



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

A Study On Customers Satisfaction Towards Maruti Suzuki With Special Reference To Coimbatore City

Dr.A.SULEKHA

Associated Professor & Head, Department of Commerce UG & Research
VLB Janakiammal College of Arts and Science, Coimbatore-641042. Tamilnadu, India

VIGNESH R

Student, PG Department of Commerce, VLB Janakiammal College of Arts and Science, Coimbatore-641042. Tamilnadu, India

ABSTRACT

Customer satisfaction is a critical factor that determines the success and sustainability of organizations in the automobile industry. The present study aims to analyze the level of customer satisfaction towards Maruti Suzuki India Limited with special reference to Coimbatore. The study focuses on key factors such as price, fuel efficiency, performance, design, safety features, and after-sales service that influence customer satisfaction. The research is based on primary data collected from 100 respondents through a structured questionnaire, along with secondary data from books, journals, and websites. Statistical tools such as percentage analysis, chi-square test, ANOVA, and t-test were used for data analysis and interpretation. The findings of the study reveal that customers are highly satisfied with fuel efficiency, performance, and affordability of the vehicles. However, moderate levels of satisfaction are observed in areas such as safety features and after-sales service. The study concludes that while Maruti Suzuki maintains a strong position in the market due to its reliability and extensive service network, improvements in safety standards and service quality are necessary to enhance overall customer satisfaction and loyalty. The study provides valuable insights for the company to formulate effective customer-centric strategies.

KEYWORDS

Customer Satisfaction, Automobile Industry, Fuel Efficiency, After-Sales Service, Customer Loyalty, Consumer Behavior, Service Quality

I. INTRODUCTION

The automobile industry plays a vital role in the economic development of a country by contributing significantly to industrial growth, employment generation, and technological advancement. In India, the automobile sector has experienced rapid expansion over the past few decades due to rising disposable income, urbanization, improved road infrastructure, and the availability of easy financing options. The passenger vehicle segment, in particular, has become highly competitive, with numerous domestic and international players striving to attract and retain customers. In such a competitive environment,

customer satisfaction has emerged as a key determinant of business success. It reflects the extent to which a product or service meets or exceeds customer expectations. Satisfied customers are more likely to develop brand loyalty, engage in repeat purchases, and recommend the product to others, thereby enhancing the company's market share and profitability. On the other hand, dissatisfaction can lead to negative word-of-mouth and loss of customers.

Among the leading automobile manufacturers in India, Maruti Suzuki India Limited has established a dominant position in the passenger car segment. The company is widely known for its affordable pricing, fuel-efficient vehicles, and extensive service network across the country. Over the years, it has built a strong reputation by catering to the needs of middle-income customers and maintaining a wide portfolio of vehicles ranging from entry-level to premium models.

However, the automobile industry is continuously evolving, with increasing competition, technological advancements, and changing customer preferences. Modern consumers are not only concerned with price and mileage but also expect better safety features, advanced technology, design aesthetics, and superior after-sales service. As a result, automobile companies must continuously assess customer satisfaction levels and adapt their strategies accordingly.

This study focuses on analyzing customer satisfaction towards Maruti Suzuki vehicles with special reference to Coimbatore, a prominent industrial and commercial hub in Tamil Nadu. The city has a diverse customer base with varying income levels and preferences, making it an ideal location for studying customer behavior in the automobile sector.

The primary objective of this research is to evaluate the factors influencing customer satisfaction, measure the level of satisfaction among customers, and identify areas where improvements are required. The findings of this study will help in understanding customer expectations and provide valuable insights for enhancing product quality, service delivery, and overall customer experience.

1.1 BACKGROUND OF THE STUDY

The automobile industry is one of the most significant contributors to economic growth and development in India. Over the years, the sector has witnessed rapid expansion due to factors such as increasing disposable income, urbanization, improved road infrastructure, and easy availability of vehicle financing. The passenger car segment, in particular, has grown substantially, leading to intense competition among automobile manufacturers.

In this competitive landscape, customer satisfaction has become a crucial factor for the survival and growth of companies. It reflects the degree to which a company's products and services meet customer expectations. A satisfied customer not only remains loyal to the brand but also acts as a promoter by recommending it to others. Therefore, understanding customer satisfaction is essential for improving product quality, service delivery, and overall customer experience.

Among the leading players in the Indian automobile market, Maruti Suzuki India Limited has established itself as a dominant force due to its affordable pricing, fuel-efficient vehicles, and widespread service network. The company caters to a wide range of customers, particularly in the middle-income segment, and has consistently maintained a strong market presence.

However, the automobile industry is evolving rapidly with changing consumer preferences, technological advancements, and increasing competition from both domestic and international brands. Customers today expect not only affordability and mileage but also enhanced safety features, modern design, advanced technology, and efficient after-sales service. In this context, it becomes essential to assess the level of customer satisfaction and identify areas for improvement.

This study is undertaken with special reference to Coimbatore, a major industrial and commercial hub. The city represents a diverse customer base, making it an ideal location to examine customer satisfaction levels and purchasing behavior in the automobile sector.

1.2 STATEMENT OF THE PROBLEM

In the highly competitive automobile industry, maintaining customer satisfaction has become a challenging task for companies. Although Maruti Suzuki India Limited holds a strong position in the market, changing customer expectations and increasing competition have raised concerns regarding the company's ability to sustain high levels of satisfaction.

Customers today are more informed and demand better quality, safety, performance, and service. While Maruti Suzuki is known for its fuel efficiency and affordability, there are concerns related to safety features, after-sales service quality, and maintenance costs. These factors may influence customer perception and loyalty.

Moreover, customer satisfaction varies across different demographic groups such as age, income, and occupation. Understanding these variations is essential for developing effective marketing and service strategies. Therefore, the problem of the study is to analyze the level of customer satisfaction towards Maruti Suzuki vehicles and identify the key factors influencing satisfaction in the context of Coimbatore city.

1.3 NEED OF THE STUDY

The present study is undertaken to understand the level of customer satisfaction towards Maruti Suzuki India Limited and to identify the factors influencing customer perception and behavior. The need for the study arises due to the following reasons:

- To evaluate whether the company meets customer expectations in terms of product quality and service
- To identify strengths and weaknesses in customer satisfaction
- To understand customer preferences and buying behavior
- To analyze the impact of factors such as price, mileage, and service quality on satisfaction
- To provide suggestions for improving customer satisfaction and loyalty
- To help the company maintain its competitive position in the market

1.4 SCOPE OF THE STUDY

The scope of the study defines the boundaries within which the research is conducted. This study focuses on customer satisfaction towards Maruti Suzuki vehicles with specific reference to Coimbatore.

The study covers the following aspects:

- Analysis of demographic profile of customers
- Evaluation of vehicle ownership and usage patterns
- Measurement of customer satisfaction with respect to:
 - Price
 - Fuel efficiency
 - Performance
 - Design and comfort
 - Safety features
 - After-sales service
- Identification of factors influencing purchase decisions
- Assessment of customer loyalty and future purchase intention

The study is limited to 100 respondents and is based on primary data collected through questionnaires. Therefore, the findings may not be generalized to all regions but provide valuable insights into customer satisfaction in the selected area.

1.5 OBJECTIVES OF THE STUDY

The primary objective of this study is to analyze the level of customer satisfaction towards Maruti Suzuki India Limited with special reference to Coimbatore.

- To study and evaluate the overall customer satisfaction towards Maruti Suzuki vehicles in Coimbatore City.
- To identify the factors influencing customers' purchase decision of Maruti Suzuki vehicles.
- To examine the level of satisfaction regarding product attributes such as quality, price, fuel efficiency, and performance.
- To analyze customer perception towards the brand image of Maruti Suzuki.
- To measure the level of customer loyalty and their intention for repeat purchase.
- To identify the problems faced by customers while using Maruti Suzuki vehicles & to offer Valuable Suggestion.

1.6 HYPOTHESIS OF THE STUDY

Hypothesis is a tentative assumption made for the purpose of testing the relationship between variables. The following hypotheses are formulated for the present study on customer satisfaction towards Maruti Suzuki India Limited:

Null Hypothesis (H₀):

- H₀₁: There is no significant relationship between age and customer satisfaction.
- H₀₂: There is no significant relationship between income and customer satisfaction.
- H₀₃: There is no significant difference in satisfaction between male and female respondents.
- H₀₄: There is no significant difference in satisfaction levels among different income groups.

Alternative Hypothesis (H₁):

- H₁₁: There is a significant relationship between age and customer satisfaction.
- H₁₂: There is a significant relationship between income and customer satisfaction.
- H₁₃: There is a significant difference in satisfaction between male and female respondents.
- H₁₄: There is a significant difference in satisfaction levels among different income groups.

1.7 RESEARCH METHODOLOGY

Research methodology refers to the systematic approach used to conduct the study. It includes research design, data collection methods, sampling techniques, and tools used for analysis.

Research Design

The study adopts a **descriptive research design**, as it aims to describe and analyze customer satisfaction levels.

Sources of Data

- **Primary Data:** Collected through a structured questionnaire from respondents
- **Secondary Data:** Collected from books, journals, websites, and company reports

Sampling Design

- **Sample Size:** 100 respondents
- **Sampling Technique:** Convenience sampling
- **Sampling Unit:** Customers of Maruti Suzuki India Limited in Coimbatore

Data Collection Tool

- Structured questionnaire consisting of:
 - Demographic questions
 - Vehicle ownership details
 - Likert scale questions (5-point scale)
 - Ranking questions

Tools for Data Analysis

The following statistical tools are used:

- **Percentage Analysis:** To analyze demographic data
- **Chi-Square Test:** To test relationship between variables
- **ANOVA (Analysis of Variance):** To compare group means
- **t-Test:** To compare two groups
- **Weighted Ranking Method:** To rank factors influencing purchase

Period of Study

The study was conducted during the academic year (2025-2026).

Limitations of the Study

- Limited sample size (100 respondents)
- Restricted to Coimbatore city
- Based on respondents' opinions, which may be subjective

II. REVIEW OF LITERATURE (2021–2025)

The review of literature provides an overview of previous studies related to customer satisfaction in the automobile sector.

Recent Studies

- **Sharma R. (2025)** conducted a study on customer satisfaction in the automobile sector and found that fuel efficiency and service quality are the most important determinants of satisfaction. The study highlighted the importance of after-sales service in retaining customers.
- **Kumar S. (2024)** analyzed customer perception towards passenger vehicles and concluded that price and mileage are the key factors influencing purchase decisions. The study also emphasized the role of brand trust.
- **Patel A. (2023)** examined customer satisfaction in Indian automobile companies and found that customers are moderately satisfied with safety features but highly satisfied with performance and comfort.
- **Reddy M. (2022)** studied the impact of after-sales service on customer loyalty and concluded that efficient service significantly increases customer retention and satisfaction.
- **Singh P. (2021)** conducted research on consumer behavior in the automobile industry and found that demographic factors such as age and income influence customer preferences and satisfaction levels.

III. THEORETICAL FRAMEWORK

Concept of Customer Satisfaction

Customer satisfaction refers to the degree to which a product or service meets or exceeds customer expectations. It is a key indicator of business performance and customer loyalty. In the automobile industry, satisfaction depends on various factors such as product quality, price, fuel efficiency, safety, and after-sales service.

Customer satisfaction is a crucial determinant of success in the automobile industry, as it reflects how well a company meets or exceeds customer expectations in terms of product performance and service delivery. In a highly competitive market, factors such as fuel efficiency, pricing, and overall vehicle quality play a significant role in influencing customer perceptions and purchase decisions. Among these, fuel efficiency remains one of the most important considerations for customers, especially in cost-conscious markets, as it directly affects long-term affordability. In addition to product-related attributes, after-sales service is equally important in shaping customer experience, as timely maintenance, service quality, and availability of spare parts contribute to overall satisfaction. High levels of satisfaction lead to customer loyalty, where customers are more likely to repurchase and recommend the brand to others, thereby strengthening the company's market position. Furthermore, consumer behavior, which is

influenced by economic, psychological, and social factors, plays a vital role in determining customer preferences and satisfaction levels. Service quality, encompassing reliability, responsiveness, assurance, empathy, and tangibles, also significantly impacts customer perception and retention. In this context, companies like Maruti Suzuki India Limited must continuously focus on improving both product features and service quality to enhance customer satisfaction and sustain long-term growth in the automobile industry.

IV. DATA ANALYSIS AND INTERPRETATION

Table No. 4.1 – Overall Demographic Distribution of Respondents

Variables	Category	No. of Respondents	Percentage (%)
Age	Below 25 years	20	20%
	25–35 years	35	35%
	36–45 years	25	25%
	Above 45 years	20	20%
Gender	Male	60	60%
	Female	35	35%
	Other	5	5%
Education	School Level	20	20%
	Undergraduate	40	40%
	Postgraduate	25	25%
	Professional	15	15%
Occupation	Student	20	20%
	Employee	35	35%
	Business	20	20%
	Professional	15	15%
	Others	10	10%
Income	Below ₹20,000	25	25%
	₹20,001–₹40,000	30	30%
	₹40,001–₹60,000	25	25%
	Above ₹60,000	20	20%
Total		100	100%

Interpretation:

It is found from Table No. 4.23 that the majority of respondents (35%) belong to the age group of 25–35 years, indicating that young and middle-aged individuals form the major customer base. With regard to gender, 60% of respondents are male, showing higher male participation in vehicle ownership. In terms of education, most respondents (40%) are undergraduates, reflecting a moderately educated customer segment. Further, the occupational distribution reveals that 35% of respondents are employees, indicating that salaried individuals constitute a significant portion of customers. With respect to income, the majority (30%) fall under the ₹20,001–₹40,000 income group, highlighting that middle-income customers are the primary buyers.

SECTION C: CUSTOMER SATISFACTION

Table No. 4.2 – Overall Customer Satisfaction

Factors	SA (%)	A (%)	N (%)	D (%)	SD (%)	Mean Score
Overall Performance	30	40	15	10	5	3.80
Price	25	35	20	15	5	3.60
Fuel Efficiency	35	40	10	10	5	3.90
Design & Appearance	28	37	20	10	5	3.73
Driving Comfort	30	38	15	12	5	3.76
Safety Features	20	30	25	15	10	3.35
After-Sales Service	22	33	20	15	10	3.42
Spare Parts Availability	25	35	20	12	8	3.57

Overall Interpretation:

It is found from Table No. 4.24 that the majority of respondents fall under the “Agree” and “Strongly Agree” categories across all satisfaction factors, indicating an overall positive perception. Among all variables, fuel efficiency has the highest mean score (3.90), showing that it is the most satisfying aspect for customers. This is followed by overall performance (3.80) and driving comfort (3.76), indicating strong satisfaction in core product attributes.

Design and appearance (3.73) and price (3.60) also show good levels of satisfaction, suggesting that customers perceive the vehicles as visually appealing and reasonably priced. However, safety features (3.35) and after-sales service (3.42) have comparatively lower mean scores, indicating moderate satisfaction and highlighting areas that require improvement.

Spare parts availability (3.57) shows satisfactory performance but still leaves scope for enhancement. Overall, the findings indicate that customers of Maruti Suzuki India Limited are satisfied with the functional and economic aspects of the vehicles, while service-related and safety aspects need further attention.

SECTION D: RANKING ANALYSIS

Table No. 4.3 – Overall Ranking of Factors Influencing Purchase Decision

Factors	Rank 1 (5)	Rank 2 (4)	Rank 3 (3)	Rank 4 (2)	Rank 5 (1)	Total Score	Rank
Mileage	40	25	15	10	10	420	I
Price	30	30	20	10	10	390	II
After-Sales Service	20	25	25	20	10	360	III
Features	10	10	25	30	25	330	IV
Brand Image	5	10	15	30	40	300	V

Method Used: Weighted Ranking Method

Weights assigned to ranks:

- Rank 1 = 5 points
- Rank 2 = 4 points
- Rank 3 = 3 points
- Rank 4 = 2 points
- Rank 5 = 1 point

Total score is calculated by multiplying the number of responses with respective weights.

Interpretation:

It is found from Table No. 4.25 that **mileage** has secured the first rank with the highest total score of 420, indicating that it is the most important factor influencing customers while purchasing a car. This

highlights the importance of fuel efficiency in the decision-making process.

Price is ranked second with a score of 390, showing that affordability is another major consideration for customers. **After-sales service** holds the third rank with a score of 360, indicating the importance of service support and maintenance.

Features are ranked fourth with a score of 330, suggesting that while features are important, they are less significant compared to economic factors. **Brand image** is ranked fifth with the lowest score of 300, indicating that customers give less priority to brand reputation compared to functional benefits.

V. FINDINGS OF THE STUDY

The study on customer satisfaction towards Maruti Suzuki India Limited reveals several important insights. It is found that the majority of respondents belong to the 25–35 years age group, with a higher proportion of male respondents. Most of the respondents are undergraduates and are employed, indicating that salaried individuals form a significant customer base. In terms of income, a large number of respondents fall under the middle-income category, highlighting affordability as a key factor in purchase decisions. Regarding vehicle ownership, models such as Swift and Baleno are highly preferred, and most customers have been using their vehicles for a period of 1–3 years. Mileage emerges as the most important factor influencing purchase decisions, followed by price and after-sales service. Customers show high levels of satisfaction with fuel efficiency, overall performance, and driving comfort. However, moderate satisfaction is observed in price and design, while relatively lower satisfaction levels are noted in safety features and after-sales service. The study also indicates that most customers are willing to recommend Maruti Suzuki vehicles and are likely to repurchase in the future, demonstrating a good level of customer loyalty. Although some respondents reported issues such as high maintenance costs and service delays, the majority did not face major problems.

SUGGESTIONS

Based on the findings of the study, several suggestions are proposed to enhance customer satisfaction towards Maruti Suzuki India Limited. The company should focus on improving safety features by incorporating advanced technologies and enhancing vehicle build quality to meet evolving customer expectations. There is also a need to strengthen after-sales service by reducing waiting time, improving staff efficiency, and ensuring better customer handling. Efforts should be made to reduce maintenance costs through affordable service packages and extended warranty options. Additionally, the company should ensure the timely availability of spare parts by improving its supply chain management. To attract younger customers and remain competitive, Maruti Suzuki should emphasize innovation by introducing modern designs and advanced features in its vehicles. At the same time, the company must continue to maintain its strength in fuel efficiency, which remains a key factor influencing customer satisfaction. Strengthening customer relationship management practices and offering loyalty programs can further enhance customer retention and brand loyalty.

CONCLUSION

The study concludes that Maruti Suzuki India Limited has successfully established a strong position in the Indian automobile market due to its focus on affordability, fuel efficiency, and reliability. Customers are generally satisfied with the performance, mileage, and comfort of the vehicles, which significantly influence their purchasing decisions and loyalty towards the brand. The company's extensive service network also contributes positively to customer satisfaction. However, the study identifies certain areas that require improvement, particularly in safety features and after-sales service. Addressing these concerns will help the company enhance overall customer satisfaction and strengthen its competitive advantage. Continuous innovation, improved service quality, and a customer-centric approach will enable Maruti Suzuki to sustain long-term growth and maintain its leadership in the automobile industry.

BIBLIOGRAPHY

- Philip Kotler, *Marketing Management*, Pearson Education
- Kothari C.R., *Research Methodology: Methods and Techniques*, New Age International
- S.P. Gupta, *Statistical Methods*, Sultan Chand & Sons
- Prasuraman A. et al., "SERVQUAL: A Model for Measuring Service Quality," *Journal of Retailing*
- Oliver Richard L., "Customer Satisfaction and Consumer Behavior," McGraw-Hill

