A Detailed Analysis Of Customer Satisfaction In Automobile Industry With Special Reference To Maruti Suzuki, Bhopal.

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Abstract

The study revolved around the satisfaction of the customers towards Maruti Suzuki Cars and what all factors keep the customers satisfied. Customer satisfaction was found to be one of the most important factors affecting the company's growth and profitability. Maruti Suzuki has tried to maintain its position to keep its customers delighted and satisfied like working on electric cars. The main focus was whether there is a significant relationship between the income of a person and the Maruti Suzuki he/she has in that range and it was analyzed there is no significant relationship as customers are buying cars of higher range as well and not sticking to their income slab to purchase a car. Also, customers demand other things like safety and security, inside spacing should be more and more improvement in design.

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1. Introduction

India's automobile industry is one of the fastest-growing in the world and became the 4th largest in the world.in 2017 and the Indian passenger vehicle is expected to become the third-largest by 2020, thus to become a cynosure in the eyes of the global automotive industry.What differentiates India from the developed nations is its strong emerging market. With increasing disposable income at the hands of the world's youngest population, India is going to have one of the fastest-growing automobile markets and

Maruti Suzuki (formerly Maruti Udyog Ltd) is one of the most well-known and well-recognised automobile manufacturers in Indiaaccounting for over 50 per cent of the domestic car market. The company offers a full range of cars from entry-level Maruti Alto to stylish hatchback –Ritz, Swift, Celerio, Baleno and sedans -DZire, Ciaz and Sports Utility vehicle Grand Vitara.

Maruti Suzuki has been trying to evolve to keep customers delighted and satisfied and meet new age expectations smoothly and therefore are trying to go beyond traditional

boundaries of car and infusing technology is one such step like electric cars because customer satisfaction is one of the key factors in knowing the success of any business and it is important to measure the level of satisfaction they have towards a brand and find out the factors that affect the customer satisfaction.

The study revolves around satisfaction of customers towards Maruti Suzuki cars and what all factors are there which satisfy and delight the customers to stick to that brand only and not switch to the other competitive brands available, what all add on features are required by them as prime customers to keep them satisfied with Maruti Suzuki because it is through the customer satisfaction only that the customers are going to be loyal to the business.

- **Literature Review**

o **Hem Lata, Amandeep Singh (2017)** their study showed that customer satisfaction is one of the key parameters to keep the company going in this competitive world. One needs to have an idea about customer's preferences and their needs expected from the business owners. This study analyzed the satisfaction level and problems of the customer and helped to know the factors that influence the customer to buy the product. This study is important to know the necessary changes in product features and customer's feeling about the product. The study helped in analyzing what all steps the company should make in price, design, application etc. and the main purpose of this study was to analyze about the decision of the customer for a car and level of satisfaction towards atmosphere of the showrooms and design of the car, engine performance, and safety of the car and also to analyze the various services provided by the dealers.

o **Saraswathi S (2010)** A study on "Customer Satisfaction on Post-Sales Service regarding Four-Wheeler Automobile Industry" which reveals that the key to success of automobile industry lies not only in having good products but also in being able to provide the customer with the level of service they desire. Because of increasing competitiveness in the Indian automobile industry, almost all automobile manufacturers have invested valuable resources on customer satisfaction as a tool to understand the needs and expectations of their customers. An increased presence of four-wheeler vehicles throughout the country has created a growing need for providing service infrastructures closer to the customer's homes or offices.

- **Aradhana Krishna (1994)** views that buyers' purchase behaviour can be influenced not only by the current price of a product but also by what price they expect in future (Park et al. 1994). Assessing consumer knowledge, have observed that consumer knowledge is an important construct in understanding consumer behaviours such as information search and information processing. An increase in self-assessed knowledge was associated with a decrease in the utilization of sales person's recommendations.

2. Research Method

- **Hypothesis**

There is no significant relationship between the income of a person (2, 00,000-5, 00,000 slabs) and the Maruti Suzuki car he/she has in that range (Maruti 800, Alto 800, Celerio, Alto K10, WagonR).

- **Objectives Of This Research**

Primary objective:
o To study customer satisfaction regarding the vehicles in the Maruti Suzuki Company.
o To study the factors that satisfy and delights the customer.
o To know the customer's preference for the type of car he has concerning the income of the person.

Secondary objectives:

o To know about customers preference on an electric vehicle of Maruti Suzuki Car.
o To know about what all features a customer wants from a Maruti Suzuki Car.

- **Research Methodology**

This is a **descriptive type** of research where objectives are framed; the hypothesis is framed and includes surveys and fact-finding enquiry. The major purpose of this research type is a description of the state of affairs as it exists at present and so, a questionnaire has been made for collecting the samples which are a source of primary data collection and it is analyzed thereafter.

- **Sample Design**

The following factors have been decided within the scope of sample design:
o **The universe of study:** The universe of the study means all the persons who are the experience holders or customers of the Maruti Suzuki Cars in Bhopal City.
o **Sample Size:** A sample size of 70 respondents was taken for the study to gain insight into the satisfaction of customers concerning Maruti Suzuki Cars.
Type of Sample Design: The sample design technique used in the study is *convenience sampling*. Convenient sampling method was used to ensure that all the Respondents from Bhopal city are selected conveniently with ease of approachability and without any bias of the researchers, who are the customers of the Maruti Suzuki.
So, the *target respondents* are ones who are the customers of Maruti Suzuki or have an experience of it in Bhopal city.

- **Analytical Tool**

o In this research study, we have used the **arithmetic mean**.
o The arithmetic mean was applied to variables. Every variable was assessed according to the average value calculated by adding all the attributes of each variable and dividing by the number of respondents.

3. Results and Analysis

Hypothesis testing was done on 2 questions i.e. income of the customers and the type of the car they own.
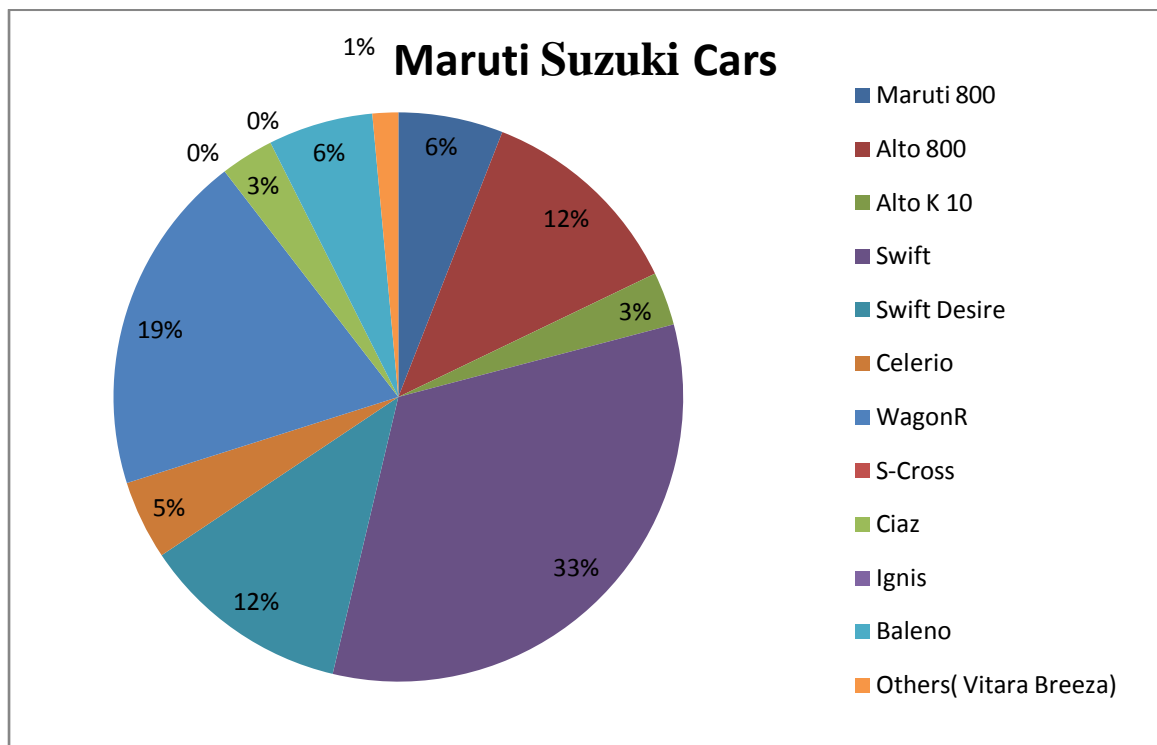
Q- What is your income?

Income	No. of respondents	Coding
2,00,000-5,00,000	30	1
5,00,000-8,00,000	13	2
8,00,000-11,00,000	7	3
11,00,000-14,00,000	4	4
14,00,000 above	3	5
Others	13	6
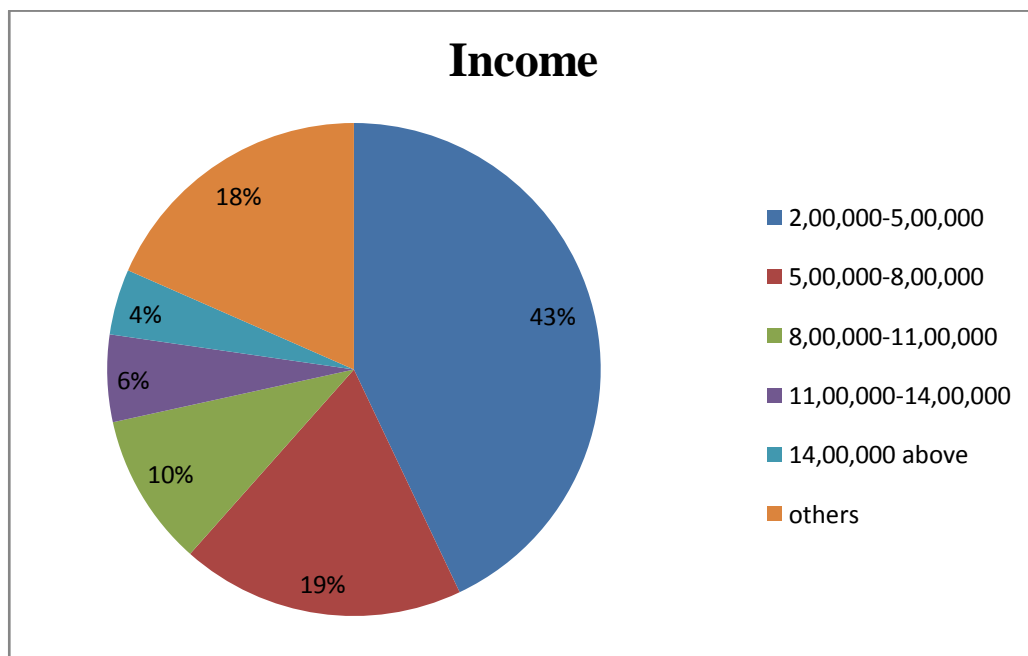
Q- Which Maruti Suzuki car do you have?

Car	No. of respondents	Coding
Maruti 800	4	1
Alto 800	8	2
Alto K 10	2	3
Swift	22	4
Swift Desire	8	5
Celerio	2	6
WagonR	14	7
S-cross	1	8
Ciaz	2	9
Ignis	-	-
Baleno	3	10
other	4	11

Maruti Suzuki Cars

Legend: Maruti 800, Alto 800, Alto K 10, Swift, Swift Desire, Celerio, WagonR, S-Cross, Ciaz, Ignis, Baleno, Others(Vitara Breeza)

It was analyzed through the response of the respondents and the data interpretation that the 30 out of 70 respondents were in the income slab of 2, 00,000-5, 00,000 which is highest income group in terms of number of customers falling in it and according to their income they could purchase Maruti 800, Alto 800, Alto K10, Celerio or WagonR which falls under the price of 2, 00,000-5, 00,000.

But the car which most respondents have is Swift with 31.4% and then WagonR with 18.6% among other available options.

When compared with the 30 respondents of 2, 00,000 -5, 00,000 income slab the customers should have gone for WagonR with 18.6% or alto 800 with 11.4% but many customers chose Swift over WagonR and Alto 800, which falls above this income slab. Also, people are buying Ciaz or Swift desire which again falls in the higher-income slab.

This proves that there is no such significant relationship between the income of the person and the type of car one he/she has.

And therefore the **Null hypothesis is accepted**

H_0="There is no significant relationship between the income of a person (2, 00,000-5, 00,000 slabs) and the Maruti Suzuki car he/she has in that range (Maruti 800, Alto 800, Celerio, Alto K10,wagonR)."

4. Conclusion

The study on "A detailed analysis of customer satisfaction in the automobile industry with special reference to Maruti Suzuki, Bhopal" analyzed factors which affect a customer and its satisfaction level. Maruti Suzuki is doing changes in its cars to keep and maintain its position as one of the best brands in the market and is responsive to the needs of its customers. This study analyzed that income of a person does not influence the Maruti Suzuki car that personhas and can buy a car of the higher-income slab as well and for this analysis questionnaire was made as a primary source data to get accurate results. It was also analyzed that 70% of customers are ready to buy electric cars of Maruti Suzuki. Customers prefer this brand over others because it has good value for money; its maintenance cost is less and it is economical. The customers would also like Maruti Suzuki to work upon comfort and convenience for the customers in the designing of the cars and more safety and security features need to be there in the cars.

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