

# The Study of Customer Satisfaction of Maruti Suzuki Automobile in Mumbai

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**Abstract:** *Businesses worldwide acknowledge that the consumer holds a position of utmost importance and influence. Understanding the reasons and methods behind consumer product consumption enables marketers to enhance existing products, identify necessary products in the market, and effectively entice consumers to make purchases.*

*Consumer behavior examines the decision-making process of individuals when allocating their resources towards the purchase of goods and services. This encompasses the aspects of what, why, when, where, and how frequently individuals make purchases, as well as how they assess the purchased item and the subsequent influence of this judgment on future buying decisions.*

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