



# A STUDY ON CUSTOMER SATISFACTION TOWARDS MARUTI SUZUKI CARS TO COIMBATORE CITY

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## ABSTRACT

*An trusted automobile industry in India Ranked 37<sup>th</sup> place at 2013 which showed growth rate at 2019 upholding 9<sup>th</sup> rank . Maruti Suzuki has highest customer satisfaction The study used primary and secondary data of consumer to find out the know about consumer preferences To bring the suggestions about the brand find the customer's satisfaction . The various tools like simple percentage analysis and Likert Scale analysis were used in the study. The suggestion Maruti Suzuki the automobile industry has prompted the companies to take up new and innovative market strategies towards the competition. The automobile industry designs, develops, manufactures, markets, and sells motor vehicles .*

**KEYWORDS:** loyalty, innovative, faith,

## 1. INTRODUCTION

Maruti Suzuki is the world largest manufacturer of Four Wheelers , Recognized the world over as the symbol of Maruti Suzuki Four wheelers , the „Wings“ arrived in India as Suzuki Cars, Motorcycle and Scooter India Pvt. Higher the satisfaction level, higher is the sentimental attachment of customers with the specific brand of product and also with the supplier. This helps in making a strong and healthy customer – supplier bonding. This bonding forces the customer to be tied up with that particular supplier and chances of defection very less. The competitive nature of the automobile industry has prompted the companies to take up new and innovative market strategies towards the competition.

## 2. STATEMENT OF THE PROBLEM

Four wheelers play a vital role in human life. The best mode of transport for family is a Four wheeler and is a need for everyone in the family. As people want increase their standard of living, the production and usage of Four wheelers have also substantially increased. The customer's preference for Four wheeler is based on his taste and priorities. In a

market oriented economy the consumer expect the right type and the right quality of goods at the right time and at the right price. As a result of the new licensing policy and allowing foreign collaboration, number of high technology and fuel efficient four wheelers are manufactured .

The study is about the special features and qualities of Maruti Suzuki , the different model available in the market which attract the customer, the reason for the usage of Suzuki the services provided by the Maruti dealers and customers satisfaction .

## 3. OBJECTIVES OF THE STUDY

- To find the customer's satisfaction of Maruti Suzuki Four Wheeler.
- To find the problems faced by the consumers with the Maruti Suzuki Four Wheeler
- To bring the suggestions about Maruti Suzuki Four Wheeler
- To know about consumer preferences towards Maruti Suzuki Four Wheeler



#### 4. RESEARCH METHODOLOGY

Source of Data	Primary Data and secondary data.
Area of Study	Coimbatore city
Sample Size	100

#### 5. STATISTICAL TOOLS

- Simple percentage analysis.
- Likert Scale analysis.

#### 6. REVIEW OF LITERATURE

**Praveenkumar (2020)** stated that this study would evaluate and examine the factors that influence the choice of a particular car brand by the owners of Madurai City. Research shows that shoppers were pleased with the price, size, level of exercise, distances, indoor living rooms, and brand status. The study shows that the recent factors affecting the decision of car owners in the entire research field are prices, fuel quality, pick-up, and comfort are most significant.

**PhuleMohan,(2012)** in his Ph.D thesis, —Exploring Marketing strategies and customer satisfaction in automobile industry: a comparative study of Aurangabad and Pune city found that telephone,

internet are the most preferred sources of collecting feedback. He also suggested that the company should use advanced technology and try to increase the efficiency of car. He also suggested that with an object to minimize the complaint of car regarding after sales service, the automobile companies should have direct linkage with the customers through email, and the company should focus that whether the customers are really satisfied with after sales service or not.

**Suganya R, (Jan 2012)** in her research paper highlights the effect of brand equity on consumer purchasing behavior on car. The paper speaks that brand plays a vital role in car sales, not only to attract but also to retain customers. The author concluded that brand awareness and perceived quality proved to influence the brand loyalty. Also brand loyalty and brand association affect customers' attitudes towards brand.

#### 7. TABLE

##### • SIMPLE PERCENTAGE ANALYSIS

Table Showing Reason of Maruthi of the Respondent

S.no	Catergoires	No of resonpendent	Percentage
1.	Price	18	14
2.	Mileage	92	74
3.	Feature	15	12
	Total	125	100

#### INTERPRETATION

The table shows 14% of the respondent are price 74% of the respondent are mileage 12% of the respondent are feature

#### INFERENCE

The majority 74% of the respondent are mileage

##### • LIKERT SCALE ANALYSIS

Factors	NO.OF.RESPONDENCE	Likert scale Value	Total score
Highly Dissatisfied	5	5	25
Dissatisfied	22	4	88
Neutral	83	3	249
Satisfied	8	2	16
Highly satisfied	7	1	7
	125	3.0	385



factors	no of respondents	likert scale value	total score
Highly dissatisfied	3	5	15
Dissatisfied	25	4	100
Neutral	83	3	249
Satisfied	9	2	18
Higly Satisfied	5	1	5
Total	125	3.0	387

### INTERPRETATION

The Table Show 100% of the respondent are disatisfied 15% of the respondentare satfied

### INFERENCE

Majority of 100% of the respondent are agree

### 8. SUGGESTIONS

- In this study, majority of the respondents are dominated by Male group and very few female having own car. To attract female consumer, the car mechanism has to change and driving system to be automated.
- Majority of the customers felt that the after sale service provided by the company is not up to the mark. Hence, the service offered to the customer should be improved by way of providing adequate information and offers regular repairs and maintenance service without any delay.
- With regard to interior decoration of car, majority of the customers opined that they are dissatisfied and ranked the last position by the customers. Some of them are neutralized with their opinion towards these services. In order to increase interior decoration of car may be added accessories, protecting steering wheel, dashboard, protecting seat covers, increase the storage space etc.,
- Majority of the customers dissatisfied with the facility of Air cooler of car and ranked as the last position. Hence, the company should increase the efficiency of the Air cooler facility by quick absorbing heat. Use window shades, sun visors, vent the interiors, A/c curtain are few ways to improve efficiency of air cooler.

### 9. CONCLUSION

Maruti is one of the most preferred brands by majority of the customers. The present study also has fulfilled all the objectives. The study has helps to find out important factors which influence buying behaviour Maruti car. In order to improve the production and sales operation the Maruti car manufactures has to

follow the above said suggestions. Most of customers are very much satisfied with regard to style/colour, safety, engine performance and driving comfort.

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