

A study on customer satisfaction towards maruti Suzuki a Study on Customer Satisfaction towards Maruti Suzuki

Abhay Kumar Ray, Aakriti Kumari, Aarohi Kumari, Abdullah Khan

Submitted: 01-05-2022

Revised: 04-05-2022

Accepted: 08-05-2022

ABSTRACT: The study of consumer behavior develops consumers, we need insights into our own consumption related decisions: what we buy, why we buy, and how we buy. The aim of the study is to cover entire research about consumer behavior towards Maruti and different factors affecting their buying decision. Questionnaire has been analyzed with the help of pie diagram & bar chart and different interpretations have been made to study the impact of consumer behavior towards Maruti. This study concluded that Majority of the customers are using the specific brand for a very long period of time which concluded that consumer does not switch easily from one brand to another. Discounts given by companies on the products, accessories attract the customers to buy the product. The present study has concluded that discounts and other offers given by companies more attract to the 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.

I. INTRODUCTION

Marketing is the moving and exciting activity in every body activities. The dealers, distributors, advertising agencies, consultants, transporters, financiers, store agencies and everyone as a customer are a part of the marketing system. Any Exchange process between a consumer, goods, intermediary goods, services of ideas, comes under the preview of marketing. It is very often regarded that the development of markets and marketing is synonymous with the economic development of accounts. Through Marketing is an action discipline. In the ever growing corporate world, marketing is being regarded as a crucial element for the success of an Enterprise

The marketing discipline is undergoing fresh re-appraisal in the light of the vast global, technological, economic and social challenges facing today's company

and countries. Marketing at its best is about value creation and raising the world's living standards. Today's winning companies are those who succeed most in satisfying, indeed delighting their target customers.

As quoted by P.P. Drucker³ Marketing is so basic that it cannot be considered a separate function. It is who the business sees from the point of view of its final result, that is, from the customer's point of view. Business success is not determined by the producer but by the customer

. Philip Kotler has therefore defined marketing as "it is a social and managerial process by which individuals and groups obtain what they need and want through creating, offering and exchanging products of values with others". Many Indian companies espouse a satisfied customer philosophy and describe marketing as customer satisfaction engineering. Since the economy in this country has changed from a primary con- addition of scarcity to a gradual and steady stage of affluence, thereby giving consumers the opportunity to choose among many varied alternatives, satisfaction has become a major concern of business.

Objectives Of The Study

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

Need For The Study

Consumer behavior pays a majority for the growth of the company in the modern market scenario. The basic idea of this study is to find the consumer behavior towards Maruti Suzuki. The need has to be recognized and necessary steps have to be taken to make the changes. India is growing rapidly and changes are dynamic. People are changing, the preference and the demand is changing. The Market also has to change accordingly. The purpose of consumer behavior is not only for retaining the customers but also for attracting new customers and

increasing the sales as creating and maintenance of brand awareness. In this competitive market the level of consumer satisfaction decides the success of any product and any company. Then the consumers have to 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 a natural activity & as such the terms should be used in a technical sense. Some people say research is a careful investigation or enquiry special thought search for new facts in a 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 research process. It emphasizes on these points.

Methods Of Data Collection:

In research the data are collected in two ways -
Primary data
Secondary data

- **PRIMARY DATA:** The primary data are those data which are collected fresh & for the first time & in original form. We can obtain direct communication with respondent in one form or another or personal interview.
- **SECONDARY DATA:** These secondary data are those data which are

collected from existing records that are available in the market. In my project I have collected the 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 & Telephonic interview as data sources

SAMPLE

TECHNIQUE: I have chosen the RANDOM sampling technique for finding the good results.

UNIVERSE: I have been only short period of time so my survey is only in Gorakhpur.

SAMPLE

SIZE: I have taken only the 100 number of sample size.

Survey

Methodology: Survey was conducted keeping in mind the things.

Target Audience:

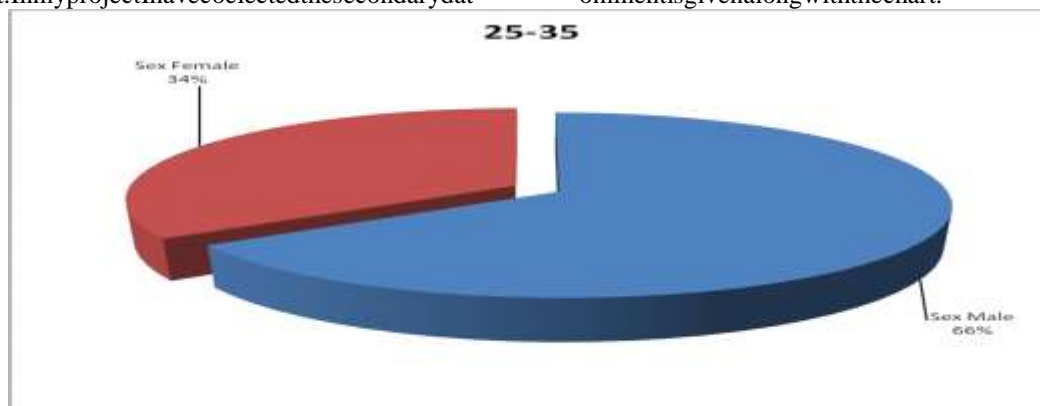
The target for survey was based on that sample is HIG & MIG regular user and the prospective customer's. And their respondents are:-

- Home Makers
- Service Man
- Businessman
- Old age person
- Based on age:
Above 25 years.

Sample size: During the survey the sample size of customers was 100. This is a selection covering prime Paces of city.

Data Analysis

The analysis and interpretation is done by the pie chart. It is given between the forms of some different charts. The comment is given along with the chart.



Comparison between male and female in the age group between 25-35 of male and female
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 motives to buy a car is

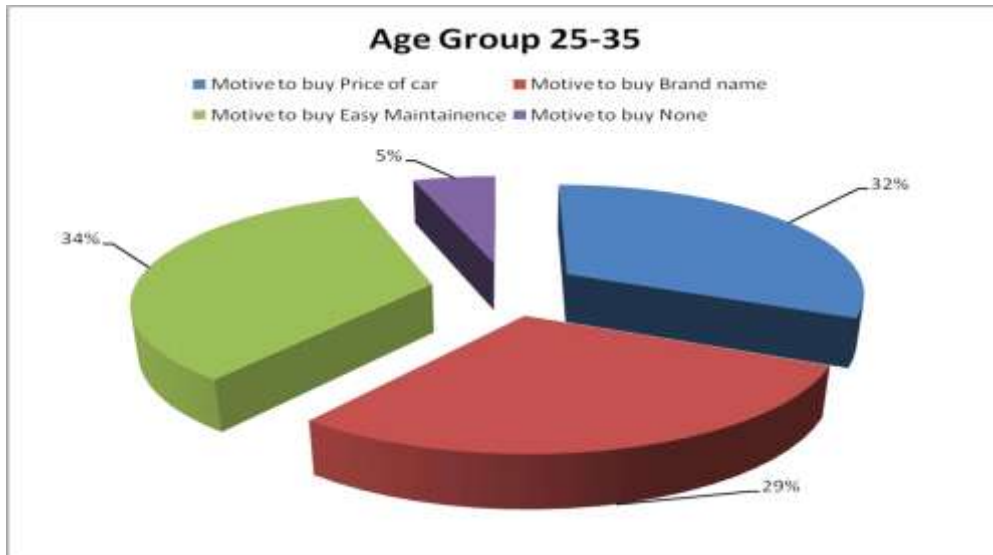


Fig.2:- Motives to purchase a car for male and female of age group 25-35

Interpretation:

1. 34% motive to buy for easy maintenance
2. 32% motive to buy a car by price reason
The other 29% people buy a car with the reason a brand name, and
There remains other 5% people is not interested to buy a car
3. Promotional Scheme For 25-35

Fig.3:- Promotional schemes that influence male and female of age group 25-35 to purchase cars.

Interpretation:

45% people purchase a car the reason is free accessories
29% people purchase a car the reason is cash discount
An other 26% people purchase a car the reason is easy car loan

II. SUGGESTIONS / RECOMMENDATIONS

(i)- Recommendation to the Company
More outlets of the company should be there because outlets are not available in cities, customers have to go to other cities for the outlets of the cars.
Prices of car modes are different at different dealers so customers get confused that the dealers are cheating them. Other prices of the car modes at every dealer should be same.
The company employees should maintain good relation with the customers and vehicles should be delivered on the same day on which it has been told to the customer for delivery.

III. LIMITATIONS:

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

IV. CONCLUSION

MARUTI SUZUKI INDIA LTD COMPANY is the biggest Automotive Industry of India. It has a great goodwill in the Automotive Market. There are many big Automotive companies 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 tie up with banks and financial institutions which provide car loan to the customers of Maruti at low 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 financial facility at every dealer point. By using this facility the customers who are not able to purchase Maruti Vehicles directly through cash

payment, they can purchase cars through the car loan schemes of banks.

Maruti Suzuki Company has tough competition with other automobile companies as like as TATA Motors, Hyundai Motors, General Motors, Toyota Motors, Ford Motors, etc. I found during my study at Maruti Dealer's shop that in 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 Auto 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 loan facilities to their customers through making more tie-ups with banks in different areas. It was a great experience to communicate with different people. I learnt to convince customers and make them clear about their inquiries related to auto industries.