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CUSTOMER SATISFACTION TOWARDS MARUTI SUZUKI MOTORS IN BIDAR DISTRICT

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ABSTRACT:

Consumer loyalty is the main viewpoint that organizations should comprehend to stay cutthroat and develop. Delivering high-quality service is the key to maintaining a competitive advantage in today's market. A satisfied customer is essential to the success of any business because it encourages repeat purchases and positive word-of-mouth. A customer who has a positive experience with the dealer in question might use the same brand again, whereas a customer who has issues with a particular brand of car might not use it again. A company's primary goal is to keep customers coming back. As a result,



enhancing quality is essential for both retaining current customers and acquiring new ones. The primary objective of this study is to investigate car selection, customer satisfaction with showroom environments, car design, engine performance, and safety. Additionally, examine the various dealer services. Surveys and questionnaires were used to collect the primary data for the study. The secondary data came from articles, newspapers, books, journals, research reports, and websites.

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

INTRODUCTION

Customers must be treated as the market's king because business always begins and ends with them. Profit, status, image, etc., all play a role in the company's progress. and furthermore relies on the clients. As a result, it's critical for all businesses to meet customer expectations. Consumer loyalty is an expansive idea and includes such factors as the nature of item, the nature of the help gave, the environment of the place where the item or administration is bought, and the cost of the item or administration. Customer satisfaction surveys are

frequently used by businesses to gauge customer satisfaction. The purpose of these surveys is to learn more about how satisfied customers are. Quality of the product, value of the product in relation to price—a function of quality and price—time issues like product availability, availability of sales assistance, and delivery time, store atmosphere like cleanliness and organization, service staff issues like politeness, attentiveness, and helpfulness, and convenience like location and hours of operation are all common

topics covered in surveys.

A reputable auto industry in India, ranked 37th in 2013 and rising to 9th in 2019, respectively. Maruti Suzuki has the highest level of customer satisfaction. The study used primary and secondary data from customers to learn about their preferences and provide suggestions for improving the brand. The study made use of a variety of tools, including the Likert Scale and simple percentage analysis. The idea Maruti Suzuki the vehicle business has provoked the organizations to take up new and

inventive market techniques towards the opposition. Motor vehicles are created, developed, manufactured, sold, and marketed by the automobile industry.

OBJECTIVES OF THE STUDY

- ❖ To determine how satisfied Maruti Suzuki fourwheeler customers are. Loyalty, inventiveness, and faith.
- ❖ To identify the issues that customers have with the Maruti Suzuki Four Wheeler;
- ❖ To provide feedback on the vehicle;
- ❖ To ascertain the preferences of customers toward the vehicle.

The "Wings" were introduced to India as Suzuki Cars, Motorcycle, and Scooter India Pvt., and are widely regarded as the emblem of Maruti Suzuki's four-wheeled vehicles. Maruti Suzuki is the largest manufacturer of four-wheelers in the world. Customers' emotional attachment to a particular brand of product and the supplier is correlated with their level of satisfaction. This contributes to the development of healthy bonds between customers and suppliers. The customer is bound to that particular supplier as a result of this bond, reducing the likelihood of departure. Companies have adopted novel and creative market strategies in response to the fierce competition in the automobile industry.

THE CONSUMER SATISFACTION OF MARUTI SUZUKI

It can be deduced from the results that, out of the 100 people who responded, 83 percent believed that the Maruti vehicle's overall performance was satisfactory, and 17 percent believed that the vehicle's overall performance was excellent. Lack of creativity. As a brand, Maruti Suzuki appears to lack innovation. For the past two years, they have not introduced any new automobiles. Maruti Suzuki India Limited considers employees of the Central and State Governments to be one of its most important customer groups, and it has been making only a few cosmetic adjustments and rebranding or changing the name of the same product. However, the Indian automobile market has undergone significant change in recent years, and individuals have begun purchasing more expensive automobiles from other manufacturers as well. Maruti Suzuki's market share, which was previously above 50%, has decreased to 43% as a result. Due to their high market demand, Maruti Suzuki automobiles have the potential to offer a high resale value. A well-known fact is that even after three to four years, a Maruti Suzuki vehicle can return 40 to 50 percent or more of its initial value. Nevertheless, the automobile's condition has a significant impact on its resale value.

STATEMENT OF THE PROBLEM

The use of four-wheelers is essential to human existence. Everyone in the family needs a four-wheeler because it is the best mode of transportation. The production and use of four-wheeled vehicles have also significantly increased in tandem with people's desire to raise their standard of living. The customer's preferences and priorities determine his preference for a four-wheeler. Consumers in a market-based economy expect the right kind and quality of goods at the right time at the right price. A lot of high-tech, fuel-efficient four-wheelers are produced as a result of the new licensing policy and the ability to collaborate with foreign manufacturers. The focus of the study is on the unique qualities and characteristics of Maruti Suzuki, as well as the various models on the market that draw customers, the reasons people use Suzuki, the services offered by Maruti dealers, and customer satisfaction.

RATIONALE OR NEED OF THE STUDY

This study will only focus on Maruti Suzuki car customers in Solan, HP, to learn about their preferences and expectations for business owners. The results of this study will assist in determining the customer's issues and level of satisfaction. Knowing the factors that influence a customer's decision to purchase the product will be helpful. This study is essential for determining the necessary

modifications to product features and customer perceptions. The company will be able to make necessary price, design, application, and other adjustments thanks to the study.

THE DECLINE OF MARUTI SUZUKI?

An Indian automaker with headquarters in New Delhi is Maruti Suzuki India Limited, formerly Maruti Udyog Limited. It was established in 1981 and was owned by the Indian government until 2003, when it was sold to the Suzuki Motor Corporation of Japan. Maruti Suzuki India Ltd. reported on Sunday that total wholesale sales decreased by 9% in December 2022 to 1,39,347 units compared to the previous year. Maruti Suzuki India (MSIL) released a statement stating that the company had achieved total sales of 1,53,149 units during the same month in 2021. Consumer loyalty prompts expanded nature of items and its connected after deals administration, particularly with regards to vehicle industry. The quality of an organization's after-sales service as well as the quantity of products sold have an impact on customer satisfaction. Maruti Suzuki automobiles offer a comprehensive value-for-money package and some of the most simple and dependable vehicles on the market. Maruti Suzuki automobile models not only have the highest fuel efficiency, but they also require minimal upkeep and provide inexpensive spare parts.

THE FUTURE PREDICTION OF MARUTI SUZUKI?

Maruti Suzuki ranks highest. India's number one automaker in terms of market share. Maruti Suzuki's cost-effective, fuel-efficient, and well-liked vehicles account for nearly 49% of the country's passenger car market. at 2023-02-20, the quote is equivalent to 8807.050 INR. The "MARUTI" stock price outlook for 2028-02-11 is 13279.85 Indian Rupees, and our projections indicate a long-term increase. The anticipated revenue for a five-year investment is approximately +50.79 percent. In 2028, your current \$100 investment could reach \$150.79. According to the document, the first all-electric Maruti will be on Indian roads by 2025. The production version of the eVX concept that was displayed earlier this month at Auto Expo 2023 will be this new electric vehicle. Thirdly, the cost remains a significant factor. A new business with no customers can't keep prices down without sacrificing quality. Because it produces large quantities, Maruti Suzuki products are affordable. Another automaker can't bear to do that to keep up with business.

SUGGESTIONS

In this study, the majority of respondents are male, with very few females owning a car. The car's mechanism needs to change and the driving system needs to be automated in order to attract female customers. The majority of customers believed that the company's after-sale service was inadequate. Consequently, the help proposed to the client ought to be improved via giving satisfactory data and offers standard fixes and upkeep administration right away.

The majority of customers were dissatisfied with the interior design of the vehicle, ranking it last on their list of priorities. Because of how they feel about these services, some of them become neutral. To increment inside adornment of vehicle might be added embellishments, safeguarding controlling wheel, dashboard, safeguarding seat covers, increment the extra room and so on. Larger part of the clients disappointed with the office of Air cooler of vehicle and positioned as the last position. As a result, the company should make the air cooler facility more effective by quickly absorbing heat. A few ways to make air coolers work better are to use window shades, sun visors, vent the interiors, and air conditioning curtains.

In the year 2022, Maruti Suzuki held a share of more than 46% of the passenger car market in India. On a scale of 1 to 10, Maruti scored 834, well below the industry average of 846 and only ahead of Honda (832) and Renault (824). Hyundai Motor India, a formidable rival, received the highest score of 873. Consistently exceeding customer expectations is essential to providing excellent customer service. Quick, simple, individualized, and sympathetic customer service is great. Companies that provide excellent customer service take the time to learn about their specific clientele's requirements. This method of interpreting CSAT scores may be more accurate for businesses than the popular 1-5 CSAT

rating, setting the 65-80 range as a good one: 0-35 very bad/not very happy. 35-50 poor or dissatisfied. 50-65, average, and quite content. As part of its strategy to privatize businesses in non-sectoral industries, the Vajpayee government made the decision to give up control of the automaker. The value of the government's 49.74 percent stake at the time was Rs 2,158 crore. Maruti Suzuki India Ltd. reported on Sunday that total wholesale sales decreased by 9% in December 2022 to 1,39,347 units compared to the previous year. Maruti Suzuki India (MSIL) released a statement stating that the company had achieved total sales of 1,53,149 units during the same month in 2021. Due to their high market demand, Maruti Suzuki automobiles have the potential to offer a high resale value. A well-known fact is that even after three to four years, a Maruti Suzuki vehicle can return 40 to 50 percent or more of its initial value. Nevertheless, the automobile's condition has a significant impact on its resale value. MoneyWorks4Me's Price Trend analysis shows that it is Semi-Strong, indicating that the price of Maruti Suzuki India Ltd is likely to rise in the near future. However, prior to making an investment, please verify the Quality and Valuation ratings.

CONCLUSION

The majority of customers regard Maruti as one of their top choices. All of the goals of this study have also been met. The study assists in determining significant factors that influence Maruti car purchasing behavior. The Maruti automobile manufacturing company must implement the aforementioned recommendations in order to enhance its production and sales operations. The majority of customers are very pleased with the style and color, safety, engine performance, and driving experience. No. 1 is Maruti Suzuki. one of India's automobile industries has evolved over time to meet their customers' requirements. There was a positive correlation between age, education, and income and service quality during the purchase, vehicle safety, and cost of ownership. An association benefit (mean 19.0%) was the most influential service provided by dealers. Maruti is the only company in India with a lot of small car models. The majority of customers' issues stem from driving on bumpy roads. Because it was the best car, the Maruti 800 should be kept; It had extremely dependable spare parts, and the Maruti 800 had no major issues. with references to services after the sale. One day prior, the Maruti dealer in Solan offers service books. It is suggested that an appointment for service can be made at any time. Since they take a long time, the dealer should work to reduce service delays. Maruti isn't having high boot limit; It ought to function to expand the boot capacity. Small cars are looking for security features like air bags and anti-lock braking systems (ABS). Therefore, it is suggested that it be included in smaller automobiles as well.

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