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A Study on the Level of Customer Satisfaction Towards the Services of Maruti Suzuki

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ABSTRACT: The study investigates customer satisfaction levels regarding Maruti Suzuki services. It employs a mixed-methods approach, combining surveys and interviews to gather comprehensive insights. The research sample includes Maruti Suzuki customers across diverse demographics, ensuring a representative perspective. The study aims to identify key factors influencing customer satisfaction, such as service quality, accessibility, and after-sales support. Statistical analysis and thematic coding of qualitative data enable a nuanced understanding of customer perceptions and preferences. The findings contribute to the existing body of knowledge on automotive service satisfaction and offer practical implications for Maruti Suzuki's service improvement strategies. Ultimately, the research aims to enhance customer experiences and foster long-term loyalty towards the brand.

The study aims to explain key determinants of customer satisfaction within the context of Maruti Suzuki's services, including but not limited to service quality, accessibility, communication, and after-sales support. By identifying areas of strength and areas for improvement, the findings of this research will contribute to enhancing the overall customer experience and fostering long-term loyalty towards the Maruti Suzuki brand.

I. INTRODUCTION

In the dynamic and fiercely competitive automotive industry, customer satisfaction has emerged as a critical determinant of success for manufacturers. As consumer expectations continue to evolve, automotive companies like Maruti Suzuki must continuously assess and improve the quality of their products and services to maintain customer loyalty and market leadership. With its extensive portfolio and dominant presence in the Indian automotive market, Maruti Suzuki serves as an intriguing subject for investigating the dynamics of customer satisfaction within the automotive sector.

The motive for undertaking this study stems from the pivotal role that customer satisfaction plays in shaping brand perceptions, fostering customer loyalty, and driving organizational performance. In an era characterized by heightened consumer empowerment and a plethora of choices, automotive companies must prioritize customer-centric strategies to differentiate themselves and sustain competitive advantage. Against this backdrop, Maruti Suzuki's commitment to customer satisfaction serves as a compelling subject for empirical inquiry.

This dissertation represents a concerted effort to unravel the intricacies of customer satisfaction within the automotive domain, with a specific focus on Maruti Suzuki. By synthesizing empirical evidence with theoretical frameworks, it aims to contribute to the existing body of knowledge on customer satisfaction while offering practical recommendations for enhancing customer experiences and driving organizational performance in the automotive industry.

II. NECESSITY AND IMPORTANCE OF THE STUDY

Industry Relevance: Maruti Suzuki holds a significant market share in the automotive industry, making it imperative to gauge customer satisfaction towards its services. Understanding customer perceptions can provide crucial insights into industry trends and consumer behavior.

Brand Loyalty and Competitive Advantage: Customer satisfaction is closely linked to brand loyalty. By assessing satisfaction levels, Maruti Suzuki can identify areas for improvement and enhance customer retention, thus gaining a competitive edge in the market.

Service Quality Enhancement: The study can pinpoint specific aspects of Maruti Suzuki's services that require improvement, such as service quality, timeliness, or customer support. Addressing these areas can lead to higher satisfaction levels and increased customer loyalty.

III. LITERATURE REVIEW

Ahmed's (2024) study delves into the intricate interplay of factors shaping customer satisfaction in the retail sector. Existing literature by Anderson and Sullivan (1993) and Zeithaml (1988) highlights the pivotal role of service quality and product attributes. Additionally, research by Parasuraman et al. (1988) emphasizes perceived value and customer expectations. However, gaps persist in integrating these factors within the evolving retail landscape. Ahmed's study aims to bridge these lacunae, offering a comprehensive analysis vital for both academia and industry practitioners.

Sharma's (2024) study investigates customer satisfaction within the Indian retail sector, comparing brick-and-mortar stores with e-commerce platforms. Previous research by Mittal and Kamakura (2001) and Anderson and Sullivan (1993) emphasizes the importance of service quality and convenience in shaping customer satisfaction. Additionally, studies by Bhattacherjee (2001) and Gefen et al. (2003) highlight the significance of perceived ease of use and usefulness in the online shopping context. However, limited literature directly compares satisfaction levels between traditional and online retail channels in the Indian market. Sharma's research addresses this gap, providing valuable insights for both academics and practitioners in the retail industry.

Johnson's (2023) research examines customer satisfaction measurement within the service industry, focusing on traditional and online platforms. Previous studies by Brady and Cronin (2001) and Zeithaml et al. (2002) have emphasized the importance of service quality and customer expectations in determining satisfaction levels. Additionally, research by Parasuraman et al. (1985) highlights the SERVQUAL model's relevance in assessing service quality. However, limited literature compares satisfaction levels between traditional and online service delivery channels. Johnson's study fills this gap, offering valuable insights for both academia and industry practitioners.

Chen's (2023) study investigates the relationship between service quality, perceived value, and customer satisfaction within the context of luxury hotels. Previous research by Parasuraman et al. (1988) and Zeithaml (1988) underscores the importance of service quality in shaping customer perceptions and satisfaction levels. Additionally, studies by Sweeney and Soutar (2001) and Dodds et al. (1991) highlight the significant influence of perceived value on customer satisfaction in the hospitality industry. However, limited research specifically focuses on this relationship within the luxury hotel sector. Chen's study addresses this gap, providing valuable insights for improving customer satisfaction in luxury hotel settings.

IV. OBJECTIVE OF THE RESEARCH

1. To Study the level of customer satisfaction towards maruti Suzuki cars and the factors those satisfy and delight the customer.
2. To Study the problems faced by customers and understand the customer requirement from the Maruti Suzuki.
3. To know the customer opinion about the maruti Suzuki's vehicles.

V. RESEARCH METHODOLOGY

SOURCES OF DATA

PRIMARY & SECONDARY DATA
Primary Data - The Primary Data are collected by a questionnaire provided to the customers of Maruti Suzuki. The questionnaire comprised of closed ended question.

Research Instruments
Questionnaire- The Questionnaire was designed to acquire more information from the respondents. It includes general question and specific question. Primary data are collected with the help of close ended questionnaire for customers of Maruti Suzuki.
Secondary Data- The Secondary Data has been collected through meta data of company's website.

POPULATION
For the purpose of the study, the population is known. <16,259>

SAMPLE DESIGN
1. **Stratified Sampling:** To ensure representation across different age groups (20-30, 30-40, 40-50, and 50-60), stratified sampling will be employed within the target population. This approach enables a comprehensive understanding of consumer behavior across various life stages.
2. **Brand-Specific Sampling:** Within each age group, purposive sampling will be used to select individuals who is a consumer of Maruti Suzuki.

SAMPLING METHOD
Simple Random Sampling Techniques.

METHOD OF DATA COLLECTION
Primary Data - The Primary Data are collected by a questionnaire provided to the customers of Maruti Suzuki. The questionnaire comprised of closed ended question.
Secondary Data- The Secondary Data has been collected through meta data of company's website.
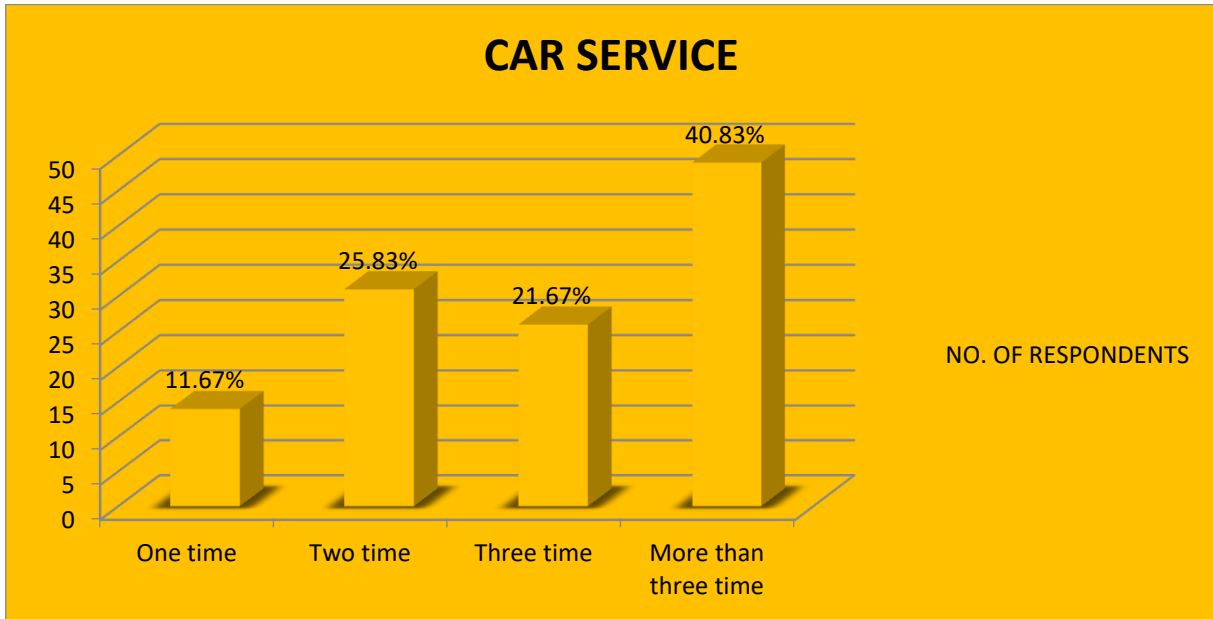
SAMPLE SIZE
Sample size is 120.

DATA ANALYSIS & INTRERPRETATION

| CAR SERVICE	NO. OF RESPONDENTS	PERCENTAGE
One time	14	11.67 %
Two time	31	25.83 %
Three time	26	21.67 %
More than three time	49	40.83 %
Total	**120**	**100**

(Compiled from survey)

Interpretation

Above figure and table shows that 11.67% of the respondents has went to service for one time, 25.83% of respondents has went to service for two time, 21.67% respondents has went to service for three time and 40.83% of the respondents has went to service for more than three time. So majority of the respondents has gone to the service for more than three times.

| TIME PERIOD OF PROBLEM RESOLVED	NO. OF RESPONDENTS	PERCENTAGE
More than 2-3 hours	35	29.17 %
Less than 3-4 days	46	38.33 %
More than a week	16	13.33 %
More than a month	23	19.17 %
Total	**120**	**100**

(Compiled from survey)
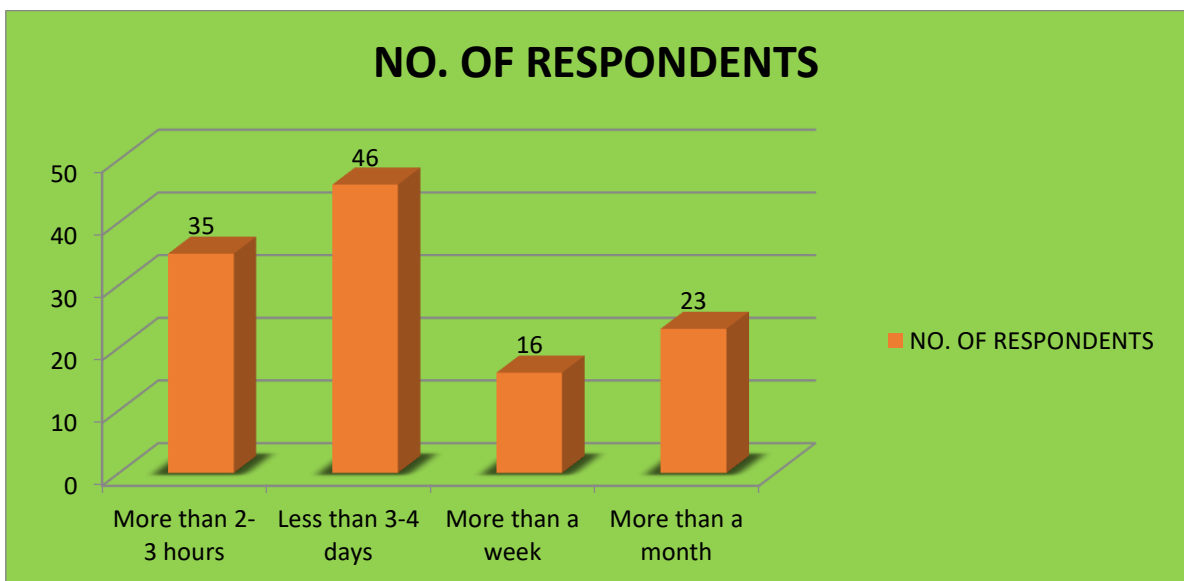
Interpretation

Above figure and table shows that 29.17% of the respondents found that the problem is resolved in 2-3 hours, 38.33 % of the respondents found that the problem is resolved in less than 3-4 days, 13.33% of the respondents found that the problem is resolved in more than a week, 19.17% of the respondents found that the problem is resolved in more than a month.

Changes Expecting	No. Of respondents	Percentages %
Safety	48	40 %
Premiumness	16	13.33 %
Performance improvement	35	29.17 %
Change in design	16	13.33 %
Dimensions	05	4.17 %
Total	**120**	**100**

**(Compiled from survey)**
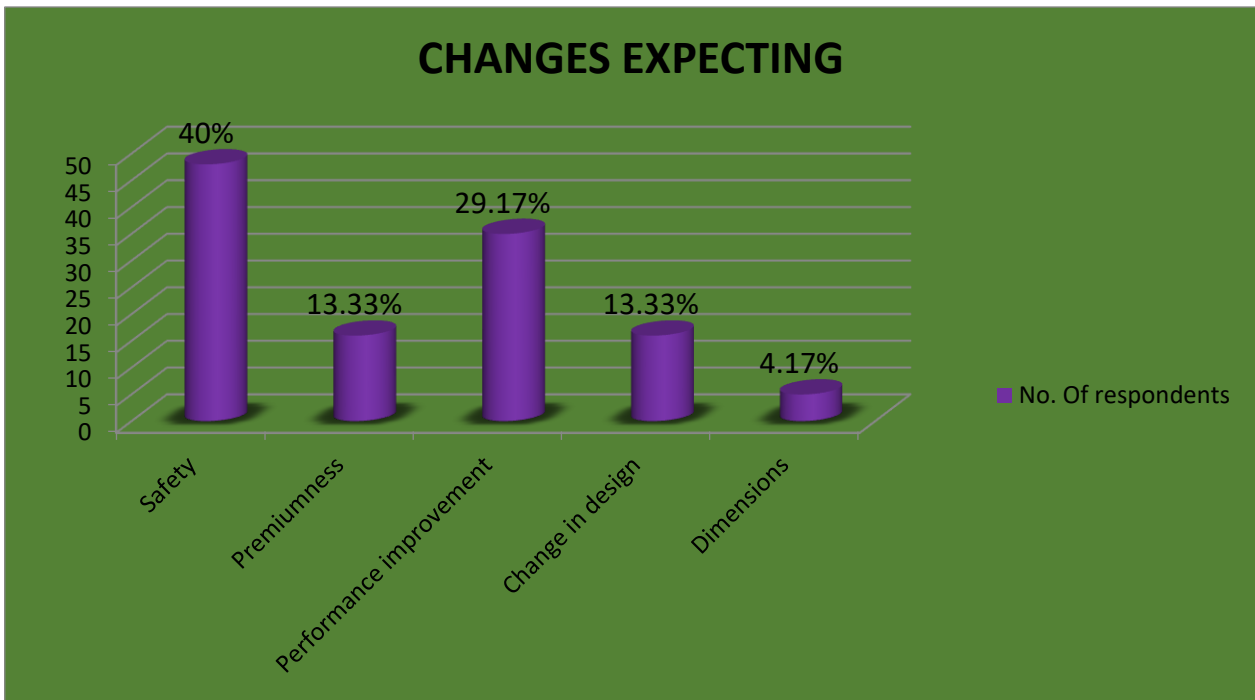
Interpretation

Above figure and table shows that 40% of the respondents expecting safety related changes in maruti Suzuki, 13.33% of the respondents expecting premiumness related changes in maruti Suzuki, 29.17% of the respondents expecting performance improvement related changes in maruti Suzuki, 13.33% of the respondents expecting design related changes in maruti Suzuki, 4.17% of the respondents expecting dimensions related changes in maruti Suzuki.

SERVICES COMPAIRING WITH OTHERS	NO. OF RESPONDENTS	PERCENTAGE %
Excellent	33	27.5 %
Good	65	54.17 %
Average	17	14.17 %
Poor	6	5 %
Total	**120**	**100**

(Compiled from survey)

SERVICES COMPAIRING WITH OTHERS
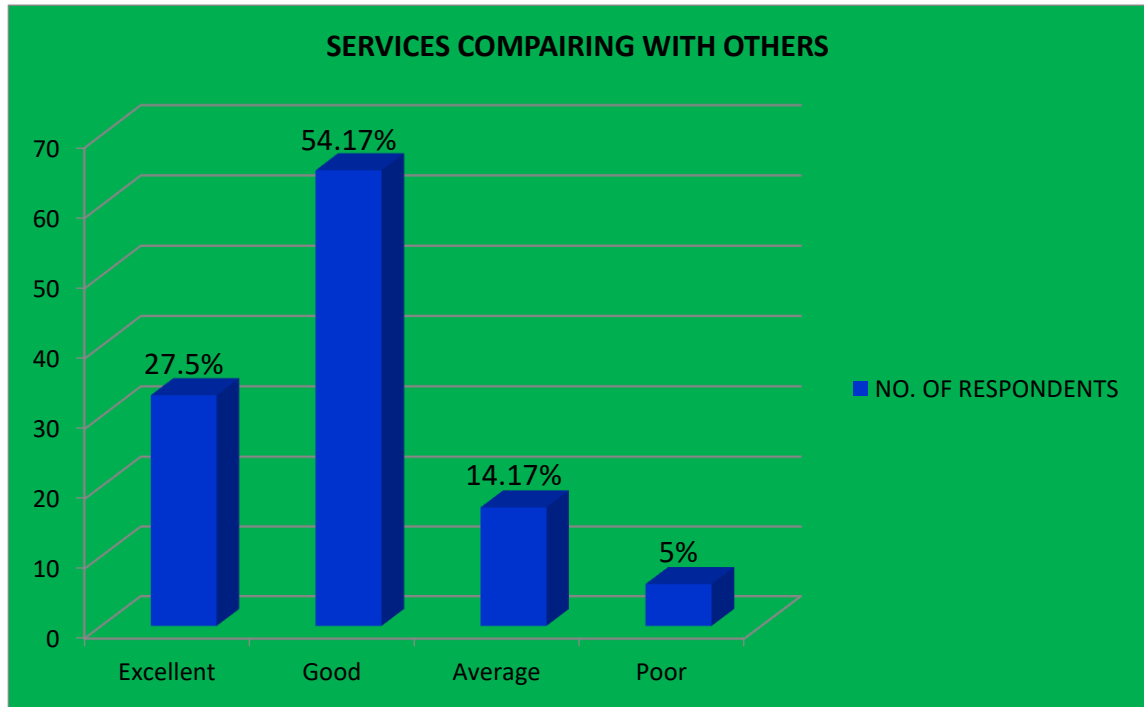
INTERPRETATION

The above figure and diagram shows that 27.5% of the people opinion about services of maruti Suzuki comparing with others is excellent, 54.17% of the people opinion about services of maruti Suzuki comparing with others is good, 14.17% of the people opinion about services of maruti Suzuki comparing with others is average, 5% of the people opinion about services of maruti Suzuki comparing with others is poor.

FINDINGS

The following data were found from the study of 120 respondents.
➢ 40.83% of respondent visit the service centre for servicing the car.
➢ 38.33% of the respondent agrees that the problem should resolve between 3-4 days.
➢ 40% of the respondents are expecting changes related to safety.
➢ Majority (54.17%) of the respondent's opinion about the services of maruti Suzuki are comparing with others are good.

LIMITATIONS OF THE RESEARCH

➢ The study suffered from time constraint as it is completed within the short period of time.
➢ Area of study is limited.
➢ Lack of response
➢ There was dearth of free time in hands of the employees. As such carrying survey and getting the questionnaire field correctly on time was challenging.

SUGGESTIONS AND RECOMMENDATIONS

➢ Enhance After-Sales Service Quality
➢ Improve Product Quality Assurance
➢ Assess Customer Expectations vs. Perceptions
➢ Future Research Directions
➢ Conduct Comprehensive Surveys

VI. CONCLUSION

Maruti Suzuki is No.1 automobile industry in India and has changed over the time to suit the needs of their customers. Maruti is the only company in India with a lots of small car models. 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.

It has been observed that most customers are satisfied with pre sales services similarly most of these customers are dissatisfied with the post sales service which is the matter of concern for the company. Maruti Suzuki needs to improve some parts of products specifically the interiors. High customer satisfaction level helps the company to retain its existing customer as well as generate new customer through word to mouth publicity. Customer satisfaction index is a good tool to make improvements in the products and services of the company. And therefore should utilize carefully & kept as confidential as possible.

Maruti is one of the most preferred brands by majority of the customers. The present study also has fulfilled all the objectives. The study has helps to find out important factors which influence buying behaviour Maruti car.

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