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A STUDY ON CONSUMER SATISFACTION TOWARDS MARUTI SUZUKI CAR WITH REFERENCE TO COIMBATORE CITY

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Abstract

Marketing, more than any other business functions deals with Creating Consumer value and satisfaction are the heart of modern marketing thinking and practice. Marketing is the delivery of consumers by promising superior value to keep current consumers by delivering satisfaction. In this Modern world, transport plays a vital role. Because of rapid industrial growth and economic growth the standard of living of the people is enhanced. Road transport plays a larger role in the recent years. Maruti Suzuki companies now recognize that the new global economy has changed things forever. Increased competition, crowded markets with little product differentiation and years of continual sales growth followed by two decades of compressed sales curves have indicated to today's sharp competitors that their focus must change. In this regards the paper focuses the consumer needs, wants, preferences, and their level of satisfaction.

Keywords: Consumer Satisfaction, Maruti Suzuki, Garret Ranking Analysis

Introduction

Marketing, more than any other business functions deals with Creating Consumer value and satisfaction are the heart of modern marketing thinking and practice. Marketing is the delivery of consumers by promising superior value to keep current consumers by delivering satisfaction. In this Modern world, transport plays a vital role. Because of rapid industrial growth and economic growth the standard of living of the people is enhanced. Road transport plays a larger role in the recent years. Maruti Suzuki companies now recognize that the new global economy has changed things forever. Increased competition,

crowded markets with little product differentiation and years of continual sales growth followed by two decades of compressed sales curves have indicated to today's sharp competitors that their focus must change.

Maruti Suzuki is one of the most leading automobile manufacturers of India, and is the leader in the car segment both in terms of volume of vehicle sold and revenue earned.

2. Statement Of The Problem

Marketing, more than any other business functions deals with consumers. Marketing is the delivery of consumers by promising superior value and to keep current

consumers by delivering satisfaction. There is a tremendous amount of scope for future research in this area that is the Automobile Industry, some possibilities can be: Comprehensive research on all the competitors in the market. In research the buying behaviour which would include brand performance, brand attitudes, product satisfaction, purchase behaviour, purchase intentions, brand awareness, segmentation studies and etc. The need for consumer satisfaction is necessary for all business, large or small. Hence there is a need for the study.

3. Objectives Of The Study

- To examine the factors influencing the consumer to buy Maruti Suzuki Cars.
- To analyze the level of satisfaction of consumer for Maruti Suzuki Cars.

4. Research Methodology

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 75 respondents.

Sources of data

The data is collected through in two ways:

- Primary data
- Secondary data

Area of analysis

The study was conducted in Coimbatore City.

Tools used for analysis

- Simple Percentage Analysis.
- Garrett Ranking Technique.

5. Limitations Of The Study

1. The analysis of the present study has been carried out based on the information has collected from the Maruti Suzuki cars user who are residing at Coimbatore District.
2. The study is an opinion survey; caution may have to be exercised while extending the Result to other areas.

3. Due to time constrict only 75 numbers of respondents were considered.

6. Review Of Literature

Singh and Srivatava (2013) study showed various factors affecting customer satisfaction towards Maruti Suzuki. Measuring customer satisfaction provides an indication of how successful the organization is at providing products or services to the marketplace. It conducted that satisfaction levels for pricing attributes (such as Car price, discounts and service charges) are generally lower than product related attributes.

Parthian and Rajendran (2014) study was carried on customer preference toward Maruti Suzuki. This study was to understand the mind of customers whether they was eager and satisfied to handle. Even though most of the customers were satisfied with present model and service, few customers were not satisfied about the facilities provided by the car. If the Maruti car service providers give enough attention regarding this, they can ensure a large level of customer preference.

7. Analysis And Interpretation

Table .1

Area of the Respondents

Area	No. of Respondents	Percentage %
Urban	28	37
Semi-urban	21	28
Rural	26	35
Total	75	100

37% of respondents are living in urban area, 28% of respondents are living in semi urban area, and 35% of respondents are living in rural area.

Majority (37%) of respondents are living in urban area.

Table .2

Gender of the Respondents

Gender	No. of Respondents	Percentage %
Male	47	63
Female	28	37
Total	75	100

63% of respondents male, 37% of respondents are Female.

Majority (63%) of respondents are male.

Table .3
Age of the Respondents

Age	No. of Respondents	Percentage %
Below 35	12	16
35-45	22	29
46-55	23	31
Above 55	18	24
Total	75	100

16% of respondents belong to age of below 35 years, 29% of respondents belong to age of 35-45 years, 31 % of the respondents belong to age of 46-55 years and 24% of respondents belong to age of above 55 years.

Majority (31%) of respondents belong to age of below 46-55 years.

Table.4
Education Qualification of the Respondents

Education qualification	No. of Respondents	Percentage %
Upto HSC	18	24
Under graduate	23	31
Post graduate	22	29
Professional	12	16
Total	75	100

31% of respondents are under graduate, 29% of respondents are post graduate, and 24% of respondents are up to HSC, 16% of respondents are professional degree.

Majority (31%) of respondents are under graduate.

Table .5
Occupation of the Respondents

Occupation	No. of Respondents	Percentage %
Business	23	24
Employed Private Sector	22	31
Employed Public sector	12	29
Agriculture	18	16
Total	75	100

31% of respondents are employed in pvt sector, 29% of respondents are employed in public sector, 24% of respondents are business, 16% of respondents are agriculture.

Majority (31%) of respondents are under graduate

Table .6
Owned A Car of the Respondents

Own car	No. of Respondents	Percentage %
Yes	39	52
No	36	48
Total	75	100

52 % of respondents own a car, 48% of respondents not using to own a car.

Majority (52 %) of respondents own a car.

Table .7
Model in Maruti Suzuki Car of the Respondents

Model	No. of Respondents	Percentage %
Omni	18	24
Alto	20	31
Wagnor	17	29
Swift	20	16
Total	75	100

31% of respondents have Alto car in maruti brand, 29% of respondents have wagnor car in maruti brand, 24% of respondents have omni car in maruti brand, and 16% of respondents have swift car in maruti brand. Majority (31%) of respondents have Alto car in maruti brand.

Table .8
Favourite Colour of the Respondents

Colour	No. of respondents	Percentage %
White	20	27
Black	28	37
Red	10	13
Blue	17	23
Total	75	100

37% of respondent's favourite colour is black, 27% of respondent's favourite colour is white, 23% of respondent's favourite colour is blue, and 13% of respondent's favourite colour is red.

Majority (37%) of respondent's favourite colour is black.

Table .9
Sources of Information

Sources of information	No. of Respondents	Percentage %
Newspaper/Magazines	15	20
T.v/Radio	20	27
Other borrowers	25	33
Bank loan advisors	15	20
Total	75	100

33% of respondents gather information from other borrowers, 27% of respondents

gather information from TV/Radio, 20% of respondents newspaper/magazines, 20 % of bank loan advisors. Majority (33%) of respondents gather information from other borrowers.

Table .10

First Preference While Buying A Car

First preference	No. of Respondents	Percentage %
Good facilities	20	27
Quality service	22	29
Price	15	20
Good designs	18	24
Total	75	100

29% of respondents prefer to buy a car for quality service, 27% of respondents prefer to buy a car good facility, 24% of respondents prefer to buy a car good design, and 20% of respondents prefer to buy a car price. Majority (29%) of respondents prefer to buy a car for quality service.

Table.11

Preference of Services

Preference of services	No. of respondents	Percentage %
Test-drive	28	37
Proper product information	32	43
Good salesmanship	15	20
Total	75	100

43% of respondents prefer proper product information about the car during purchase, 37% of respondents prefer test-drive about the car during purchase, 20% of respondents prefer good salesmanship about the car during purchase. Majority (43%) of respondents prefer proper product information about the car during purchase.

Table .12

Opinion about Price of the Respondents

PRICE	No. of Respondents	Percentage %
High	15	20
Reasonable	32	43
Low	28	37
Total	75	100

43% of respondent’s opinion that the price of car is reasonable, 37% of respondent’s opinion that the price of car is

low, 20% of respondent’s opinion that the price of car is high.

Majority (43 %) of respondent opinion that the price of car is reasonable.

Table .13

Price for Spare Parts of the Respondents

Price of spare parts	No of Respondents	Percentage %
High	32	43
Reasonable	28	37
Low	15	20
Total	75	100

43% of respondents feel that price for the spare parts is high, 37% of respondents feel that price for the spare parts is reasonable, 20% of respondents feel that price for the spare parts if low.

Majority (43%) of respondents feel that price for the spare parts are high.

Table .14

Reason for Choice of the Respondents

Reason for choice	No. of respondents	Percentage %
Brand name	17	23
Features	22	29
Price	23	31
Mileage	13	17
Total	75	100

31% of respondents choose their car for price, 29% of respondents choose their car for features, 23% of respondents choose their car for brand name, and 17% of respondents choose their car for mileage. Majority (31%) of respondents choose their car for price.

Table .15

Service comparing with Others

Service	No. of Respondents	Percentage %
Excellent	22	29
Very good	23	31
Good	13	17
Average	17	23
Total	75	100

31% of respondents feel that the service is very good, 29% of respondents feel that the service is excellent, 23% of respondents feel that the service is average, 17% of respondents feel that the service is good. Majority (31%) of respondents feel that the service is very good

Table.16
Period of Using Car

Period	No. of respondents	Percentage %
1-5 year	23	31
6-10 year	22	29
11-15 year	17	23
16 year & above	13	17
Total	75	100

31% of respondents are using car between 1-5 years, 29% of respondents are using car between 6-10 years, 23% of respondents are using car between 11-15 years, 17% of respondents are using car between 16 years & above.

Majority (31%) of respondents are using car between 1-5 years

Table .17
Feel about Drive

Feel about drive	No. of respondents	Percentage %
More comfortable	20	27
Comfortable	13	17
Less comfortable	29	39
Uncomfortable	13	17
Total	75	100

39% of respondents feel less comfortable while driving car, 27% of respondents feel more comfortable while driving car, 17% of respondents feel comfortable while driving car, 17% of respondents feel uncomfortable while driving car.

Majority (39%) of respondents feel less comfortable while driving car

Table .18
Second choice apart from Buying Maruti Suzuki Car

Second choice	No. of respondents	Percentage %
Ford	29	39
Hyundai	13	17
Tata	21	28
Chevrolet	12	16
Total	75	100

9% of respondents feel ford as their second choice of preference, 28% of respondents feel Tata as their second choice of preference, 17% of respondents feel Hyundai as their second of preference, and 16% of respondents feel Chevrolet as their second choice of preference.

Majority (39%) of respondents feel ford as their second choice of preference.

Table .19

Reasons for Preference of Maruti Suzuki Car (Garrett Ranking Techniques)

Purpose	I 98	II 85	III 50	IV 15	V 2	Total	Total Score	Mean score	Rank
Good Facilities	25	30	10	6	4	75	5598	74.6	3
	2450	2550	500	90	8				
Quality Service	35	20	10	7	3	75	5741	76.5	2
	3430	1700	500	105	6				
Price	32	24	12	5	2	75	5855	78.1	1
	3136	2040	600	75	4				
Designs	26	14	22	9	4	75	4981	66.4	6
	2548	1190	1100	135	8				
Brand Image	27	22	18	5	3	75	5497	73.3	4
	2646	1870	900	75	6				
Mileage	30	20	10	8	7	75	5274	70.3	5
	2940	1700	500	120	14				

From the Garrett rank test it is found that majority of the consumers prefers in order to price followed by quality service, good facilities etc.,

8. SUMMARY OF FINDINGS

- Majority (37%) of respondents are living in urban area.

- Majority (63%) of respondents are male.
- Majority (31%) of respondents belong to age of below 35 years.
- Majority (31%) of respondents are under graduate
- Majority (31%) of respondents are under graduate

- Majority (52 %) of respondents own a car
- Majority (31%) of respondents have Alto car in maruti brand.
- Majority (37%) of respondent's favourite colour is black.
- Majority (33%) of respondents gather information from other borrowers.
- Majority (29%) of respondents prefer to buy a car for quality service
- Majority (43%) of respondents prefer proper product information about the car during purchase.
- Majority (43 %) of respondent opinion that the price of car is reasonable
- Majority (43%) of respondents feel that price for the spare parts are high.
- Majority (31%) of respondents choose their car for price
- Majority (31%) of respondents feel that the service is very good
- Majority (31% of respondents are using car between 1-5 years
- Majority (39%) of respondents feel less comfortable while driving car
- Majority (39%) of respondents feel ford as their second choice of preference

9.SUGGESTIONS

- ❖ As majority of the customer are attracted by credit facilities it should be extended.
- ❖ The company should provide effective, attractive advertisement to increase the sales.

- ❖ Consumer considered quality as their first preference, so company should give more concentration on this.

10.CONCLUSION

The factors considered by the consumer before purchasing cars are price, comfortably and availability. The majority of the consumers are satisfied with the Maruti Suzuki because of its good quality, reputation, availabilities. If the company make slight modification in the marketing programme such as dealers and outlets, promotion programmers, product lines etc., definitely company can be as a strong market leader.

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