



## COPY RIGHT

**2018 IJIEMR.** Personal use of this material is permitted. Permission from IJIEMR must be obtained for all other uses, in any current or future media, including reprinting/republishing this material for advertising or promotional purposes, creating new collective works, for resale or redistribution to servers or lists, or reuse of any copyrighted component of this work in other works. No Reprint should be done to this paper, all copy right is authenticated to Paper Authors

IJIEMR Transactions, online available on 20 Sep 2018. Link :

<http://www.ijiemr.org/downloads.php?vol=Volume-7&issue=ISSUE-8>

Title:- Enhancement In Marketing Techniques For Customer Satisfaction In Maruti Suzuki.

Volume 07, Issue 08, Page No: 298 - 304.

Paper Authors

**\*ALLURU SREENIVAS, Dr. BANOTHU DHARMA.**

\*Anurag Engineering College, Ananthagiri, Kodada, Dr B R Ambedkar Open University, Hyderabad.



USE THIS BARCODE TO ACCESS YOUR ONLINE PAPER

To Secure Your Paper As Per **UGC Approvals** We Are Providing A Electronic Bar Code

## ENHANCEMENT IN MARKETING TECHNIQUES FOR CUSTOMER SATISFACTION IN MARUTI SUZUKI

**\*\* ALLURU SREENIVAS \* Dr. BANOTHU DHARMA**

\*Assistant Professor, Anurag Engineering College, Ananthagiri, Kodada

\*\*Assistant Director, Dr B R Ambedkar Open University, Hyderabad.

### ABSTRACT:

Customers are the end beneficiary of all retail activities. No matter what type of cars the customers use, it has to satisfy the customers' needs. The customer plays a role of backbone for success of any Industry. The establishment and progress of any industry is completely depending on customer and its satisfaction. This paper imbibes that study about the performance, perception, satisfaction level of the owners of Maruti Cars. In spite of the competition from Hyundai's Santro, Tata's Indica and Maruti has its own share of market. The main purpose of this study to analyzed in the decision of the car and level of satisfaction towards atmosphere of the showrooms and design of the car, engine performance, and safety of the car. Also analyze the various services provided by the dealers. The data for the study have been collected with the help of survey and questionnaire.

**Keywords:** Customer Satisfaction, Maruti Suzuki, Dealer Services,

### INTRODUCTION:

Maruti is India's largest automobile company. The company, a joint venture with Suzuki of Japan, has been a success story like no other in the annals of the Indian automobile industry. Today, Maruti is India's largest automobile company. This feat was achieved by the missionary zeal of our employees across the line and the farsighted vision of our management. Today in terms of transport means cars (light motor vehicle) are a bare indispensable transport mode to travel from one place to another place. Because of brisk industrial advancement and economic hike the standard of living of the people is upgrade. Now a day's customers purchase cars for social status and prestige. Each and every service industry try to provide best in class service and they uses the

best methods of servicing or it may vary from brand to brand. In the last few years, the Indian Maruti Suzuki car industry stands next to the China and Japan based in production and sales respectively. The first car the company manufactured is the Maruti 800 and after that it produces multi utility vehicle-OMNI. Between 1994 and 1996 they released the Esteem, Gypsy, Omni, Gypsy King, Zen and Esteem, their second plant is in Manesar that produces 2,00,000 units at the time of opening.

### LITERATURE REVIEW:

**Suganya R et al (Jan 2012)** in her research paper highlights the effect of brand equity on consumer purchasing behavior on car. The paper speaks that brand plays vital role in car sales, not only to attract but also to retain

customers. The author concluded that brand awareness and perceived quality proved to influence the brand loyalty. Also brand loyalty and brand association affect customers' attitudes towards brand.

**Singh et al (2013)** study showed various factors affecting customer satisfaction towards Maruti Suzuki. 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.

**Ranjith et al (2013)** focused on the customer's brand loyalty and satisfaction towards Maruti car. Maruti Suzuki India Limited is India's leading & largest passenger car manufacturer which accounting for nearly 50 per cent of the total industry sales. Customer loyalty is a major contribution to sustainable profit growth to achieve success. This study found that Maruti Udyog Ltd has various brands of car, but majority of respondent prefer Omni. They are satisfied with price, band, image, convenience, appearance quality and require less maintenance cost.

**Williard hom et al (2000)** classified two types of customer satisfaction model which is macro model which means placing the customer satisfaction in between the set of related

constructs in marketing research and the second one is micro model which explains the elements of customer satisfaction.

**Kavita Sasimath et al (2016)** the study of Customer satisfaction has received an extensive attention in the management literature since the inception of the subject itself. The basis of these studies lies in the fact that the satisfaction of the customer is the basic essence for which the business and its profits exist. This outlines various literary works being conducted in the area of customer satisfaction in general and customer satisfaction in automobile service sector in particular. The literary works primarily are classified on the basis of customer, customer satisfaction; works which integrates customer satisfaction into automobile service sector, service quality, etc.

## **OBJECTIVES:**

1. To evaluate the customer satisfaction towards maruti cars
2. To find the satisfaction level regarding the opinions and perception of consumers using maruti vehicles
3. To provide suggestions to improve the customer satisfaction of the maruti Suzuki
4. To calculate the market of different brands of maruti
5. To know the effectiveness of advertisement of maruti cars in buying decision of the customer

## **Profile of the Maruti Suzuki**

Maruti Suzuki India Limited (MSIL, formerly known as Maruti Udyog Limited) is a subsidiary of Suzuki Motor Corporation, Japan. Maruti

Suzuki has been the leader of the Indian car market for over two and a half decades. The company has two manufacturing facilities located at Gurgaon and Manesar, south of New Delhi, India. Both the facilities have a combined capability to produce over a 2.0 million vehicles annually. The Company offers 15 brands and over 150 variants ranging from people's car Maruti 800 to the latest Life Utility Vehicle, Ertiga. The portfolio includes Maruti 800, Alto, Alto K10, A-star, Estilo, WagonR, Ritz, Swift, Swift DZire, SX4, Omni, Eeco, Kizashi, Grand Vitara, Gypsy and Ertiga.

Maruti Udyog Limited (MUL) was established in February 1981, though the actual production commenced in 1983 with the Maruti 800, based on the which at the time was the only modern car available in India, its only competitors- the and were both around 25 years out of date at that point. Maruti 800. Suzuki also felt that Bhaskarudu was a proxy for the Government and would not let it increase its stake in the venture If Maruti Suzuki would have been able to indigenise gear boxes then Maruti Suzuki would have been able to manufacture all the models without the technical assistance from Suzuki. Till today the issue of localization of gear boxes is highlighted in the presents.

### **The Company Mission:**

1. To provide a wide range of modern, high quality fuel efficient vehicles in order to meet the need of different customers, both in domestic and export markets.
2. We must be an internationally competitive company in terms of our products and services.

3. We must retain our leadership in India and should also aspire to be among the global players. Their focus is on:

1. Building a continuously improving organization adaptable to quick changes
2. Providing value and satisfaction to the customer
3. Aligning and fully involving all our employees, suppliers and dealers to face competition
4. Maximizing Shareholder's value

### **Customer Satisfaction:**

To start and run successfully any business customer and its satisfaction is most important. Customer is like a backbone of any Industry. In the competitive world if the company is not taken seriously the customer satisfaction, perception and service quality of the product then they may lose the no. of customers or the position of that industry will be decreases simultaneously. A satisfied customer is one who completely satisfy with the product usage and its services after number of years and think that this is the best product in the segment. The customer always feel happy whenever use the product and always promote the product in terms of quality and performance etc.

There are many factors which lead to high level of customer satisfaction which includes:

1. Products and services which are customer focused
2. Customer service giving personal attention to the needs of individual customers
3. After sales service- following up the original purchase with after sales support such as maintenance and updating

### Measuring Customer Satisfaction:

Organizations are increasingly interested in retaining existing customers while targeting new-customers. Measuring customer satisfaction provides an indication of how successful the organization is at providing products and/or services to the marketplace. Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person. The 'Quality Values' which influence satisfaction include: Quality, Value, Timeliness, Efficiency, Easy improvement and organizational change measurements.

### Customer Satisfaction as a part of Service Profit Chain:

In this world of competition any organization cannot avoid customers. It has become a necessity for an Organization for its survival in any industry so that the customer satisfaction plays an important role in each and every product cycle. To retain their existing customer as well as attract new one, In the environment of advancement of the technology the companies are trying hard to keep the pace with the latest development.

This survey will help the company to know the customer satisfaction level and feedback of customers. It will also help company to know about the competitors. This will help company to know the wants and expectations of customers. The company can also know if there are any problems faced by the customers in that region.

### Scope of the study:

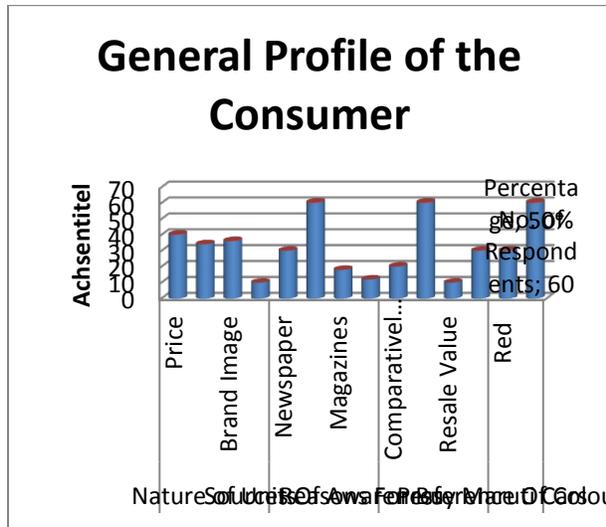
This study aims at highlighting the effectiveness of consumer satisfaction on Maruti cars for fulfilling consumer's perception on their quality, price, fuel efficiency, maintenances, after sales services etc. The study also helps to understand the general mind set of the customers regarding the present image of Maruti.

### Results and Discussion:

Table 1: The Details Regarding General Profile of the Consumer

Factors	Classification	No. of Respondents	Percentage
Age	Below 30 year	25	21%
	30 – 60 year	70	58%
	Above 60 year	25	21%
		<b>120</b>	<b>100</b>
Sex	Male	90	75%
	Female	30	25%
		<b>120</b>	<b>100</b>
Marital status	Married	80	67%
	Single	40	33%
		<b>120</b>	<b>100</b>
Occupation	Profession	25	21%
	Govt. employee	20	17%
	Own business	60	50%
	Private concern	15	12%
		<b>120</b>	<b>100</b>
Income Status	Below Rs.2,50,000	20	17%
	Rs.2,50,000-5,50,000	30	25%

	Above Rs.5,50,000	70	58%
<b>Total</b>		<b>120</b>	<b>100</b>



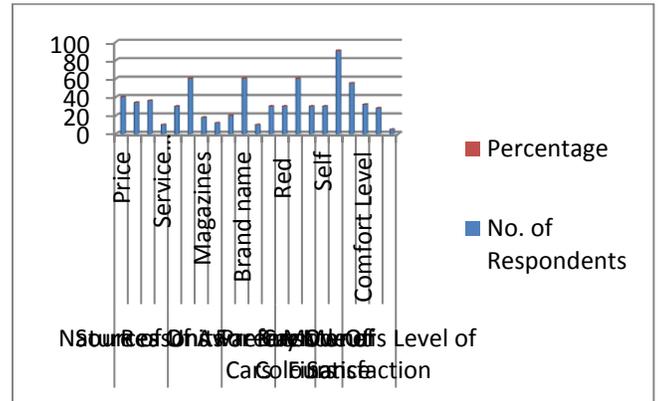
Regarding personal profile of the consumer, the above table shows that 58% respondents are between the age of 30-60 year, 75% respondents are male, around 67% respondents are married, nearly 50% respondents are business people and 58% respondents are earning above Rs.5, 50,000 per annum. In the modern life style, people prefer most comfortable and safe journey and also to reach on time, hence the usages of cars are continuous increasing in recent days. Consumers are well aware about the product what they would like to buy. Hence creating awareness about the product in the expected manner is very much essential. Medias are widely used to create and awareness. Maruti Cars have a good image and best customer satisfaction level. In last 10 years Maruti reward top first level in Customer Satisfaction & Sales Performance level. To correlate the level of satisfaction with Performance, Comfort level, Maintenance Cost and After Sales Services.

Factors	Classification	No. of Respondents	Percentage
Important Factors In Buying			
Nature of Units	Price	40	33%
	Quality	34	28%
	Brand Image	36	30%
	Service Availability	10	09%
	<b>Total</b>	<b>120</b>	<b>100</b>
Sources Of Awareness	Newspaper	30	25%
	Television	60	50%
	Magazines	18	15%
	Friends	12	10%
	<b>Total</b>	<b>120</b>	<b>100</b>
	Reasons For Buy Maruti Cars	Comparatively cheap	20
Brand name		60	50%
Resale Value		10	08%
Mileage		30	25%
<b>Total</b>		<b>120</b>	<b>100</b>
Preference Of Colours	Red	30	25%
	White	60	50%
	Black	30	25%
	<b>Total</b>	<b>120</b>	<b>100</b>
Mode of Finance	Self	30	25%
	Bank Loan	90	75%
	<b>Total</b>	<b>120</b>	<b>100</b>
Car	Performanc	55	46%

Owners Level of Satisfaction			
	Comfort Level	32	27%
	Maintenance Cost	28	23%
	After Sales Services	05	04%
	<b>Total</b>	<b>120</b>	<b>100</b>

Table shows the sample respondents about important factor in buying process. They are price, quality, brand image, service availability. This evident show that 33% of respondents prefer price, 28% of respondents prefers quality, 30% of respondents prefer brand image, 9 % respondents prefer service availability. Finally price and Brand image play a vital role in buying process. If we see the influential factors, television and magazines take a greater percentage. That means, the buyers are more influenced by seeing the models in the TV and magazines. In most of the business magazines, we see colorful pictures of models of car that attracts the general public to purchase. Maruti models should be designed in such a way that it has attractive look, attractive shape and sparkling colours. The observation of the table reveals that 50% of owners of Maruti cars simply buy a Maruti Car just because of its brand name, 25% of respondents buy a Maruti Car for high mileage efficiency, and 8% of respondents buy the Maruti Car for good resale value and. 50% buyers purchase on the basis of brand name that shows the Brand loyalty of Maruti cars. The observation of the table reveals that 50% prefer White, 25% prefer Red, 25% of the respondents prefer Black. From this, we can

conclude that many of the maruti car buyers prefer the white colour cars because of its simple but elegant appearance.



The majority of the respondents i.e., 75% prefer bank loan as a mode of finance for purchasing a four wheeler, while 25% of the respondents prefer self as a mode of finance. The 75% of the respondents prefer bank loan indicates that almost all are buying the luxury things in the form of credit only. If the company provides the easy loan facilities, it can attract more consumers. The observation of the above table shows that 46% of the respondents have high satisfaction level about the Maruti Cars, 25% of the respondents have moderate satisfaction level and remaining 4% of the respondents feel low level of satisfaction of Maruti cars.

## CONCLUSION:

The Maruti Suzuki cars are the best and fast moving brands. Now a days customer demands show an increasing trend expecting with safety and security, high performance, easy handlings which may results in adopting the advance technology and new model techniques. The customers are really looking for the good pickup vehicles in the Maruti brand. By this we can say that company need to concentrate on fuel

efficient and attractive design cars to attract the all age groups. The study reveals that the customer's preferred Maruti cars on parameters like fuel efficiency, after sales service, resale value, availability of spare parts they preferred vehicles on parameters like comfort & convenience, exterior, technology etc. The study concludes that proper customer care strategy plays vital role in satisfying & delighting the customers.

## REFERENCES:

1. Singh, A and Srivatava, M (2013), "Factors affecting customer satisfaction, a study on Maruti Suzuki", International Journal of Advanced Research In Computer Science And Software engineering, 3(5), PP: 865-874
2. Manoharan N. and Ganapathi R. (2012), "Customer Preferences and Attitudes towards Maruti cars in Pollachi Taluka", Indian Journal of Applied Research, 1(8), PP: 41-45.
3. Rana Vishal S. and Lokhande M.A. (2015), "A Study of Consumer Preferences & Attitude towards Passenger cars of Maruti Suzuki & Hyundai Motors in Marathwada Region of Maharashtra", International Journal Of Science, Spirituality, Business And Technology (IJSSBT), 3(2), PP: 37- 42.
4. Kaladhar, C (2016), "A study on customer satisfaction and customer care support in car servicing industry with reference to the state of Andhra Pradesh", International Journal Of Advance Research In Computer Science And Management Studies, 4(2), PP: 45-52
5. Javed, M and Gupta, P and Saxena, V (2015), "Role of service quality and customer satisfaction in four wheeler automobile service industry", International Journal Of Engineering Trends And Technology, 28(6), PP: 287-290
6. Parthiban, S and Rajendran, K (2014), "A study on customer preference towards Maruti Suzuki cars with special Reference to Gobichetipalayam Taluk, Erode District", Asian Journal Of Multidimensional Research, 3(3), PP: 22-35.
7. Javed, M and Gupta, P and Saxena, V (2015), "Role of service quality and customer satisfaction in four wheeler automobile service industry", International Journal Of Engineering Trends And Technology, 28(6), PP: 287-290
8. Vidyavathi, K. (2012). Consumer Lifestyle Influence of Consumer Behavior with reference to automobile industry in Chennai. Zenith International Journal of Multidisciplinary Research, II (4), 37-50.
9. Menon, B., & Jagathy Raj, V. P (2012), "Model Development and Validation for Studying Consumer Preferences of Car Owners", International Journal of Marketing & Technology, 2(5), PP: 148-170.
10. Kavita Sasimath, Dr. Mallikarjun N L (2016), "Customer Satisfaction And Service Quality In Automobile Service Sector: Review Of Literature", Aarmss International Journal Of Management And Social Sciences Research, ISSN: 2455-1422, 2 (3), PP: 14-28

### Author Details:



### ALLURU SREENIVAS

MBA, Assistant Professor

Anurag Engineering College, Ananthagiri,  
Kodada



# International Journal for Innovative Engineering and Management Research

*A Peer Reviewed Open Access International Journal*

[www.ijiemr.org](http://www.ijiemr.org)