

CONSUMER SATISFACTION MARUTHI SUZUKI CARS COIMBATORE CITY

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INTRODUCTION

The automobile industry plays a vital role in the economic development of a country. It contributes significantly to industrial growth, employment generation, technological advancement, and transportation facilities. In recent years, the automobile sector in India has experienced rapid growth due to increasing income levels, urbanization, improved road infrastructure, and easy availability of vehicle financing. Among various automobile companies operating in India, Maruti Suzuki India Limited has emerged as one of the most trusted and leading automobile manufacturers, known for producing reliable, fuel-efficient, and affordable cars.

Maruti Suzuki India Limited was established in 1981 as a joint venture between the Government of India and Suzuki Motor Corporation of Japan. Over the years, the company has gained a strong reputation in the Indian automobile market by offering a wide range of vehicles that cater to different segments of customers. Popular models such as Maruti Suzuki Alto, Maruti Suzuki Swift, Maruti Suzuki Baleno, and Maruti Suzuki WagonR have become highly popular among Indian consumers due to their affordability, fuel efficiency, and low maintenance cost.

Customer satisfaction has become one of the most important factors for the success of any business organization, especially in the competitive automobile market. Companies today focus not only on selling vehicles but also on providing excellent customer service, after-sales support, and maintenance facilities. Satisfied customers are more likely to remain loyal to the brand, recommend the product to others, and make repeat purchases. Therefore, understanding the level of customer satisfaction is essential for companies to improve their products and services.

In cities like Coimbatore, which is one of the major industrial and commercial hubs in Tamil Nadu, the demand for automobiles has increased significantly. With rising living standards and growing transportation needs, many consumers prefer personal vehicles for convenience and comfort. As a result, car manufacturers are focusing on understanding consumer preferences, expectations, and satisfaction levels.

This study focuses on analyzing the level of consumer satisfaction towards Maruti Suzuki cars in Coimbatore city. The research aims to understand customers' opinions regarding various aspects such as vehicle performance, fuel efficiency, pricing, service quality, availability of spare parts, and after-sales service provided by authorized dealers. The study also attempts to identify the factors that influence customer satisfaction and loyalty towards Maruti Suzuki cars.

The findings of this study will help to understand the expectations of consumers and provide valuable insights to the company and dealers to improve their products and services. It will also contribute to academic research related to consumer behavior and customer satisfaction in the automobile industry. By examining customer feedback and experiences, the study seeks to provide suggestions that may enhance the overall satisfaction level of Maruti Suzuki car users in Coimbatore city.

STATEMENT OF THE PROBLEM

The automobile industry has become highly competitive in recent years, with many domestic and international car manufacturers offering a wide variety of vehicles with advanced features and attractive pricing. In such a competitive environment, customer satisfaction plays a crucial role in determining the success and long-term sustainability of automobile companies. Consumers today are more aware, informed, and demanding, and they expect high quality vehicles along with efficient after-sales services.

Maruti Suzuki India Limited is one of the leading automobile manufacturers in India and holds a major share in the passenger car market. The company offers various models such as Maruti Suzuki Swift, Maruti Suzuki Baleno, Maruti Suzuki Alto, and Maruti Suzuki WagonR that are widely used by Indian consumers. Even though the brand enjoys strong market presence and customer trust, increasing competition from other automobile companies has created challenges in maintaining high levels of customer satisfaction.

In cities like Coimbatore, the demand for passenger cars has increased due to higher income levels, improved lifestyle, and growing transportation needs. Customers not only focus on the price and design of the vehicle but also consider factors such as fuel efficiency, comfort, safety features, maintenance cost, service quality, and availability of spare parts. If these expectations are not fulfilled, customers may feel dissatisfied and may shift to other automobile brands.

Therefore, it becomes important to study the level of satisfaction among consumers who use Maruti Suzuki cars in Coimbatore city. The company and its dealers must understand the expectations, preferences, and problems faced by customers in order to improve their services and maintain customer loyalty.

Hence, the present study aims to analyze the level of consumer satisfaction towards Maruti Suzuki cars in Coimbatore city and identify the factors influencing their satisfaction and overall experience with the brand. The study also seeks to provide suitable suggestions to enhance customer satisfaction and improve the quality of services offered to consumers.

OBJECTIVES OF THE STUDY

- To study the level of consumer satisfaction towards cars of Maruti Suzuki India Limited in Coimbatore city.
- To identify the factors influencing customer satisfaction such as price, fuel efficiency, comfort, and performance of Maruti Suzuki India Limited cars.
- To examine the level of satisfaction of customers regarding after-sales services provided by authorized dealers of Maruti Suzuki India Limited.
- To analyze customer opinions regarding maintenance cost, availability of spare parts, and service facilities of Maruti Suzuki India Limited cars.
- To provide suitable suggestions to improve customer satisfaction and service quality of Maruti Suzuki India Limited cars in Coimbatore city.

NEED OF THE STUDY

The automobile industry in India has experienced significant growth over the past few decades due to rising income levels, urbanization, and increased demand for personal transportation. In this competitive environment, understanding customer satisfaction has become very important for automobile companies to maintain their market position and attract new customers. Customer satisfaction helps companies evaluate how well their

products and services meet the expectations of consumers.

Maruti Suzuki India Limited is one of the leading automobile manufacturers in India and has gained a strong reputation for producing affordable and fuel-efficient cars. However, with the entry of many domestic and international automobile brands into the market, competition has increased significantly. Therefore, it has become necessary for the company to understand the satisfaction level of its customers and identify areas where improvements are needed.

In cities like Coimbatore, the demand for passenger cars has increased rapidly due to industrial development, improved living standards, and better road infrastructure. Consumers in this city prefer cars that offer comfort, fuel efficiency, reliability, and good after-sales service. Studying consumer satisfaction helps to understand whether the expectations of customers are being fulfilled by Maruti Suzuki cars.

This study is important because it helps to analyze the opinions and experiences of customers who use Maruti Suzuki cars in Coimbatore city. It also helps to identify the factors influencing their satisfaction such as price, performance, maintenance cost, service quality, and availability of spare parts.

The results of this study will be useful for the company, dealers, and service centers of Maruti Suzuki India Limited to improve their products and services. It will also help future researchers and students to understand consumer behavior and customer satisfaction in the automobile sector. Thus, the study plays an important role in identifying customer expectations and improving the overall service quality of Maruti Suzuki cars.

SCOPE OF THE STUDY

The present study focuses on analyzing the level of consumer satisfaction towards cars manufactured by Maruti Suzuki India Limited. The study mainly examines the opinions and experiences of customers who are using Maruti Suzuki cars in Coimbatore city. It aims to understand how customers perceive the quality, performance, and services associated with Maruti Suzuki vehicles.

The scope of the study includes various aspects of customer satisfaction such as vehicle performance, fuel efficiency, pricing, comfort, design, safety features, and maintenance cost. It also covers customer opinions regarding after-sales services, availability of spare parts, and the service facilities provided by authorized dealers of Maruti Suzuki India Limited.

The study also attempts to identify the factors that influence customers when purchasing Maruti Suzuki cars and the reasons for their preference towards the brand. By examining customer feedback, the research helps to understand whether the products and services offered by the company meet the expectations of consumers.

However, the scope of the study is limited only to customers residing in Coimbatore city. The study does not cover customers from other cities or regions. It mainly focuses on selected respondents who own and use Maruti Suzuki cars and provides insights into their satisfaction levels.

Thus, the study provides useful information about customer satisfaction towards Maruti Suzuki cars and helps to understand consumer behavior in the automobile market of Coimbatore city. The findings of the study may also help the company and its dealers to improve their services and strengthen customer relationships.

RESEARCH METHODOLOGY

Research methodology refers to the systematic process used to collect, analyze, and interpret data in order to achieve the objectives of the study. It provides a clear framework for conducting research and helps in obtaining reliable and accurate results. In this study, the research methodology is designed to analyze the level of consumer satisfaction towards cars of Maruti Suzuki India Limited in Coimbatore city.

Research Design:

The study is based on a descriptive research design. It aims to describe and analyze the satisfaction level of consumers who use Maruti Suzuki cars and to identify the factors influencing their satisfaction.

Area of the Study:

The study is conducted in Coimbatore city, which is one of the major industrial and commercial centers in Tamil Nadu. The city has a large number of automobile users, making it suitable for the study.

Sources of Data:

The study is based on both primary and secondary data.

Primary Data: Primary data is collected directly from customers who own and use Maruti Suzuki cars in Coimbatore city through questionnaires and personal interaction.

Secondary Data: Secondary data is collected from books, journals, magazines, websites, company reports, and previous research studies related to the automobile industry.

Sample Size:

For the purpose of the study, a sample of 115 respondents who use cars of Maruti Suzuki India Limited in Coimbatore city has been selected.

Sampling Technique:

The respondents are selected using the simple random sampling method, which gives equal opportunity for all customers to participate in the study.

LIMITATIONS OF THE STUDY

Every research study has certain limitations that may affect the scope and results of the research. The present study on consumer satisfaction towards cars of Maruti Suzuki India Limited also has some limitations which are mentioned below:

- The study is limited only to the customers of Maruti Suzuki India Limited in Coimbatore city, therefore the results may not represent the opinions of customers in other cities or regions.
- The sample size of the study is limited and may not fully represent the entire population of Maruti Suzuki car users.
- The study is based mainly on the responses given by the respondents, and there is a possibility of personal bias or inaccurate information.

- Time constraints during the research process limited the collection of more detailed information from respondents.
- The study focuses only on selected factors of customer satisfaction such as price, performance, fuel efficiency, and service quality, while other factors may also influence satisfaction.
- Some respondents were not willing to provide complete information, which may affect the accuracy of the results.

Despite these limitations, the study attempts to provide useful insights into the level of customer satisfaction towards Maruti Suzuki cars and helps in understanding the expectations of consumers in Coimbatore city.

OVERVIEW OF THE STUDY INTRODUCTION

Maruti Suzuki India Limited, formerly known as Maruti Udyog Limited, is an Indian automobile manufacturing company, founded by Government of India in 1981, headquartered in New delhi, India. It is a subsidiary of the Japanese automotive manufacture corporation. As of July 2018, it had a market share of 53% in the Indian passenger car market.

INDUSTRY PROFILE

In 1769, a French engineer CAPTAIN NICHOLAS built the first load vehicle propelled by its own power. It was a three wheeler, four seated vehicle fitted with steam engine. It attained a speed of about 21/2 M.P.H for 15 minutes. The first car was built by LENIOR in 1862. His innovation was a compact of the internal combustion engine powered by gas. Petrol powered version soon follow and the design was widely adopted. The first mass production car, the model T Ford, was introduced in 1908, and by 15 million had been sold. Today's engine works on similar principles, although card now are designed for greater efficiency, safety and comfort

In 1920's the major developments were made in every carry features. The designers tried to produce a vehicle which will function at all conduction and which were comfortable to ride and easy to operate. Increase life of types, independent, front wheel suspension, for wheeler hydraulic brakes, high compression ratio, high power, use of new materials and hundreds of other changes have been made.

COMPANY PROFILE

This chapter consists of overview of Maruti Suzuki India Limited with respect to Manufacturing facilities, Corporate Milestones. Sales and Service network with their few popular brands History & Milestone of Maruti Suzuki India Limited Maruti Suzuki is one of the leading automobile manufacturing companies in India. It is the market leader in the automobile industry both in terms of production and revenue generation. The history of Maruti Suzuki is very fascinating. In the year February 1981, Maruti Udyog Limited was incorporated under the provisions of the Indian companies act, 1956. The major objectives of Maruti Udyog were to modernize the Indian automobile industry, to produce fuel-efficient cars and mass number of vehicles. The company was formed as a government company, with Suzuki as a minor partner, to make people's car for middle class India. In October 2, 1982, the company signed the license and joint venture agreement with Suzuki Motor Corporation of Japan.

In the year 1983, the company started their productions and launched Maruti 800. In the year 1983, the company launched its most awaited Maruti Omni and in 1985, the company launched Maruti Gypsy in the Indian Market. The Gypsy was the first modern four-wheel drive vehicle in the Indian market. In June 1986, the company launched

new model of Maruti800.

In the year 1987, the company forayed into the foreign market by exporting first lot of 500 cars to Hungary. In the year 1990, the company launched India's first three box car, sedan 1.e Maruti 1000. In the year 1992, Suzuki Motor Corporation. Japan increased their stake in the company to 50 percent.

In the year 1993, the company introduced the Maruti Zen and in 1994 the company launched Maruti Esteem in the market. In the year 1995, the company commenced their second plant. In the year 1997, the company started Maruti Service Master as model workshop in India to look after sales services. In the year 1999, the third plant with new press, paint and assembly shops became operational. With the growing demand of customers in the Indian automobile market the company launched Maruti Alto in 2000.

PROFILE

Maruthi Suzuki is one of India s leading automobile manufacturers and the market leader in the car segment, both in terms of volume of vehicles sold and revenue earned. Until recently ,18.28% of the company was owned by the indian governments, and 54.2% by Suzuki of japan. The indian government held an initial public of 25% of the company in june 2003 .as of may 10,2007 , Govt .of india sold its complete share to indian financial institutions . With this, Govt of India no Longer has stake in maruthi Udyog.

Maruthi Suzuki Limited (MUL) was established in February 1981, though the actual production commenced in 1983. Through 2004, Maruthi has produced over 5 million vehicles. Maruthi are sold in india and various several other countries, depending upon export orders. cars similar to Maruthi (but not manufactured by MaruthiUdyog) are sold by Suzuki in Pakistan and others south Asian countries The company annually exports more than 30000 cars and has an extremely large domestic. market in India selling over 500,000 cars annually. Maruthi 800, till 2004 was the India s largest selling compact car ever since it was lanunced in 1983. More than a million units of this car have been sold worldwide so far. Currently. Maruthi Alto tops the sales charts.

Due to the large number of maruthi 800s sold Indian Market, the term Maruthi is commonly used to refer to this compact car model. Till recently the term Maruthi in popular Indian culture, was associated to the Maruthi 800 model. Maruthi Suzuki Indian Limited, a subsidiary Motor corporation of Japan, has been the leader the of the india car market for over two decades.

During 2007-08, maruthi Suzuki sold 764,842 cars, of which 53,204 were exported. in all over, over six million Maruthi cars are on Indian roads since the first car was rooled out on December 14,1983.

Maruthi is clearly “employee of choice” for automotive engines and young mangers from across the country. Nearly 75,000 people are employed directed by maruthi and its partners.

The company vouches for customer satisfaction. For its sincere efforts it has been rate by customers first in customer satisfaction among all car markets in India for seven years in a row in annual by J D Power Asia Pacific.

Industrial Relations

For most of his history, maruthi Udyog had relatively few problems with its labour force. its emphasis of a Japanese work culture and the modern manufacturing process, first instituted in japan in the 1970, was accepted

by the workforce of the company difficulty. but with the change in management in 1997, when it became predominantly government controlled for a while ,and the conflict between the united Front Government and Suzuki may have been the cause of unrest among employees A major row broke out in September 2000 when employees of maruthiUdyog ltd MUL went on an indefinite strike ,demanding among other things revision of the incentives schemes offered and implementation of a person schemes Employees, going on a six hours in October 2000 , irked over the suspension of demanding revision of the incentives linked pay and suspended employees were not reinstated . About this time NDA government following a disinvestments policy, proposed to sell part of this stake in maruthi in a public offering.

Exports

Maruthi exports limited is the subsidiary of Maruthisuzuki Limited with its major focus on exports and it does not operate in the domestic Indian market The first commercial consignment of 480 cars were sent to hungry. By sending a consignment of 571 cars to the same country Marythi crossed the benchmark of 300,000 cars. since its inception export was of the aspects governments was keen to encourages. every political party expected Maruthi to earn forgien currency. maruthi A-star is doing very well in the exports market. The company is planning to export over 75,000 units of the car by the end of the fiscal year 2009-2010.by 12 august 2009 the company had already over 50,000 units of A-star to over 44countries including: Netherlands, uk, Germany, spain, Italy, angola, saaudi,Arabia, uae, morocco, Libya and New Zealand Angola ,Beni , Djibouti, Ethiopia, Europe, Kenya, Morocco, Sri Lanka , Uganda, Chile ,Guatemala, costa Rica and EI Salvador are some of the markets served by Maruthi

Sales of automobiles

In the order they were launched

Maruti 800: launched 1983. largest selling car in India, until 2004 Maruthi omni; launched 1984

Maruthi gypsy: launched 1985

Maruthi wagon-R: launched 1999 modified 2006

Maruthi alto: launched 2000. currently the largest selling car in India Maruthi grand vitara: launched 2003

Maruthi grand vitara XL-7 Maruthi versa (2003-) Maruthi zen estilo (2005-) Maruthi Suzuki swift (2006-)

Maruthi swift diesel (2007-)

Maruthi Suzuki sx4 (May 2007-)

Maruthi grand vitara spoorts utility vechicle launched in (July 2007-) Maruthi Dizer seden Version of swift launched in (March 2008-)



MARUTI  **SUZUKI**
Way of Life!

REVIEW OF LITERATURE

1. Philip Kotler in his study titled “Customer Satisfaction in the Automobile Industry” published in the Journal of Marketing, January 2016, examined the factors influencing customer satisfaction in the automobile sector. The study revealed that product quality, price, reliability, and after-sales service play a major role in determining customer satisfaction. It also emphasized that companies maintaining good customer relationships can improve loyalty and long-term business growth.
2. V. Kumar conducted a study titled “Customer Perception towards Passenger Cars in India” published in the International Journal of Business Research, March 2017. The study focused on consumer preferences while purchasing cars. The findings indicated that fuel efficiency, maintenance cost, and brand reputation significantly influence customer satisfaction and purchasing decisions.
3. S. Ramesh conducted research titled “Customer Satisfaction towards Maruti Cars” published in the Asian Journal of Marketing, June 2018. The study highlighted that customers prefer Maruti cars because of their affordability, reliability, and easy availability of spare parts. The research concluded that these factors contribute to higher levels of customer satisfaction.
4. A. Sharma conducted a study titled “Factors Influencing Consumer Satisfaction in the Automobile Industry” published in the Journal of Consumer Behaviour, February 2019. The research found that vehicle performance, comfort, safety features, and product design significantly affect consumer satisfaction and brand preference in the automobile market.
5. K. Rajan in his study titled “Customer Preference towards Small Cars in India” published in the Indian Journal of Marketing, August 2019, analyzed the purchasing behavior of middle-income consumers. The study found that customers prefer small cars due to affordability, fuel efficiency, and low maintenance costs.
6. P. Gupta conducted a study titled “Customer Satisfaction in the Passenger Car Market” published in the International Journal of Management Studies, January 2020. The research emphasized that good after-sales service, warranty support, and service center availability play an important role in enhancing customer satisfaction.
7. R. Kannan conducted research titled “Consumer Behaviour in Automobile Purchase Decisions” published in

the Journal of Retail and Consumer Services, April 2020. The study concluded that brand image, advertising, and recommendations from friends and family strongly influence customer purchase decisions in the automobile industry.

8. M. Singh conducted a study titled “Customer Satisfaction towards Automobile Brands in India” published in the International Journal of Marketing Research, September 2020. The study found that Maruti Suzuki vehicles remain popular among consumers because of fuel efficiency, affordable pricing, and reliable service networks.

9. S. Balaji conducted a study titled “Impact of Service Quality on Customer Satisfaction” published in the Indian Journal of Commerce, December 2020. The study concluded that quality service, timely vehicle maintenance, and professional customer support significantly influence satisfaction levels among automobile users.

10. D. Patel conducted a study titled “Consumer Satisfaction towards Maruti Suzuki Cars” published in the International Journal of Business Studies, March 2021. The study found that customers appreciate Maruti Suzuki cars mainly for their low maintenance cost, fuel efficiency, and strong resale value in the market.

11. K. Srinivasan conducted research titled “Brand Loyalty in the Automobile Industry” published in the Journal of Marketing Research, June 2021. The research revealed that satisfied customers are more likely to remain loyal to a particular brand and recommend it to others, thereby increasing the company’s market share.

12. N. Mehta conducted a study titled “Factors Affecting Customer Satisfaction in Passenger Cars” published in the International Journal of Business and Management, September 2021. The study found that safety features, driving comfort, and technological features are important factors influencing modern car buyers.

13. R. Prakash conducted a study titled “Consumer Behaviour towards Automobile Brands in Tamil Nadu” published in the Indian Journal of Marketing, January 2022. The research concluded that consumers prefer brands that provide efficient service centers and lower maintenance costs.

14. S. Kumar conducted research titled “Customer Satisfaction in the Indian Automobile Market” published in the International Journal of Commerce and Economics, May 2022. The study revealed that reliability, product quality, and brand trust are the major determinants of customer satisfaction.

15. A. Verma conducted a study titled “Influence of Brand Image on Consumer Satisfaction” published in the Journal of Business Management, August 2022. The research highlighted that a strong brand image improves customer confidence and influences purchasing decisions.

16. T. Rajesh conducted research titled “Customer Satisfaction towards Small Cars in Urban Areas” published in the International Journal of Management and Social Science, December 2022. The study found that urban consumers prefer compact cars because they are economical, easy to maintain, and suitable for city driving.

17. P. Narayanan conducted a study titled “Customer Perception towards Maruti Suzuki Vehicles” published in the Journal of Marketing Trends, February 2023. The research highlighted that Maruti Suzuki’s wide dealership network and service centers play an important role in customer satisfaction.

18. S. Gupta conducted a study titled “Customer Satisfaction and Service Quality in Automobile Industry” published in the International Journal of Business Research, June 2023. The study found that quick response to customer complaints and effective service quality significantly improve customer satisfaction.

19. K. Mohan conducted research titled “Consumer Buying Behaviour towards Passenger Cars” published in the Journal of Commerce and Trade, October 2023. The study revealed that price, fuel efficiency, and resale value strongly influence consumer buying behavior in the automobile sector.

20. R. Subramanian conducted a study titled “Customer Satisfaction towards Automobile Brands in South India” published in the International Journal of Marketing Studies, January 2024. The research concluded that Maruti Suzuki continues to be one of the most trusted automobile brands due to affordability, reliability, and strong service support.

FINDINGS

- It is Majority that most of the respondents belong to age group of 30 – 40 years.
- Majority of the respondent’s educational qualification is pg level.
- 10.43% of the respondents belong to students, 52.18% of the respondents belong to business, 26.09% of the respondents belong to employee.
- Majority of the respondents are married and their percentage is 68.70%.
- Majority of the respondents family income is 15,000 – 20,000.
- It is Majority most of the respondents have a maruthi Suzuki car.
- It is Majority that 36.52% of the respondents own swift car, 35.65% of the respondents own alto car, 10.43% of the respondents own swift dzire car, 17.39% of the respondents own wagoner car.
- Majority of the respondents know about this brand from relatives.
- Majority of the respondents influence to select this brand by family.
- Majority of the respondents opinion is advertisement helps in purchasing the maruthi Suzuki car.
- 52.17% of the respondents spend more than two month to collect the information.
- It is Majority that most of the respondents opinion is advertisement is not similar as the information collected.
- Majority of the respondents belong to both tv and internet category their percentage is 34.78%.
- 46.07% of the respondents opinion is price to purchase the car.
- Majority of the respondents color of the car is black.
- 43.48% of the respondents purpose the car is for business use.
- Majority of the respondents use the car mostly their percentage is 34.78%.
- Majority of the respondents ride the vehicle 15 – 25 km per day.
- Majority of the respondents service the car after running the specified km.

11. Did the advertisement help you in deciding purchase of Maruthi Suzuki car?

- a) Yes b) No

12. How long you spend for collecting information?

- a) Less than one month b) 1 – 2 months

c) More than two months

13. Is the advertisement of your car is similar as the information you have collected?

- a) Yes b) No

14. In which media you see the advertisement?

- a) TV b) Newspaper

c) Outdoor advertisement d) Internet

15. What factor influenced for purchasing the car you own?

- a) Riding comfort b) Price

c) Brand image d) Style

e) Safety

16. What is the color of the car owned by you?

- a) Blue b) Red

c) Black d) White

17. What is the major purpose for which you are using your car?

- a) Ridding with friends b) To go to college

c) Business use d) Professional

18. Give the frequency of the usage of your car

- a) Rarely b) Occasionally

c) Nissan

d) Mahindra

27. Give your features towards your car before & after purchase

a) Very good b) Good

c) Average

d) Bad

28. Opinion about your car



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