

## **A Study On Customer Satisfaction Towards Maruti Suzuki.**

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### *Abstract:*

*Customers are end beneficiary of all retail activities.no matter what type of cars the customer uses,it must be according to the customer need and requirement.Keeping in mind we have examined the factors that may influence the customer choices to choose Maruti car.Our study is purely based on primary data through questinnaires,Coimbatore,india*

Keywords: brand,customer satisfaction

### **INTRODUCTION:**

In the last few years,the indian maruti Suzuki car industry stands next to the china and japan based in production and sales respectively.the first car the company manufactured is the maruti 800 and after that it produces multi utility vehicle-OMNI

Between 1994 and 1996 they released the Esteem,Gypsy,Omni,Gypsy King,Zen and esteem,their second plant is in manesar that produces 2,00,000 units at the time of opening.

### **AIM OF THE STUDY:**

- To study about the services by Maruti Suzuki provided.
- To determine the customer satisfaction related to the vehicles in the Maruti Suzuki Company.

### **LITERATURE REVIEW:**

Williard hom(2000) classified two types of customer satisfaction model which is macro model which means placing the customer satisfaction in between the set of related constructs in marketing research and the second one is micro model which explains the elements of customer satisfaction.

Vavra,T.G (1997),he suggeses some programmes for improving the customer satisfaction measurement in an organization,by describing in detail he tell about the five critical skills to be required for this task which are:

- Customer participant selection
- Questionnaire designing.
- Survey administration,
- Data analysis
- Quality fuction deployment-building action plans

## RESEARCH METHODOLOGY:

Sample Design: convienience sample design

Sample Size:150 respondents

Sources of data:Primary and Secondary data.

Tools used for analysis: Percentge analysis and Chi square test.

## DATA ANALYSIS:

From the study it shows that out of the total no. of respondents 23% were using Sedan cars and 14% using Muv cars and 29% were usingSuv cars and 23% were using Luxury cars and 11% were using Hatch back cars.

## CONCLUSION:

The Maruti Suzuki cars are the best and fast moving brands.now a days customer demands show an increasing trend expecting with safety and security,high performance ,easy handlings which may results in adopting the advance technology and new model techniques.

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