CUSTOMER SATISFACTION SERVICES TOWARDS MARUTI SUZUKI LTD. - A CASE STUDY IN MYSORE DISTRICT.

DR. VENKATESH R,

Guest Faculty, DoS in Commerce, Manasagangothri, University of Mysore, Mysore 570006, KARNATAKA. Emai: venkateshrmysore@gmail.com

ABSTRACT

To satisfying customers in increased competition is help the producer in overall situation of manufactured goods or service for development and management. In the business to meet their customer's expectations is creates a positive experience for them. This experience is based on time after time meeting their expectations in. They focus employees on the importance of satisfying user's expectations. Furthermore, when these ratings sink them in problems that can affect sales and profitability.

When users have high expectations and the actuality drop short, they will be disappointed and will likely rate their experience as less than satisfying. For this reason, business continually seeking feedback to improve satisfaction. Their principal use is double within firms, the collection, analysis and scattering of these data send a message about the importance of make offer to users and ensuring that they have a helpful experience with the firms goods and services.

In this empirical study it would like to highlight on Customer Satisfaction Services towards MARUTI SUZUKI LTD. A case study in Mysore.

Keywords: ratings sink, profitability, scattering, focus employees

1. INTRODUCTION

Satisfaction is defined as "the number of users or percentage of total users, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals." In this new trade environment without a clear and accurate sense of what

needs to be measured and how to collect, analyze and use the data as a planned weapon to force the business can be effective. The problem which firm faces however is exactly how to do all of this and do it well.

They need to understand how to measure and track satisfaction. Competitors that are getting in the new global financial system recognize that measuring satisfaction is the key. Only by doing so can they hold on to the users they have and recognize how to better attract new users. The competitors who will be successfully recognize that satisfaction is a important intentional weapon that can bring enlarged market share and larger profits.

2. BACKGROUND STUDY

Maruti Suzuki India Limited (MSIL), in earlier times known as Maruti Udyog Limited, a subsidiary of Suzuki Motor Corporation of Japan, is India's largest passenger car company. It was incorporated in 1981. More than half the number of cars sold in India was a Maruti Suzuki badge. The company has produced and sold over 7.5 million vehicles in India and exported over 5,00,000 units to Europe and other countries with the great guidance of Mr Kenichi Ayukawa, CEO, Mr. R. C. Bhargava, Chairman of Maruti Suzuki Ltd.

The Available Models of MARUTI SUZUKI are

Alto 800   Alto k10   WagonR

Celerio   Stingray   Ritz

Swift   Dzire   Ertiga

Omni   eEco   Gypsy

Grand Vitara   CIAZ

3. LITERATURE REVIEW

In this business environment, in order to improve the growth and market share, firm need to understand how to satisfy users, since satisfaction is critical for establishing long-term customer relationships. It is a critical issue in the success of any trade or profession on traditional or online. To understand satisfaction, we need to have a clear understanding of what is meant by satisfaction.

1]. Kotler (2000) defined customer satisfaction as a person's feeling of enjoyment or disappointment resulting from comparing a products' professed performance (or outcome) in relation to his or her opportunity. When user become satisfied about the value that is offered and sometimes their expectation is met and exceeded, can generate many benefits for a firm.

2]. Work done by **Parasuraman, Zeithaml and Berry (Leonard L)** between 1985 and 1988 provides the basis for the measurement of customer satisfaction with a service by using the gap between the user's expectation of performance and their perceived experience of performance. This provides the measurer with a satisfaction "gap" which is objective and quantitative in nature.

This research paper is based on the satisfaction towards the products and services of Maruti Ltd, because it is the back bone in facing competition and in future progress. For A trade or profession progress and development to supply customer is not the only objective, but keep them satisfied is the most important objective. Satisfied users are the main property for any firms in their long term future progress.

4. NEED AND IMPORTANCE FOR THE STUDY

New techniques and methods are important for a trade or profession firm for development. For every trade or profession, better services to their user are essential to face the competitors. Attract new users is not only important but also maintain old and present users is also important. So there is a need to determine the users use regarding the services providing by reputed firm like Maruti Ltd. With the increase market study there is a competitive competition among the businessman in the industry. Some of the other major competitors in this area are:.

The need for satisfaction is necessary for all trade or profession if large or small. The satisfaction of the user is an important task. Hence, there is a need for the study.

5. OBJECTIVES OF THE STUDY

1. To study the satisfaction level with the usage of cars of Maruti Suzuki Ltd

2. To study the impact of different product, pricing and place attributes on car satisfaction.

3. To study the opinion of the owners of cars regarding pre-sales and after sales services provided by the dealers.

6. SCOPE AND LIMITATIONS OF THE STUDY

Because of time and finance restriction for primary data collection, I have limited myself to users who brought their cars in specified period only. The study is confined only to Mysore city in Karnataka.

The study is considered among different users of car users of various Maruti Suzuki Ltd.

7. METHODOLOGY

The level of satisfaction can also vary, depending on other options; the user can compare the firm's products. Regardless of the scale used, the objective is to measure users' perceived satisfaction with their experience of a firm's offerings. It is essential for firms to effectively manage satisfaction. To be able do this, we need accurate measurement of satisfaction. The usual measures of satisfaction involve a survey with a set of statements using a Likert technique or scale. The user is asked to evaluate each statement and in term of their perception and expectation of performance of the firm being measured. Their satisfaction is generally measured on a five-point scale. For positive statement highest frequency (5) is assigned for "highly satisfied" and lowest frequency (1) for "highly not satisfied".

The 10 main Dealers of Mysore city are

1. Friendly Motors India Pvt Ltd, Main Road, No 922, New Kantharaj Urs Main Road, Lakshmipuram, Mysore - 570004,

2. Mandovi Motors Pvt Ltd, KRS Road, Manasagangothri, Opposite Main Railway Station, Mysore - 570006

3. Mandovi Motors Pvt Ltd, Mysore Ooty Rd, Near Kamat Madhavan, Mysore - 570025,

4. Mandovi Motors Pvt Ltd, Bannur Road, Siddarthanagar No.181/145-C, Bannur Road, Siddarthanagar, Mysore - 570011

5. Mandovi Motors Maruti Driving, Hospital Road,   No.21, SRS Mansion, 6th Main, Kamakshi Hospital Road, Saraswathipuram, Mysore - 570009

6. Mondovi Motors Pvt Ltd, No 182 /145 / C, Bannur Road, Siddarthanagar, Mysore - 570011

7. Swastik Motors, N Block, Kuvempunagar   No.4, Adichunchungiri Road, N Block, Kuvempunagar, Mysore - 570023

8. Friendly Motors India PVT LTD, No 432 6th Main Road 1st Stage Vijaya Nagar, Mysore - 570017,

9. Cauvery Motors Pvt Ltd, Hebbal   Industrial Estate, Mysore - 570016

10. Car Trading Company, Bamboo Bazaar, No 3624, Bamboo Bazaar, Sayyaji Rao Road, Near Highway Circle, Mysore - 570001,

From Totally 100 respondents, 10 respondents from each dealer are selected using simple random sampling technique and analyzed. We used the different statistical techniques to get the output through SPSS 16 package. The present exploratory study focuses on the satisfaction from primary data (Questionnaire) and secondary data (The firms, Journals, Websites) towards Maruti Suzuki Ltd.

8. DATA ANALYSIS AND INTERPRETATION

After Data collected through Questionnaire has been analyzed in SPSS Software as follows.

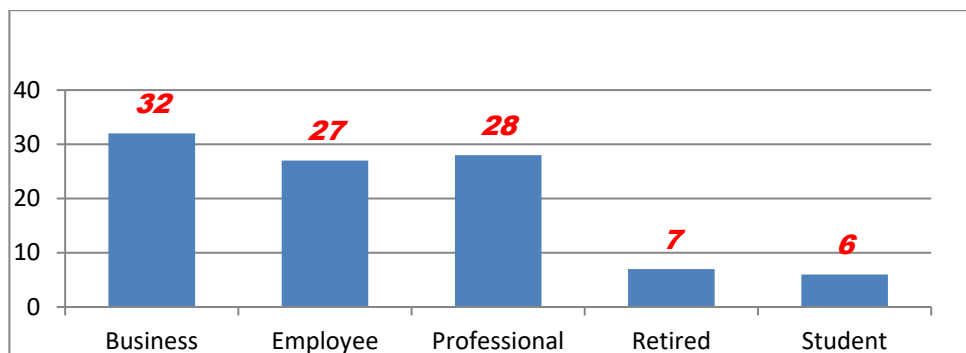**Table-1:** Age Group of the Respondents
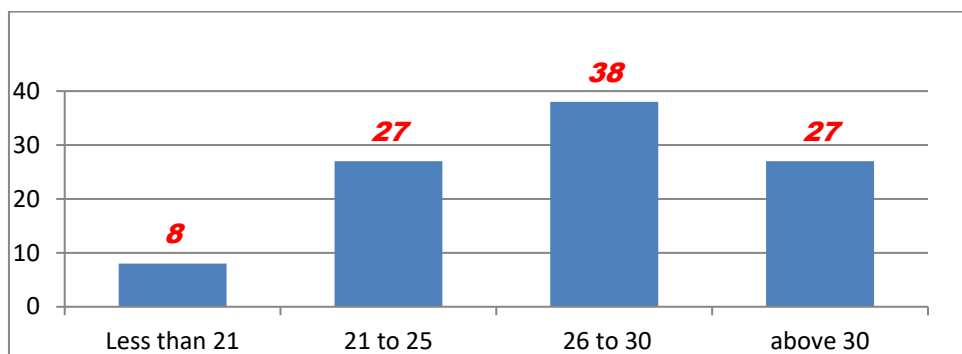
Interpretation: From the data of the samples collected regarding the age of the users, it is clearly understood that nearly 8 of the age group are under below 21 years and 27 of the age group under between 21 to 25 years, the highest 38 of the age group are under between 26 to 30 and the rest of them 27 are above the age group of the 30 years.

Table 2:- Gender Group of the Respondents
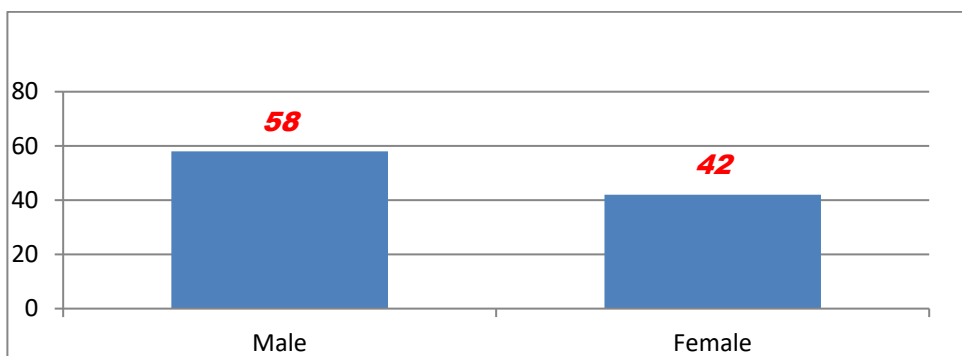
Interpretation: The above Table regarding gender of the respondents shows that nearly 58 of the highest respondents are Male and the remaining 42 of respondents are Female.

Table 3:- Occupation of the Respondents

Interpretation: From the samples collected above regarding Occupation, it clearly shows that nearly 32 of the respondents are highest business man, 27 are employees, 28 respondents are professionals, 7 of belong to retired group and the rest of them 6 are students.

**Table 4:-** Monthly Income in Rupees
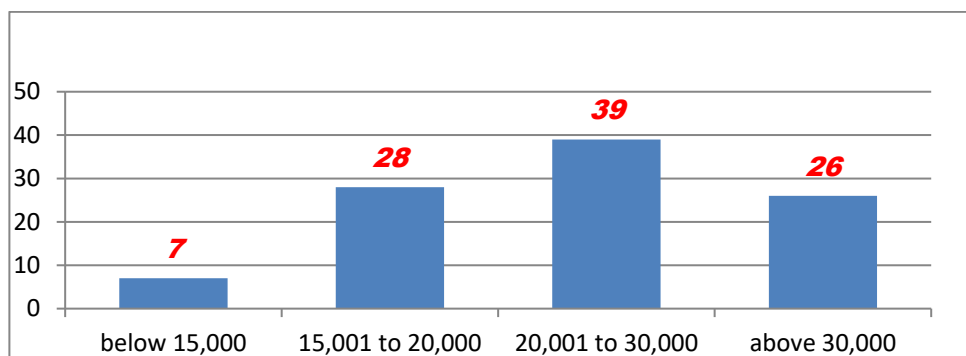
Interpretation: From the samples collected above regarding the income of the users, it is clearly understood that nearly 7 of the users are earning income around 15,000, 28 of the users are earning income between Rs.15,001 to Rs.20,000, the highest 39 are earning income under between Rs.20,001 to Rs.30,000 and the rest of them 26 are earning income more than Rs.30, 000.

**TABLE 5:-** Number of Kilometers covered till date
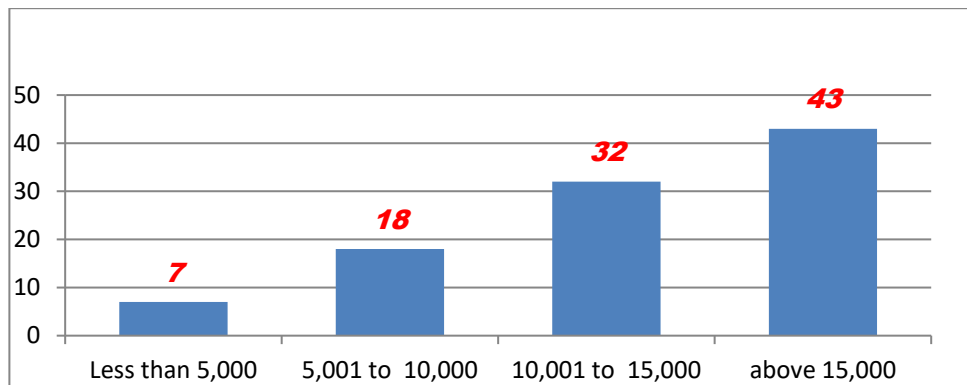
Interpretation: As per the samples collected regarding the kilometers travelled till the date by the vehicle of the car users, it has been clearly understood that nearly 7 of the vehicles of the users are travelled less than 5,000kms, 18 of the vehicles of the users are travelled between 5,001 to 10,000kms, 32 of the vehicles of the users travelled between 10,001 to 15,000kms and the rest of the vehicles of highest 43 are travelled above the 15,000kms.

TABLE 6:- Users opinion on services
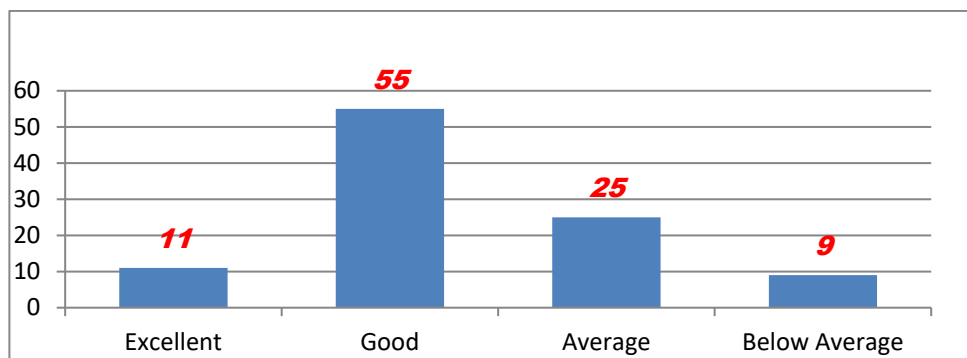
Interpretation: As per the samples collected regarding services with the dealer has been identified that 11 of the users feel it is Excellent, the highest 22 of the users feel it is good, 25 of the users feel it is Average, 9 of the users feel it is Below Average.

TABLE 7:- Users opinion on offering value for money
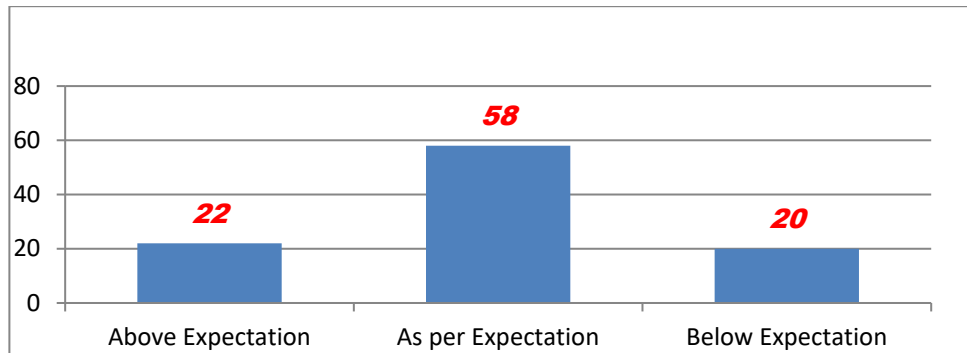
Interpretation: The above data regarding the users opinion of the offering value for money shows that 22 of the users feel it is above expectation, the highest 58 of the users feel it is as per expectation and 20 of the users feel it is below expectation.

TABLE 8:- Total satisfaction in all factors of MARUTI SUZUKI Ltd
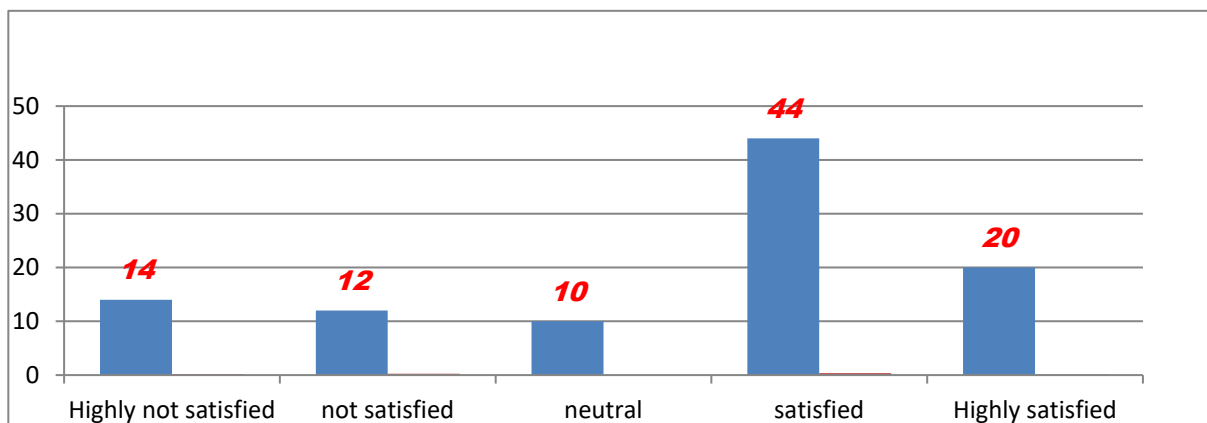
Interpretation: Among 100 respondents 44 are overall totally satisfied in all factors, 20 respondent s are overall highly satisfied.

9. SUMMARY OF FINDINGS

1. The majority of the age group of 38 car users is between 25 to 30 years having highest 38% as per *Table 1*

2. In the respondents, the male group consists of highest 58% and female group consists of lowest 42% out of 100 respondents as per *Table 2*

3. The occupation or the 32 users belongs to business are highest 32% as per *Table 3*

4. The income of most of the highest 39 respondents is between Rs.20,001 to 30,000 having 39% as per *Table 4*

5. The majority of 43 respondents have covered above 15,000 kilo meters till date are highest 43 % as per *Table 5*

6. The data collected regarding the Post-Sale services by the dealer in Mysore has identified those 55 respondents that nearly 55 % of the respondents have given their opinion as Good as per *Table 6*.

7. Nearly 58 % of the respondents 58 have agreed for as per expectation with *Table 7*

8. It is cleared that 44 respondents are satisfied and 20 are highly satisfied as per *Table 8*

10. CONCLUSION

Statistical Calculations have been complemented with an analysis in order to highlight those attributes where managers need to pay more attention. It is recommended that surveys like these become a regular feature of every firm so that we are able to understand and track changes in user priorities. Automobile companies are growing and depending on Low and middle class population. Through better service to the user, the firms can achieve a speedy progress. MARUTI SUZUKI Ltd. is the manufacturer of cars, in terms of unit volume sales in a calendar year. From the outcome of the study it can be concluded that the all factors considered in the study have significant effect on the overall satisfaction of the users. To do this however, we will need to ensure that our user databases are regularly updated.

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http://www.carwale.com/new/marutisuzuki-dealers/57-Mysore.html

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http://www.google.come-searcharticlesoncustomersatisfactioninautomobileindustry-Googlesearch.url/

http://en.wikipedia.org/wiki/Likert_scale

http://www.marsdd.com/articles/user- customer satisfaction -kotler-on-marketing/

13. THE QUESTIONNAIRE FORMAT USED

QUESTIONNAIRE

Topic:- Customer Satisfaction Services towards MARUTI SUZUKI LTD. A case study in Mysore.

By:- [1] VENKATESH.R, Guest Faculty, DoS in Commerce, Manasagangothri, University of Mysore, Mysore 570006, Ph: 9986845373 email: venkateshr1mysore@gmail.com

[2] GIRISH KUMAR .M, Research Scholar, DoS in Commerce, Manasagangothri, University of Mysore, Mysore 570006, Ph:

1]. Your Name, Address & phone No :-_____ _____

2]. Type of MARUTI SUZUKI car using :- _____

3]. Name of the Dealer:- _____

{Please type the related variable Number for all questions}

1]. Age Group

     [1]. Less than 20   [2]. 20 to 25   [3]. 25 to 30   [4]. 30 and Above

2].Gender

     [1]. Male   [2]. Female

3].Occupation

     [1]. business   [2]. Employee [3]. Professional [4]. Retired [5]. Student

4]. Monthly Income in Rupees

     [1]. Below 15,000 [2]. 15,001 to 20,000 [3]. 20,001 to 30,000 [4]. Above 30,000

5]. Number of Kilometer covered till date

     [1]. Less than 5000 [2]. 5001 to 10000 [3]. 10001 to 15000   [4]. above 15000

6]. User opinion services of Maruti Suzuki Co

     [1]. Excellent [2]. Good [3]. Average [4]. Below Average

7]. Users opinion on Maruti offering value for money

     [1]. Above Expectation [2]. As per Expectation [3]. Below Expectation

8]. Have you satisfied with overall factors (Variables) of Maruti Suzuki Ltd.

Highly not Satisfied [1]	Not Satisfied [2]	Neutral [3]	Satisfied [4]	Highly Satisfied [5]