

A STUDY ON CONSUMER SATISFACTION TOWARD MARUTI SUZUKI VEHICLES

Submitted in partial fulfillment of the requirements for the award of

Bachelors of Business Administration

by

Naveen . M

(Register No.38280066)



SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade “A” by NAAC | 12B Status by UGC | Approved by AICTE

Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 119

April– 2021



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SCHOOL OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **NAVEEN. M (Register No.38280066)** who have done the Project work entitled “**A STUDY ON CONSUMER SATISFACTION TOWARD MARUTI SUZUKI VEHICLES**” under my supervision from January 2021 to March 2021

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(Internal Guide)

Dr. BHUVANESWARI G.

Dean – School of Business Administration

Submitted for Viva voce Examination held on _____.

Internal Examiner

External Examiner

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NAVEEN . M

DECLARATION

I **NAVEEN. M Register No.38280066** hereby declare that the Project Report entitled **A STUDY ON CONSUMER SATISFACTION TOWARD MARUTI SUZUKI VEHICLELESS** done by me under the guidance of **MS. JAYASEELY.** is submitted in partial fulfillment of the requirements for the award of Bachelors of Business Administration degree.

DATE:

PLACE: CHENNAI

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ABSTRACT

This research was conducted with the major aim to compare the consumer preference towards passenger cars of Maruti Suzuki and Hyundai Motors in Delhi Region. Convenience sampling technique was adopted with the sample size of 150 respondents. The primary data for the study was collected using a self-designed questionnaire. Independent T test analysis was used to compare the preferences of consumers towards the passenger vehicles of Maruti Suzuki and Hyundai Motors. The brands were compared on five attributes namely, colour interior price, after sales service and re sale value. The key finding of the study was that there is no difference in the consumer preference across these two brands on attributes such as colour interiors and after sales service. However the preferences of the customers varied on factors like resale value and price. The key recommendation of the research is about adopting innovative techniques by both these brands to distinguish themselves in the market and establish higher brand equity.

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CHAPTER 1

INTRODUCTION

Maruti Suzuki India Limited, formerly known as **Maruti Udyog Limited**, is an Indian automobile manufacturing company, founded by Government of India in 1981, headquartered in New delhi, India. It is a subsidiary of the Japanese automotive manufacture corporation. As of July 2018, it had a market share of 53% in the Indian passenger car market.

INDUSTRY PROFILE

In 1769, a French engineer CAPTAIN NICHOLAS built the first loadvehicle propelled by its own power. It was a three wheeler, four seated vehicle fitted with steam engine. It attained a speed of about 21/2 M.P.H for 15 minutes. The first car was built by LENIOR in 1862. His innovation was a compact of the internal combustion engine powered by gas. Petrol powered version soon followed and the design was widely adopted. The first mass production car, the model T Ford, was introduced in 1908, and by 15 million had been sold. Today "s engine works on similar principles, although cars now are designed for greater efficiency, safety and comfort

. In 1920's the major developments were made in every carry features. The designers tried to produce a vehicle which will function at all conditions and which were comfortable to ride and easy to operate. Increase life of types, independent, front wheel suspension, four wheel hydraulic brakes, high compression ratio, high power, use of new materials and hundreds of other changes have been made

COMPANY PROFILE

This chapter consists of overview of Maruti Suzuki India Limited with respect to Manufacturing facilities, Corporate Milestones. Sales and Service network with their few

popular brands History & Milestone of Maruti Suzuki India Limited Maruti Suzuki is one of the leading automobile manufacturing companies in India. It is the market leader in the automobile industry both in terms of production and revenue generation. The history of Maruti Suzuki is very fascinating. In the year February 1981, Maruti Udyog Limited was incorporated under the provisions of the Indian companies act, 1956. The major objectives of Maruti Udyog were to modernize the Indian automobile industry, to produce fuel-efficient cars and mass number of vehicles. The company was formed as a government company, with Suzuki as a minor partner, to make people's car for middle class India. In October 2, 1982, the company signed the license and joint venture agreement with Suzuki Motor Corporation of Japan.

In the year 1983, the company started their productions and launched Maruti 800. In the year 1983, the company launched its most awaited Maruti Omni and in 1985, the company launched Maruti Gypsy in the Indian Market. The Gypsy was the first modern four-wheel drive vehicle in the Indian market. In June 1986, the company launched new model of Maruti 800

In the year 1987, the company forayed into the foreign market by exporting first lot of 500 cars to Hungary. In the year 1990, the company launched India's first three box car, sedan i.e Maruti 1000. In the year 1992, Suzuki Motor Corporation. Japan increased their stake in the company to 50 percent. In the year 1993, the company introduced the Maruti Zen and in 1994 the company launched Maruti Esteem in the market. In the year 1995, the company commenced their second plant. In the year 1997, the company started Maruti Service Master as model workshop in India to look after sales services. In the year 1999, the third plant with new press, paint and assembly shops became operational. With the growing demand of customers in the Indian automobile market the company launched Maruti Alto in 2000

NEED FOR STUDY:

In the modern times the business organizations are adopting new techniques and

methods for the growth of the business. The organizations are giving better services to their customers to face challenge posed by the competitors for every business, it is not only important to retain the present customers but also attract the new customers. So there is need to ascertain the customers use regarding the services providing by reputed organization like Maruti Suzuki. With the increase market study there is a cut through competition among the businessmen in the industry some of the other major competitors in this area like Hyundai, Fiat, Volkswagen, Ford, Tata, and Chevrolet. The need for customer satisfaction is necessary for all business, large or small. The satisfaction of the customer is an all important task. Hence there is a need for the study.

SCOPE OF THE STUDY:

There is a tremendous amount of scope for future research in this area, that is the Automobile Industry, some possibilities can be:

- ❖ Comprehensive research on all the competitors in the market.
- ❖ Research on the buying behavior which would include brand performance, brand attitudes, product satisfaction, purchase behavior, purchase intentions, brand awareness, segmentation studies, etc.
- ❖ Study of perceptions among people regarding automobiles (Maruti) and their preferences of the type of vehicles (cars).

OBJECTIVE OF THE STUDY:

- Primary objective :
A study on consumer satisfaction towards maruti suzuki vehicles
- Secondary objective
To analyze the consumer satisfaction of Maruti suzuki vehicles

LIMITATIONS OF THE STUDY

* The analysis of the present study has been carried out based on the information has

collected from the Maruti Suzuki cars user who are residing at Tirupur district.

- * The study is an opinion survey, caution may have to be exercised while extending the result to other areas.
- * Due to time constrict only 100 numbers of respondents were considered
- * The result fully depends on the information given by the respondents which may be based based.

CHAPTER 2

REVIEW OF LITERATURE

Akhila, Ali Ashan and Thayyullathi in their study of “A study on customersatisfaction Towards Maruti Suzuki in Coimbatore” found that majority 31 percent of the respondents were using SUV type cars, and also concluded that the Maruti Suzuki cars are the best and fast moving brands. “Marketing Strategies of Maruti Suzuki limited”found that majority of respondents was more satisfied with the fuel efficiency, maintenance cost, and after sales service and conclude that continuously providing good attributes and also should introduced less price car.Gauhan Fatma and Ela Kumari(2013Shinde Govind P. & Dubey Manisha (2011) the study has been conducted consideringthe segments such as passenger vehicle, commercial vehicle, utility vehicle. two and three wheeler vehicle of key players performance and also analyze SWOT analysis and key factors influencing growth of automobile industrySharma Nishi (2011) studied the financial performance of passenger and commercial vehicle segment of the automobile industry in the terms of four financial parameter namelyliquidity, profitability, leverage and managerial efficiency analysis for the period of decade from 2001-02 to 2010-11. The study concludes that profitability and managerial efficiency of Tata motors as well as Mahindra & Mahindra ltd are satisfactory but their liquidity position is not satisfactory: The liquidity position of commercial vehicle is much better than passenger vehicle segment.

Nitin Joshi, D. P. Mishra (2011) The am of this study is to understand the behaviour of the customer in the State of Maharashtra which it one of the most developed states of India The study was camied out ta understand the customer awareness on environment friendly cr (EFC). The objective of the study is to understand the awareness levels and create awareness of the EFC so that the efforts of the manufacturing the grim car will be achieved SPSS version 170 har been used for analysis of the data Five hundred respondents have been asked to fill in a questionnate

The study he been done keeping in mind age group and the geographical area of the respondents. With reference to the age group, it is observed that there is no significant difference in the awareness level but with reference to the geography, it is observed that there is significant difference in the awareness levels with reference to the EFC.

U. Thiripurasundari (2011) Brand Equity in the added value endowed by the brand to the Product. Although the idea of using a name or a symbol to enhance a product's value has been known to marketers for a long time, brand equity has gained a renewed interest in recent years. The objectives of the study were to multiply the importance of various factors like brand knowledge, brand preference, brand loyalty, brand application etc in car market in Pondicherry. The primary data were collected from three hundred car owners through an interview schedule. From the five factors, brand application factor has been rated as the most important factor in car industry. This study shows that it is possible to ascertain where a company should focus its improvement efforts in order to make it pay off.

Prof. Pallawi B. Sangode (2011) This research paper is based on the findings of comparative study of service quality of Maruti Suzuki and Hyundai Showrooms in Nagpur. Service quality is a fundamental aspect of service provision, and this is specially the case with motor vehicles where substantial profits are generated in the servicing of vehicles. The study was conducted using a convenience sample of forty respondents who were owners of Maruti and Hyundai cars. The questionnaire was a self-completion questionnaire consisting of 26 questions.

Vavra, T.G. (1997) in his book suggests specific programmes to improve the measurement of customer satisfaction in an organization. The author describes five critical skills required for this task viz. sampling /customer participant selection, questionnaire design, interviewing /survey administration, data analysis, and quality function deployment-building action plans.

Peyton, R.M. (2003) in their working paper submitted at the Allied Academies International Conference presented a comprehensive review of the literature on various Customer Satisfaction and Dissatisfaction (CS/D) theories proposed. The literatures are specifically prior to the 1990s. This review focuses on the major components of the decision making process, also addresses the measurement-related issues relevant to this body of literature.

Singh and Srivatava (2013) study showed various factors affecting customer satisfaction towards Maruti Suzuki. Measuring customer satisfaction provides an indication of how successful the organization is at providing products or services to the marketplace. It conducted that satisfaction levels for pricing attributes (such as Car price, discounts and service charges) are generally lower than product related attributes.

Parthian and Rajendran (2014) study was carried on customer preference toward Maruti Suzuki. This study was to understand the mind of customers whether they was eager and satisfied to handle. Even though most of the customers were satisfied with present model and service, few customers were not satisfied about the facilities provided by the car. If the Maruti car service providers give enough attention regarding this, they can ensure a large level of customer preference

Bose (2002) noted that CRM was invented because the customers differ in their preferences and purchasing habits. If all customers were alike, there will be little need for CRM. As a result, understanding customer drivers and customer profitability. firms can better tailor their offerings to maximize the overall value of their customer portfolio (Chen and Popovich) The attention CRM is currently receiving across businesses is due to the fact that the marketing environment of today is highly saturated and more competitive

Abhijeet Singh and Brijesh Kumar (2011) Hero Honda Motors Ltd, is running a

program called Good life Passport to Relationship Reward, with an objective to create an innovative environment for interaction between Hero Honda and its customers. Members of this program are given a magnetic card in which all information is stored and this card is swiped when using any service at a showroom or workshop and it works like a loyalty benefit card.

Dr anitha (2013) In this study the researcher objective was to identify the product strategy and brand building strategies of hundai in this study the researcher has used primary source method of data collection the data was collected on the basis of personal interview using the structured questionnaire the analysis data was done by using descriptive analysis the finding the study was that the respondents were of the opinion that hundai is benefiting the customers with global standards hut not with all modeld

Arvind Mallik D.M and Aqib Javeed Khan, 2018) Hyundai, Brand Positioning. Consumer Behavior, Automobile, Promotional Activities To sustain in this competitive environment, we need to differentiate our products from the competitors for doing thatwe have to understand the customer very well. This project is based on the survey, which will be done in Shimoga city. We will take almost all aspects & suggestions from customers, which are related to branding and brand positioning. The market survey report will help the entire organizationby making them to realize the importance and impact of brand positioning. The data will be collected by the help of questionnaire. This gives us an opportunity to apply our classroom learning to apply for real life situation.

DR.MURLIDHAR A.LOKHANDE ; MR.VISHAL.S.RANA"(2013)in this study the research objective was To focus on historical growth of Hyundai Motors India Limited To evaluate the performance of Hyundal Motors India Limited with respect to Export Sales. Profecction. Profit after tax. With a prime objective to fulfill the needs of diversified customers, the company has been continuously offering variety of its brand with innovative features to Indian customers. Since inception, Hyundai Motors India Limited

has dominated the automobile market with the reputation of being the fastest growing automobile manufacturer in India. Presently, Hyundai Motor is considered as the largest exporter of automobiles to European countries. The object of this paper is to evaluate the performance of Hyundai Motors India Limited with respect to Domestic Sales, Export, Profit after tax, Production

Dr. Anitha Thinmalah 2013). In this study the research To identify the product strategies and brand building strategies of Hyundai automobile companies. The data for this research has been collected through the personal interview method by using the structured questionnaire. The various managers of the Hyundai Company were contacted and the required information for this research was collected. it should create primary demand for the product, in growth stage it has to retain the market share and likewise different strategies have to be framed during the maturity and decline stage.

CHAPTER 3

RESEARCH METHODOLOGY

The researcher had to decide which methodology or combinations of methodology were going to be most practical and yield the best results from the primary research. There are two types of methodological approach that can be used. These two are qualitative and quantitative. Quantitative research can be utilized as a research strategy if the emphasis of the research is on quantification in the collection and analysis of the data. Quantitative analysis involves using a deductive approach to the relationship between theory and research, where the emphasis is placed on testing the theories. Quantitative analysis also incorporates common practices and norms of the natural science model and of positivism in particular. Quantitative analysis represents a view of social reality as an external objective reality. Qualitative analysis on the other hand is utilized as a research strategy, where the researcher is looking to emphasize words instead of trying to look for quantification in the collection and analysis of data.

3.5. RESEARCH DESIGN:

The objectives of the dissertation, a quantitative research was held. The main characteristic of quantitative research is that it is mostly appropriate for small samples, while its outcomes are not measurable and quantifiable. Its basic advantage, which also constitutes its basic difference with qualitative research, is that it offers a complete description and analysis of a research subject.

3.6. SOURCES OF DATA:

The data collected for this project work was from two sources

1. Primary Source
2. Secondary Source

3.6.1. PRIMARY DATA:

Primary data is collected from people by using structured questionnaire.

3.6.2. SECONDARY DATA:

The secondary data was collected by company website, books and internet, Wikipedia.

3.7. POPULATION:

The overall population size is infinite.

3.8.SAMPLE SIZE:

The sample of 150 responded was taken into consideration for my study coconut wholesalers and the data was collected.

3.9. SAMPLING TECHNIQUE:

To study the project a simple random sampling technique under descriptive method is used.

3.10. PERIOD IF STUDY:

This period of study is 3 months.

3.11. ANALYTICAL TOOLS :

Techniques are used to obtain findings and arrange information in logical sequence from the raw data collected. After the tabulation of data the tools provide a scientific and mathematical solutions to complex problems. The present study uses the following statistical tools for analyzing the collected data.

1. Percentage
2. Anova analysis
- 3.chi- square analysis.

3.11.1 PERCENTAGE ANALYSIS:

Percentage analysis shows that entire population on terms of percentage. It reveals the number of belonging in the particular category of the number of people preferring a particular thing in terms of percentage. In this study, the number of people who responded in a particular manner is interpreted in forms of percentage. Each table has been calculated on the basis of percentage.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

Table 4.1.1: Gender of the respondents

S NO	Particulars	NO. OF Respondents	Percentage
1	Male	76	58.8
2	Female	51	40.2
3	Other	0	0.00
TOTAL		127	100.00

Source: Primary data

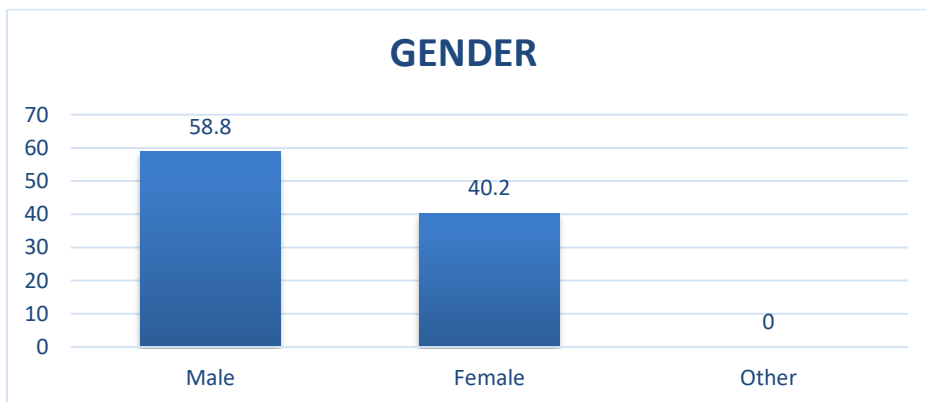


Chart 4.1.1: Gender of the respondents

Interpretation

From the above tables it is interpreted that the number of male respondent is 58.8 % and female respondent is 40.2%

Inference

Majority (58.8 %) of the respondents are Male

Table 4.1.2: Age of the respondents

S NO	Particulars	NO. OF Respondents	Percentage
1	18 to 27	123	96.8
2	28 to 35	4	3.2
3	35 to 45	0	0
TOTAL		127	100.00

Source: Primary data

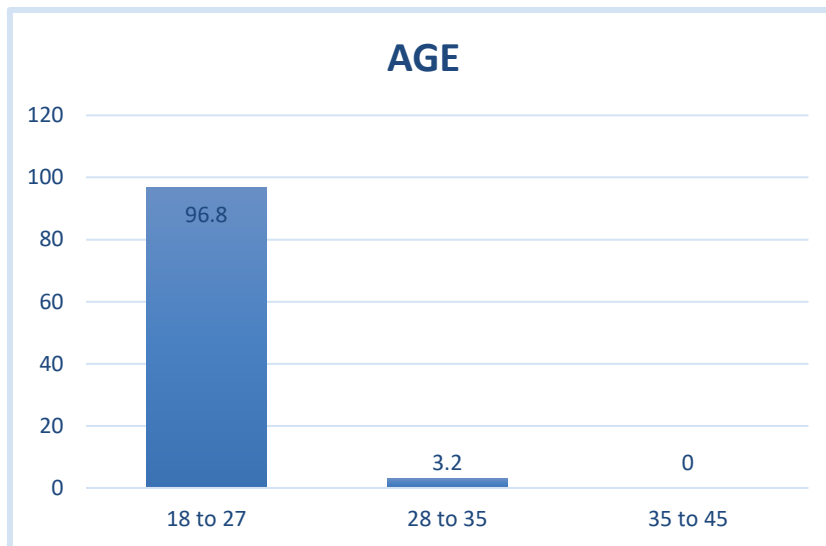


Chart 4.1.2 : Age of the respondents

Interpretation

From the above table it is interpreted that the number of respondents between 18 to 27 age of respondents are 96.8%, between 27 to 35 age of respondents are 3.2%, between 35 to 45 age of respondents are 0.

Inference

Majority (96.8) of the respondents are age between 18 to 27 years

Table 4.1.3: Educational Qualification of the respondents

S.NO	Particulars	NO. OF Respondents	Percentage
1	SSLC	0	0
2	HSC	12	9.5
3	UG	100	78.7
4	PG	15	11.8
TOTAL		127	100.00

Source : Primary data

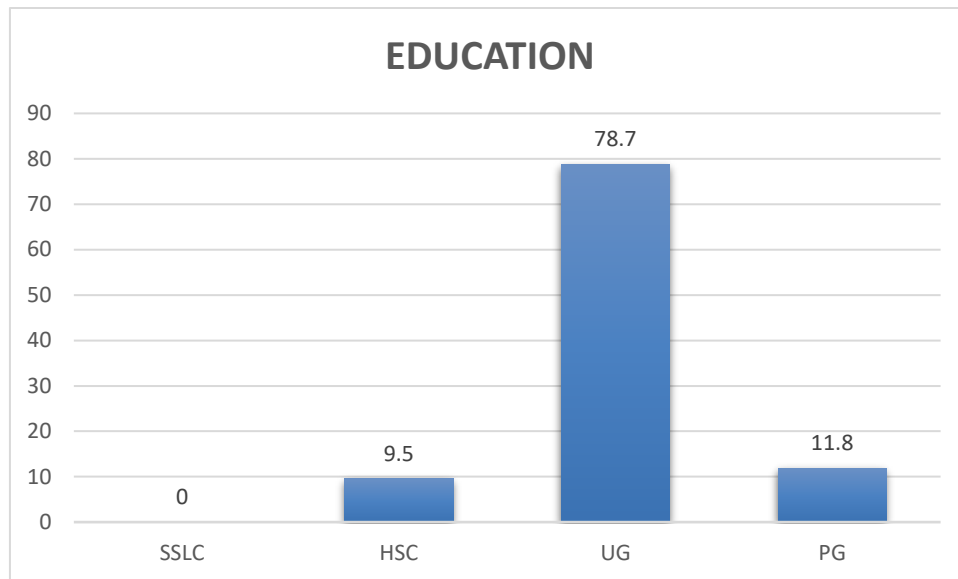


Chart 4.1.3 : Qualification of the respondents

Interpretation

From the above table it is interpreted that the number of respondents SSLC is 0, HSC is 9.5 %, UG is 78.7%, PG is 11.8%.

Inference

Majority (78.7%) of the respondents are UG.

Table 4.1 4: Model in Maruthi Suzuki of the respondents

S NO	Particulars	NO. OF Respondents	Percentage
1	Alto 8	18	14.2
2	Ertiga	19	14.9
3	Shift	90	70.9
Total		127	100

Source : Primary data

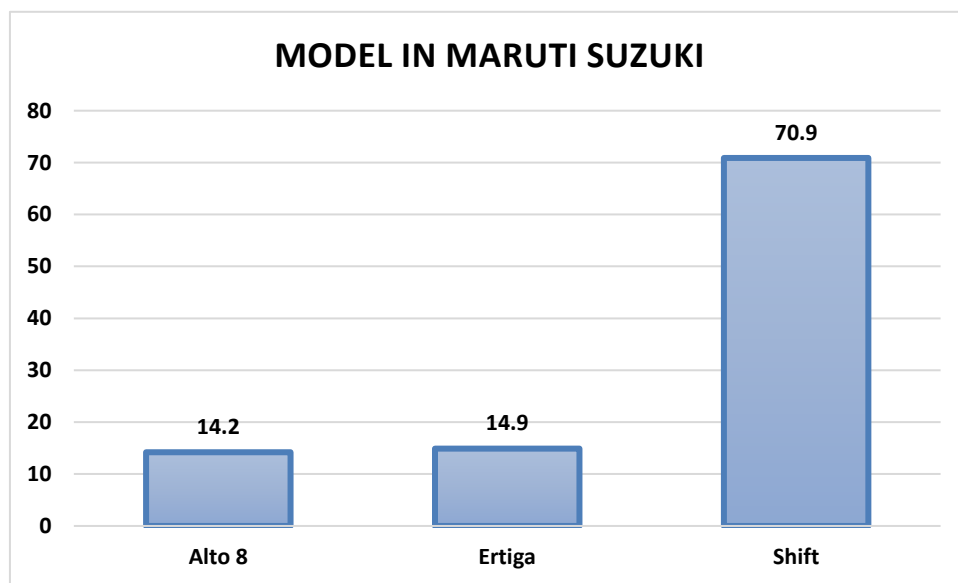


Chart 4.1.4 : Model in Maruthi Suzuki of the respondent

Interpretation

From the above table it is interpreted that the number of respondents Alto is 14.2, Ertiga is 14.9 %, Shift is 70.9 %.

Inference

Majority (70.9%) of the respondents are Shift .

Table 4.1.5 : Variant purchase car in Maruthi Suzuki of the respondents

S NO	Particulars	NO. OF Respondents	Percentage
1	Gas	14	11.2
2	Diesal	65	51.1
3	Petrol	48	37.7
Total		127	100.00

Source : Primary data

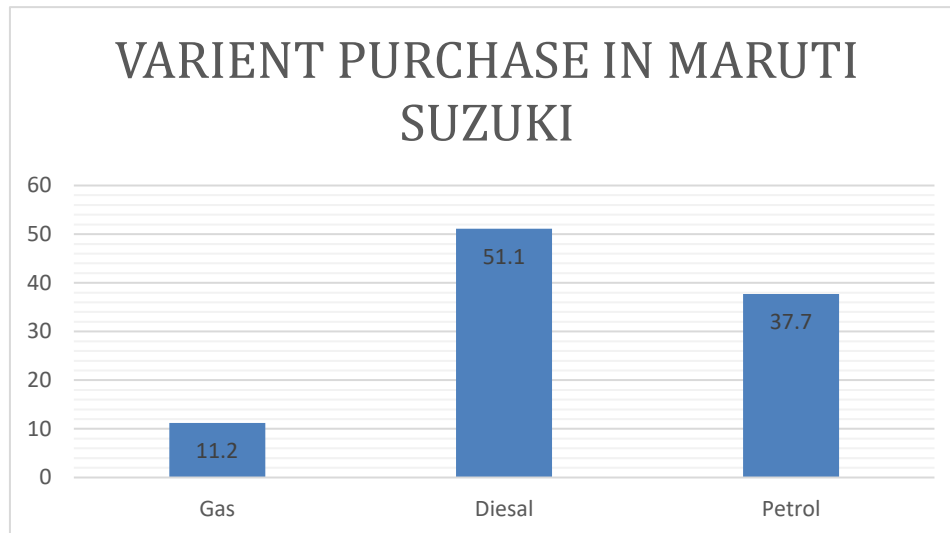


Chart 4.1.5 :Variant purchase car in Maruthi Suzuki of the respondents

Interpretation

From the above table it is interpreted that the number of respondents Gas is 11.2 %,Diesal is 51.1%,Petrol is37.7 %.

Inference

Majority (51.1%) of the respondents are Diesal .

Table 4.1.6 :Favorite car in Maruthi Suzuki of the respondents

S NO	Particulars	NO. OF Respondents	Percentage
1	A Star	9	7.1
2	Ertiga	24	18.8
3	Shift	71	55.9
4	Alto	23	18.2
Total		127	100.00

Source : Primary data

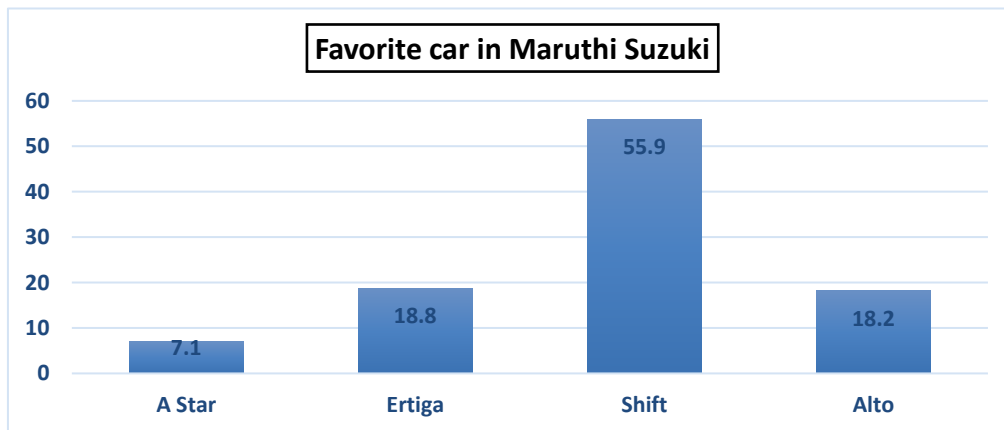


Chart 4.1.6 :Favorite car in Maruthi Suzuki of the respondents

Interpretation

From the above table it is interpreted that the number of respondents A Star is 7.1 , Ertiga is 18.8 %,Shift is 55.9%, Alto is18.2 %.

Inference

Majority (55.9%) of the respondents are Shift.

Table 4.1.7:Opinion about price of the respondents

S NO	Particulars	NO. OF Respondents	Percentage
1	Reason	53	41.7
2	low	28	22.1
3	High	46	36.2
Total		127	100.00

Source : Primary data

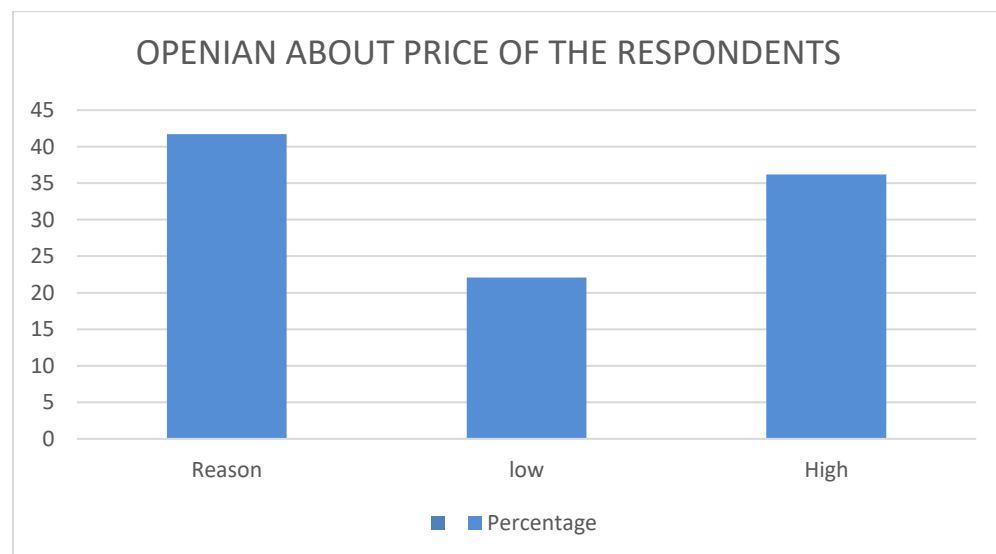


Chart 4.1.7:Opinion about price of the respondents

Interpretation

From the above table it is interpreted that the number of respondents Reason is 41.7% , Low is 22.1 %, High is 36.2%.

Inference

Majority (41.7%) of the respondents are Reason .

Table 4.1.8 :Opinion about price for spare parts in Maruthi Suzuki of the respondents

S NO	Particulars	NO. OF Respondents	Percentage
1	Low	15	11.8
2	Reason	68	53.6
3	High	44	34.6
Total		127	100.00

Source : Primary data

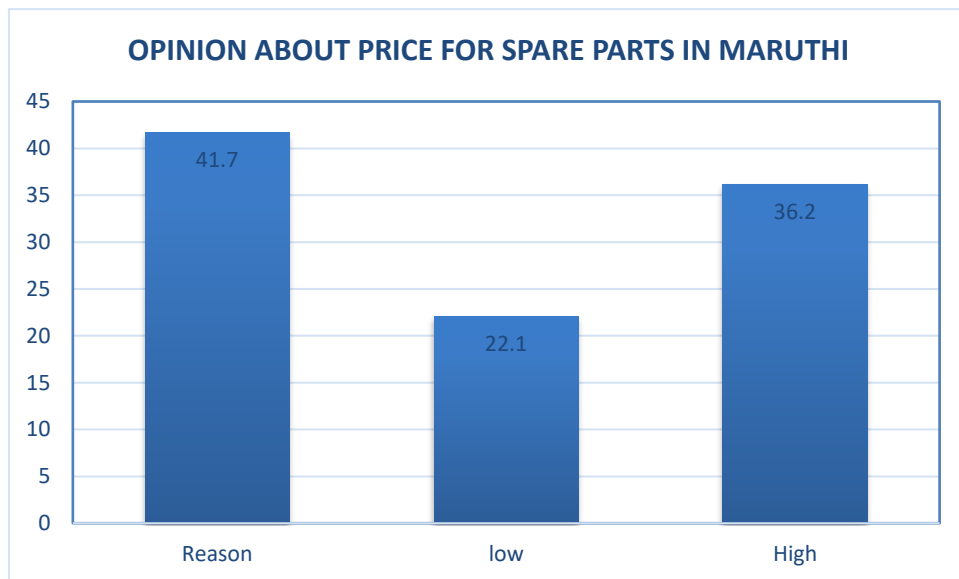


Chart 4.1.8 :Opinion about price for spare parts in Maruthi Suzuki of the respondents

Interpretation

From the above table it is interpreted that the number of respondents Low is 11.8%, Reason is 53.5%, High is 34.6 %.

Inference

Majority (53.5 %) of the respondents are Reason.

Table 4.1.9:First preference to buying a Maruthi Suzuki car of the respondents

S NO	Particulars	NO. OF Respondents	Percentage
1	Good faculty	34	26.7
2	Better milage	38	30
3	Good design	44	34.7
4	Price	11	8.6
Total		127	

Source : Primary data

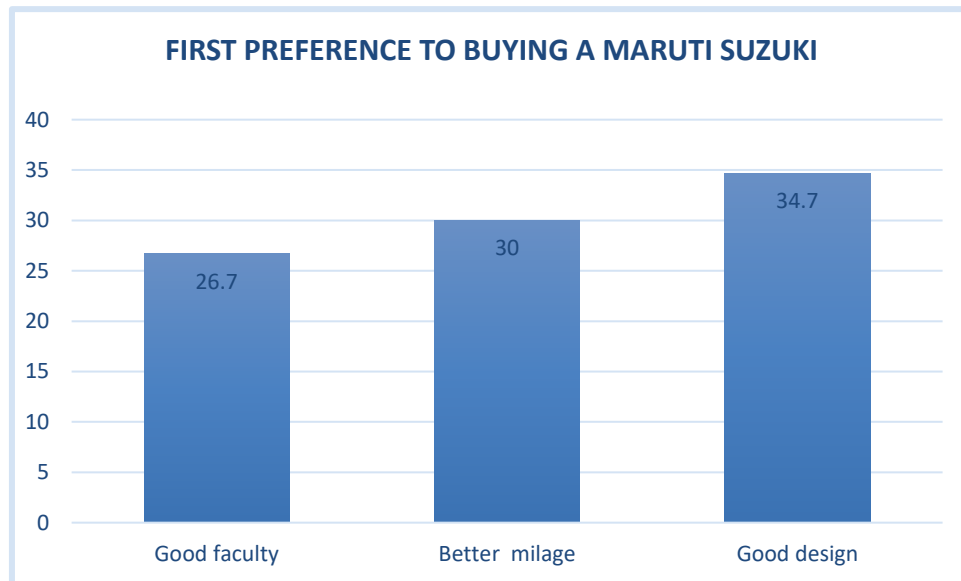


Chart 4.1.9:First preference to buying a Maruthi Suzuki car of the respondents

Interpretation

From the above table it is interpreted that the number of respondents Good faculty is 26.7, Better milage is 30 %, Good design is 34.7 %, Price is 8.6%.

Inference

Majority (34.7%) of the respondents are Good design.

Table 4.1.10:Favorite color in Maruthi Suzuki cars of the respondents

S NO	Particulars	NO. OF Respondents	Percentage
1	Blue	23	18.2
2	Red	18	14.2
3	Black	52	40.9
4	White	34	26.7
Total		127	100.00

Source : Primary data

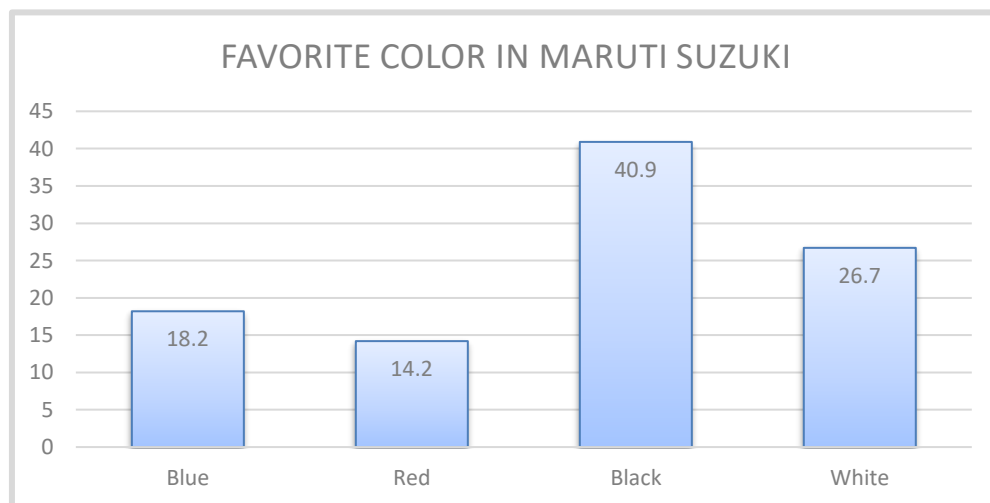


Chart 4.1.10:Favorite color in Maruthi Suzuki cars of the respondents

Interpretation

From the above table it is interpreted that the number of respondents Blue is 18.1% , Red is 14.2 %,Black is 40.9 %,White is 26.7 %.

Inference

Majority (40.9%) of the respondents are Black.

Table 4.1.11 : Expecting kind of changes in Maruti Suzuki of the respondents

S NO	Particulars	NO. OF Respondents	Percentage
1	Reduce price	19	14.9
2	Change in design	15	11.8
3	Increase mileage	41	32.2
4	New facility	52	41.1
Total		127	100.00

Source : Primary data

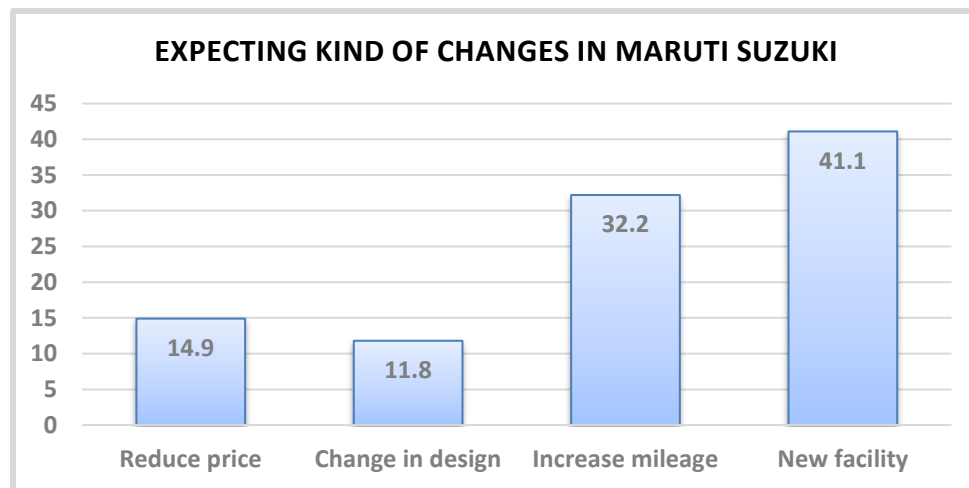


Chart 4.1.11 : Expecting kind of changes in Maruti Suzuki of the respondents

Interpretation

From the above table it is interpreted that the number of respondents Reduce price is 14.9, Change in design is 11.8 %, Increase mileage is 32.2 %, New facility is 41.1 %.

Inference

Majority (41.1%) of the respondents are New facility .

Table 4.1.12 :Long using in Maruti Suzuki of the respondents

S NO	Particulars	NO. OF Respondents	Percentage
1	16 Above	18	14.1
2	11 - 15	18	14.1
3	6 - 10	31	24.5
4	1 - 5	60	47.3
Total		127	100.00

Source : Primary data

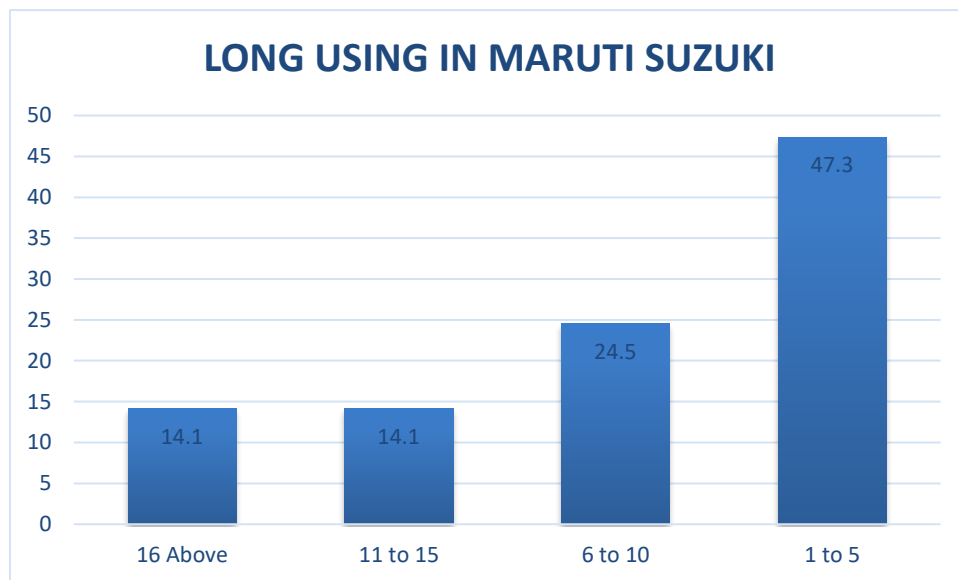


Chart 4.1. 12 :Long using in Maruti Suzuki of the respondents

Interpretation

From the above table it is interpreted that the number of respondents 16 Above is 14.1 , 11 - 15 is 14.1 % , 6 -10 is 24.5 % , 1 -5 is 47.3%.

Inference

Majority (47.3%) of the respondents are 1 - 5 .

Table 4.1.13 : Feel drive yours in Maruti suzuki of the respondents

S NO	Particulars	NO. OF Respondents	Percentage
1	Less comfortable	11	8.6
2	Comfortable	76	59.9
3	More Comfortable	40	31.5
Total		127	100.00

Source : Primary data

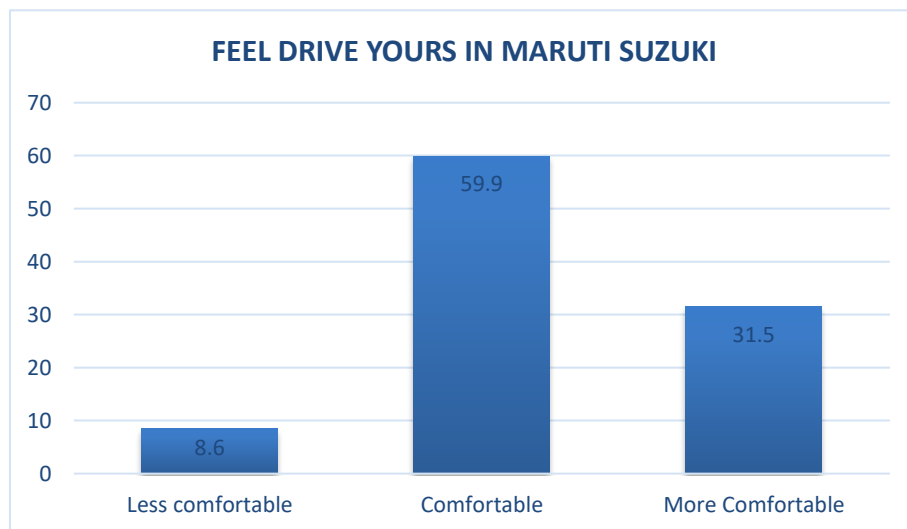


Chart 4.1.13 : Feel drive yours in Maruti suzuki of the respondents

Interpretation

From the above table it is interpreted that the number of respondents Less comfortable is 8.6 %, comfortable is 59.9%, More comfortable is 31.5% .

Inference

Majority 59.9(%) of the respondents are comfortable.

Table 4.1.14 : Reason for choice in Maruti suzuki of the respondents

S NO	Particulars	NO. OF Respondents	Percentage
1	Price	11	8.6
2	Mileage	48	37.8
3	Brand	68	53.6
Total		127	100.00

Source : Primary data

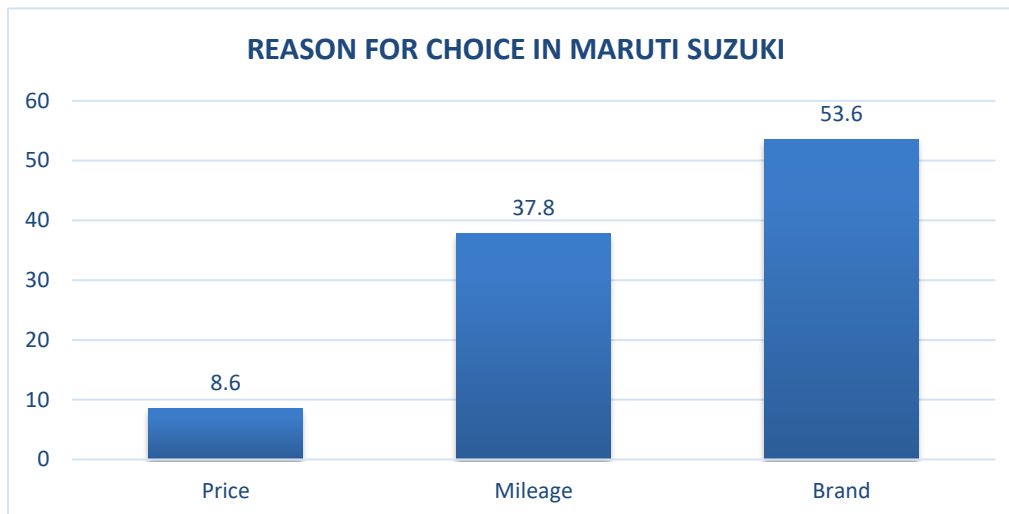


Chart 4.1.14 : Reason for choice in Maruti suzuki of the respondents

Interpretation

From the above table it is interpreted that the number of respondents Price is 8.6 % Mileage ,is 37.8 % , Brand is 53.6% .

Inference

Majority (53.6%) of the respondents are Brand .

Table 4.1.15 :Your second choice company apart from buying Maruti suzuki of the respondents

S NO	Particulars	NO. OF Respondents	Percentage
1	Mahindra	32	25.1
2	Tata	50	39.4
3	Ford	45	35.5
Total		127	

Source : Primary data

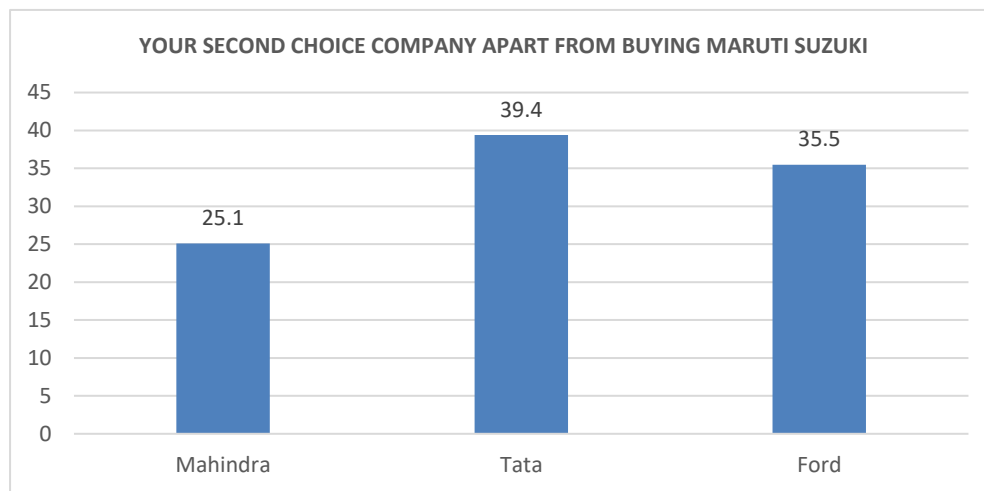


Chart 4.1.15 :Your second choice company apart from buying Maruti suzuki of the respondents

Interpretation

From the above table it is interpreted that the number of respondents Mahindran is 25.1%, Tata is 39.4, Ford is 35.5% .

Inference

Majority (39.4%) of the respondents are Tata.

Table 4.1.16 : Promotinal media is influencing to buy Maruti suzuki of the respondents

S NO	Particulars	NO. OF Respondents	Percentage
1	Broad casting	33	25.9
2	Word of mouth	37	29.2
3	Publication	57	44.9
Total		127	100.00

Source : Primary data

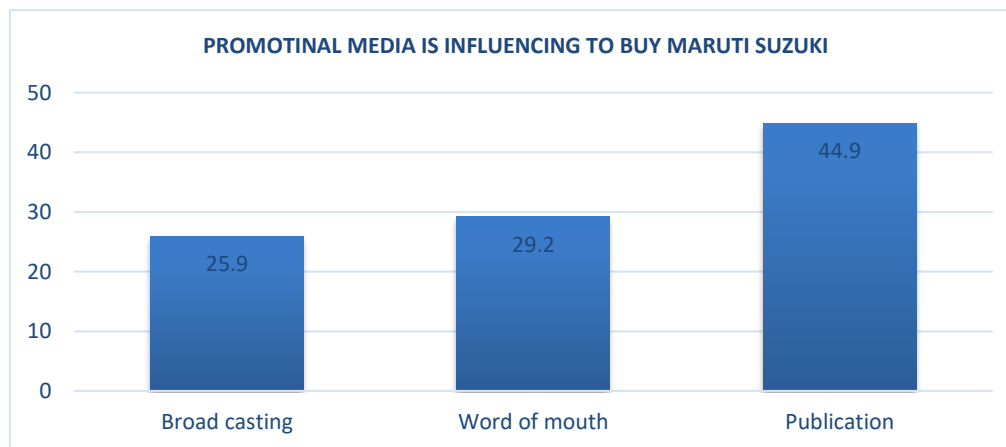


Chart 4.1.16 : Promotinal media is influencing to buy Maruti suzuki of the respondents

Interpretation

From the above table it is interpreted that the number of respondents Broad casting is 25.9 %, Word of mouth is 29.2%, Publication is 44.9 % .

Inference

Majority (44.9%) of the respondents are Publication.

Table 4.1.17 The qualities have to include in new cars of the respondents

S NO	Particulars	NO. OF Respondents	Percentage
1	Good design	51	40.2
2	Good facility	46	36.2
3	Better milleage	30	23.6
Total		127	100.00

Source : Primary data

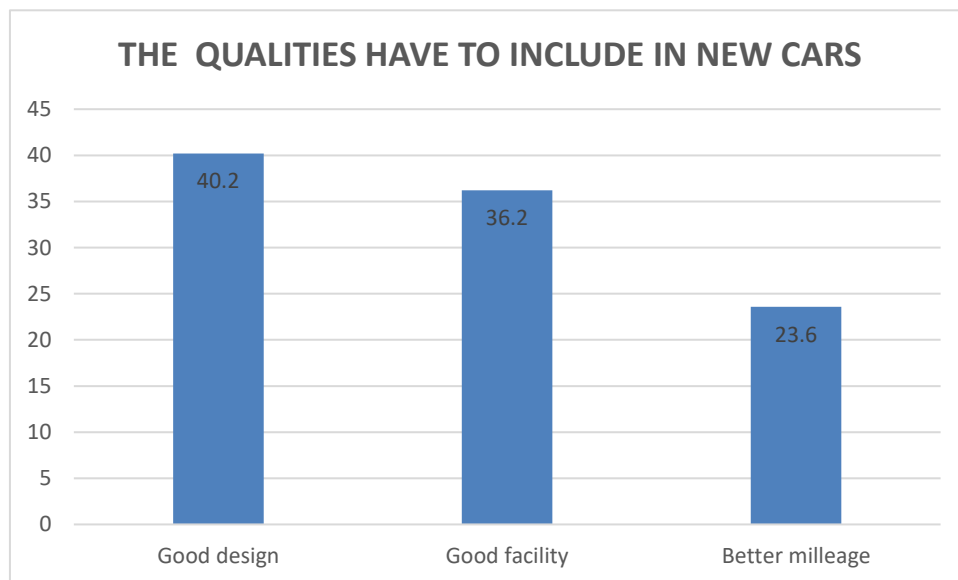


Chart 4.1.17 The qualities have to include in new cars of the respondents

Interpretation

From the above table it is interpreted that the number of respondents Good design is 40.2 %, Good facility is 36.2 %, Better milleage is 23.6%.

Inference

Majority (40.2%) of the respondents are Good design.

INTERPRETATION

Here we see that Maruti Suzuki is market leader in B-segment car, So the models Like Wagon -R, Alto, Zen Estilo, Swift are the hot selling product of It. However, it is lacking in the segments like D and E. Cars like Dzire, SX4 and Grand Vitara should be improved in accordance with the customer's need.

CHAPTER 5

1. Finding and suggestion:

- Majority (58.8 %) of the respondents are Male.
- Majority (96.8) of the respondents are age between 18 to 27 years
- Majority (78.7%) of the respondents are UG.
- Majority (70.9%) of the respondents are Shift .
- Majority (51.1%) of the respondents are Diesel .
- Majority (55.9%) of the respondents are Shift
- Majority (53.5 %) of the respondents are Reason
- Majority (53.5 %) of the respondents are Reason .
- Majority (34.7%) of the respondents are Good design
- Majority (40.9%) of the respondents are Black.
- Majority (41.1%) of the respondents are New facility .
- Majority (47.3%) of the respondents are 1 - 5 .
- Majority 59.9(%) of the respondents are comfortable.
- Majority (53.6%) of the respondents are Brand
- Majority (39.4%) of the respondents are Tata.
- Majority (44.9%) of the respondents are Publication
- Majority (40.2%) of the respondents are Good design.

SUGGESTION

1. More attractive advertisement has to provide through various advertisement media.
2. Respondents are incurring high maintenance costs and it has to be considered by the manufacturer.
3. Respondents are also facing problems in mileage & performance, so this is another suggestion to the manufacturer is to take an additional care

CONCLUSION:

From the survey conducted it is observed that Maruti Suzuki has a good market share. From the study conducted the following conclusions can be drawn. In order the dream comes into reality and for turning liabilities into assets one must have to meet the needs of the customers. The factors considered by the customer before purchasing cars are price, comfortability and availability. Finally I conclude that, majority of the customers are satisfied with the Maruti Suzuki because of its good quality, reputation, easy availabilities. Some customers are not satisfied with the Maruti Suzuki because of high price, lack of after sales services, comfortability and life etc. therefore, if slight modification in the marketing programme such as dealers and outlets, promotion programmers, product lines etc., definitely company can be as a monopoly and strong market leader. Maruti Suzuki has also to take care of its competitors into consideration and more importantly its customers before making any move.

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APPENDIX(QUESTIONNAIRE)

Gender

- a) Male
- b) Female

Age

- a) 18-27
- b) 28-35
- c) 35-45
- d) above 45

Education

- a) Hsc
- b) UG
- c) PG

1.Which model in MARUTI SUZUKI do you own?

- a) shift
- b) ertiga
- c) alto 800

2.In which variant you like to purchase car in Maruti suzuki?

- a) petrol
- b) diesel
- c) gas

3.Which is your favorite car in Maruti suzuki?

- a) Alto
- b) Shift
- c) Ertiga
- d) A star

4.Opinion about price of maruti suzuki cars?

- a) High
- b) low
- c) Reasonable

5.Opinion about price for spare parts in Maruti suzuki cars?

- a) High
- b) Reasonable
- c) low

6.Why are you given first preference to Maruti suzuki while buying a car?

- a) Price
- b) Good Design
- c) better mileage
- d)good facility

7.Which is your favorite color in Maruti suzuki cars?

- a) White
- b) Black
- c) Red
- d) BBlue

8.What kind of changes are you expecting in Maruti suzuki cars?

- a) New facility
- b) increase mileage
- c) Changes in design
- d) Reduce price

9.How long your using Maruti suzuki cars?

- a) 1-5
- b) 6-10
- c) 11-15
- d) 16 above

10.How do you feel when you drive yours Maruti suzuki cars?

- a) More comfortable
- b) Comfortable
- c) Less comfortable

11.Reason for your choice?

- a) Brand name
- b) Mileage
- c) Price

12.Which company is your second choice apart from buying Maruti suzuki?

- a) Ford
- b) Tata
- c) Mahindra

13.Which promotional media is influencing you to buy Maruti suzuki?

- a) Broadcasting
- b) Word of mouth
- c) Publication

14.What are the qualities they have to include while including new cars?

- a) Good design
- b) Good facility
- c) Better mileage