



**A STUDY ON CUSTOMER SATISFACTION TOWARDS MARUTI**  
**CARS IN COIMBATORE CITY**

By

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Of  
Department of management studies  
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COIMBATORE.

A PROJECT REPORT

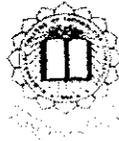
Submitted to the

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**Department of management studies**  
**Kumaraguru College of Technology**  
**Coimbatore – 641006**

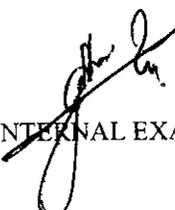
**BONAFIDE CERTIFICATE**

Certified that this project report titled “A STUDY ON CUSTOMER SATISFICATION TOWARDS MARUTI CARS IN COIMBATORE CITY” is the bonafide work of **KARTHIK RAMESH.A.S.** (Reg no: 71206631019) who carried this research under my supervision. Certified further , that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

  
**Prof. Col.N.Jothilingam**  
**Project Guide**

  
**Prof. S.DEVANATHAN**  
**Director**  
 S.V.

Evaluated and Viva Voce conducted on 29/10/09

  
**INTERNAL EXAMINER**

  
**EXTERNAL EXAMINER**

Date: 17<sup>th</sup> Sept 2007

**TO WHOM SOEVER IT MAY CONCERN**

This is to certify that **Mr. A.S. Karthik Ramesh** student of first year MBA from Department of Business Management of **Kumaraguru College of Technology** has done project work on the topic "A Study On Customer Satisfaction Towards Maruti Cars In Coimbatore City" with special reference to **Sree Saradhambal Automobiles Private Ltd.** The said project was completed during the period from 19<sup>th</sup> June 2007 to 31<sup>st</sup> July 2007.

During the tenure his conduct and the character has been very good. We wish him all success in all his endeavors.

For Sree Saradhambal Automobiles (P) Ltd



Vishnushankar Raja

Manager – Sales.

**ambal auto**

A unit of Sree Saradhambal Automobiles Pvt. Ltd.

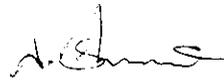
**DECLARATION**

I, hereby declare that this project report entitled “ **A STUDY ON CUSTOMER SATISFICATION TOWARDS MARUTI CARS IN COIMBATORE CITY**” as has been undertaken for academic purpose submitted to Anna University in partial fulfillment of the requirements for the award of the degree of Master of Business Administration. The project report is the record of the original work done by me under the guidance of Prof.Col.N.Jothilingam during the academic year 2006 – 2007.

I, also declare hereby, that the information given in this report is correct to best of my knowledge and belief.

Date: 29-10-07

Place: Coimbatore



**KARTHIK RAMESH.A.S**

## ACKNOWLEDGEMENT

I thank sincerely **Dr. Joseph. V. Thanikal**, Principal, Kumaraguru College of Technology for providing this opportunity to carry out this project.

I wish to express my deep sense of gratitude for permitting me to do the project to **S.DEVANATHAN The Director**, KCT Business School.

I owe my reverential gratitude to my faculty guide **N. JOTHILINGAM** Professor, KCT Business School, for his valuable suggestion and constructive ideas at each stage of the project.

I owe my sincere thanks to **Mr. VISHNUSHANKAR RAJA** sales Manager , Ambal Auto Coimbatore, and all the staff members for providing me necessary information for the successful completion of this project.

## **EXECUTIVE SUMMARY**

Consumer satisfaction is the key to witness substantial growth and to leverage the process of the company. Studying consumer satisfaction in Coimbatore was conducted through questionnaire involving 75 samples of various maruti cars to know their perception in using the maruti variant cars. The research methodology is descriptive and simple percentage tool was used to obtain the result. The counter parts in the market were also taken in to consideration to have an effective knowledge of various brands and segments. At this juncture such a study is relevant and vital, which allows formulation of new strategies and preventive measures

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## **CHAPTER I**

### **INTRODUCTION**

#### **1.1. BACKGROUND**

##### **MARKETING**

“Marketing is a total system of interacting business activities designed to plan, price, promote and distribute want satisfying products and service to the present and potential customers” - William .J. Stanton

##### **CONSUMER SATISFACTION**

Consumer satisfaction is the extent to which h a products persevered performance matches a buyers expectation. If the products performance falls short to expectations, the buyer is dissatisfied. If performance matches or exceeds expectations the buyer is satisfied or delighted. Consumer Satisfaction is closely.

##### **HOW TO KEEP CUSTOMERS SATISFIED**

There are six basic elements for keeping customers satisfied. They are,

- ↳ Quality product
- ↳ Fair price
- ↳ Effective delivery
- ↳ Effective and economical after sales service
- ↳ Serious consideration of consumed complaints
- ↳ Excellent customers handling

## **STEPS IN CUSTOMER SATISFACTION**

- ☞ Customer wants and needs
- ☞ Understanding the market condition
- ☞ Getting it right the first time
- ☞ Effective communication
- ☞ Complaints feed back and recovery
- ☞ Problem solving
- ☞ The managerial and ownership of change

## **BUYER BEHAVIOUR**

Buyer behaviour is the process where the individual decides whether what, when, how and from to whom to purchase goods and services.

## **BUYING MOTIVE**

A motive is an urge which prompts a person to action. A buying motive may be defined as that factor which motivates a person to buy a particular brand of the product.

Some of the important buying motives are,

- ☞ Comfort
- ☞ Style
- ☞ Gain and Economy
- ☞ Complaints
- ☞ Fashion
- ☞ Vanity

## **1.2. REVIEW OF LITERATURE**

### **Customer Satisfaction**

The degree to which customer expectations of a product or service are met or exceeded. Corporate and individual customers may have widely differing reasons for purchasing a product or service and therefore any measurement of satisfaction will need to be able to take into account such differences. The quality of after-sales service can also be a crucial factor in influencing any purchasing decision. More and more companies are striving, not just for customer satisfaction, but for customer delight, that extra bit of added value that may lead to increased customer loyalty. Any extra added value, however, will need to be carefully costed.

### **Customer Service Definition - Good Customer Services = Satisfaction**

**The Definition of Good Customer Service = having happy customers (and improved sales)**

According to the many business guru's and to many more successful companies, the key to success lies not only in having a good product, but also in being able to provide the customer with the level of service they desire. After all Sales are vital to your business, so shouldn't you take care of the customer. But how can you **ensure** you're maximizing results and not losing out? The last thing you want is to let your existing customers feel unwanted, particularly as you've already spent good money attracting them. You need a reliable flexible way of managing your customers so that your business can reap the benefits of Good Customer Services - Higher Profit.

- Customer Service Software - Flight deck the way to provide good customer services
- What is Good Customer Care, it's something that makes your customers Happy to do business with you
- Customer Satisfaction, use Flight deck and be amazed how easy it is.

## **Customer Satisfaction**

Rather than a single definition, it is appropriate to provide several definitions because a single definition gives the impression that there can be only one, which is certainly not true. Each of the following definitions can be applied to the high technology service business:

**Definition 1:** Customer satisfaction is equivalent to making sure that product and service performance meets customer expectations.

**Definition 2:** Customer satisfaction is the perception of the customer that the outcome of a business transaction is equal to or greater than his/her expectation.

**Definition 3:** Customer satisfaction occurs when the acquisition of products and /or services provides a minimum negative departure from expectations when compared with other acquisitions.

**Definition 4:** Customer satisfaction occurs when the marginal utility of a transaction is equal to or greater than preceding acquisitions.

**Definition 5:** Customer satisfaction occurs when the perception of the reward from the purchase of goods or services by the customer meets or exceeds his/her perceived sacrifice. The perception is a consequence of matching past purchase and consumption experience with the current purchase.

Here is a range of definitions from the simplest (Definition 1) to the most complex (Definition 5). I prefer the last definition because I believe that customer satisfaction really is a comparison of a current situation with past experiences. No matter which definition you choose several key concepts are present in each of the definitions and should be present in any definition of customer satisfaction that you may want to create. Each concept is discussed in the following paragraphs.

**Sacrifice:**

The first concept is sacrifice. Each time customers purchase your goods or services they make a sacrifice of some of the resources of their company. This sacrifice has a value and the value is more perceptual than absolute. By that I mean an expenditure of \$1,000 may have great meaning to a manager of a small independent bank with a \$ 25,000 budget for service but have almost no meaning to a manager of a large multinational, multi-branch bank with a \$25,000,000 budget for service. Nevertheless your customers will perceive that they have sacrificed a portion of their resources when they purchase service from you.

Some people refer to this perceptual distortion of money as the utility function of money. Daniel Bernoulli, a famous Swiss mathematician and philosopher treated this question in 1730 when he hypothesized that the utility of additional sums of money to an individual must be inversely proportional to the amount of the money he already has. This conclusion was based on the assumption that all people being rational would behave in the same way under similar circumstances. This utility is based on Bernoulli's belief that the rational behavior could be approximated by using the logarithm of the number of dollars as the measure of utility. It follows that the more money you have the less the utility of a given amount of money. Thus, the sacrifice is perceived to be less when the amount of money in the budget is greater.

**Expectations:**

This leads to the third and final concept of customer satisfaction – expectations. The sacrifice/reward relationship can only become apparent when the customer expectations are known. I am reminded of a service organization that offered a 4-hour response time contract to its customers. It scrupulously managed the response time of its field personnel to meet this parameter. However, as we began to ask the customers questions about response time, it was discovered that about 40% of the customers actually wanted 2-hour response and were willing to pay extra to receive it.

The key point here is that the service organization thought it knew what its customers expected and were diligently attempting to maintain the performance of the

organizations to that expectation. It had not continued to check with its customers to verify that the expectation had not changed. The problem was that the expectation had changed, and it did not know it.

In closing Part 1 of this discussion, it may be appropriate to mention the obvious. As soon as a service organization establishes a new level of service performance, that new level becomes the new standard by which the service organization is measured by its customers and it simultaneously becomes a new expectation of the customer. As your service organization strives to achieve new levels of service, beware that those new levels may become the standard by which you are measured. The hidden message is to keep your service operation performance at a level that you can afford to maintain.

### **1.3. OBJECTIVES**

- ☞ To study about the satisfaction level on Maruti Suzuki cars with respect to various features.
- ☞ To know about the knowledge of customers on range of Maruti Vehicles.
- ☞ To analyze the problems faced by the Maruti car owners.
- ☞ To give suggestions to improve the performance and sales of Maruti cars

## **1.4. METHODOLOGY**

The chapter explains about the methodology adopted by the researcher in conducting the research work.

The methodology pertain to the present study is discussed under the following head,

1. Selection of the Area
2. Selection of the Sample
3. Method of Data collection
4. Analysis and Interpretation

### **1. SELECTION OF THE AREA**

The area selected for the study in is around Coimbatore city.

### **2. SELECTION OF THE SAMPLE**

From the Coimbatore city, 75 customers were drawn all Random.

### **3. METHOD OF DATA COLLECTION**

The investigator has collected the data by using a structured Questionnaire.

This study is based on both primary and secondary data. The questionnaire contains all the questions relevant to the study based on the objectives.

## **1.5. LIMITATIONS**

- ☞ Due to time constraint the sample size is restricted to 75.
- ☞ Some of the respondents are non-cooperative.
- ☞ The finding and observation made in the study are purely based on respondent's answers.
- ☞ The car owner's expectations and preferences may change in course of time.
- ☞ My study is restricted to Coimbatore district.

## **1.6. CHAPTER SCHEME**

The chapter scheme includes an overall view of the project work. The report of the project work is organized into five chapters. The first chapter is an overview about the customer satisfaction. It includes the definition, purpose, objectives, factors affecting customer satisfaction.

The second chapter discusses the profile of the company. It includes the mission, objectives, quality policy, organization profile, hierarchy of executives, achievements and uniqueness of the firm.

The research methodology adopted for the study is prescribed in the third chapter. It includes introduction, statement of the problem, objectives of the study, sampling, data collection, data analysis, scope of the study, limitations of the study.

The analysis and interpretation of the data are discussed in the chapter four. This chapter is divided into two chapters. The first chapter includes the measurement of customer satisfaction and the second chapter includes the factors influencing the customer satisfaction.

The last chapter contains a summary of findings. It also gives some policy implications to be implemented in the company to provide more customer satisfaction.

## CHAPTER 2

### 2. ORGANISATION PROFILE

**Ambal Auto is an Authorized Maruti Dealers for Coimbatore, Niligiris, Erode & Namakkal Districts** and one of the leading automobile dealers in South India. Started in the year 1998, Mr. Asokan Muthusamy, MD / CEO heads it with valid support from the board chairman Mr. Krishnakumar.

Ambal over the year has gained Confidence of its Customers and Maruti. It has the reputation of an Automobile Dealer with high level of Customer Orientation towards attaining Customer Satisfaction. This has won many awards from Maruti in all the spears of Business. Special are those won for Customer Satisfaction in both Sales & Service.

Ambal Auto currently has Three New Car Showrooms, Two Pre Owned Cars (True Value) Showroom, Five Workshops, Two Body Repair Workshops well manned by over 400 plus Trained Manpower, Dedicated to customer Service, spread over Coimbatore, Erode, Ooty & Namakkal.

Ambal enhances Customer Service with Extended Warranty, Maruti Finance, Maruti Insurance, Maruti Genuine Accessories & Maruti Suzuki Exchange.

#### 2.1. HISTORY OF THE ORGANISATION

Maruti Udyog Limited (MUL) was established in Feb 1981 through an Act of Parliament, as a Government company with Suzuki Motor Corporation of Japan holding 26 per cent stake. It was entrusted the task of achieving the following:

- Modernization of the Indian Automobile Industry.
- Production of vehicles in large volumes
- Production of fuel efficient vehicles.

Suzuki was an obvious choice because of its unparalleled expertise in small cars.

The Joint Venture agreement was signed between Government of India and Suzuki Motor Company (now Suzuki Motor Corporation of Japan) in Oct 1982.

The company went into production in a record time of 13 months and the first car was rolled out from Maruti Udyog Limited Gurgaon in December, 1983.

### **First Customer**

Mr. Harpal Singh, Maruti's first customer, proudly received the keys of the Maruti 800 car from the Prime Minister Smt. Indira Gandhi on December 14, 1983.

### **Car Market Scenario**

When Maruti began operations in 1983, there were only two other car companies in India and the total size of the Indian passenger car market was a measly 40,000 units per year. From the start, Maruti caught the imagination of Indian car customers and launched four new models, including a hatchback, a mini multipurpose van, an entry sedan and a SUV, over the next decade. Each of these models was an instant draw with the Indian consumers. Suzuki Motor Corporation increased its stake on two occasions (26% to 40% to 50% controlling stake and brought it to 50 per cent in the mid 1990s (and to 54% with privatization in 2002).

### **Maruti True Value**

The most reliable place to buy, sell or exchange your pre-owned car in India ([www.marutitruevalue.com](http://www.marutitruevalue.com))

While buying or selling a used car, going to the right place is all important. Maruti Suzuki India's favorite car company understands your concerns of getting quality used cars, full payments, clean documents, value for money & most importantly peace of mind.

Now, you don't have to take chances with local mechanic or a second hand car dealer or settle for a compromise deal with friends, relatives and colleagues or gamble with classified advertisement.

With Maruti TrueValue you enjoy all the advantages of dealing directly with India's most trusted car company. We assure you of providing Quality, Reliability, Transparency and Convenience all under one roof.

### **Maruti Finance**

Gives best interest rates, extended warranty, loan for insurance and loan for accessories as value added service. Reliable, transparent & convenient form of finance. Leading banks & financiers are part of this venture.

### **Maruti Insurance**

Maruti Insurance is aimed at Customer Care. In tie up with leading Insurance companies the product is aimed at easy processing at accident claim, settlement & renewal.

### **Extended Warranty**

The warranty will be valid at all 400+ authorised dealer workshops across India and comes at a very attractive price. You can now get up to 4 years or up to 80,000 km of warranty coverage!

## **2.3. PRODUCT PROFILE**

The all new Maruti Suzuki cars are a stunning example of modern automobile design and continuous customer feed back drive and advancement coupled with now performance and functionality is the new symbol of power.

The following are the products of Maruti Suzuki ,

- 1 Maruti 800
- 2 Zen /Estilo
- 3 Alto
- 4 Wagon R
- 5 Swift
- 6 Omni

- 7 Versa
- 8 Gypsy
- 9 Esteem
- 10 Grand Vitara
- 11 Sx4

### **2.3.1. AVAILABLE COLOURS OF MARUTI CARS**

1. Pearl Silver
2. Midnight black
3. Bright Red
4. Brilliant yellow
5. Purple fusion
6. champagne beige
7. Virgin blue
8. Sparkling Olive green

### **2.3.2. GENERAL FEATURES**

- ☞ Power steering
- ☞ High Power
- ☞ Fuel Efficiency
- ☞ Safety and Security
- ☞ Air Ventilation system
- ☞ Suspension
- ☞ Low Noise, Vibration and Harshness

## CHAPTER 3

### 3. MACRO – MICRO ANALYSIS

A present world is changing fast and India is no exemption. Specially after the opening up of the economy, the phase of change that India and its people are experiencing in their socio-cultural miller is mind-bulling, with the opening of the Indian economy, marketers today are facing new challenges and opportunities. The Indian marketing is emerging as a dynamic and competitive area. Where the only thing, change is permanent.

Motor car is one of the commonly used conveyors by the upper and middle class people. Before two decades only a few people had cars. But after the industrialization earning capacity among the middle class people has also increased. Nowadays motor car is not only bought for social status but also it is felt as a necessity with the increasing number of failing the capacity financially to buy a motor car, competition in the passenger car segment is high. Companies and their dealers have to be extra service oriented in their approach and have customer relationship has higher priority.

The automobile industry was included in the first schedule of the Industries Act – 1951. During the year 1953 a tariff commission was appointed to enquire and recommended suitable policy measures for the development of automobile industry in India. During the year 1957 in view of the foreign exchange, the Government of India advised the automobile manufacture to modify their programs. As a result Hindustan motors, Premier Automobiles and Standard Motors gave up manufacture of certain product lines.

In the last four quick years, Maruti motors, India as wrested market leadership in all its three segments from rival Maruti Suzuki and emerged as the most profitable customer with an estimated Rs. 210 crores bottom line last year.

Instead of bringing in a sedan like most other entrants, Maruti brought in a small car to generate volumes.

Santro kicked off with a 70% local content (now 88%). This helped nipping at Maruti Esteems heels and in 2000 over took it. More recently, Sonata has done that in the luxury segment by pricing itself at Rs.12lakhs. In fact, Maruti even gave Sonata a richer interior borrowed from its luxury car Grandeur. With Maruti, you always get the impression that you are getting more than what you paid for.

Maruti is the only foreign car manufacturer in India to have raced to market leadership and staggering profitability in less than 4 years.

## CHAPTER 4

### 4. DATA ANALYSIS AND INTERPRETATION

TABLE-I

THE OCCUPATION OF THE RESPONDENTS

S.No	Occupation	No: of Respondents	Percentage
1	Business	30	40
2	Profession	35	47
3	Salaried	10	13
<b>Total</b>		<b>75</b>	<b>100</b>

From the above table it is inferred that 40% of the respondents are Business people, 47% of the respondents are found to be Professionals and 13% of the respondents are salaried employees.

CHART-I  
THE OCCUPATION OF THE RESPONDENTS

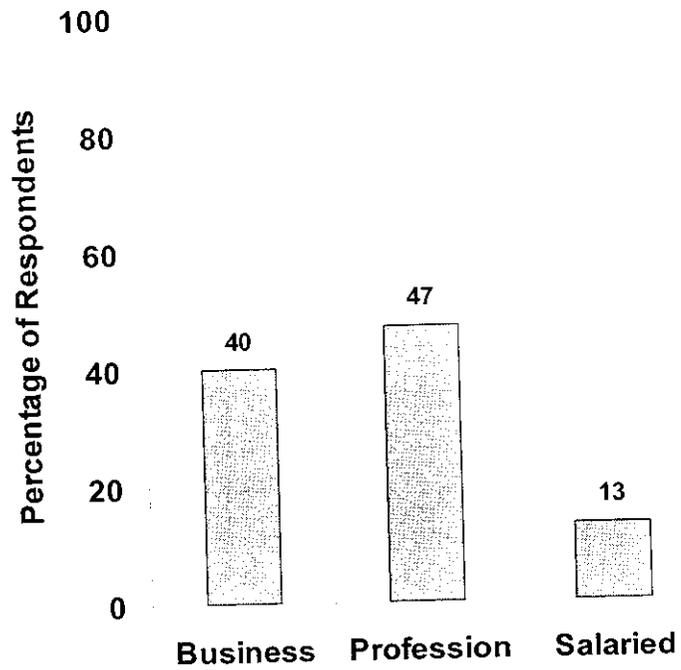


TABLE-2  
THE MONTHLY INCOME LEVEL OF THE RESPONDENTS

S.No	Monthly Income (Rs.)	No: of Respondents	Percentage
1	10,000-15,000	10	13
2	15,000-20,000	18	24
3	20,000-25,000	22	30
4	Above 25,000	25	33
<b>Total</b>		<b>75</b>	<b>100</b>

From the above table it is inferred that 33% of the respondents income level goes above Rs 25,000, 30% of the respondents income level ranges between Rs 20,000-25,000, 24% of the respondent income level ranges between Rs.15,000-20,000, 13% of the respondents income level ranges between Rs 10,000-15,000.

CHART-2  
THE MONTHLY INCOME OF THE RESPONDENTS

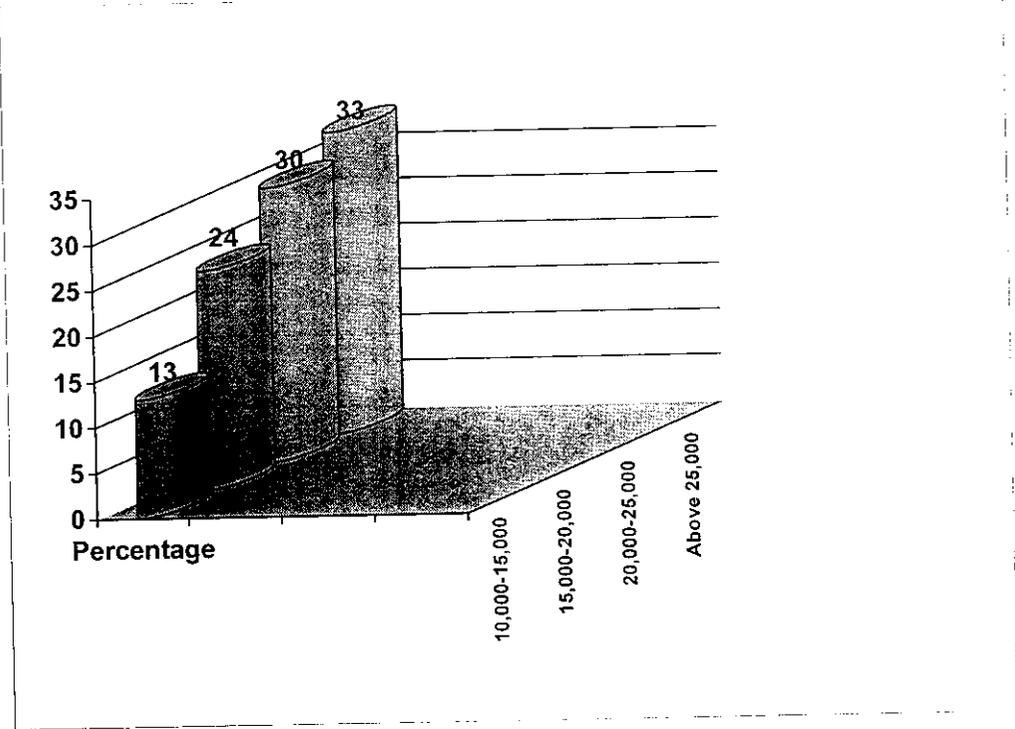


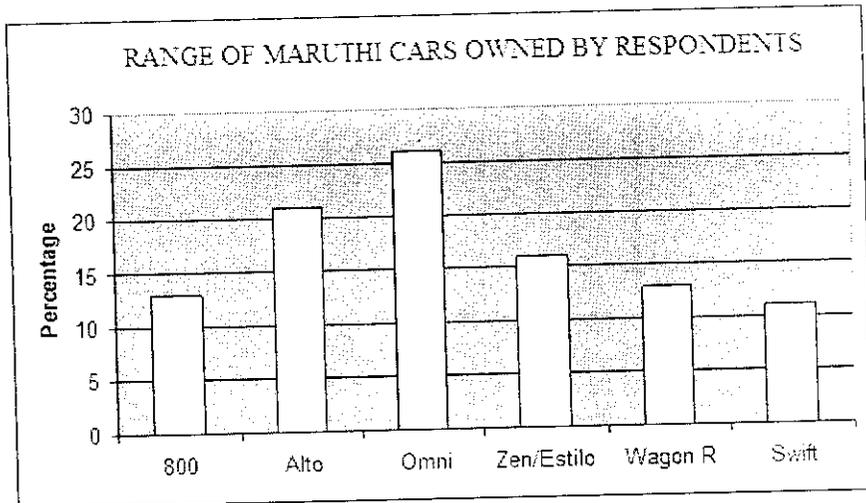
TABLE-3  
RANGE OF MARUTI CARS OWNED BY THE RESPONDENT

S.No	Model	No of Respondents	Percentage
1	800	10	13
2	Alto	15	21
3	Omni	20	26
4	Zen/Estilo	12	16
5	Wagon R	10	13
6	Swift	8	11
	<b>Total</b>	<b>75</b>	<b>100</b>

From the above table it is clearly inferred that 26% of the respondents own Omni, 21% of the respondents own Alto Maruti 800, 13% of the respondents own maruti 800 and Wagon R and 11% of the respondents own Swift.

CHART-3

RABGE OF MARUTHI CARS OWNED BY RESPONDENTS



**TABLE-4**  
**USAGE PERIOD OF MARUTI CARS BY THE RESPONDENTS**

<b>S.No</b>	<b>Duration</b>	<b>No: of Respondents</b>	<b>Percentage</b>
1	Less than 6 months	15	20
2	6 months	20	27
3	1 year	25	33
4	More than 1 year	15	20
<b>Total</b>		<b>75</b>	<b>100</b>

From the above table it is inferred that 20% of the respondents have been using the cars for more than 1 year, 33% of the respondents have been using the car for 1 year, 27% of the respondents have been using the car for 6 months, 20% of the respondents have been using the car for less than 6 months.

CHART-4

USAGE PERIOD OF MARUTI CARS BY THE RESPONDENTS

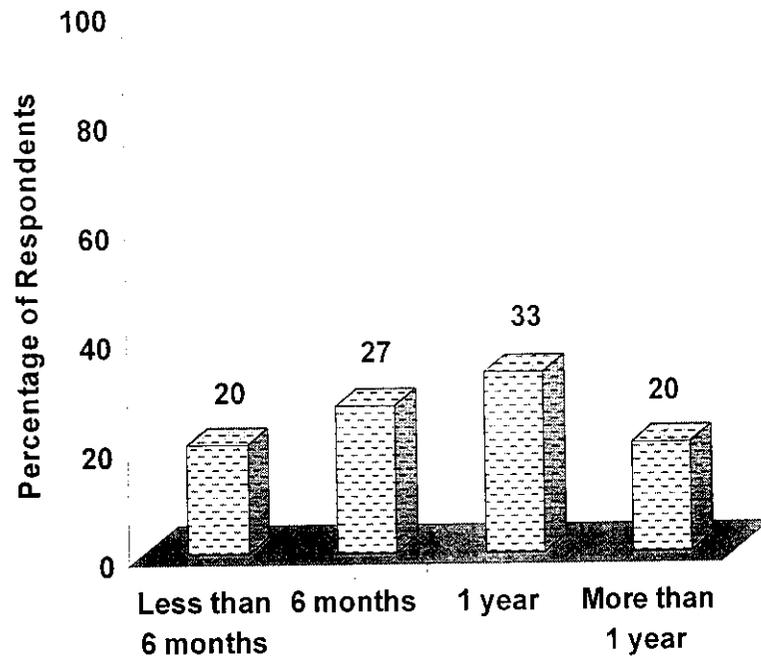


TABLE-5  
LEVEL OF SATISFACTION OF THE RESPONDENT

S.No	Satisfaction Level	No: of Respondents	Percentage
1	Yes	5	73
2	No	20	27
<b>Total</b>		<b>75</b>	<b>100</b>

From the above table it is inferred that 73% of the respondents are satisfied and 27% of the respondents are not satisfied with MARUTI cars.

CHART-5  
LEVEL OF SATISFACTION OF THE RESPONDENTS

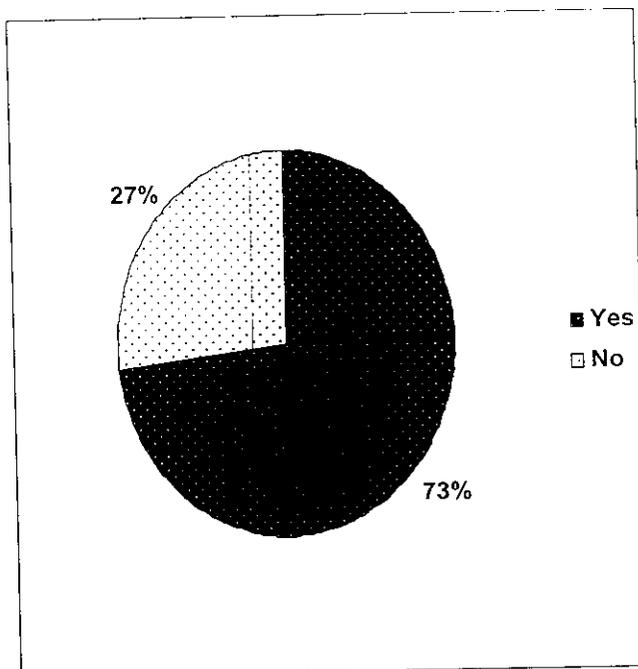


TABLE-6  
THE SOURCE OF INFORMATION ABOUT MARUTI CAR

S.No	Particulars	No: of Respondents	Percentage
1	Relatives	30	40
2	Friends	27	36
3	Dealers	6	8
4	Advertisement	12	16
<b>Total</b>		<b>75</b>	<b>100</b>

From the above table it is clear that 40% of the respondents are aware of MARUTI cars through relatives, 36% of the respondents are aware of MARUTI cars through friends, 16% of the respondents are aware of MARUTI cars product through dealers, 8% of the respondents are aware of MARUTI cars through advertisement.

CHART-6

THE SOURCE OF INFORMATION ABOUT MARUTI CAR

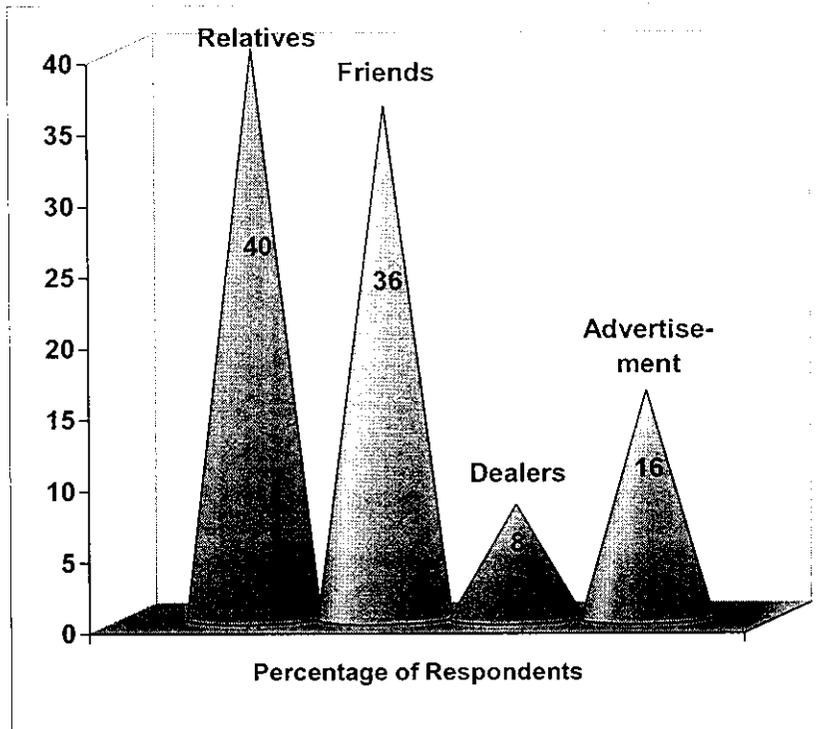


TABLE-7  
BRAND AWARENESS OF THE RESPONDENT

S.No	Awareness	No: of Respondents	Percentage
1	Yes	40	53
2	No	35	47
<b>Total</b>		<b>75</b>	<b>100</b>

From the above table it is inferred that 53% of the respondents are aware of the brand and 47% of the respondents are not aware of the brand.

CHART-7  
THE BRAND AWARENESS OF THE RESPONDENTS

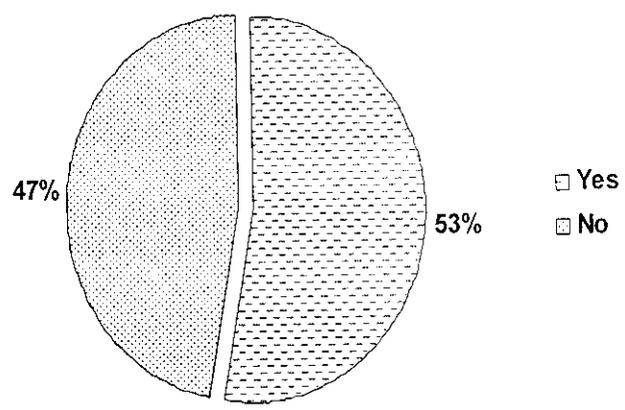


TABLE-8

## THE RESPONDENTS WILLINGNESS TO TEST DRIVE MARUTI CARS

S.No	Particulars	No: of Respondents	Percentage
1	Yes	45	60
2	No	30	40
<b>Total</b>		<b>75</b>	<b>100</b>

From the above table we infer that 60% of the respondents are willing to test drive the Maruti cars, other than brand they own; 40% of the respondents are not willing to test drive any other brand of Maruti cars, other than they own.

CHART-8

THE RESPONDENTS WILLINGNESS TO TEST DRIVE MARUTI CARS

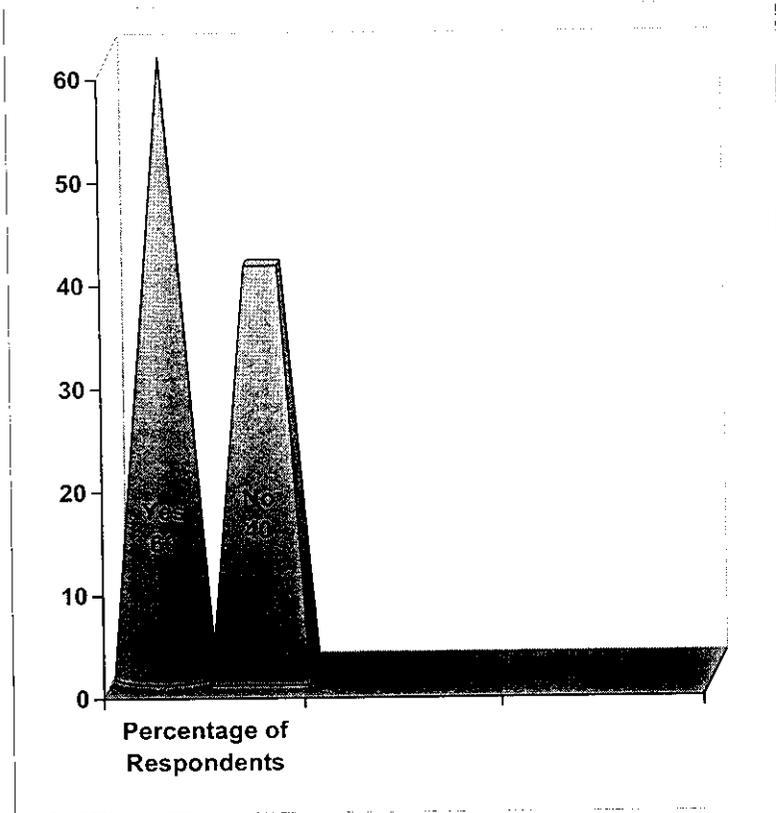
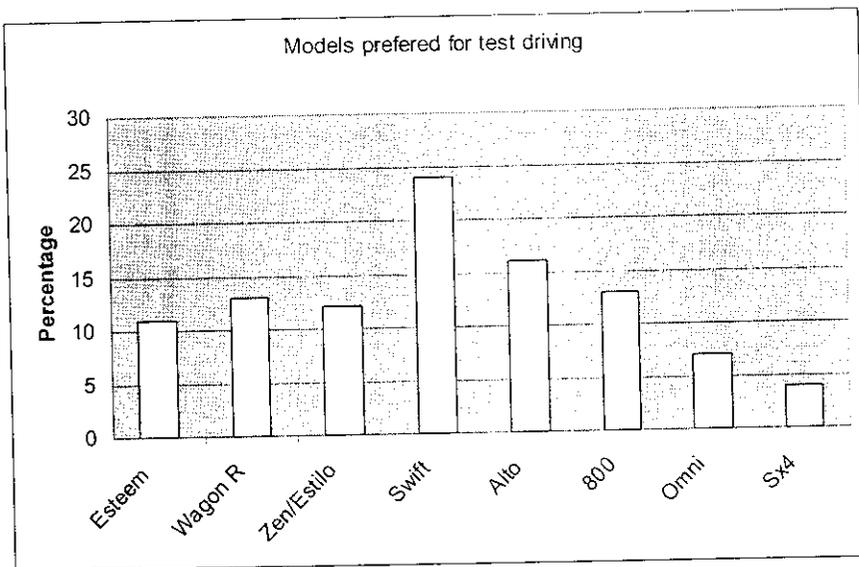


TABLE-9  
MODEL PREFERRED FOR TEST DRIVING

S.No	Model	No: of Respondents	Percentage
1	Esteem	8	11
2	Wagon R	10	13
3	Zen/Estilo	9	12
4	Swift	18	24
5	Alto	12	16
6	800	10	13
7	Omni	5	7
8	Sx4	3	4
<b>Total</b>		<b>75</b>	<b>100</b>

From the above table it is clear that 24% of the respondents prefer Swift to test drive, 16% of the respondents prefer Alto to test drive, and 13% of the respondents prefer 800 and Wagon R to test drive, 12% of the respondents prefer Zen/estilo to test drive, 11% of the respondents prefer Esteem to test drive, 7% of the respondents prefer Omni to test drive, 4% of the respondents prefer Sx4 to test drive.

CHART-9  
MODELS PREFERED TEST DRIVING



**TABLE-10**  
**RESPONDENTS PRIOR EXPERIENCE WITH MARUTI CARS**

<b>S.No</b>	<b>Particulars</b>	<b>No: of Respondents</b>	<b>Percentage</b>
1	Yes	32	43
2	No	43	57
<b>Total</b>		<b>75</b>	<b>100</b>

From the above table it is inferred that 57% of the respondents have no prior experience with the Maruti cars and 43% of the respondents have prior experience with the Maruti cars.

CHART-10

THE RESPONDENTS PRIOR EXPERIENCE WITH MARUTI CARS

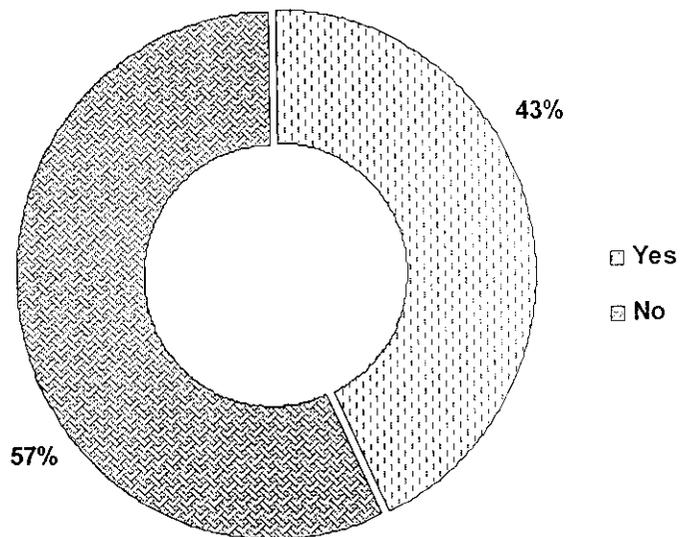


TABLE- 11  
THE RESPONDENTS OPINION WHEN COMPARED WITH OTHER  
COMPANY CARS

S.No	Opinion	No: of Respondents	Percentage
1	Very Good	25	33
2	Good	35	47
3	Bad	15	20
<b>Total</b>		<b>75</b>	<b>100</b>

From the above table it is inferred that 33% of the respondents have a very good opinion regarding the product, 47% of the respondents have a good opinion about the product and 20% of the respondents have a bad opinion regarding the product.

CHART-11

THE RESPONDENTS OPINION, WHEN COMPANY WITH OTHER COMPANY CAR

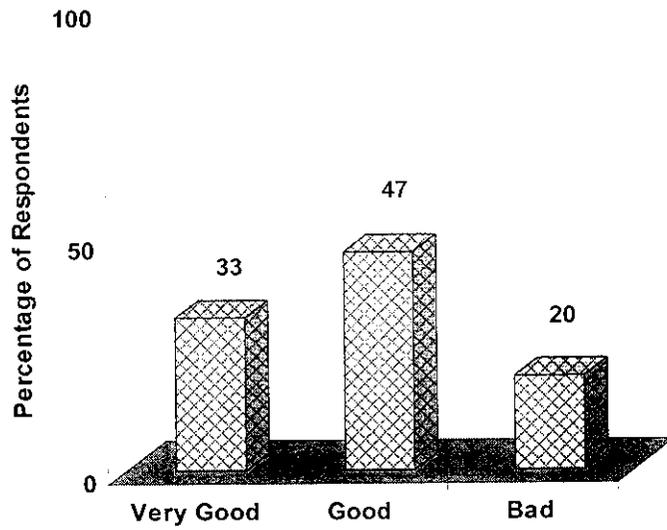


TABLE-12

TABLE SHOWING THE AFTER SALES SERVICE OF THE CAR

S.No	Particulars	No: of Respondents	Percentage
1	Highly satisfied	15	20
2	Satisfied	40	53
3	Dissatisfied	20	27
<b>Total</b>		<b>75</b>	<b>100</b>

From the above table it is clear that 53% of the respondents are satisfied with the after sales service, 27% of the respondents are dissatisfied and 20% of the respondents are highly satisfied with the after sales service.

CHART-12

CHART SHOWING OPINION ABOUT AFTER SALES SERVICE OF THE CAR

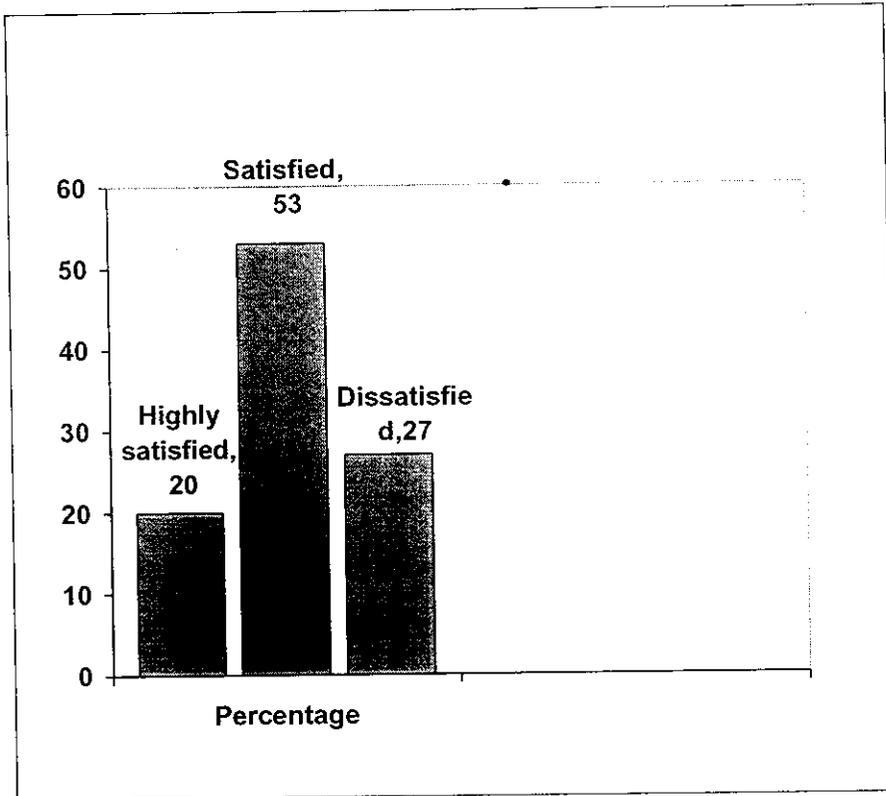


TABLE-13  
MODE OF PAYMENT FOR THE PURCHASE

S.No	Mode of Payment	No: of Respondents	Percentage
1	Cash	15	20
2	Credit	0	0
3	Bank Loan	40	53
4	Finance	20	27
	<b>Total</b>	<b>75</b>	<b>100</b>

From the above table it is inferred that 53% of the respondents had purchased through the Bank loan, 27% of the respondents had purchased through the Financial Institutions, 20% of the respondents had purchased with their savings.

CHART-13

MODE OF PAYMENT FOR THE PURCHASE

Credit, 0

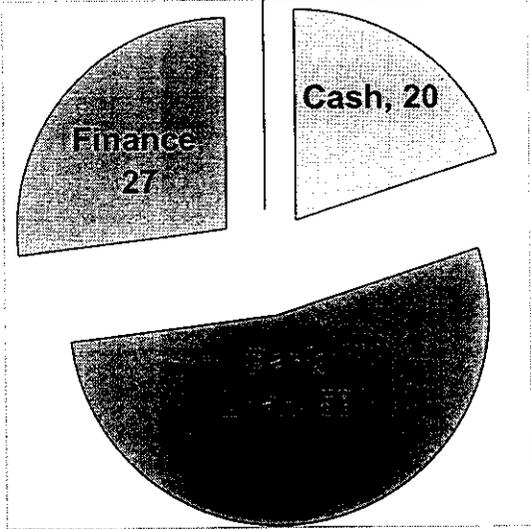


TABLE-14

TABLE SHOWING THE MAINTENANCE COST OF THE CAR

S.No	Maintenance Cost	No: of Respondents	Percentage
1	High	40	53
2	Low	0	0
3	Reasonable	35	47
<b>Total</b>		<b>75</b>	<b>100</b>

From the above table, 53% of the respondents feel that the maintenance cost of the car is high, and 47% of the respondents feel that the maintenance cost of the car is reasonable and no body has opinion that the cost of the car is low.

CHART-14

CHART SHOWING THE MAINTENANCE COST OF THE CAR

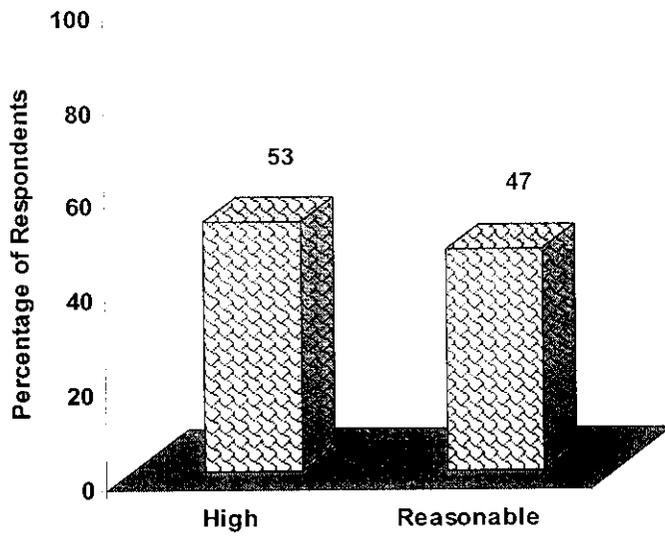


TABLE-15

## THE RESPONDENTS SATISFACTION ABOUT THE MILEAGE

S.No	Mileage	No: of Respondents	Percentage
1	Yes	40	53
2	No	35	47
<b>Total</b>		<b>75</b>	<b>100</b>

From the above table, 53% of the respondents are satisfied with the mileage provided by the car and 47% of the respondents are not satisfied with the mileage provided by the car.

CHART-15

THE RESPONDENTS SATISFACTION ABOUT THE MILEAGE

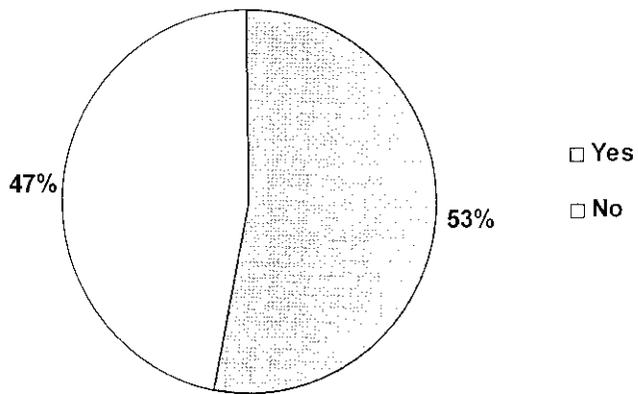


TABLE-16(a)

TABLE SHOWING THE HIGH SATISFACTION LEVEL OF THE RESPONDENTS

S.No	Feature	No: of Respondents	Highly Satisfied	Percentage
1	Brake	10	10	13
2	Fuel Efficiency	8	8	11
3	Suspension	9	9	12
4	Engine Power	6	6	8
5	After Sales Service	5	5	7
6	Safety Feature	6	6	8
7	Colour	9	9	12
8	Warranty	4	4	5
9	Comfort	7	7	9
10	Style	11	11	15
<b>Total</b>		<b>75</b>	<b>75</b>	<b>100</b>

CHART-16(a)

CHART SHOWING THE HIGH SATISFACTION LEVEL OF THE RESPONDENTS

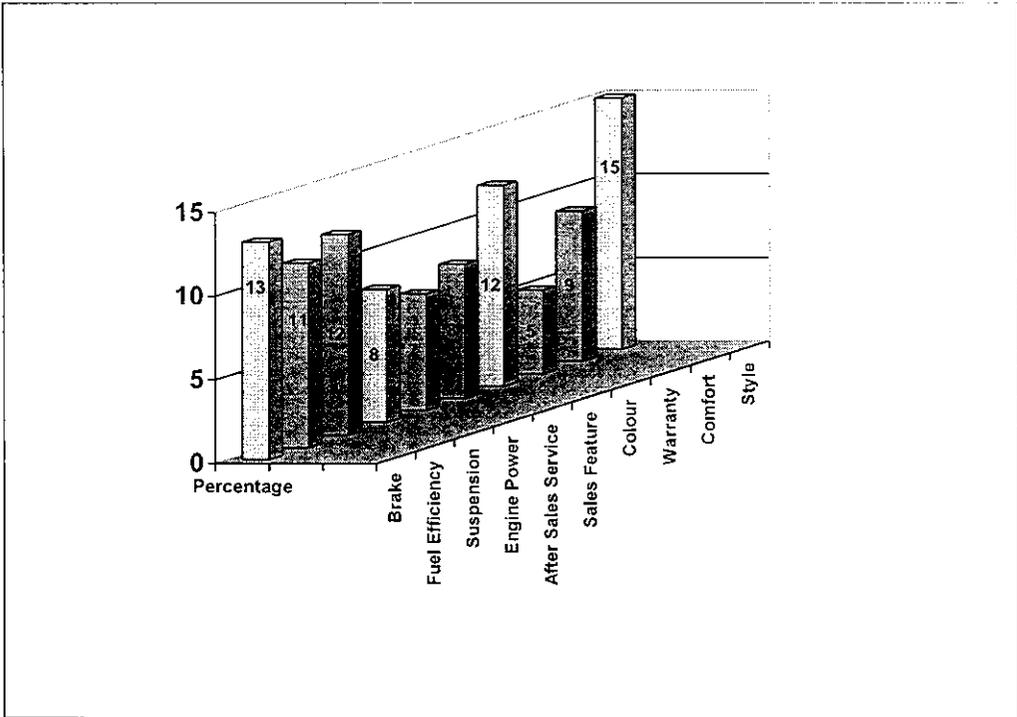


TABLE-16(b)

TABLE SHOWING THE SATISFACTION LEVEL OF THE RESPONDENTS

S.No	Feature	No: of Respondents	Satisfied	Percentage
1	Brake	11	11	15
2	Fuel Efficiency	9	9	12
3	Suspension	8	8	11
4	Engine Power	6	6	8
5	After Sales Service	7	7	9
6	Safety Feature	9	9	12
7	Colour	4	4	5
8	Warranty	5	5	7
9	Comfort	6	6	8
10	Style	10	10	13
<b>Total</b>		<b>75</b>	<b>75</b>	<b>100</b>

CHART-16(b)

CHART SHOWING THE SATISFACTION LEVEL OF THE RESPONDENTS

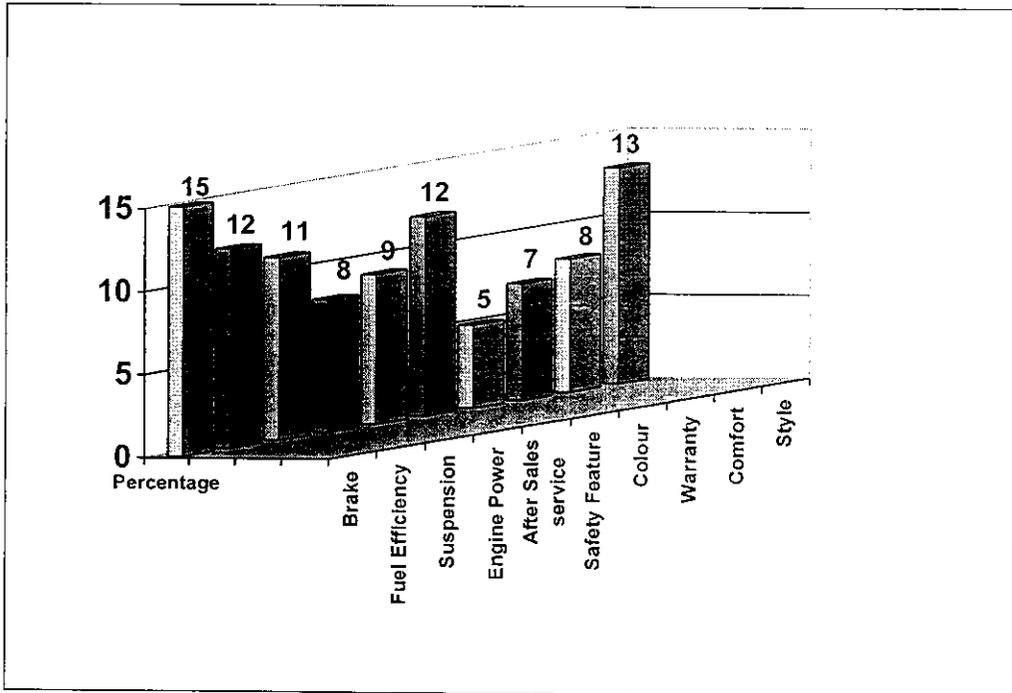


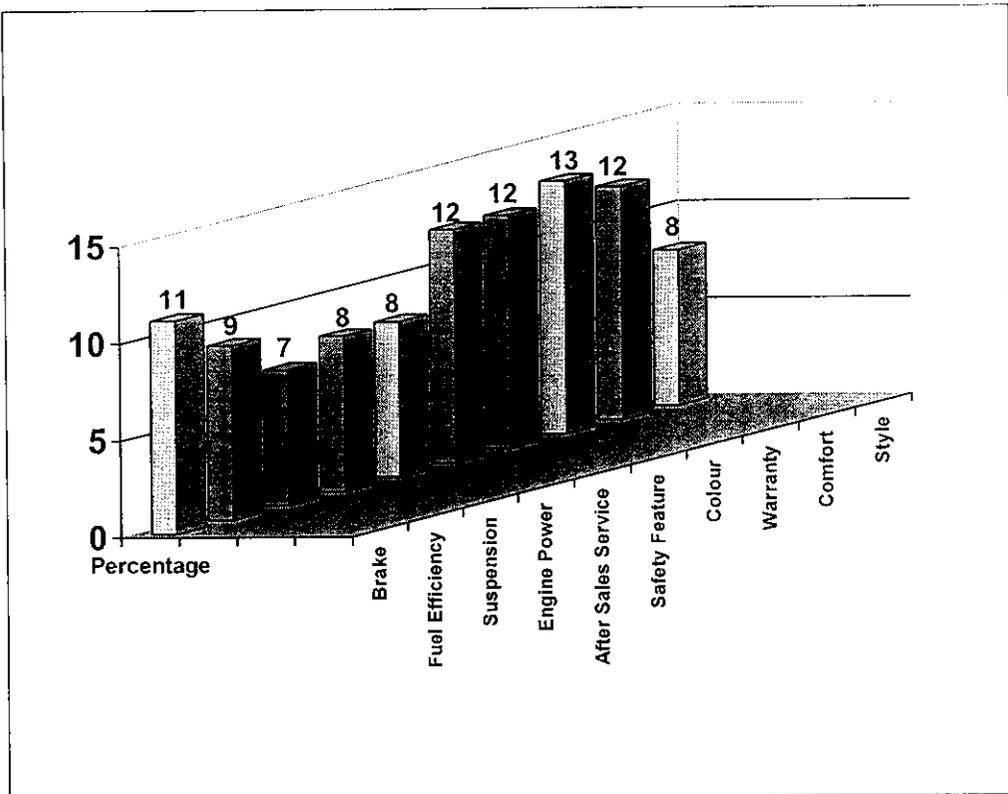
TABLE-16(c)

TABLE SHOWING THE DISSATISFACTION LEVEL OF THE RESPONDENTS

S.No	Feature	No: of Respondents	Dissatisfied	Percentage
1	Brake	8	8	11
2	Fuel Efficiency	7	7	9
3	Suspension	5	5	7
4	Engine Power	6	6	8
5	After Sales Service	6	6	8
6	Safety Feature	9	9	12
7	Colour	9	9	12
8	Warranty	10	10	13
9	Comfort	9	9	12
10	Style	6	6	8
<b>Total</b>		<b>75</b>	<b>75</b>	<b>100</b>

CHART-16(c)

CHART SHOWING THE DISSATISFACTION LEVEL OF THE RESPONDENTS



## **CHAPTER 5**

### **5. CONCLUSION**

The study on customer satisfaction on Maruti cars have indicated that the Maruti cars owners are Satisfied with the performance of Maruti cars. Respondents Expect to reduce the maintenance cost & price of the car. With regard to the different aspects of the Maruti cars like Fuel efficiency break efficiency suspension etc majority of the respondents are satisfied .From this we can conclude that There is a positive consumer behavior towards Maruti cars.

## 5.1. FINDINGS

1. Most of (47%) of the respondents are professionals.
2. Most of (33%) of the respondents income level is above Rs.25,000.
3. Most of (26%) of the respondents have Maruti car.
4. Most of (33%) of the respondents owned the car for more than year.
5. Majority (73%) of the respondents are satisfied with their own car.
6. Most (40%) of the respondents came to know about Maruti car by their relatives.
7. Majority (53%) of the respondents are aware of the range of Maruti cars.
8. Majority (60%) of the respondents are willing to test drive Maruti car.
9. Most (24%) of the respondents are willing to test drive Maruti cars.
10. Most (57%) of the respondents do not have any previous experience with Maruti cars.
11. Most (47%) of the respondents have good opinion about Maruti cars.
12. Most (53%) of the respondents have good opinion about the after sales service.
13. Most (53%) of the respondents prefer by Bank Loan as mode of purchase.
14. Most (53%) of the respondents feel that the maintenance cost is high.
15. Most (53%) of the respondents are satisfied about the mileage provided by the car.
16. Most (15%) of the respondents are Highly satisfied with the style of the car.
17. Most (15%) of the respondents are satisfied with the brake efficiency of the car.
18. Most (13%) of the respondents are dissatisfied about the warranty of the car.

## 5.2. SUGGESTIONS AND RECOMMENDATIONS

- ♦ The dealer can provide cars for test driving when the customer approaches them for enquiry.
- ♦ After sales service can be given more concentration to improve customer satisfaction.
- ♦ To concentrate and spend more on advertisement in T.V. and in other Medias.
- ♦ In a place of any public gathering display and demonstration can be done to increase the public awareness.
- ♦ The maintenance cost can be reduced.

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**A STUDY ON CUSTOMER SATISFACTION TOWARDS MARUTI**  
**CARS IN COIMBATORE CITY**

1. Name \_\_\_\_\_ :
2. Address \_\_\_\_\_ :
3. Occupation \_\_\_\_\_ :
- Business  Profession  Salaried
4. Income level
- Rs. 10,000-15,000  Rs. 15,000-20,000
- Rs. 20,000-25,000  Above 25,000
5. What is the name of the Maruti car you own?
- SX4  Maruti 800  Wagon R  Zen/Estilo
- Omni  Alto  Swift
6. How long you have been using this present car?
- Less than 6 months  6 months
- 1 year  More than 1 year
7. Are you satisfied with the car you own?
- Yes  No
8. How did you come to know about your car?
- Relatives  Friends  Dealers  Advertisement
9. Are you aware of any other Maruti products?
- Yes  No
10. Are you interested in test driving any other Maruti car of your choice?
- Yes  No
11. If, yes which model do you prefer to test drive?
- SX4  Maruti 800  Wagon R  Zen/Estilo
- Omni  Alto  Swift
12. Do you have any previous experience with Maruti products?
- Yes  No
13. What do you feel about your Maruti car when compared with other cars?
- Very Good  Good  Bad  Can't Say

14. What do you feel about the After Sales Service?

Highly satisfied       Satisfied       Dissatisfied

15. Please indicate the mode of purchase of the car?

Cash       Credit       Bank Loan       Finance

16. What do you feel about the Maintenance cost of the vehicle?

High       Low       Reasonable

17. Are you satisfied with the Mileage of your car?

Yes       No

18. Are you satisfied with the following features of your vehicle?

S.No	Features	Highly Satisfied	Satisfied	Dissatisfied
1	Brake			
2	Fuel Efficiency			
3	Suspension			
4	Engine Power			
5	After Sales Service			
6	Safety features			
7	Colour			
8	Warranty			
9	Comfort			
10	Style			

19. Would you like to give any suggestions about the Maruti car?

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