

## A STUDY ON CUSTOMER SATISFACTION TOWARDS THIRIVENI MARUTHI SUZUKI SHOW ROOM IN SALEM

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### **Abstract**

*Customer satisfaction plays an important role in every business. Identifying the unhappy customer, reducing churn and increasing revenue is also a key point of difference that helps you attract new customers in a competitive business environment. The main aim of the study is to bring out the satisfactory level of customer regarding Maruthi Suzuki show room in Salem. Questionnaires are used to collect the opinion, feeling, attitude and suggestions of the operator based on the survey, tabulation, analysis and interpretation has been put forth to the company for the future. The study concludes that the satisfaction level of customer towards the service provided in THIRIVENI MOTORS OF MARUTHI SUZUKI show room is attractive to the customer. It also concludes the major problem of on-time delivery of CAR after service company makes sure effective mechanics to service in order to deliver the vehicle on-time. The attractive promotional activities of MARUTHI SUZUKI may increase the awareness of quality service. Long term growth prospects for the industry are attractive and to capture the more market share.*

**Keyword:** *Customer satisfaction, Maruthi.*

### **INTRODUCTION:**

Customer satisfaction is a business term, is a measure of how product and service supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator within a business and part of four perspectives of a balanced score card.

In a competitive market place where business is complete for customer, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. Customer satisfaction in this paper presents a framework of a set of ideas of using customer satisfaction principles and strategy to improve the quality responsiveness. Possibilities of public sector provided service in vulnerable communication. The framework suggested that residents who live in touch neighborhoods can be supported through customer satisfaction strategies to become empowered individuals.

## OBJECTIVES OF CUSTOMER SATISFACTION:

- Understand who is a customer
- Identify external customer needs.
- Communication with customer.
- Retain customer.
- Recognize a customer driven organization.
- User customer as innovation partner.

## IMPORTANT OF CUSTOMER SATISFACTION:

Customer satisfaction plays an important role within your business. Not only is it the leading indicator to measure customer loyalty. Identifying the unhappy customer, reducing churn and increasing revenue is also a key point of difference that helps you attract new customers in a competitive business environment.

- **Up-to-date feedback:** Gather current customer feedback on various aspects of your company. You can stay on top of customer trends through regularly scheduled online surveys or email surveys, and receive instant customer feedback. It is always useful to acquire insight into how your customers are currently reacting to all aspects of your business.
- **Benchmark results:** You can administer the same survey every so often to customers to gain continued insight into your customers. Surveys can have the same questions, which will allow you to compare data over time and benchmark survey data across previous years to determine if any changes need to be made.
- **Show that you care:** Customers like to be asked for their feedback. It gives the customer the perception that your company values them; is committed to keeping them as a long-term customer; and bases business decisions on their feedback.

## Review of Literature

E. Thangasamy & Dr. Gautam Patikar (2014): The consumers aim at attaining optimum consumer surplus, be it durables or non-durables, while making such purchases to satisfy their wants. For this reason, the marketers do continually rely on research studies about the dynamic consumer behavior to position their product planning and development strategies to meet the requirements efficiently. This complex consumer buying behavior does, therefore, necessitate a critical investigation by the researchers in every nook and corner of the world. In this paper, the researcher has studied about the buying behavior of consumers, the behavior of consumers is not the same for any locality. The behavior of consumers depends on their income, standard of living, size of family, there are factors that influence consumer buying behavior.

K.P Najeemudeen and Dr. N. Panchanatham (December 2014): India's automobile industry is one of the key drivers that boost the economic growth of the country. Spurred by rapid economic growth, personal vehicle ownership in India is increasing at a fast pace. The relative popularity of the various vehicle segments by size and price are also undergoing marked changes. A fast-paced shift towards private motorized transport is a substantial change, especially in a country where motorized and non- motorized informal transport serves the majority of the trips, along with public transport in bigger cities. The research paper has giving knowledge about the automobile sector and how it was small and not that much develop and now it's too much growth and also getting perpetual succession

## **RESEARCH METHODOLOGY**

### **STATEMENT OF PROBLEM:**

Thiriveni maruthi Suzuki show room is functioning more than 15 years of service in salem. This study has been conducted to know about the customer response regarding after sales and their service quality and how they are treat the customers.

### **OBJECTIVE OF THE STUDY:**

- To analyze about level of customer satisfaction regarding sales & service in Maruthi Suzuki
- To identify the problem faced by the customers at Maruthi Suzuki

### **AREA OF STUDY:**

Customer satisfaction of maruthi Suzuki four wheelers with special reference to thiriveni maruthi Suzuki showroom in salem

### **PRIMARY DATA:**

This data has been collected with the help of the questioner from the 50 customers of thiriveni maruthi Suzuki showroom in salem

### **SAMPLING METHOD:**

Researcher have used convenience sampling method in this study to collect the information from the respondents

### **SAMPLE SIZE:**

In this research the researcher used 50 as sample size for her data analyze.

**TOOLS USED FOR DATA ANALYZE:**

Percentage analyze

**LIMITATION OF THE STUDY:**

- The data was collected through questionnaire.
- The sample taken from the study may not be accurate
- The study is restricted only to the organized sector of four wheeler industry.
- Sample size was confined to 50 Respondents keeping in view of time and constraints
- The result may be confined only to salem { Theriveni showroom }

**Analysis****I. OPINION ABOUT MARUTHI SUZUKI FOUR WHEELER VEHICLE****TABLE- I**

S.NO	OPINION	RESPONDENTS	PERCENTAGE
1	Excellent	12	24%
2	Good	4	16%
3	Moderate	11	22%
4	Satisfactory	12	24%
5	Unsatisfactory	7	14%
	TOTAL	50	100%

**INFERENCE:**

From the above table it is inferred that 24% of the respondent are said that maruthi Suzuki four wheeler is “Excellent” 24% of the respondent said good, 22% of the respondent said moderate, 16% of the respondent said satisfactory, 14% of the respondent are unsatisfied for maruthi Suzuki four wheeler vehicle.

**II. RECEIVING THE VEHICLE ON TIME AFTER SERVICE****TABLE – II**

S.NO	OPTION	RESPONDENTS	PERCENTAGE
1	Yes	26	52%
2	No	24	44%
	TOTAL	50	100%

INFERENCE: From the above table it is inferred that 52% of the respondent said that they yes receive vehicle they are on time after receives, 44% of the respondent said that, they don't receive on time after service.

**III. VEHICLE DELIVERY ON PROMISED TIME****TABLE- III**

S.NO	OPTION	RESPONDENTS	PERCENTAGE
1	Yes	24	56%
2	No	22	44%
	TOTAL	50	100%

**INFERENCE:**

From the above table it is inferred that 56% of the respondent said that the vehicle is delivered of product on promise time yes, for delivery time 44% of the respondent said they don't get the vehicle on promised time.

**IV. SATISFICATION OF CUSTOMER AFTER SERVICE****TABLE-IV**

S.NO	OPTION	RESPONDENTS	PERCENTAGE
1	Highly satisfied	22	44%
2	Satisfied	22	44%
3	Normal	6	12%
	TOTAL	50	100%

INFERENCE: From the above table it is in inferred that 44% of the respondent said they are highly satisfied with sales service, 44% of the respondent said satisfied, 12% of the respondent are Normal about satisfaction after sales service.

**V.REASON FOR PURCHASING MARUTHI SUZUKI FOUR WHEELER****TABLE- V**

S.NO	FACTORS	RESPONDENTS	PERCENTAGE
1	Mileage	10	20%
2	Low maintenance cost	5	10%
3	Price	15	30%
4	Wide range of models	5	10%
5	Brand name	15	30%
	TOTAL	50	100%

**INFERENCE:**

From the above table it is inferred that 30% of the respondent said that they prefer brand name, 30% of the respondent said that they prefer price while purchasing maruthi Suzuki

vehicles, 20% of the respondent said mileage, 10% of the respondent said cost of maintenance, 10% of the respondent are wide range of vehicles for purchasing of maruthi Suzuki vehicles.

#### VI PURCHASING OF MARUTHI SUZUKI FOUR WHEELERS THROUGH BRAND NAME

**TABLE - VI**

S.NO	OPTION	RESPONDENTS	PERCENTAGE
1	Yes	30	60%
2	No	20	40%
3	TOTAL	50	100%

INFERENCE:

From the above table it is inferred that 60% of the respondent said that they purchase the maruthi Suzuki four wheeler by through brand name, and 40% of the respondent said they don't maruthi Suzuki four wheeler through brand name.

#### VII.TIME PERIOD OF CUSTOMERS OWNS MARUTHI SUZUKI CARS

**TABLE-VII**

S.NO	TIME DURATION	RESPONDENTS	PERCENTAGE
1	6 months	15	30%
2	1-2 years	13	26%
3	3 years	12	24%
4	3-5 years	10	20%
	TOTAL	50	100%

INFERENCE:

From the above table it is inferred that 30% of the respondent said that they own maruthi Suzuki vehicle for above 6 months, 26% of the respondent said 1-2 years, 24% of the respondent said 3 years, 20% of the respondent said that they own maruthi Suzuki four wheeler for 3-5 years.

#### VIII. PURCHASE OF CAR AGAIN FROM MARUTHI SUZUKI FOUR WHEELERS

**TABLE-VIII**

S.NO	OPTIONS	RESPONDENTS	PERCENTAGE
1	Definitely	30	60%
2	definitely not	10	20%
3	might be	10	20%
	TOTAL	50	100%

INFERENCE: From the above table it is inferred that 60% of the respondent said that they definitely buy maruthi Suzuki vehicle again, 20% of the respondent said that they will not definitely buy maruthi Suzuki vehicle again 20% of the respondent said they might purchase maruthi Suzuki again in future

### IX. PREFERENCE ON PURCHASING FOUR WHEELER

TABLE-IX

S.NO	RANK	RESPONDENTS	PERCENTAGE
1	Mileage	12	24%
2	Cost	11	22%
3	Easy of maintenance	12	24%
4	Styling & color	7	14%
5	Riding easy & comfort	4	16%
	TOTAL	50	100%

INFERENCE: From the above table it is inferred that 24% of the respondent said that they prefer maruthi Suzuki vehicles for mileage, 24% of the respondent said easy of maintenance, 16% of the respondent said riding easy & comfort, 14% of the respondent said styling & colour form regarding their preference on purchasing FOUR wheeler.

### X. FACTORS TO BUY MARUTHI SUZUKI VEHICLE

TABLE-X

S.NO	INFLUNCE FACTOR	RESPONDENTS	PERCENTAGE
1	Brand image and relative of friends	20	40%
2	Advertisement in TV/ Newspaper/Magazine	10	20%
3	Sales promotion activities	10	20%
4	Past experience with MARUTHINSUZUKI's vehicle	10	20%
	TOTAL	50	100%

INFERENCE:

From the above table it is inferred that 40% of the respondent said Brand image and relative of friends to buy maruthi Suzuki vehicle, 20% of the respondent said Advertisement TV/Newspaper/Magazine, 20% of the respondent said sales promotion activities, 20% of the respondent said past experience for buying maruthi Suzuki vehicles.

**XI SALES PROMOTIONAL ACTIVITES ARE TO ATTRACT CUSTOMER****TABLE-XI**

S.NO	OPTIONS	RESPONDENTS	PERCENTAGE
1	Strongly agree	20	40%
2	Agree	12	24%
3	Neutral	4	16%
4	Disagree	10	20%
	TOTAL	50	100%

**INFERENCE:**

From the above table it is inferred that 40% of the respondent said Strongly agree, 24% of the respondent said agree, 20% of the respondent said disagree, 16% of the respondent said regarding the sales promotional activities for implemented by maruthi Suzuki motor to attract customer

**FINDINGS OF THE STUDY**

- Majority of the respondent 40% are below 25 years.
- Majority of the respondent 56% are female.
- Majority of the respondent 44% are under graduation in their education qualification.
- Majority of the respondent 30% are between 10,000-15,000 in their income level.
- Majority of the respondent 24% are excellent about maruthi Suzuki four wheeler vehicles.
- Majority of the respondent 52% said that they receiving the vehicle on time after service.
- Majority of the respondent 56% are delivered on promised time.
- Majority of the respondent 44% are highly satisfied with customer after sales service.
- Majority of the respondent 30% are based on price and brand name for purchasing maruthi Suzuki vehicle.
- Majority of the respondent 60% are purchasing of maruthi Suzuki four wheeler through brand name
- Majority of the respondent 30% are said 6 months customer owns maruthi Suzuki vehicle.
- Majority of the respondent 60% are said definitely. Purchase from car against from maruthi Suzuki
- Majority of the respondent 24% are said mileage and easy of maintenance. Rank of customer preference. On purchase four wheeler.



- Majority of the respondent 56% are said yes for recommendation maruthi Suzuki vehicle to anybody.
- Majority of the respondent 46% are felt of brand image and relative of friends. Reason to maruthi Suzuki vehicle
- Majority of the respondent 40% are strongly agree for sales produced activities maruthi Suzuki
- Majority of the respondent 64% are said showroom Service of your car completing after free service period.
- Majority of the respondent 70% are said yes for needed service after service period.
- Majority of the respondents 74% are said yes for mobile mechanic service in maruthi Suzuki.
- Majority of the respondent 46% felt service in time
- Majority of the respondent 40% felt highly priced spare part.
- Majority of the respondent 36% are felt very good for rate of service
- Majority of the respondent 70% said yes for test drive.
- Majority of the respondent 60% felt satisfied for experience at maruthi Suzuki showroom

### **SUGGESTION OF THE STUDY**

- Most of the respondents have suggestion that maruthi suzuki has to improve service performance through well trained mechanics.
- Vehicle is not a seasonal product. Most of the buyers are having the habit to buy the four wheeler in all the seasons. maruthi suzuki brands has high demand in the market than the other brands. So the vendors of these brands should take some promotional activities to increase level of satisfaction the customer and capture more market share.
- Most of the respondents face the problem with on-time delivery of car after service people to track of customer preference.
- Most of the respondents are not aware for the mobile mechanic service done in the show room. It is the responsibilities of the business people to make customer use of mobile service.
- Most of the respondents are not ready to do their service in the showroom service centres because they are not delivering te car on the reasonable time and also the customers are facing the problems like the company is including more cost on the product.
- Most of the respondent is ready to buy the maruthi Suzuki product again because this is a eco friendly product and also any consumer can afforded to buy this maruthi product easily it is in the reasonable price.

- Most of the respondent is ready to buy this vehicle because of the milage comparing to other mode of companies the maruthi cars are giving more milage and services at low prices.

## CONCLUSION

The study concludes that satisfaction level of customer towards the service provided in THIRIVENI MOTORS OF MARUTHI SUZUKI show room are attracted by customer. It is also concludes the major problem of on-time delivery of CAR after service company make sure effective mechanics to service in order to delivery vehicle on-time. The attractive promotional activities of MARUTHI SUZUKI may increase the awareness of quality service. Long term growth prospects for the industry attractive. The customer to capture the more market share

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