A study on customer satisfaction towards Maruti Suzuki

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ABSTRACT: The study of consumer behavior development is common among consumers, where insights into our own consumption are needed. The aim of the study is to understand the impact of consumer behavior towards Maruti and different factors affecting their buying decision. Questionnaire has been analyzed with help of pie diagram and bar chart, and different interpretations have been made to study the impact of consumer behavior towards Maruti. This study concluded that most of the customers are using the specific brand for a very long period of time which concludes that consumers do not switch easily from one brand to another.

Discounts given by companies on products, accessories tend to attract customers to buy the product. The present study has concluded that discounts and other offers given by companies more attract to customers and influence the customer to buy the product. The present study has also concluded that the customers are fully satisfied with Maruti's promotional efforts and are well aware of the cars offered by Maruti.

1. INTRODUCTION

Marketing is the moving and exciting activity of everyday activities. The planners, distributors, advertising agencies, consultants, transporters, financiers, store agencies, and everyone as a co-ordinator are part of the marketing system. Any exchange process begins with the consumer, goods, intermediaries, services, ideas, comes under the preview of marketing. It is very often remembered that the development of markets and marketing is synonymous with the economic development of accounts. Through marketing, a company is able to create and sustain a unique identity in the ever-growing corporate world. Marketing is the process of advising customers on the most effective product to choose from the many alternatives available.

Objectives Of The Study

• The main objective is to determine the current consumer behavior level of customers with regard to Maruti Suzuki.
• To study and analyze consumer shopping behavior towards Maruti Suzuki.

Need For The Study

Consumer behavior pays a major role in the growth of the company in the modern market scenario. The idea is to study the factors of consumer behavior and ascertain the best practices to retain customers. The need for customer retention is recognized as a crucial element for the success of an enterprise.

Theme: Marketing discipline is an ongoing, fresh perspective on the global, technological, economic, and social challenges facing today's companies.
increasing the sales and creating and maintaining of brand awareness. In this competitive market, the success of any product and any company. Then the consumer haveto be targeted and the right strategy should be implemented at the right time. This will give the desired results.

**Research Methodology**

Before we know about research methodology, we should know about the “Research”. Research is an authentic activity & as such the term should be used in a technical sense. Some people say research is a careful investigation or enquirer; special thought; search for new facts in any branch of knowledge & research methodology is a process or way to systematically solve the research problem. It may be understood as a science of studying how research is done.

**Research Design:**
The research design is a framework, which provides guidelines for the rest of the research process. It emphasizes on these points.

**Methods Of Data Collection:**
In research, the data are collected in two ways-
1. **Primary data**
   - **SECONDARY DATA:** The primary data are those data which are collected fresh & for the first time & its ways be in original form. We can obtain direct communication with the respondent in one form or another or in personal interview.
   - **SECONDARY DATA:** These secondary data are those data which are available in the market. In my project, I have collected these secondary data from various sources like magazines, newspapers, websites & various manuals & books.

**Types Of Research:**
Descriptive research has been done by me for collecting the data.

**DATA SOURCES:** I have selected the Questionnaire & Telephone interview-based data sources

**SAMPLE TECHNIQUE:** I have chosen the RANDOM sample technique for finding the good results.

**UNIVERSE:** I have been only short period of times only in Gorakhpur.

**SAMPLE SIZE:** I have taken only the 100 number of samplesize.

**Survey Methodology:** Survey was conducted keeping in mind the target audience.

**Target Audience:** The target for the survey was based on the sample is HIG & MIG regular user and prospective customers. And the respondents are:-
- Home Makers
- Service Man
- Businessman
- Old age person

Based on age:
- Above 25 years.

**Samplesize:** During the survey, the sample size of customers was 100. This selection covering prime Paces of the city.

**Data Analysis**
The analysis and interpretation are done by pie charts. It is given between the forms of some different charts. The comments are given along with the chart.

![Comparison between male and female the age group between 25-35 of male and female](image-url)

Fig.1: Comparison of male and female of age group 25-35
Interpretation:
Only 66% male purchase a car more than 34% female purchase a car.

2. The age group between 25-35 motivestobuyacar is

Fig. 2: Motivestopurchasecarformaleandfemaleofagegroup25-35

Interpretation:
1. 34% motivetobuy for easy maintenance
2. 2.32% motivetobuyacar by pricereason
The other 29% people buy a car with the reason abrand name, and
The remainders other 5% people is not interested to buy acar.
3. PromotionalSchemeFor25-35

Fig. 3: Promotional schemesthat influences male andfemaleof age group 25-35 topurchasecars.

Interpretation:
45% people purchase acar the reason is free accessories
29% people purchase acar the reason is cash discount
An otheri26% people purchase acar the reason is easy car loan

II. SUGGESTIONS / RECOMMENDATIONS
(i)-RecommendationstotheCompany
# More outlets of the company should be there because outlet are nota vaibain cities, customers havetogo to another cities for the outlet of the cars.
# Prices of car models are different at different dealers. The customers get confused that the dealers are cheating them.
# The prices of the car models are very dear, so the customers are betting.
# The company employees should maintain good relation with the customers and vehicles should be delivered on the same day which is been told to the customer.

III. LIMITATIONS:
- Time has been a major constraint throughout the study as it has been on for duration of 6 weeks.
- Enough care is taken in formulating the questionnaire, some errors may creep in.
- The consumer behavior varies according to different products.
- Quality versus price was not taken into consideration.

IV. CONCLUSION
MARUTISUZUKIIINDIATDCOMPANY is the biggest Automotive Industry of India. It has great goodwill in the Automotive Market. There are many big Automotive companies are in the Indian Automotive Market and Maruti Suzuki is No.1 in the Indian Automotive Market.

Maruti Suzuki Automotive Company provides its customers the facility to finance their vehicles. Company tieup with banks and financial institutions which provide car loans to the customers. Maruti to interest rate and easy documentation process, Maruti Company sees a lot of scope in financing the automobile field. By providing this facility to their customers, Maruti Company is attracting many customers. From providing this facility, the customers who are not able to purchase Maruti Vehicles directly through cash have been able to purchase them through easy financing.
payment, they can purchase a car through car ownership schemes of banks.

Maruti Suzuki Company has tough competition with other automobile companies such as TATA Motors, Hyundai Motors, General Motors, Toyota Motors, Ford Motors, etc. I found during my study at Maruti Dealers' shop that in the financing sector, a person should have great communication skills because we need a great communication power to communicate with customers. Maruti Company is interested in the field of automobile financing because there are a lot of chances to increase their profit by selling more vehicles and also to increase their market share in the Automobile Market. People took interest in buying vehicles through financing. Maruti company is providing easy car ownership facility to their customers through making more tie-up with banks in different areas. It was a great experience to communicate with different people. I learnt to convince customers and make them aware about their queries related to automobile industries.