

## **A Case Study on Customer Satisfaction after Sales and Services at Varun Motors**

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### **ABSTRACT**

The main purpose and goal of the study is to enquire about the customer gratification of Maruti cars and to know the fulfillment levels in opinion, perception and attitude of consumers using Maruti Cars. The analysis of customer level satisfaction is done towards vehicles price, mileage, spare parts availability, and maintenance cost.

The satisfaction of the customer depends on the performance of the product's delivery. If the performance of the product goes low then the customers will be disappointed. If the performance reaches its expectation level, the buyer will be satisfied. If the performance is more than what is expected the buyer is delighted.

The exploration information gathered can be called main and secondary data. The primary data is gathered by questionnaire mode. The sample size of studies is 100. The exploration provides customer satisfaction data on Maruti cars due to variables such as availability of spare parts, service provided at the service station, low maintenance costs, and lower car price compared to other brands on the market.

Ultimately, clients are looking for the excellent Maruti pickup cars. We can therefore conclude that the firm must focus on fuel-efficient and appealing design vehicles in order to attract all age groups. Of the 100 replies, 83 percent are happy with the quality of the Maruti cars is good and 17 percent feel the general output of the Maruti cars is outstanding.

### **I. INTRODUCTION**

India is a vast future emerging country. The national economy is now increasing at around 9-10% per year, and the worldwide significance of India is being strengthened by quickly increasing exports and

national consumption. By pushing the GDP figure past the trillion-dollar (42,00,000 crore) mark, the Indian rupee sprang a surprise at a moment when figures of a slowdown and overheating in the Indian economy began to gain momentum.

At the middle of India's fresh worldwide dynamic is the automotive industry. As incomes increase and consumer credit becomes more commonly accessible, the national market expands quickly. Product lines of the manufacturer are continuously being extended, as is the basis of local manufacturing of automobiles. There is strong expectation that India will be able to evolve as a worldwide hub for car producers and as an outsourcing center that provides the worldwide automotive industry alternative to the automotive value chain.

India's GDP is set to double in percentage terms over the next decade; the input of the automotive industry should also double. The contribution from the sector is set to quadruple to some \$145 billion terms.

The Indian automotive industry accounts for a company amount of \$45 billion and has the ability to grow much quicker through both Indian and foreign producers who have developed enormous factories in the nation with the second biggest and fastest-growing population in the world. With a well-developed component sector and a manufacturing rate of 1 million four-wheeled cars per year, plus another 5 million two- and three-wheelers, the nation is already off to a nice beginning.

The consequences, market drivers and scope of a future huge Indian vehicle market are discussed in the Indian Strategic Market Profile, an Indian automotive brand-new forecast and associated activity up to 2020. Based on the distinctive long-

term relational forecasting model of Max Pemberton, it forecasts vehicle and resale sales, demographics, materials use, automotive industry jobs, and explains their inter-year good development in the automotive industry.

**Customer Emotion:**

Customer's sentiments can moreover impact their perspective on satisfaction with things and organizations. These sentiments can be unfaltering, earlier Emotions.

**Service success or failure attributions:**

Attributions –the sensible purposes behind occasions –additionally affect the viewpoint on satisfaction. When shocked by a consequence, the buyer will consider all items searching for the reasons, and their assessment of the reasons may impact their satisfaction.

**National Customer Satisfaction Indexes:**

In light of the vitality of client devotion to firms and all around near and dear satisfaction different nations have a national report that measures and tracks purchaser reliability at a full scale level. Different open game-plan creators trust that these measures could and ought to be utilized as contraptions for reviewing the soundness of the country's economy, close-by conventional degrees of capability and cost. Consumer trustworthiness records start to get at the possibility of cash related yield, anyway consistently standard fiscal markers will with everything taken into account spotlight just on total.

**The American Customer Satisfaction Index(ACSI):**

The ACSI, made by scientist at the National Quality Research Centre at the University of Michigan, is a degree of nature of things and undertakings as experienced by customers. The measure tracks client affirmations crosswise over in excess of 200 firms tending to all significant cash related parts, including government affiliations. For every association about 250 gatherings are driven with current customers. Every association gets an ACSI score enlisted from its customer's perspective on esteem, regard, satisfaction, wants, complaints, and future steadfastness.

**Methods of measuring Customer Satisfaction**

An association's gadgets for following and evaluating Customer Satisfaction go from Primitive to the propelled methods. Associations use following procedures to evaluate how much Customer Satisfaction they are making.

**Steps to be followed upon customer receipt:**

- First, client care manager gives all obtained complaints a control amount and documents the same in the register of control of client complaints.
- Then client care manager contacts the client over the phone and expresses regret at the customer's inconvenience.
- Immediate action is taken to guarantee that the complaint to the client is resolved and to write an apology letter.
- Together with the DSE concerned, the customer care manager then visits the client, hands over the letter and takes note of the customer's satisfaction.
- Then he sends Maruti Udyog Ltd a copy of the letter and the note of fulfillment. And also file a copy of the same in the register / file of client complaints. Then the CCM addresses the client complaints with the entire showroom employees at the weekly conference with the SSI general manager.
- Necessary countermeasures are being taken to guarantee that in future such complaints will not be repeated.
- All sales employees and executives review daily, weekly and monthly customer care operations. Regular complaint is performed at the SSI review meeting.

**II. LITERATURE REVIEW**

It is an essential as it familiarizes the scientist with concepts and findings that previous analysts have already developed. It also allows the current researcher to measure the scope for future research and frame suitable goals for the proposed assessment. Since the suggested study is to analyze the gap between expectations and perceptions of service quality, it briefly reviews prior studies in this research region. It also involves the views expressed in leading articles, newspapers and books by various authors.

**Scope of Study**

- The Sample Size is Limited, So as to give the precise data with respect to Customer Satisfaction.
- The extension is exceptionally restricted, in light of the fact that mentality and desires for the general population change as indicated by the time and circumstance.
- The investigation is confined to both (twin urban areas) Hyderabad and Secundrabad and that to among 100 respondents. The ponder is directed just for 60 days.
- Consistency was missing as to the data given by couple of clients.
- The investigation is confined to the specific territory, so it couldn't give entire Image about India.

**III. Objectives of the Study:**

The study was conducted in the twin cities where the respondents randomly selected the sample size was limited to 100, which could be limited to the study's complexity scope. The project's scope could be extended if the duration of the project is extended and the strength increased.

- To Know the Customer Satisfaction Level on Maruti Vehicle Sales.
- To Know the Customer Satisfaction with Dealer's performance.
- To understand if the dealer provides after-sales service, and if so, how satisfied customers are with the services that the dealer provides.
- To Know the factors that motivate buying the MARUTI car.
- To Know the variables affecting the client, switching the brand.
- Knowing clients are satisfied with the network of prices and services.
- To understand if Maruti output matches the expectations of the client.

**IV. METHODOLOGY:**

Data collection is the most important part of any examination given that the entire eventual result of the studies depends on the data and information from this moment forward, the method that I understood to collect the last understanding of the data was through.

**1. Survey Research:**

With practically all the sociology studied, this sort of studies finds assistance. It is an outstanding among the best-known examination methods, given that an inquiry of the characteristics and variables related to the population (the entire gathering of people, occupants, stuff, etc. under inquiry) is easier and increasingly accurate. The one-day test evaluation has now become a convincing strategy for studies. With the assistance of distinct conferences, backed by surveys, direct oral perception, this is feasible. Oral circular perceptions, etc..

**1. Primary Sources of Information:**

Which implies: primary data sources are data that needs particular effort on the part of each person to obtain it and is not easily accessible.

**Here are some ways in which the data was collected:**

- Questionnaires:** His course of action was provided to the participants to fill out questions on a sheet of paper, in view of which the information was deciphered.
- Direct Interviewing:** Direct interviewing integrated the method in which I obviously offered the clients the conversation starters and received the assessment.

**Sample Size:**

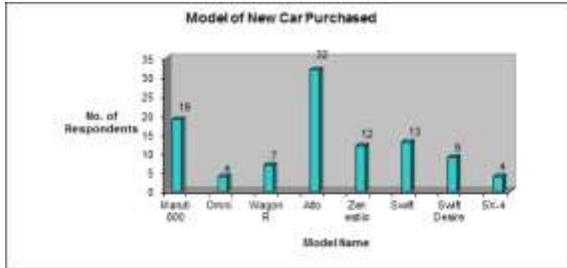
By using judgment Random Sampling Technique 160 respondents are picked with the true objective of the examination. Direct surveys are used to think about the customers.

**V. Data analysis and interpretation**

SNO	Models	No. of Respondents	Percentage
1	Maruti 900	19	19
2	Omni	04	04
3	Wagon R.	07	07
4	Maruti Ato	22	22
5	Zen Estilo	12	12
6	Swift	13	13
7	Swift Desire	09	09
8	Maruti SX4	04	04
Total No. of Respondents		100	100

**Table 4.1 Model of the Ownership Car of the Respondents**

**Source: Collect from Primary Data**



**Interpretation:**

From what has been said above, we can say that it is the most popular vehicle in Maruti is Alto, with the 32 respondents here. And the next best-selling vehicles are Maruti800, with 19 respondents. Maruti Swift and Zen Estilo, having 13 and 12 respondents respectively. The next next vehicle is Swift Desire, with 09 participants here. Wagon R has only 7 respondents, and several models have less sales according to this study.

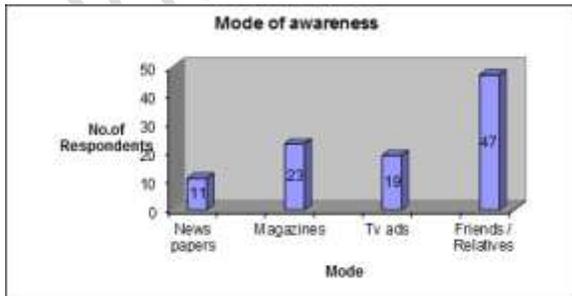
**2. Mode of Awareness of the Respondents**

The below table shows the awareness of the respondents towards the Maruti’s brand.

S NO	Modes	No. of Respondents	Percentage
1	News papers	11	11
2	Magazines	23	23
3	TV Advertisement	19	19
4	Friends / Relatives Publicity	47	47
	<b>Total No. of Respondents</b>	100	100

**Table: 4.2 Mode of Awareness**

Source: Collect from Primary Data



**Interpretation:**

From the above chart, we observe that awareness is mainly from the friends or relatives with 48% and then we see through Magazines , T.V ads & followed by news papers.

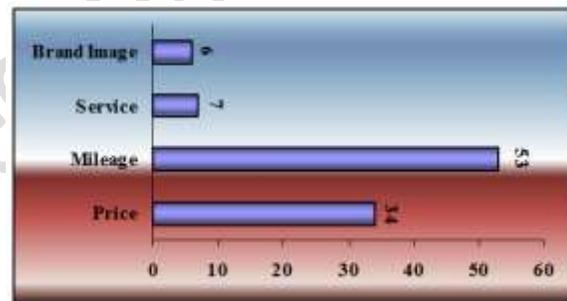
**3. Characteristics that Attract the Respondents**

The below table shows the special features of Maruti’s brand cars that attracted the respondents towards them.

SNO	Crucial	No. of Respondents	Percentage
1	Price	34	34
2	Mileage	53	53
3	Service	7	7
4	Brand Image	6	6
<b>Total No. of Respondents</b>		100	100

**Table: 4.3 Characteristics that Attract the Respondents**

Source: Collect from Primary Data



**Figure: 3**

**Interpretation:**

From the above chart, it is concluded that 34% of them state that cost is crucial, 53% of them state mileage and 7% & 6% of them state administration and brand Image.

**VI. FINDINGS**

- We note that the awareness comes primarily from relatives / friends with 48%.
- It is found that 35% of them say the cost is essential, 54% say the mileage.
- Most of the participants think Maruti is great or nice.
- 49% of participants create their own choices and 35% make their own choices through family members.
- The performance and technology of 79% of individuals are very satisfied.

- Most individuals are very happy with the spacious & luxurious.
- 58% of participants consider the cost to be very small, 69% of the spare parts cost to be lower.
- In the Maruti service network, 78% of participants feel comfortable.
- 68% The Maruti car is expected to maintain it for 4-8 years.
- At the moment of riding the Maruti vehicles, 69% of participants feel comfortable.
- Compared to other branded vehicles, 60% of participants know about the overall results of the Maruti car.
- 96% of participants obtain data on the company's services.
- 79% respondents are given top ranking for Varun motors dealer.
- 62% of the respondents said that presentation of the officials is great.
- 95% of the respondents are ready to recommend Varun Motors to relatives and friends.

#### **Suggestions**

- To boost all prospective customers, Maruti organization requires to frame fresh methodologies.
- The Maruti retailers need to develop operations, plans and provides to attract individuals.
- Dealers should find ease in client funding paperwork.
- Service advisers need training and motivate them.
- Maruti has to improve the different promotional activities through effective means.

#### **VII. CONCLUSIONS**

- Most buyers are specialists and company individuals who use the Maruti Vehicles.
- Most participants say that for Indian roads, Maruti is trustworthy and good.
- Approximately 98% of participants are satisfied with quality and innovation.
- Approximately 96% of the clients are happy with luxury and spacious.
- Approximately 95% of customers feel car costs are moderate.

- 98% of participants are very pleased with the service network of Maruti.
- 45% of participants use a car there for family purposes and 43% use it to go to the office.
- A big proportion of Maruti Vehicle buyers are people of the high middle class as to maintain the car above for 5years. But after 3years, specialists and company people like to modify Car there.
- In terms of mileage, a big proportion of participants are pleased.
- 76% of the participants are satisfied with the vehicle's general results and 24% of the customers are compatible.
- 80% of participants said the car was delivered on timetable and 20% of participants were not satisfied with the shipment of the car.
- 70% of participants said that the executive presentation was fantastic, 24% said Ok.
- 95% of customers feel that they are getting information regarding free service provided by the Maruti.
- 98% of the respondents are saying that VARUN MOTORS performance is Exceptional.
- Every one of the respondents are saying that, they are willing to recommend the Varun Motors vendor to other people.

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