

A Study On Customer Satisfaction Towards Maruti Suzuki Cars In Chennai

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ABSTRACT

In this Modern world, transport plays a vital role. Road transport plays a larger role in the recent years. The user prefers this because of its availability, adaptability to individual needs, door to door services and reliability. Of these cars is a very essential transport mode to travel from one place to another place. The present research on “A Study on Customer satisfaction towards Maruti Suzuki cars in Chennai city” has been prepared to study the Factors influencing buying decision of customers and their level of with regard to Maruti Suzuki cars in Chennai city. Customers are the end beneficiary of all retail activities. No matter what type of cars the customers use, it has to satisfy the customers’ needs. Keeping this in mind, an attempt has been made to examine the factors influencing the customers to choose Maruti Suzuki as their car. The present study is purely based on the primary data and is confined to Chennai City, India. The data was collected through questionnaires.

Keywords: Customer, Customer Satisfaction, Brand, Factors

INTRODUCTION

In the last few years, the Indian Maruti Suzuki car industry has seen spectacular growth. The country stands next to the China and Japan in terms of production and sales respectively. This distinction was achieved due to variety of reasons like restrictive policy followed by the government of India towards the passenger car industry. Majority of Indians, especially the youngsters prefer rather than cars.

The first car that the company produced was a four-door Maruti 800 and the second car that the company produced was a Multi-Utility Vehicle called the Omni. Between 1994 and 1996 Maruti released the Esteem, the Gypsy, the Omni, the Gypsy King, Zen and Esteem. It also opened a second plant in Manesar whose capacity at the time of opening was 2,00,000 units.

REVIEW OF LITERATURE

Gauhan Fatma and Ela Kumari (2013) in their study on “Marketing Strategies of Maruti Suzuki limited” found that majority of respondents was more satisfied with the fuel efficiency, maintenance cost and after sales service and concluded that continuously providing good attributes and also should introduced less price car.

Peyton, R.M. (2003) in their working paper submitted at the Allied Academies International Conference presented a comprehensive review of the literature on various Customer Satisfaction and Dissatisfaction (CS/D) theories proposed. The literatures are specifically prior to the 1990s. This review focuses on the major components of the decision-making process, also addresses the measurement-related issues relevant to this body of literature.

Willard Hom (2000) presents two broadly classified customer satisfaction models viz. Macro-models, which place the customer satisfaction among a set of related constructs in marketing research and Micro-models, which theorize the elements of customer satisfaction. The paper also gives various models of customer satisfaction from the perspective of the marketing research discipline.

Ramesh Sardar (2012) in their study on “Brand preference of passenger cars in Aurangabad District” found that 60 percent of the respondents are under graduate and 60 percent of the respondents are using Maruti cars and concluded that Indians are conscious about the price and fuel efficiency. Whoever is selling low-priced, fuel-efficient small cars will succeed and they are likely to see volume of sales.

Lokhande, Vishal Sunil Rana (2013) in their study of “Marketing Strategies of Indian Automobile Companies”. A case study of Maruti Suzuki India Limited found that March 2008 Maruti Suzuki’s sales were Rs.21221 crore which is higher than the sale of March 2007. The industrial sales of Maruti Suzuki in the year March 2008 was Rs.20070.9 crore which is 23.26% greater than previous year and also concluded that today’s scenario the success of company lies in structuring and restructuring the marketing strategies and continuous innovation of product and service.

OBJECTIVES OF THE STUDY

1. To study about the services provided by Maruti Suzuki Showroom in Chennai.

2. To determine consumer awareness about various models of Maruti cars.
3. To analyze the level of satisfaction of customer for Maruti Suzuki cars in Chennai.
4. To find out the customers opinion on cars in Maruti Suzuki, Chennai.

STATEMENT OF THE PROBLEM

Customer choice process is a complex phenomenon. Making a decision to buy a product or services involves many processes. The literature on brand preference studies reveals that for the selection of durable products, especially four wheelers, the customer has to spend much time to evaluate and choose the desired one, based on their need and economic condition. The Marketing strategies followed by the manufacturer and marketer as well as pre-conceived idea of the buyer also play a vital role in selection of a particular brand and to get more satisfied. Only a limited number of attempts have been made to study the impact of brand preference factors on customer's satisfaction. So the researcher has made an attempt to identify the brand preference of Maruti Suzuki cars in the study area and to examine.

RESEARCH METHODOLOGY

Research in common refers to a search for knowledge. Research methodology is a way to systematically solve the research problem. It may be understood as science of studying how research is done scientifically.

Sample Design:

The sample design which is used in the study is convenience sampling. Respondents from Coimbatore were selected on the basis of convenience.

Sample size:

Sample size taken for the study is 150 respondents.

Sources of data:

The data is collected through in two ways:

- Primary data: The primary data was collected freshly and thus it was original in character. It has been collected through questionnaire. The questionnaires were given to the respondents when they visited respective show rooms.
- Secondary data: Secondary data are data which have already been collected by someone. Its main sources are Journals, Newspapers, Magazines, and Internet etc.

Area of analysis:

The study was conducted in Chennai city.

Tools used for analysis:

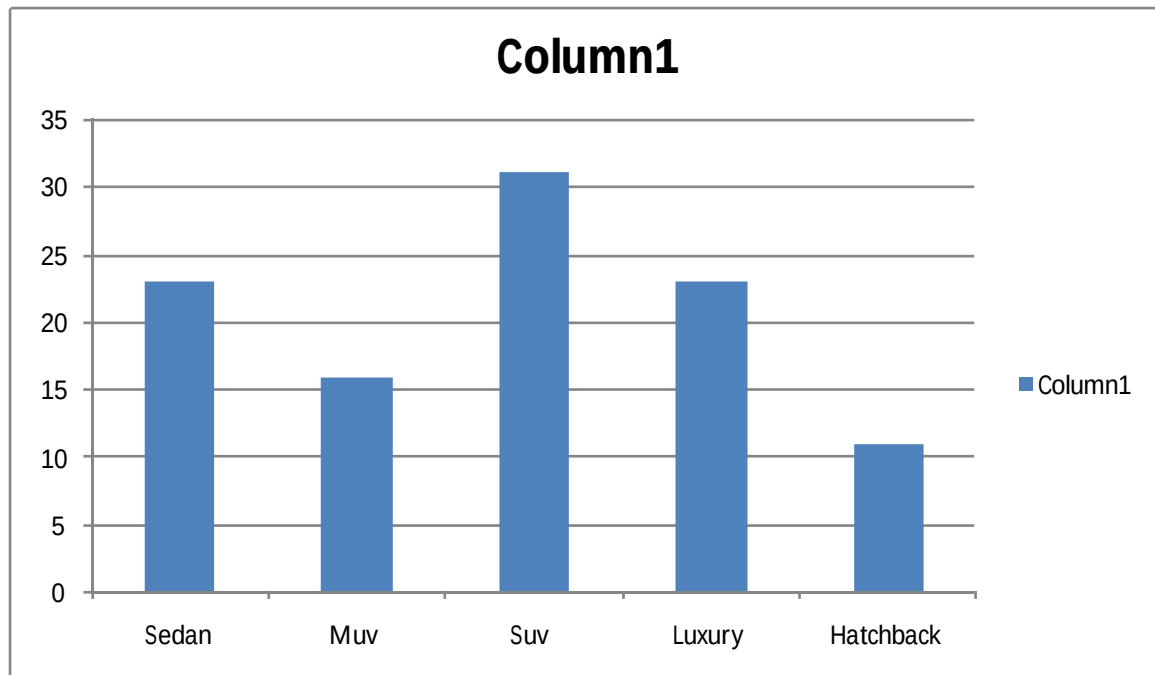
- Percentage analysis
- Chi square test

DATA ANALYSIS**RESPONDENTS ON BASIS OF TYPE OF MARUTI SUZUKI CAR :**

S. no	Type of cars	No. of respondents	Percentage %
1	Sedan	34	23
2	Muv	24	16
3	Suv	47	31
4	Luxury	35	23
5	Hatchback	10	11
	Total	150	100

INTERPRETATION:

From the above table shows that out of the total number of respondent 23% of respondent were using sedan cars, and 16% of respondent using Muv cars and 31% of respondent were using Suv cars and 23% of respondent were using Luxury cars and 11% of respondent were using Hatch back cars.

RESPONDENTS ON BASIS OF TYPE OF MARUTI SUZUKI CAR :**CHI SQUARE TEST:****HYPOTHESIS:**

There is no significant relationship between type of Maruti cars and gender

OBSERVED FREQUENCY:

	MALE	FEMALE	TOTAL
SEDAN	24	32	56
MUV	15	12	27
SUV	5	11	16
LUXURY	6	21	27
HATCHBACK	16	8	24
TOTAL	66	84	150

CHI SQUARE RESULT TEST ANALYSIS:

Calculated value (χ^2)	Degree of freedom	Table value at 5%	Hypothesis
12.71	4	9.488	Rejected

INTERPRETATION:

Since the calculated value is more than the table value the hypothesis is rejected.

FINDINGS:

- Majority (31%) of the respondents were using and they prefer Suv type of cars.
- 23% of the respondents were using Sedan and Luxury cars
- 16% of the respondents were using Muv cars.
- 11% of the respondents were using Hatchback cars.
- There is no significant relationship between type of Maruti cars and gender.

SUGGESTIONS:

Based on this study the following suggestions are made.

- Introduce more colors.
- Equal safety security to the all type of brands.
- As majority of the customer are attracted by credit facilities it should be extended.
- The company should avoid unnecessary selling expenses.
- The company should introduce different type of new technology model cars, for customer satisfaction so that it can retain the customers.
- The company should provide effective, attractive advertisement to increase the sales.
- Company should improve its sales offer service because it badly affects the company market share.
- Customer service should be provided.
- Customer considered quality as their first preference, so company should give more stress on this.
- Scheme should be offered as it is most preferred by the customers.

CONCLUSION

The Maruti Suzuki cars 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. 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. Maruti Suzuki is the major player in the car segment and the authorized dealers of the Maruti Suzuki companies have initiated many steps to increase the sales. 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 and fuel efficiency of the car and they preferred Maruti Suzuki cars.

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