 6.1 depicts the inter –correlation between the level of satisfaction about attributes of cars to buy .Out of four satisfaction Age and kindness & good manners of the sale representative strongly correlated (.288), Age and wide range of product offer are strongly correlated (0.262), Age and atmosphere in the showroom are strongly correlated (0.377), Age and availability of additional services are strongly correlated (0.329).

#### Hence $H_1$ is Accepted

The finding suggests that, if coverage of good manner of sale representative, wide range of product offer, good atmosphere and provide additional services to customer, it will result in high level of customer satisfaction.

#### 4.5. Safety of the car.

	Age	Education	profession	Income	Air bag	Anti-lock	Seat belts
Age	1	-	-	-	-	-	-
Gender	-.250*	-	-	-	-	-	-
Education	-.084	1	-	-	-	-	-
Profession	-.155	.041	1	-	-	-	-
Income	.017	.413**	.240*	1	-	-	-
Air bag for driver safety	.202*	.004	-.170	.016	1	-	-
Anti lock safety	.240*	-.065	-.168	.016	.863*	1	-
Seat belts	.180	-.135	.319**	.277**	.230*	.302**	1

**Source:** Data collected through questionnaire

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

\*\*Correlation is significant at the 0.01 level (2-tailed)

#### INTERPRETATION:

The above table 6.2 depicts the inter –correlation between the level of satisfaction about safety of the cars .Out of four satisfaction. Age and air bag for driver safety are weakly correlated (.202), Age and Anti-lock safety are weakly correlated (0.240), profession and seat belts are strongly correlated (0.319), and Income and seat belts are strongly correlated (0.277).

**4.6 COST OF OWNERSHIP**

	Age	Educati on	Professi on	Incom e	Maintenan ce	Insuran ce	After sale servic e	Representati ve after sale	
Age	1	-	-	-	-	-	-	-	
Gender	-.250*	-	-	-	-	-	-	-	
Education	-.084	1	-	-	-	-	-	-	
Profession	-.155	.041	1	-	-	-	-	-	
Income	.017	.4113**	.240*	1	-	-	-	-	
Cost of maintenance	-.053	.054	.026	.120	1	-	-	-	
Insurance cost	.175	.129	-.024	.084	.358**	1	-	-	
After sale service	-.068	.254*	-.028	.119	.309**	.690**	1	-	
Service cost	-.069	.014	-.164	.072	.337**	.532**	.615*	1	
Representati ve after sale	-.009	.184	-.056	.205*	.311**	.191	.379*	.234*	1

**Source:** Data collected through questionnaire

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

\*\*Correlation is significant at the 0.01 level (2-tailed)

**INTERPRETATION:**

The above table 5.3 depicts the inter –correlation between the level of satisfaction about cost of ownership of the cars .Out of two satisfaction. Education and after sale services are strongly correlated (.254), Income and representative after sale are strongly correlated (0.205). Pre –sale and after sale services.

**4.6: the various services provided by the dealers.****Table 4.6: Mean and std. deviation of the various services provided by the dealer.**

S.No	Pre &after sale services	Yes	No	Mean	Std. Deviation
1	Ambience of the showroom	94 (94.0)	6 (6.0)	1.06	.24
2	<b>Availability of spare parts</b>	88 (88.0)	12 (12.0)	1.12	.33
3	Service time	82 (82.0)	18 (18.0)	1.18	.39
4	Car handling	81 (81.0)	19 (19.0)	1.19	.39
5	Intimation regarding the services	82 (82.0)	18 (18.0)	1.18	.39

**Sources:** Data collected through questionnaire

Majority of the respondents are provide good car handling services which is mostly provided by showrooms (mean=1.19)

(Mean=1.18) while the respondents are provide good intimation and service time facility.

## 2. CONCLUSION AND SUGGESTIONS

### 2.1 Conclusion

Maruti Suzuki is No. one automobile industry in India and has changed over the time to suit the needs of their customers. Maruti is the only company in India with a lots of small car models There was positive correlation of age, education and Income with service quality during purchase, safety of car and cost of ownership..An association benefit (mean 19.0%) was the most influential services provided by the dealers. Most problems faced by the customers is to drive on the bumpy road.

### 2.2 Suggestions

Maruti 800 should be continued as it was the best car; it was having very reliable spare parts also there were not any big problem in Maruti 800.

With references to after sale services. The Maruti dealer at Solan is providing service book only one day prior. It is being suggested that service appointment can be taken any time.

The dealer should work on reducing service delay as they take a lot of time for the same.

Maruti is not having high boot capacity; it should work on increasing the boot capacity.

The security features like air bags and anti lock breaking system (ABS) are looking in small cars. So it is suggested that it should be added in small cars as well.

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