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## Customer Satisfaction Towards Maruti Suzuki In Kadi

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### ABSTRACT

Banks play a critical part in the movement and generation of finance for new capital initiatives, commercial advancements, and foreign trades by the country's entrepreneurs in this period of continuous economic growth and development in India. Since any discrepancies or declines in a bank's financial performance could have a negative impact on the entire economic system, from the common person to the richest person in the country, now is the time to carefully consider the financials of the nation's banks. In order to find out comparative outcomes, the researcher here has attempted to discover and analyze the financial performance of a few Indian private sector banks and public sector banks.

**Key Words:** Financial Institute, Maruti Suzuki , Financial Performance.

### INTRODUCTION

The automotive industry in India is one of the largest in the world with an annual production of 23.96 million vehicles in FY (fiscal year) 2015–16, following a growth of 2.57 per cent over the last year. The automobile industry accounts for 7.1 percent of the country's gross domestic product (GDP). India's passenger car and commercial vehicle manufacturing industry is the sixth largest in the world. India overtook Brazil to become the sixth largest passenger vehicle producer in the world. Throughout the course of 2016, the industry grew 14%, selling around 22 million units. In 2009, India emerged as Asia's fourth largest exporter of passenger cars, behind Japan, South Korea, and Thailand. India is expected to become the 4th automobiles producer globally by 2020 after china, us & Japan.

The majority of India's car manufacturing industry is based around three clusters in the south, west and north. The southern cluster consisting of Chennai is the biggest with 35% of the revenue share. The western hub near Mumbai and Pune contributes to 33% of the market and the northern cluster around the National Capital Region contributes 32%. Kolkata with Hindustan Motors, Noida with Honda and Bangalore with Toyota are some of the other automotive manufacturing regions around the country.

In 2011, there were 3,695 factories producing automotive parts in all of India. The average firm made US\$6 million in annual revenue with profits close to US\$400 thousand. The first car on India's roads in 1897. Until the 1930s, cars were imported directly, but in very small numbers.

The first car showroom in Secunderabad An embryonic automotive industry emerged in India in the 1940s. Hindustan was launched in 1942, long time competitor Premier in 1944. Mahindra & Mahindra was established by two brothers in 1945, and began assembly of Jeep CJ-3A utility vehicles.

## **RESEARCH METHODOLOGY**

### **❖ RESEARCH DESIGN:-**

In conclusive research we have used descriptive and also used multiple cross sectional in research project because find out conclusion and the information are from the respondent only once.

### **❖ SOURCES OF DATA:-**

The data collection by study was primary in nature as well Data information.

#### **• PRIMARY DATA:-**

The steady entitled consumer satisfaction in four wheelers with special reference to Maruti Suzuki cars was carried out in Kadi to quitter relevant information structured questionnaires were for consumer.

#### **• SECONDARY DATA:-**

The secondary data has been collected from the magazines, books, Internet, Newspaper and web portals to Know the market share and position of Maruti Suzuki Company in motorcars segment in the Industry data during last 3 year has been Collected.

### **❖ SAMPLING PLAN:-**

#### **• Sample unit:-**

Who is to be surveyed? The marketing research must define the target population that will be sampled. The sampling unit for the project is areas kadi and nearby areas of Maruti Suzuki showroom.

#### **• Sampling element:-**

The sampling element and sampling units are different for this project. The sampling element is the persons exposes to the treatment. The sampling element is human respondent or consumer of Maruti Suzuki.

#### **• Sample size:-**

How many customers should be surveyed? Large sample can give the more reliable results then small samples yet it is more costly than small samples. We have taken 105 samples in this project survey.

- **Sampling method:-**

How should be respondent been choose & there are two method of sampling by which the respondent is to be chosen probability sampling & non-probability sampling.

In this project convenience sampling is to be used because it is less costly, time saving and easier than probability sampling.

- **Sampling Techniques:-**

In this research, the information's have been collected from the students, employee, service people, self employed, profession, merchants etc.

- **Contact Method:-**

We personally meet the respondent and collect the information and fill the questionnaire

### **OBJECTIVE OF THE STUDY**

1. To determine the factor which are affective consumer behaviors and satisfaction of four wheeler owners.
2. To determine the market shares of the company as competitors and threats and opportunity for the company.
3. To determine main effective media for advertising.
4. To determine performance of four wheeler.
5. To determine the criteria which consideration by consumer and effective the company.

### **HYPOTHESES OF THE STUDY**

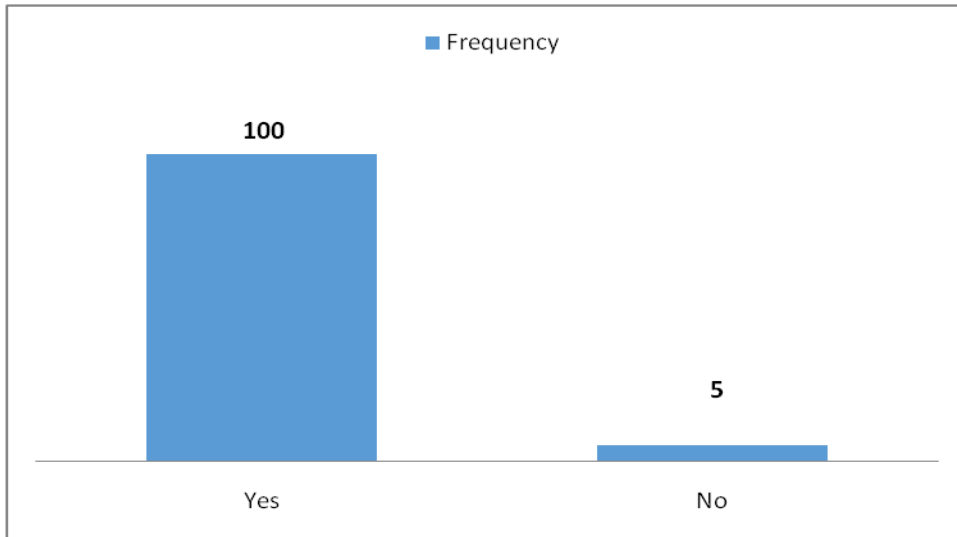
H<sub>01</sub> : there is no significant different for response on model for purchasing a new car of Maruti Suzuki by various income groups.

H<sub>11</sub> : there is significant different for response on model for purchasing a new car of Maruti Suzuki by various income groups.

### **FINANCIAL PERFORMANCE ANALYSIS**

(1). Do You Have MARUTI SUZUKI CAR?

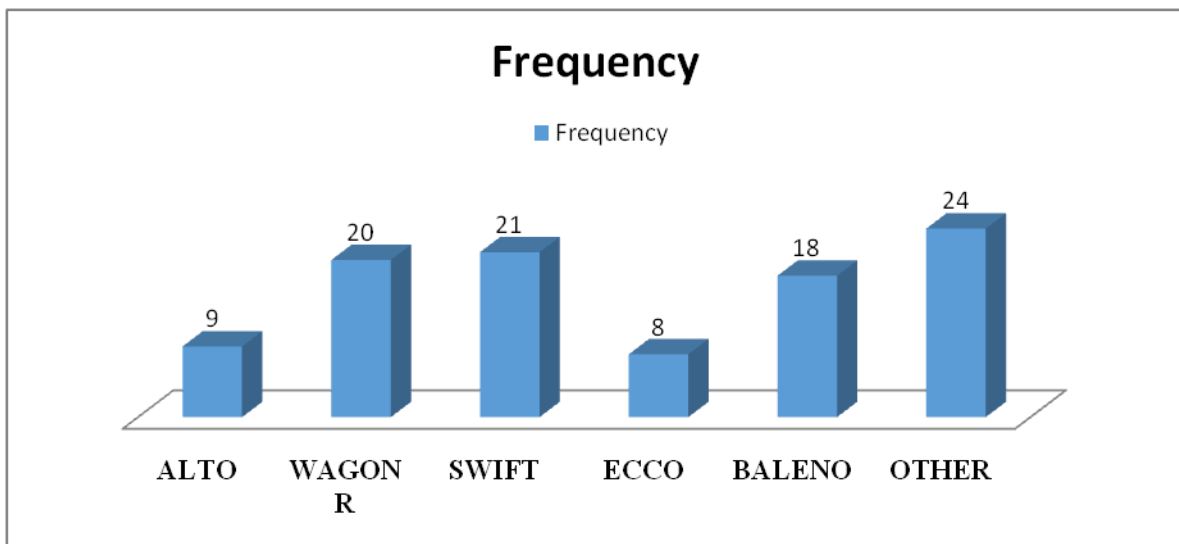
<b>Particulars</b>	<b>Frequency</b>	<b>In %</b>
Yes	100	100%
No	5	5%
Total	105	105%



From the above diagram we can say that all consumer use Maruti Suzuki different categories car. In modern time all person wants to satisfy their need, as per their financial condition. Everyone wants to purchase a car. From the above diagram we can see that in this dynamic all the respondents' consumer the aware in the purchase Maruti Suzuki car.

(2). Which Is Your Favorite Car Of Maruti Suzuki Company?

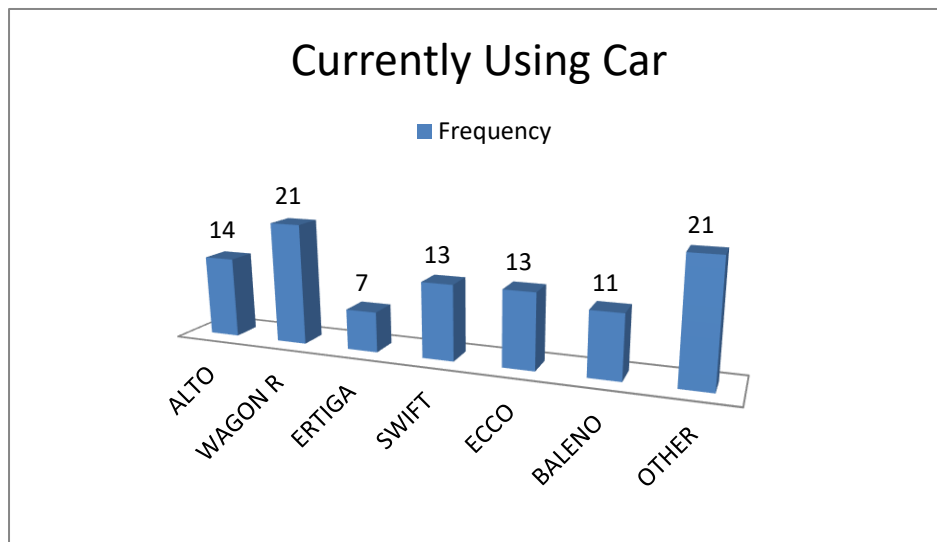
Particulars	Frequency	In %
ALTO	9	9%
WAGON R	20	20%
SWIFT	21	21%
ECCO	8	8%
BALENO	18	18%
OTHER	24	24%
TOTAL	100	100%



From the above chart and diagram represent of the customer is known as a different company of product purchase. Most of the consumers are first prefer to SWIFT, second to WAGONR, out of 118 which is more as compare to another brand, and low is ECCO. It indicates that company brand awareness/reputation is very high between corporate as well as common people. The company has good opportunity to increase its sales through offering new model or changing in existing model of product because its brand awareness/preference are very high in the market.

(3). Which Car You Currently Using Of Maruti Suzuki Company?

Particulars	Frequency	In %
ALTO	14	14%
WAGON R	21	21%
ERTIGA	7	7%
SWIFT	13	13%
ECCO	13	13%
BALENO	11	11%
OTHER	21	21%
TOTAL	100	100%

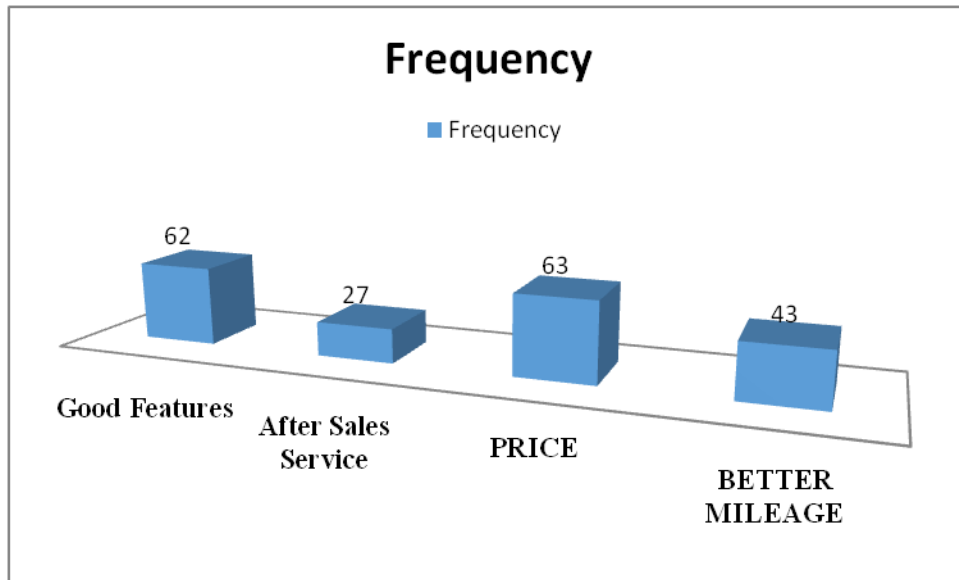


From the above chart and diagram represent of the customer is known as a different company of product purchase. Most of the consumers are first prefer to WAGON R, second to ALTO, out of 118 which is more as compare to another brand, and low is ERTIGA. From this we can find out that the MARUTI SUZUKI Car awareness/reputation is very high between corporate as well as common people.

(4). Why You Are Giving First Preference To Maruti Suzuki Company?

Particulars	Frequency	In %
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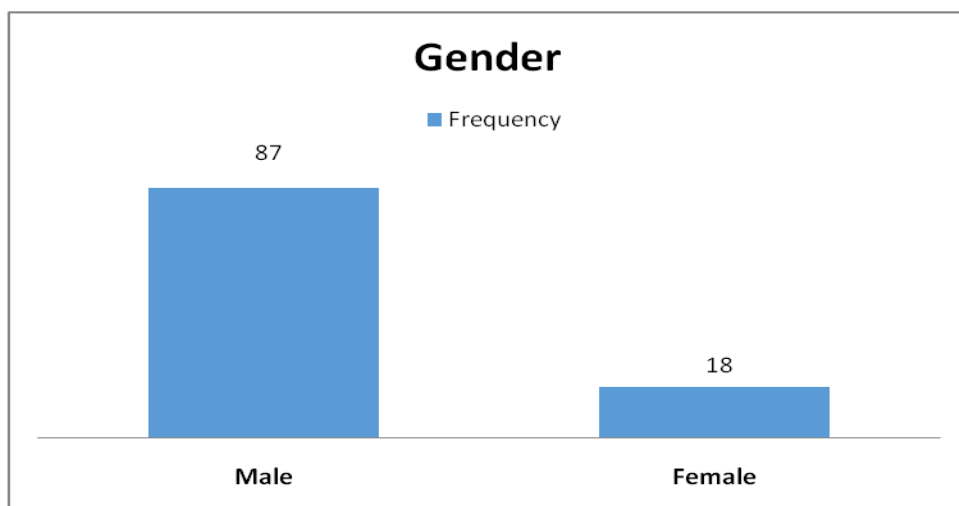
Good Features	62	62%
After Sales Service	27	27%
PRICE	63	63%
BETTER MILEAGE	43	43%
TOTAL	195	100%



From the above graph we can say that every consumer want good features from the company. They also want best price and better mileage from the Maruti Suzuki Company.

(5). Gender :

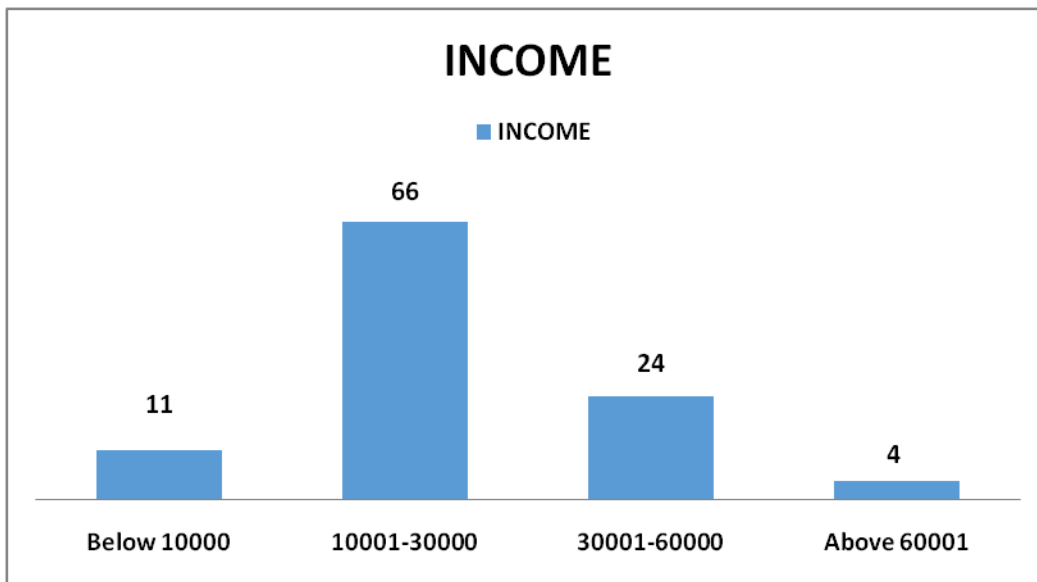
Particulars	Frequency	In %
Male	87	87%
Female	18	18%
Total	105	105%



From the above chart we can say that male users are high as compare to female.

(6). Income :

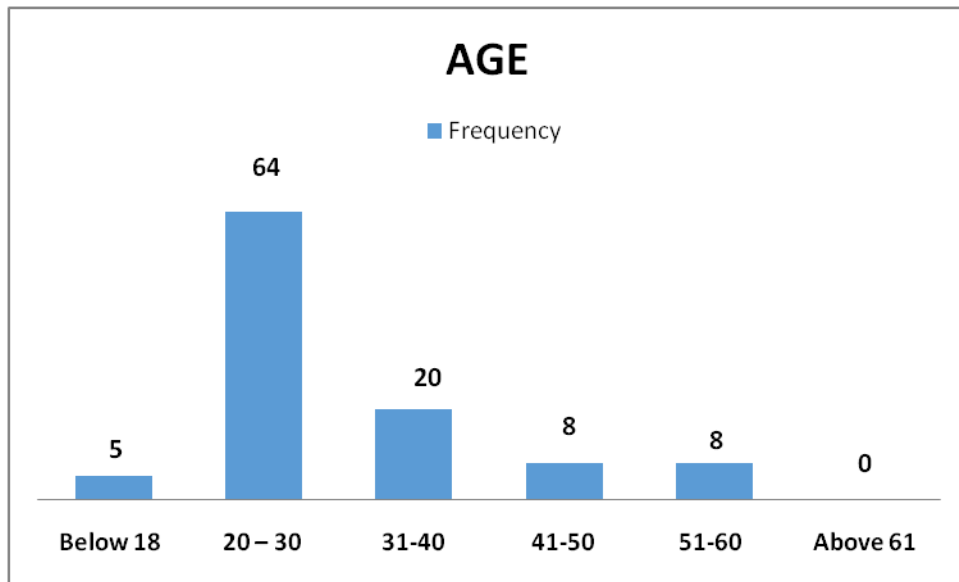
Particulars	Frequency	in %
Below 10000	11	11%
10001-30000	66	66%
30001-60000	24	24%
Above 60001	4	4%
Total	105	105%



From the above graph we can say that most of income of people is in between 10001-30000. They take decision for purchase car as per their income level. They purchase car which is easily purchase under their budget.

(7). Age :

Particulars	Frequency	In %
Below 18	5	5%
20 - 30	64	64%
31-40	20	20%
41-50	8	8%
51-60	8	8%
Above 61	0	0%
Total	105	105%



From the above graph we can say that 20-30 ages younger most prefer use car for their hobby and 20-30 age people is highly aware about Maruti Suzuki car & their service.

## RESULTS OF HYPOTHESES TESTING

### (1). Model and Various income Groups :

H<sub>01</sub>: there is no significant different for response on model for purchasing a new car of Maruti Suzuki by various income groups.

H<sub>11</sub>: there is significant different for response on model for purchasing a new car of Maruti Suzuki by various income groups.

Groups	Count	Sum	Average	Variance
Model	7	100	14.28571	26.2381
Income	4	100	25	670

Source of Variation	SS	Df	MS	F	P-value	F crit
Between Groups	292.207792	2	146.103896	1.2133	0.29925	5.11735
Within Groups	2167.42857	9	240.825	6	3	5
Total	2459.63636	11				

$F_{\text{crit}} > f$

H<sub>1</sub> is accepted.

H<sub>1</sub>: There is significant different for response on model for purchasing a new car of Maruti Suzuki by various income groups.



## (2). Model and Various Age Groups :

H<sub>02</sub>: there is no significant different for response on model for purchasing a new car of Maruti Suzuki by various age groups.

H<sub>12</sub>: there is significant different for response on model for purchasing a new car of Maruti Suzuki by various age groups.

Groups	Count	Sum	Average	Variance
AGE	6	100	16.66667	489.4667
MODEL	7	100	14.28571	26.2381

Source Of Variation	SS	Df	MS	F	P-Value	F Crit
Between Groups	18.31502	1	18.31502	0.077345	0.7860862	4.844336
Within Groups	2604.762	11	236.7965			
Total	2623.077	12				

$F_{\text{crite}} > f$

H<sub>2</sub> is accepted.

H<sub>02</sub>: There is significant different for response on model for purchasing a new car of Maruti Suzuki by various age groups.

## FINDINGS :

- In recent duration Maruti Suzuki is becoming more and more popular in automobile industry among the people.
- All respondents like to purchase the Maruti Suzuki car.
- Maruti Suzuki Company has been producing many cars since last 40 year. But the swift & Wagon R cars are more preferable among the customers.
- We found that, when the customers buy a new car the following main feature are considering like look, mileage ,easy availability, price, color, space. In addition to that consumers prefer feature s like price, easy available and mileage the most.
- People having high budget can have purchase different categorized cars of Maruti Suzuki like Ertiga, Ciaz, people having medium budget can have purchase Wagon R, Swift & DZire, people having low budget can have purchase Alto 800.Occupation is the reason behind the purchasing habits of car.
- Generally respondents own a car for their need, status, profession etc.
- We can say that majority of respondents prefer exchange offer and credit term as a facilities provided by the dealers/suppliers. Some respondents also liked to take free service from the dealers.

- The Maruti Suzuki car purchaser, who wants to change, would like to select the same budgeted cars that are **Eco, Alto k 10, Wagon R, and swift.**

### **CONCLUSION:**

In Our Research consisted of a product wise analysis of the various cars offered by MARUTI SUZUKI. There is no doubt that the product offered by the company is excellent, and are marvels of technology. MARUTI SUZUKI is an excellent performance, with years of experience. Through the Research , we can come to the followings conclusions.

In the economy and middle level segment, MARUTI SUZUKI offers, cars, services and true value of cars. The cars offered by MARUTI SUZUKI are actually better in term of performance..

To conclude, there are a lot of unique feature of all cars offered by MARUTI SUZUKI. The company is highly successful and competitive. It is quite possible that MARUTI SUZUKI comes up with some great new cars. It could steal away the market of other companies.

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