

A STUDY ON CONSUMER SATISFACTION OF MARUTI SUZUKI CARS IN MADURAI CITY

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ABSTRACT

Customer satisfaction is the most important aspect that companies must understand in order to remain competitive and grow. A customer who has a good experience with the concerned dealer may probably use the same brand again while the customer who experiences problems with a particular brand of car may not use the same in next time. The core activity of any company is to attract and retain consumers. For this reason improving quality is important for existing customer and also for attracting new customers. The main purpose of this study to analyzed in the decision of the car and level of satisfaction towards design of the car,engine performance, and safety of the car. The primary data for the study have been collected with the help of survey and questionnaire. The secondary data have been collected from the books, journals, research reports, article, newspapers and websites.

Keywords: Customer Satisfaction, Maruti Suzuki, Influencing Factors

1.1 Introduction:

The study regarding consumer satisfaction for cars was made in respect of selected major car marketers. The area of consumer satisfaction is one of the most interesting areas, because it is concerned with understanding consumers with regard to why individuals act in certain consumption- related ways. The mass communication has also changed the whole theory of concept of marketing.Increasing awareness of new products has made choosierindividual consumer's satisfaction frame work for the survival of the product.

1.2 Statement of the problem

In 1981, Maruti was launched. The company was started by the government of India and was initially called Maruti Technical Services Private Limited.The first car that the company produced was a four door Maruti 800. In between 1994 and 1996 Maruti released the Esteem, The Gypsy, and Zen Esteem. The ultimate success of a car manufacturer depends on one important factor i.e.; car manufacturers' ability to convince the consumer about the respective brands and buyers' taste and priorities. In the present study, an attempt is made to study the buying Satisfaction of Marti Suzuki cars in Madurai city.

1.3 Review of literature

Rana and Lokhande (2013) study showed that in March 2008 Maruti Suzuki's sales were Rs.21221 crorewhich was more than March 2007 by Rs. 21.559. The industrial sales of Maruti Suzuki in the year March 2008 were Rs.20070.9 crore which is 23.26% greater than previous year. It concluded that in today's scenario the success of company lies in structuring and restructuring the marketing strategies and continuous innovation of product and service. **Singh and Srivatava (2013)** study showed various factors affecting customer satisfaction towards MarutiSuzuki. Exceptional customer service results in greater customer retention, which in turn results in higher profitability. Customer loyalty is a major contribution to sustainable profit growth. Measuring customer satisfaction provides an indication of how successful the organization is at

providing products or services to the marketplace. It also concluded that all the factors considered in the study have significant effect on the overall satisfaction of the customers. 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. Main aim of 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. **Akhila and Thayyullathi (2015)** in his study on customer satisfaction toward Maruti Suzuki in Coimbatore found that majority of the respondents were using SUV (Sport utility vehicle) type cars. They found that Maruti Suzuki cars were the best and fast moving brands. There were increasing trend because of easy handling, safety, security and high performance, which makes the advanced technologies to adopt new model. **Suganthi and Renuka (2016)** focused on data collected through convenience sampling of 200 consumers of Maruti Suzuki Swift car users of Udumalpet Taluk. Later the data was analysed with statistical tools like mean and the hypothesis was tested by using Chi-Square analysis. 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. Most of the customers are satisfied with the mileage and fuel efficiency of the car and they preferred Maruti Suzuki Swift.

1.4 Scope of the study

The present study has been undertaken from the point of view of sample user from various groups' of employees, This study is confined to brand Satisfaction of cars in Madurai city.

1.5 Objectives of the study

1. To study the demographic profile of Maruti Suzuki Users.
2. To study the satisfaction of consumers towards their cars.

1.6 Hypotheses of the study

In order to find whether there is any significant relationship between the variables like gender, age and income, and their level of satisfaction with Maruti suzuki cars, the following Null hypotheses were framed.

1.7 Methodology

This section is devoted to a description of the methodology. The respondents 120 were chosen primary data at random from various categories of persons; convenient sampling was adopted to choose the samples.

1.8 ANALYSIS AND INTERPRETATION

It is understood from Table 1.1 that Most of the respondents (90%)are male followed by respondents fall in the age group 41 to 50 years constitute (41.67%), Business people (63.33%)and (38.33%) of the respondents income level is 20,001 to 30,000

1.9 Gender and level of satisfaction

Gender-wise classification of the car users and their level of satisfaction. To test the null hypothesis one way ANOVA was used. The results are presented in Table 1.2.

TABLE 1.1
Profile of the Respondents

S.No	Particular		No. of Respondents	Percentage
1	Gender	Male	108	90
		Female	12	10
		Total	120	100
2	Age	Up to 30 years	20	16.67
		31 to 40 years	32	26.67
		41 to 50 years	50	41.67
		51 to 60 years	14	11.66
		Above 60 years	4	3.33
		Total	120	100
3	Occupation	Govt. employee	8	6.67
		Private employee	24	20
		Business	76	63.33
		Finance	12	10
		Total	120	100
4	Income	Up to Rs. 10,000	14	11.67
		Rs. 10,001 to Rs. 20,000	30	25
		Rs.20,001 to Rs. 30,000	46	38.33
		Rs. 30,001 to Rs. 40,000	12	10
		Above Rs. 40,000	18	15
		Total	120	100

Sources : Primary data

TABLE 1.2
Gender and level of satisfaction – ANOVA

Sl. No.	Source of Variation	Sum of square	Degrees of Freedom	Mean of square	F-Ratio
1.	Between sample (SSC)	180633.6	(C-1) (2-1)= 1	180633.6	1.70
2.	Within sample (SSE)	846142.24	(N-C) (10-2) =8	105767.78	
	Total	1026775.84	9		

Source: Calculated data

Calculated value = 1.70, Table value for 5% level of significance = 5.32, Degrees of freedom = $V_1 = 1$; $V_2 = 8$; It is evident from the above Table 1.2 that the null hypothesis is accepted, since the calculated value (1.70) is less than the table value (5.32) and it is concluded that there is no significant difference between the gender of the sample respondents and the level of satisfaction.

1.10 AGE AND THE LEVEL OF SATISFACTION

Age-wise classification of the car users and their level of satisfaction. To test the null hypothesis one way ANOVA was used. The results are presented in Table 1.3.

TABLE 1.3

Age and level of satisfaction-ANOVA

Sl. No.	Source of Variation	Sum of square	Degrees of Freedom	Mean of square	F-Ratio
1.	Between sample (SSC)	25423.39026	(C-1) (5-1)= 1	6355.847565	4.70
2.	Within sample (SSE)	597964.4445	(N-C) (25-5)=20	298998.22223	
	Total(SST)	623387.8348	24		

Source: Calculated data

Hence, “The F-value is the ratio of MSC over MSE and is derived by taking the ratio of higher over the lower one of the two variances MSC (or) MSE”. Calculated value = 4.70, Table value 5% level of significance 2.87 Degrees of freedom = $V_1 = 4$; $V_2 = 20$; It is evident from the above Table 1.3 that the null hypothesis is rejected, since the calculated value (4.70) is more than the table value (2.87) and it is concluded that there is significant difference between age of the sample respondents and the level of satisfaction

1.11 INCOME AND THE LEVEL OF SATISFACTION

Income-wise classification of the car users and their level of satisfaction. To test the null hypothesis one way ANOVA was used. The results are presented in Table 1.4.

TABLE 1.4

Income and level of satisfaction –ANOVA

Sl. No.	Source of Variation	Sum of square	Degrees of Freedom	Mean of square	F-Ratio
1.	Between sample (SSC)	25840.64	(C-1) (5-1) =4	6460.16	2.16
2.	Within sample (SSE)	251860.8	(N-C) (23-5)=18	13992.26667	
	Total(SST)	277701.44	22		

Source: Calculated data

Hence, “the f- value is the ratio of MSC over MSE and is derived by taking the ratio of higher over the lower one of the two variances MSC (or) MSE”. Calculated value 2.16, Table value at 5% level of significance 2.93, Degrees of freedom= $V_1 = 4$; $V_2 = 18$; It is evident from the above Table 1.4 that the null hypothesis is accepted, since the calculated value (2.16) is less than the table value (2.93) and it is concluded

that there is no significant difference between the income of the sample respondents and the level of satisfaction.

Findings

- The information from the above table shows that majority of the respondents (90%) are male and (10%) are female.
- The age group of 31 to 40 years and 41 to 50 years constitute the majority with (68.34%) of the respondents.
- Hence, it can be concluded that, most of the respondents fall in the income group of 20,001 to Rs.30,000.
- Hence, it is concluded that there is no significant difference between the gender of the sample respondents and the level of satisfaction.
- Hence, it is concluded that there is significant difference between age of the sample respondents and the level of satisfaction
- Hence, it is concluded that there is no significant difference between the income of the sample respondents and the level of satisfaction.

Suggestion and Conclusion:

It should be continued as it was the best car; it was having very reliable spare parts, improve the boot capacity and improve their performance. The study is useful to determine the problems and behavior of the car consumers towards the various services offered by the car company. The findings and suggestions of this study would help the car companies to improve the products as well as the services offered to the consumer.

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