

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.

Keywords: Businesses

I. INTRODUCTION

India is a burgeoning nation with immense potential. India's internal economy is currently experiencing a growth rate of approximately 9-10% each year. This growth is contributing to India's increasing significance in the global arena, as evidenced by the rapid increase in exports and domestic consumption. India's automobile industry is positioned as the focal point of the country's emerging global influence. There is a strong belief that India has the potential to become a major center for car manufacturing and outsourcing in the global automotive sector, providing high-level solutions throughout the automotive value chain.

The automobile industry in India has a business volume of \$45 billion and has the potential for rapid growth. This growth can come from both Indian manufacturers and international manufacturers who have established large facilities in the country. India's large and fast-growing population, which is the second-largest in the world, will undoubtedly have a significant impact on the auto industry in the future.

Maruti Suzuki Limited is the biggest automobile firm in India, with consolidated revenues of over Rs.70,938.85 crores (USD 14 billion) in the fiscal year 2008-09. Previously known as TELCO (MARUTI SUZUKI Engineering and Locomotive Company), the company is currently headquartered in Bombay, which is now known as Mumbai, India. Founded in 1945, the company became publicly traded on the New York Stock Exchange in 2004. Our production plants are located in the towns of Jamshedpur, Lucknow, and Pune.

It holds the leading position in the commercial vehicle market in every category, and ranks among the top three in the passenger vehicle market with successful models in the small, midsize car, and utility vehicle segments. The corporation is ranked as the fourth largest truck manufacturer globally and the second largest bus maker worldwide.

II. METHODOLOGY

The objective of the methodology is to provide a comprehensive account of the procedures and techniques employed in doing research. This encompasses the whole framework of the research, the methodology used for gathering data, conducting field surveys, and analyzing the collected data.

Research objectives

- To ascertain the levels of customer satisfaction pertaining to Maruti Suzuki.
- To ascertain whether Maruti Suzuki fulfills its commitments.
- Secondary data has been gathered from the following sources:

- Information obtained from online sources
- Information gathered from several groups

III. LITERATURE REVIEW

Maruti Suzuki employs 24,000 individuals who work in three plants and various regional and zonal offices throughout India. The company's goal is to excel in its operations, deliver high-quality products, and uphold strong values and ethics. Maruti Suzuki has a widespread presence across India.

After forming a strategic partnership with Fiat in 2005, Maruti Suzuki has established a joint venture with Fiat Group Automobiles at Ranjangaon, Maharashtra. This joint venture is responsible for manufacturing both Fiat and Maruti Suzuki automobiles, as well as Fiat powertrains. The Company is in the process of developing a new manufacturing facility in Sanand, Gujarat.

Considering the customer's supreme importance, it is reasonable to assume that building and maintaining a relationship with this esteemed individual is a top concern for businesses seeking to market their product or service. In reality, organizations often only make superficial gestures towards what is known as customer relationship management, although claiming it as a priority. For Maruti Suzuki Motors, however, this has always been a must.

Maruti Suzuki initiated the development of its customer relationship management-dealer management system (CRM-DMS) at the beginning of the new millennium. This was a crucial period for the company as it was striving to restore significance during a challenging phase in its history. At that moment, it became aware that its ability to thrive in the automotive industry hinged on effectively overseeing its interactions with its consumers, dealers, and any other individuals who had a strong affiliation with the parent firm.

Globalization has led to intense competition, but Maruti Suzuki has had significant growth over the past 50 years. The company prioritizes client needs and has the capability to develop innovative products through advanced research and development.

The Company's Engineering Research Centre, created in 1966, has facilitated the development of innovative technologies and products with the help of more than 3,000 engineers and scientists. The Company currently operates research and development centers in Pune, Jamshedpur, Lucknow, and Dharwad in India, as well as in South Korea, Spain, and the UK. Maruti Suzuki pioneered the development of India's first domestically produced Light Commercial Vehicle, the country's inaugural Sports Utility Vehicle, and the Maruti Suzuki Indica, India's initial entirely homegrown passenger automobile in 1998. Maruti Suzuki Indica achieved the status of being the top-selling car in its category in India within a span of two years after its launch.

Owners of cars fulfill their transportation needs and also derive psychological gratification from owning such products. In this context, Maruti Suzuki has recently introduced the Maruti Suzuki Nano, a highly anticipated car that has garnered attention from both India and the global community. The Maruti Suzuki Nano was debuted in India in March 2009, as scheduled. The Nano, a groundbreaking innovation in the global automotive industry, makes it possible for thousands of families to access the comfort and safety of a car for the first time. The base version is priced at Rs.100,000. Maruti Suzuki is equally dedicated to implementing environmentally friendly solutions in emissions and alternative fuels. The company has designed and manufactured electric and hybrid vehicles for both individual and public transit purposes. In addition, it has been incorporating several eco-friendly technologies into its manufacturing processes, resulting in a substantial improvement in resource preservation.

IV. CONCLUSION

Maruti Suzuki is a leading automobile manufacturer in India. Maruti Suzuki Cars are widely regarded as the epitome of a people's automobile due to their exceptional performance across all criteria, which consistently meets or exceeds expectations. Maruti Suzuki employs well informed sales personnel that dedicate ample time to customers both prior to and during the sales process. The costs are economical due to being a low-cost producer, with the added benefit of great discounts. The waiting room is aesthetically beautiful, and the Maruti Suzuki service station is of exceptional quality. Maruti Suzuki incurs significant maintenance expenses and has a comparatively low resale value. The clients are unsatisfied in only two primary areas. Thus, Maruti Suzuki must focus on upholding quality standards. Continuing its

dedication to offering Indian customers advanced global technology, the automotive sector strives to become a hub of expertise in engineering and assure a prompt response to evolving consumer demands.

Maruti Suzuki offers a range of cars including commercial, utility, and passenger vehicles. The company aims to build closer connections with customers who have invested in their products.

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