

**A STUDY ON CUSTOMER SATISFACTION  
OF INDUS MOTORS THEVARA**

*Dissertation submitted to*  
**MAHATMA GANDHI UNIVERSITY, KOTTAYAM**

*In partial fulfillment of the requirement for the*  
**Degree of Bachelor of Business Administration**

*Submitted by*  
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*Under the supervision of*  
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**DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION  
BHARATA MATA COLLEGE, THRIKKAKARA  
KOCHI, KERALA 2020-2023**



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**BONAFIDE CERTIFICATE**

This is to certify that the study report entitled **<A STUDY ON CUSTOMER SATISFACTION AT INDUS MOTORS THEVARA=** is a record of original work done by **ARJUN M A** (Registration No:200021082726) in partial fulfilment of the requirement for the degree of Bachelor of Business Administration under the guidance of **DR. SHIBI B. ASSISTANT PROFESSOR,** DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION. This work has not been submitted for the award of any other degree or titled of recognition earlier.

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## DECLARATION

This is to declare that this Bonafede record of the project work done by me entitled **<A STUDY ON CUSTOMER SATISFACTION AT INDUS MOTORS THEVARA=** in partial fulfillment of the BBA Programme of Mahatma Gandhi University under the guidance of **Assistant Professor Dr. SHIBI B** and that the report has not found the basis for the award of any Degree/Diploma or other similar titles to any candidate of any other university.

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PLACE: THRIKKAKARA

DATE:

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# CHAPTER-1

## Introduction

### 1.1 INTRODUCTION

High customer satisfaction is a goal for many businesses. When a service provider goes above and beyond expectations, the client is said to be extremely happy or thrilled.

Whether the customer is happy with their purchase relies on how well the offer met their expectations. When a person compares the perceived performance (or outcome) of a product to his or her expectations, satisfaction is the absence of pleasure or disappointment. As this definition makes obvious, expectations and perceived performance both affect pleasure. Customers are not happy if the performance does not live up to their expectations. If the performance meets or surpasses expectations, the client is extremely happy or thrilled.

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### 1.2 PROBLEM DEFINITION

This study is conducted to evaluate the consumer perception about Maruti Suzuki Baleno in the Ernakulam district among customers. We aim to study the brand image and product value formed in the minds of consumers and factors that lead to the formation of that image in their minds.

### 1.3 OBJECTIVES OF STUDY

- To find out customer satisfaction of Maruti Suzuki India Pvt. Ltd at Indus Motors.
- To make suggestion to improve the service and to overcome the problem faced by Indus Motors.
- To identify the pros and cons of service provided by Indus Motor

## **1.4 SCOPE OF STUDY**

The study was significant in a way that it helped in the identification of the needs and wants of customer and to give suggestion so that Indus Motors can improve their service and become the market leader in the sale and service of Maruti vehicles.

## **1.5 LIMITATION OF THE STUDY**

- ❖ Incomplete response from the respondents
- ❖ There are chances of bias in the data collected from the respondents
- ❖ The period of study was limited and area of study was limited
- ❖ Some respondents have not answered the question sincerely

## CHAPTER-2

# Literature Review

### LITERATURE REVIEW

#### 1 .6 Customer satisfaction

Over last four decades, the marketing literature has defined and measured customer satisfaction in many different ways. Oliver (1997) specifies customer satisfaction as pleasurable fulfilment, as such, the consumer views consumption as satisfying some need, desire, goal, etc; in which its fulfilment is pleasurable.

In spite of many definition of customer satisfaction in the literature, a common way to define customer satisfaction is to follow the approach of the expectancy confirmation / disconfirmation paradigm (Anderson 1994; Oliver and Sullivan 1993; Kotler 1991; Oliver 1980; Oliver and DeSarbo 1998; Oliver and Swan 1989; Yi 1991).

In this perspective, customer satisfaction is delineated as the consumer's evaluation that products and services meet or fall to meet the customer's expectations (Oliver and Swan 1989; Yi 1991).

Out differently, customer satisfaction consist of post-consumption judgment concerning product or service quality, given pre-consumption expectations (Kotler 1991).

From this expectancy-confirmation / disconfirmation point-of-view, customer satisfaction happens in the case of a buyer's post-evaluation of a specific purchase experience (or experiences), contingent upon the buyer's quality perception and expectation, and confirmation / disconfirmation- the discrepancy between actual and expected quality (Yi 1991).

Customer satisfaction has generally been suggested to contain two such different dimension as a transaction-specific evaluation approach and an overall, cumulative evaluation approach.

That is, there exist two general conceptualization of customer satisfaction in the literature (Anderson and Fornell 1993; Boulding et al. 1993; Yi 1991).prior research has portrayed customer satisfaction as transaction-specific. Using this framework, customer satisfaction is seen as a post-consumption evaluation judgment of a particular purchase experience or activity (Bearden and Teel 1983; Cronin and Taylor 1992; Oliver 1980, 1993; Oliver and DeSarbo 1988).

The theoretical rationale behind this framework is a variation of the expectancy-confirmation / disconfirmation paradigm (Prakash 1984; Oliver and Swan 1989).

Oliver (1999) maintain that overall satisfaction is more appropriate for an analysis of the satisfaction-loyalty relationship, in as much as the cumulative satisfaction construct is capable of aggregating or blending individual satisfaction episodes. Likewise, the overall satisfaction formulation is better at predicting consequent behaviors and economic outcomes (Johson Et Al.2001)

Customer satisfaction has been a popular topic in marketing practice and academic research since Cardozo's (1965) initial study of customer effort, expectation and satisfaction. Despite many attempt to measure and explain customer satisfaction, there still does not appear to be a co nesses regarding its definition (Giese and Cote, 2000). Customer satisfaction is typically defined as a post consumption evaluative judgment concerning a specific product or service (Gundersen, Heide and Olsson, 1996). It is the result of an evaluative process that contrasts pre purchase expectations with perception of performance during and after the consumption experience (Oliver, 1980).

## Chapter-3

# INDUSTRY PROFILE

### INDUSTRY PROFILE

#### *Automotive Industry*

The automotive industry is made up of a diverse group of businesses and institutions engaged in the design, development, production, marketing, and sale of automobiles. By revenue, it is among the greatest industries in the world. The automotive sector excludes businesses like car repair shops and petrol stations that are devoted to maintaining vehicles after they have been delivered to their final users. The auto industry has promoted the development of an extensive road network, made it possible for the growth of suburbs and shopping centres around major cities, and played a significant role in the growth of ancillary industries, such as the oil and travel industries, by enabling consumers to commute long distances for work, shopping, and entertainment. One of the biggest consumers of several essential industrial items, including steel, is now the car sector. The industry's greatest workforce has made it a crucial factor in determining economic growth. Despite being brief in comparison to many other industries, the history of the automotive industry is particularly fascinating because of the impact it has on history beginning in the 20th century. Despite the automobile's origins in Europe in the late 19th century, the development of mass manufacturing techniques in the United States led to its entire dominance of the industry during the first half of the 20th century. The situation changed in the second part of the century.

changed dramatically as western European nations and Japan emerged as significant manufacturers and exporters. Automotive Industry Worldwide By 2030, it is anticipated that the global automobile market would reach slightly under nine trillion dollars. It is expected that around 38% of this amount will come from sales of new cars. In the upcoming ten years, automotive technology will undergo significant transformation. Millions of additional self-driving cars will be added to the global fleet, and battery electric vehicles are anticipated to account for one out of every five new auto sales worldwide. The kind of components needed to produce the completed product starts to change as technology advances. This makes it possible to further segregate the auto supplier market, especially in terms of electrical components. The present automobile industry's main changes are electrification and automation. Other businesses, such as automotive semiconductors, will experience a rise in demand as autonomous and electric vehicles take over the market. China is likely to take the lead in development.

of battery-powered and driverless technology.

## **Automotive industry in India**

With about 3.99 million units sold in the passenger and commercial vehicle categories in 2019, India overtook Germany as the fourth-largest auto market. By 2021, India is anticipated to overtake Japan as the world's third-largest vehicle market. Due to a growing middle class and a young population, the two-wheeler category currently holds the majority of the market share in terms of volume. Further supporting the sector's expansion was the corporations' rising interest in investigating rural markets. India is a significant exporter of automobiles and anticipates rapid export development in the near term. India is also anticipated to become a leader in the two- and four-wheeler markets thanks to a number of initiatives by the Indian government and major automakers in the country by 2020.

## **Market Size**

Between FY16 and FY20, domestic auto manufacturing climbed by 2.36% CAGR, resulting in a total of 26.36 million vehicles produced domestically. 21.55 million domestic cars were sold in FY20, representing a rise in sales of 1.29% CAGR overall between FY16 and FY20. In FY20, there were 4.77 million automobile exports, with a CAGR of 6.94% from FY16 to FY20. There were 73.9% two-wheelers shipped, followed by 14.2% passenger cars, 10.5% three-wheelers, and 1.3% commercial vehicles. Sales of electric vehicles (EVs) powered by two wheels, excluding e-rickshaws, increased by 20% in India in FY20, reaching 1.56 lakh units. From April to September 2019, premium motorcycle sales in India increased domestically by seven times, hitting 13,982 units. In the first half of 2019, between 15,000 and 17,000 premium cars were sold.

## **Investments**

Several automakers have started investing extensively in various business divisions over the past few months in order to stay up with the rising demand. According to Department for Promotion of Industry and Internal Trade (DPIIT) figures, the industry attracted Foreign Direct Investment (FDI) worth US\$ 24.5 billion between April 2000 and June 2020.

Some of the recent/planned investments and developments in the automobile sector in India are as follows:

- In October 2020, MG Motors announced its interest in investing Rs. 1,000 crores(US\$ million) to launch new models and expand operations in spite of the antiChina sentiments.
- In October 2020, Ultraviolette Automotive, a manufacturer of electric motorcycle in India, raised a disclosed amount in a series B investment from GoFrugal Technologies, a software company.
- In September 2020, Toyota Kirloskar Motors announced investments of more than Rs 2,000 crore (US\$ 272.81 million) in India directed towards electric components and technology for domestic customers and exports
- During early September 2020, Mahindra & Mahindra signed a MoU with Israelbased REE Automotive to collaborate and develop commercial electric vehicles

### **Government Initiatives**

The Indian government welcomes foreign investment in the auto industry and has opened the automatic route to 100% FDI. The Indian government has recently taken a number of initiatives, including: The government established a new income tax deduction in the Union Budget 2019–20 of Rs. 1.5 lakh (\$2,146) for interest paid on loans used to buy electric vehicles.

India's development as a hub for R&D and global manufacturing is a goal of the government. For a total of US\$388.5 million, the Indian government plans to establish R&D facilities under NATRiP in order to bring the industry up to par with international standards. Under the FAME (Faster Adoption and Manufacturing of (Hybrid) and Electric Vehicles in India) scheme, the Ministry of Heavy Industries, Government of India, has selected 11 cities for the adoption of EVs in their public transportation systems. The government will also establish an incubator for start-ups in the EV industry. The FAME-II scheme was authorised by the Indian government in February 2019 with a fund demand of Rs. 10,000 crores (\$1.39 billion).

### **Achievements**

Following are the achievements of the Government in the last four years:

- In FY2019, automobile manufacturers invested US\$ 501 million in India's autotech start-ups according to Venture intelligence.
- Investment flow into EV start-ups in 2019 (till end of November) increased nearly 170% to reach US\$ 397 million.
- On 29th July 2019, Inter-ministerial panel sanctioned 5,645 electric buses for 65 cities.
- NATRiP's proposal for "Grant-In-Aid for test facility infrastructure for EV performance Certification from NATRIP Implementation Society" under the FAME Scheme was approved by Project Implementation and Sanctioning Committee (PISC) on 3rd January 2019.
- Under NATRiP, following testing and research centres have been established in the country since 2015

- International Centre for Automotive Technology (ICAT), Manesar
- National Institute for Automotive Inspection, Maintenance & Training (NIAIMT), Silchar
- National Automotive Testing Tracks (NATRAX), Indore
- Automotive Research Association of India (ARAI), Pune
- Global Automotive Research Centre (GARC), Chennai



## **CHAPTER- 3 COMPANY PROFILE**

### **THEORITICAL FRAME WORK**

#### **4..1 COMPANY PROFILE**

##### **INDUS MOTORS**

The top-ranked Maruti Suzuki Dealer in India is Indus Motor Company Private Limited (doing business as Indus Motors), which sold 22786 Maruti vehicles in the fiscal year 2006–2007, an all-time high. The top Maruti Suzuki dealer in Kerala overtakes the top spot nationwide. The Company, which has offices in Thevara, Kochi and Indus House, Chakorathukulam, Calicut, was incorporated on July 11, 1984. Indus is a member of the well-known PEEVEES Group, which is supported by well-known NRI businessman and MP P.V. Abdul Wahab. The PEEVEES Group is involved in plantations, educational institutions, civil construction, LPG plants, and petroleum refineries.

In 1986, the company opened its first dealership in Calicut, thereby beginning its commercial existence. The marketing acumen of Indus Motors effectively increases the selling of Maruti vehicles. For the past nine years, Indus has consistently held the top dealer spot. Recent business statistics indicate that the company delivers one Maruti Car every fifteen minutes.

Indus received 11 prizes from Maruti Suzuki during the 2007 All India Dealers Conference in Athens, Greece, including "The Over All Excellence Award." And the Prize for India's Highest Car Sales. Indus has a track record of sales performance in new Maruti Suzuki vehicles, True Value vehicles, Maruti Suzuki Genuine Accessories, Customer Satisfaction Index, and Sales Satisfaction Index. Indus will be dedicated to offering top-notch service to all of their clients and will continue to hold the top spot. From Trivandrum to Kasargod, Indus Motors has 23 service centres located throughout Kerala. Its service has been expanded from Kerala to Chennai, and its goal is to reach all the main south Indian cities.

The No. 1 ranking on the balanced score card with platinum plus is another esteemed award that Indus has won. This performance-based award is based on infrastructure, operational excellence, and customer satisfaction above all else.

When choosing a vehicle's model, colour, and the best financing plan for them, the company will offer the customer assistance. Up to the time of delivery, they will keep the customer informed of the progress of their vehicle. When a customer needs their vehicle serviced, the company is there to help. They have the option of picking up the vehicle from their doorstep

and returning it to them after the job is done. In the event that a customer's car breaks down while they are travelling, they have Maruti on Road Service. If the issue requires significant work that needs to be done at the workshop, their Maruti experienced technicians will travel to the scene and fix it; otherwise, the vehicle will be towed to the closest service station.

One of India's top automakers, Maruti Suzuki dominates the car market in terms of both the number of vehicles sold and the amount of money made. Maruti Udyog Ltd. (MUL) was founded in February 1981, but the Maruti 800, the only contemporary vehicle on the Indian market at the time and based on the Suzuki Alto key car of Japan, saw the commencement of actual manufacturing in 1983. Previously, Suzuki of Japan owned 54.2% of the business, with the Indian government owning 18.28% of it. The Indian government did, however, hold a 25% initial public offering in June 2003. By May 10, 2007, Maruti Suzuki had produced more than 5 million vehicles and had sold its entire stake to Indian financial institutions. The company now exports over 50,000 automobiles every year and sells over 730,000 cars every year in India, which is its largest domestic market. Since its introduction in 1983, the Maruti 800 has sold the most tiny cars in India, holding that title until 2004. This car has already sold more than a million units globally. Maruti Suzuki Swift is currently the best-selling vehicle in the A2 segment, whereas Maruti Suzuki Alto currently leads the sales statistics. Maruti Suzuki makes more than half of the automobiles sold in India. Depending on export orders, Maruti Suzuki is sold in India and several other nations. Suzuki Motor Corporation sells Maruti Suzuki-like models that are produced in Pakistan and other South Asian nations, but are not by Maruti Udyog. 53,024 of the 764,842 automobiles sold by Maruti Suzuki in 2007–08 were exported by Maruti Udyog Ltd. (old logo) and Maruti Suzuki India Ltd. (current logo). Since the first Maruti Suzuki vehicle was released on December 14, 1983, more than six million of them have been driven on Indian roads. In India, Maruti Suzuki operates two cutting-edge manufacturing sites. The first plant is in North India's Gurgaon, covering 300 acres, while the second is in Manesar, covering 600 acres. Gurgaon's location In Gurgaon, Maruti Suzuki has three completely integrated units. While the combined installed capacity of the three plants is just 350,000 cars annually, numerous productivity enhancements or shop floor Kaizens over the years have allowed the corporation to produce close to 700,000 cars annually at the Gurgaon sites. Over 150 robots total, 71 of which were created internally, are installed across the complex. More than 50% of our workers on the shop floor received their training in Japan.

'K' Engine plant is also housed in the Gurgaon complex.

The 'K' family engine facility was put into service in 2008 and has a 240,000 engine installed yearly capacity. The 'K' family engine plant, which has a surface area of 20,300 m<sup>2</sup>, is a component of Maruti Suzuki and Suzuki Motor Corporation's Rs. 9,000 crore investment plan. Like all of Maruti Suzuki's preceding breakthroughs, the next generation 'K' engine is extremely fuel efficient while yet providing the highest levels of performance and refinement. In India, it will advance engine technology to a new level. The 'K' family engine is used for the first time in an automobile, the A-Star. 'K' family engines from another manufacturer will power the upcoming vehicles.

Currently, the facility produces the Swift, A-star, SX4, and DZire World Strategic Models. There are numerous built-in systems and mechanisms in the facility. The press shop, weld shop, and paint shop all utilise a high level of automation and robotic control to complete manufacturing tasks with extreme precision and superior quality.

The initial production capacity of this factory is 100,000 diesel engines annually. By 2010, this will be increased to 300,000 engines annually.

To protect its market share, Maruti Suzuki employs a mix of "counteroffensive defence" and "contraction defence." The phase-out of the Maruti 800 is a blatant example of Maruti's battle against contraction. The top 10 cities in India would implement Euro IV emission standards as of 2010. Given that sales of this model were steadily declining, Maruti decided against upgrading and altering it. The decision to phase out the car was the more financially sound course of action and would have no effect on total sales figures. ahead of liberalisation In India's passenger automobile market, Maruti Suzuki was by far the market leader. After market liberalisation, when other foreign companies entered the market with vehicles that were in every way superior to Maruti's, The market share of Maruti began to fall. Maruti released numerous new models and enhanced the technology in its vehicles to address this issue. With its new models, Maruti launched a full-frontal assault on the competition as part of its counteroffensive defence strategy. This later made sure that Maruti was able to reclaim its position as India's undisputed market leader in the passenger car sector.

#### **4.2 PRODUCT PROFILE**

Due to its enormous sales success, the Maruti 800 has recently been associated with the brand whenever we think of Maruti. It served as something of a status symbol for the middle class. As times change, more people are turning to the Maruti stable for the wide variety of products they provide.

From the entry-level Maruti 800 and Alto to the fashionable hatchbacks Ritz, A Star, Swift, Waggon R, Estilo and sedans DZire, SX4 and Sports Utility Vehicle Grand Vitara, it offers a wide variety of automobiles.

- Maruti Alto 800
- Omni
- Gypsy
- Zen Estilo
- Wagon R
- Versa
- A- Star

- Ritz
- SX4
- Dzire
- Grand Vitara
- Ertiga
- Celerio

### 4.3 MISSION AND VISION

**2014:** Maruti Suzuki announces global debut of 'Celerio' with revolutionary Auto Gear Shift

**2013:** Maruti Suzuki introduces stylish Stingray

**2012:** India's favorite car Maruti Suzuki Alto crosses the 20 Lakh sales mark

**2011:** Maruti Suzuki India unveiled its much awaited sportier and stylish car, the all new 'Swift'.

**2011:** On March 15, Maruti Suzuki India rolled out its 1 Crore (ten millionth) car. The historic 1 Crore car, a Metallic Breeze Blue colored WagonR VXi (Chassis No 243899) rolled out from the Company's Gurgaon plant.

**2010:** Maruti Suzuki has been ranked India's most Trusted Brand in Automobile Sector by India's leading Business newspaper The Economic Times.

**2009** – MSIL adopts voluntary fuel disclosure .First shipment of A–star leaves Mundra Port–jan 10.A–star bags, Zigwheels” car of the year award ”A–star rated best small car of the year–autocar–UTVi.

**2008** – World Premiere of concept A–star at 9th Auto Expo, New Delhi.

**2007** – Swift diesel launched. New car plant and the diesel engine facility commences operations during 2006–07 at Manesar, Haryana. SX4–Luxury Sedan Launched with the tag line “Men are black”. Maruti launches Grand Vitara.

**2006**–J.D. Power Survey award for the sixth year. MSIL has changed its EMS from ISO 14001:1996 version to ISO 14001:2004 version w.e.f.1st July

**2005**– MSIL was re–certified in 2005 as per ISO 14001:2004 standards.

**2004** – A new esteem launched –second successful facelift by Maruti engineers.

**2003** – Maruti gets listed on BSE and NSE. IPO (issue oversubscribed 11.2 times) New Zen launched–first facelift by Maruti engineers.

**2002** – Divestment –Suzuki Motor Corporation (SMC) acquires majority stake in MUL. Maruti Finance & Insurance launched.

**2001**– Turn around with profits Rs104.5 Crore .Four new business–True value, Insurance, Finance. Maruti Versa launched. Maruti True Value launched.

**2000** – Maruti alto launched. First Car Company in India to launch call center. IDTR launched jointly with the Delhi government to promote safe driving habits.

**Achievements/ recognition:**

- The business, its goods, and its services were recognised with prestigious prizes in 2009–2010. The business is extremely proud to announce that customers once again rated Maruti Suzuki top in the Customer Satisfaction Survey performed by unbiased organisation J.D. Power Asia Pacific. Nine times in a row. Other Accolades
- Maruti Suzuki wins 'Golden Peacock Eco–Innovation Award'
- Maruti Suzuki Ranks Highest in Automotive Customer Satisfaction in India for Ninth Consecutive Year.
- Maruti Suzuki becomes the first Indian car company to export half a million cars and accolades instituted by independent expert groups, media houses and research agencies. These include
  - Rated as No. 1 in J D Power Sales Satisfaction Index
  - Hatchback of the year – Ritz by Auto car
  - Car of the year – Ritz by Business Motoring
  - Manufacturer of the year by CNBC Overdrive

Ranked third amongst global car companies in the World's Most Reputed Company Survey 2009  
SWOT Analysis of Maruti Suzuki with USP, Competition, STP (Segmentation, Targeting, Positioning) - Marketing Analysis

Table 3.1

<b>Maruti Suzuki</b>	
Parent Company	Suzuki Motor Corporation
Category	Sedans, Hatchbacks, SUV's
Sector	Automobiles
Tagline/ Slogan	Way of life; Count on us

USP	Maruti has car models in every segment with a wide price range to choose from, apart from being the most reliable name in Indian automobile market
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### Maruti STP

Segment	Complete automobile segment including sedans & SUV's
Target Group	Indian urban and semi-urban middle class and upper middle class
Positioning	Maruti is India's No.1 automobile brand with strong legacy

### Product Portfolio

Brands	<p>1. Maruti 800   2. Maruti A Star   3. Maruti Alto</p> <p>4. Maruti Eco   5. Maruti Grand Vitara   6. Maruti Gypsy King</p> <p>7. Maruti Omni   8. Maruti Swift   9. Maruti v Dzure</p> <p>10. Maruti SX4   11. Maruti Wagon R   12. Maruti Zen Estilo</p>
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### 4.4 Maruti SWOT Analysis

Strengths	<ol style="list-style-type: none"> <li>1. Maruti Suzuki is the largest passenger car company in India, accounting for around 45% market share</li> <li>2. Over 12,000 people are employed with Maruti</li> <li>3. Good advertising, product portfolio, self-competing brands</li> <li>4. Largest distribution network of dealers and after sales service centres</li> <li>5. Strong brand value and strong presence in the second hand car market</li> <li>6. Having different revenue streams like Maruti finance,</li> </ol>
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	<p>Maruti Insurance and Maruti driving schools</p> <p>7. Over 700,000 units sold in India annually including 50,000 exports</p> <p>8. Maruti Suzuki launched NEXA showrooms to cater to its premium cars market</p> <p>9. The company has been recognized by several awards in the automobile segment in India</p>
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Weaknesses	<p>1. Inability to penetrate into the international market</p> <p>2. Employee management, strikes, worker wage problems have affected Maruti's brand image in the past</p>
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Opportunities	<p>1. Developing hybrid cars and fuel efficient cars for the future can be an opportunity for Maruti Suzuki</p> <p>2. Maruti can target tapping emerging markets across the world and building a global brand</p> <p>3. Fast growing automobile market and increased purchasing power</p>
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Threats	<p>1. Government policies for the automobile sector across the world</p> <p>2. Ever increasing fuel prices</p> <p>3. Intense competition from global automobile brands and cheaper brands can hurt Maruti Suzuki's business</p> <p>4. Substitute modes of public transport like buses, metro trains etc</p>
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## Competition

Competitors	<ul style="list-style-type: none"> <li>• 1.honda motors</li> <li>2.Toyota Motor Corporation</li> <li>3.Nissan Motors</li> <li>4.Hyundai Motors</li> <li>5.Fiat</li> <li>6.Mitsubishi Motors</li> </ul>
-------------	--

- |  |  |
|--|--|
|  | <ul style="list-style-type: none"> <li>7. <b>Tata Motors</b></li> <li>8. <b>Skoda Auto</b></li> <li>9. <b>Volkswagen</b></li> <li>10. <b>Ford Motor Company</b></li> </ul> |
|--|--|

The table above concludes the Maruti Suzuki SWOT analysis along with its marketing and brand parameters.

- National Award for Excellence in Corporate Governance by ICSI

#### **4.5 STRATEGY - BUSINESS PRICING MANAGEMENT**

##### **Latest New Car Models And Designs**

The country's largest car maker has understood the diverse needs of the Indian buyer. Maruti's portfolio of 16 different models is spread across a narrow price range of just 9 lakhs – from the entry level Alto 800 to the top end Ciaz and S Cross. This clearly shows that Maruti has a model for each price segment, in fact, sometimes multiple models for the same price band.

The all new Swift has not only raised the benchmark in the segment, it is also tempting enough to lure prospective Baleno owners into the Maruti showroom. The new 2018 Swift's price will also go up marginally, thus being within an arm's length of the Baleno's sticker price. Further, the huge waiting period might also force owners to look elsewhere into Maruti's own kitty of offerings, including in some cases, the Brezza and Ignis as well.

##### **The similarities**

All the four cars here make use of the same common 1.3-litre FIAT sourced DDiS motor. That said, the state of tune is different. While the Ignis, Swift and Baleno put out 75 horses and 90 Nm of torque, the Brezza gets a more powerful 90 PS / 200Nm set-up. All the four cars get a 5-speed manual transmission with the Swift and Ignis offering an optional AMT 'box as well.

The Ignis, Swift and Baleno share the same 1.2-litre K Series petrol engine as well. The Swift and Ignis put out fractionally lower figures for power and torque and are tuned to provide peppier performance, given their sporty appeal. In terms of platform, while the Ignis, Baleno and Swift are based on the next generation Heartech platform (Ignis on A+, Baleno and Swift on B), the Brezza is based on the C platform that is also used by the S Cross.

In terms of features, all the cars get a proper top end version that offers features like a touch screen infotainment with Apple CarPlay and Android Auto, keyless go with push button start, climate control, LED treatment and so on. The Ignis and Brezza also offer customization levels including dual tone option with a contrasting roof. The Swift and Brezza are sold via Maruti's network of showrooms whereas the Baleno and Ignis get the Nexa treatment.



### The differences



As visible in the images here, all four cars look completely different. The Ignis has a rather unique and stand-out design that makes it appealing to fashion conscious buyers. It looks funky too though is the smallest here in terms of dimensions. The new Swift has become even better looking with styling that remind us of the MINI Cooper – it sits lower and wider and the precision cut alloy wheels look so much better now.

	<b>Ignis</b>	<b>Swift</b>	<b>Baleno</b>	<b>Breeza</b>
<b>Length (mm)</b>	3700	3840	3995	3995
<b>Width (mm)</b>	1690	1735	1745	1790
<b>Height (mm)</b>	1595	1530	1510	1640
<b>G.C (mm)</b>	180	163	170	198
<b>Tyre Size</b>	175/65 R15	185/65 R15	195/55 R16	215/60 R16
<b>Boot Space (litres)</b>	260	268	339	328

The Baleno has a 'safe' design language, one that ends up appealing to a lot of buyers. It looks bigger too and the RS version gives you a little extra in terms of an integrated body kit. We Indians love our cars to be big and this is where the Breeza steps into the picture. It is India's largest selling compact SUV and does the job of massaging an owner's ego rather well.



The interiors of the four cars are also different. We will start with the Ignis – like its exterior design, the cabin too is designed like none of the other cars here. The big tablet like screen holds your attention and the aircraft inspired toggle switches look cool. You can also pick from three different interior color combinations depending on the exterior color you pick! The new Swift gets all new interiors as well, almost similar to that of the Dzire. Lot of rotary dials and knobs here – lends retro-modern touch we say. Seats offer the best support of all the four cars and we simply love the flat bottom steering wheel.

The Baleno offers the most spacious interiors here, even bettering the Brezza! The V-shaped central control might not be to everyone’s liking but it makes up with the beautiful speedometer console. The Brezza’s interiors look sober in comparison here and probably set for a mid life facelift in our opinion.

If you want space, look at the Baleno. It even offers the biggest boot here – yes, more space than the Brezza.

<b>PETROL</b>	<b>Ignis</b>	<b>Swift</b>	<b>Baleno</b>	<b>Baleno RS</b>
<b>Displacement (cc)</b>	1197	1197	1197	998
<b>Power (PS@rpm)</b>	<a href="#">83@6000</a>	<a href="#">83@6000</a>	<a href="#">84@6000</a>	<a href="#">102@5500</a>
<b>Torque (Nm@rpm)</b>	<a href="#">113@4200</a>	<a href="#">113@4200</a>	<a href="#">115@4200</a>	<a href="#">150@1700-4500</a>
<b>Transmission</b>	MT/AMT	MT/AMT	MT/CVT	MT
<b>Fuel economy (kpl)</b>	20.89	22	21.4	21.1
<b>Tank Capacity (litres)</b>	32	37	37	37
<b>Range (km)</b>	668.48	814	791.8	780.7
<b>Weight (kgs)</b>	825-860	855-880	865-935	950

All four cars look different in and out. And they drive in a different way as well. You want a go-kart experience? The Ignis will thrill you with enough grinning moments. The suspension set-up is on the firmer side but this rewards you when driving with a load of passengers. The Ignis feels agile and seating posture gives you excellent visibility as well.

The Swift drives well too and is almost as enjoyable as the Ignis. The steering is light without having lost the 'connect' that enthusiasts crave for. Gear shift is smooth, brakes work well and the new platform has given it a ride that feels mature, specially over broken roads.

<b>DIESEL</b>	<b>Ignis</b>	<b>Swift</b>	<b>Baleno</b>	<b>Breeza</b>
<b>Displacement (cc)</b>	1248	1248	1248	1248
<b>Power (PS@rpm)</b>	<a href="#">75@4000</a>	<a href="#">75@4000</a>	<a href="#">75@4000</a>	<a href="#">90@4000</a>
<b>Torque (Nm@rpm)</b>	<a href="#">190@2000</a>	<a href="#">190@2000</a>	<a href="#">190@2000</a>	<a href="#">2000@1750</a>
<b>Transmission</b>	MT/AMT	MT/AMT	MT	MT
<b>Fuel economy (kpl)</b>	26.8	28.4	27.39	24.3
<b>Tank Capacity (litres)</b>	32	37	37	48
<b>Range (km)</b>	857.6	1050.8	1013.43	1166.4
<b>Weight (kgs)</b>	940-960	955-985	960-985	1170-1195

The Baleno has the best ride quality here. It feels 'large' and stable at high speeds and with a light steering, is a boon to use in city traffic. Visibility however isnt the best here but those who want thrills can check out the RS nee version : 100 horses on tap and a slightly better suspension – steering set-up.

The Breeza is for your weekend adventures and driving over speed breakers as if they do not exist. It does not feel like a SUV to drive, but more like a grown up hatchback and that is a good point in terms of ease of driving. Slow speed ride is firm but with load or with increase in speed, the quality does improve drastically.

So if you want a Pseudo SUV look and feel, pick the Breeza. Want to play safe? Try the Baleno. Want something sporty and exciting? Get the Swift. And if you want to stand out from the crowd and do not mind experimenting in life, the Ignis is for you.

### **Objectives of customer satisfaction**

Customer satisfaction is the degree to which a buyer is satisfied with a product, service or company. Customer satisfaction objectives can be broken down in to 3 main groups. The first is satisfaction with the purchase, which include how well the product performed, and whether it met customer expectations & similar perceptions. The second is satisfaction with the process, which includes ease of making the purchase as well as customer satisfaction objectives is the degree to which satisfaction levels affect future actions, such as recommending a product to others or buying again.

Companies are very interested in ensuring that customers are happy with the performance of a product or the quality of service because it will affect future purchase decisions. In fact, quality may be the most important of the customer satisfaction objectives because the consequences of a bad product or poorly performed service are virtually impossible to overcome.

## Benefits of customer satisfaction

- Quick analysis of large volumes of customer satisfaction information
- More timely and effective use of resources to resolve customer issues
- Better informed business strategies around changes to existing products and the creation of new products
- Greater customer retention rates.
- More customer referrals.
- A more engaged and therefore productive workforce.

## Advantages to customer satisfaction survey

**Up-to-date feedback** : Ask current customers for their opinions on your company's many elements. Receiving timely customer feedback is always helpful to gain insight into how your consumers are currently reacting to all elements of your business. You may remain on top of customer trends using routinely scheduled online surveys or e-mail surveys.

**Benchmark results**:. To continue learning more about your clients, you can periodically administer the same survey. The same questions can be used in surveys, allowing you to compare data across time and benchmark survey data over prior years to decide whether any adjustments are necessary.

**Show that you care**: Customers appreciate being queried about their opinions. Customers get the impression that your firm values them by basing decisions on consumer input.

## Disadvantages

- **Too many surveys, so little time**: your customer are bombarded with online surveys. Surveys may be complete, however, some people simply don't like to complete them. Sending surveys too often can irritate customers and lead to customer burn out. Customer burn out can result in low response rates or result in lower satisfaction scores, despite your reputation for providing excellent product or service.
- **Privacy issues**: we live in high-tech environment filled with daily doses of unwanted junk e-mail, e-mail solicitations, sales call. When taking on online survey or a phone survey, it is hard for your customer believe that they aren't being tracked.

## Effective measurement of customer satisfaction

**Shopping experience**: How pleased are customers with the design of the store and the positioning of the products? Could they locate the item they were seeking? How simple was it for them to find the item?

**Quality of service** Determine how satisfied consumers are with your staff's courtesy, vigour and excitement, promptness of service, etc.

**Knowledge of staff**Product expertise of the sales personnel, particularly with regard to new items, product alternatives, seasonal offerings, and the like

**Ease of billing:** Customer approval of the billing processes were there enough check-out counters for the number of individuals being questioned? Were there any billing counters with a speciality? E

**Post-purchase experience:** Are customers likely to promote your business to others or come back? Will they discuss their entire experience with your store with their family and friends?

# CHAPTER -5

## RESEARCH METHODOLOGY

### 4.6 STATEMENT OF PROBLEM

One area of marketing research that is expanding quickly is the measurement of consumer satisfaction. Businesses have realised that acquiring new clients may be significantly more expensive than keeping their current clientele. Additionally, in order to guarantee a high degree of pleasure, some customers, such as those who use the products or services frequently, require somewhat higher efforts. Studies on customer satisfaction have become a crucial component of many businesses' retention and loyalty initiatives.

"A Study on the Customer Satisfaction of Maruti Suzuki Vehicles at Indus Motors, Thevara" was the study's title.

### 4.7 RESEACH DESIGN

A research design is a strategy that outlines the information types and sources pertinent to the study challenge. It is a strategy that outlines the method to be employed for data collection and analysis. It includes a concise overview of the approaches and procedures for managing exports.

#### 4.7.1 POPULATION

It is a representative part of the sampling. Total population is 500 we are choosing 5years experience person.

#### 4.7.2 SAMPLE SIZE

Sample size to the number of people study was conducted on the primary data collected from the 50 respondents sample size is convenes sampling.

#### 4.7.3 SAMPLING TECHNIQUE

The samples used for this study are selected using convenient sampling

### 4.8 TOOLS FOR DATA COLLECTION

The study used two different sorts of data.

Primary information

Primary data

### 4.9 PRIMARY DATA

The data are those which are collected at fresh and for the first time and thus happen to the original in character.

Source of primary data

Personal interview

Questionnaire

#### 4.9.1 SECONDARY DATA

Secondary data means that are already available they refuse to the data which have already been collected and analyzed by someone else.

#### Source of secondary data

Journals

Magazines

Books

Internet

#### **4.9.3 TOOLS OF DATA ANALYSIS**

The collection data was tabulated and analyzed with the help of statistical tools. bar diagram and pie diagram are used for easy understanding of the study. Interview is done with the officers and staffs to collect the data and feedback.

## CHAPTER- 6

### Data Analysis and Interpretation

**Table 4.1: customer of Indus motors**

Respondents	No: of respondents	Percentage
Yes	100	100
No	0	0
Total	100	100

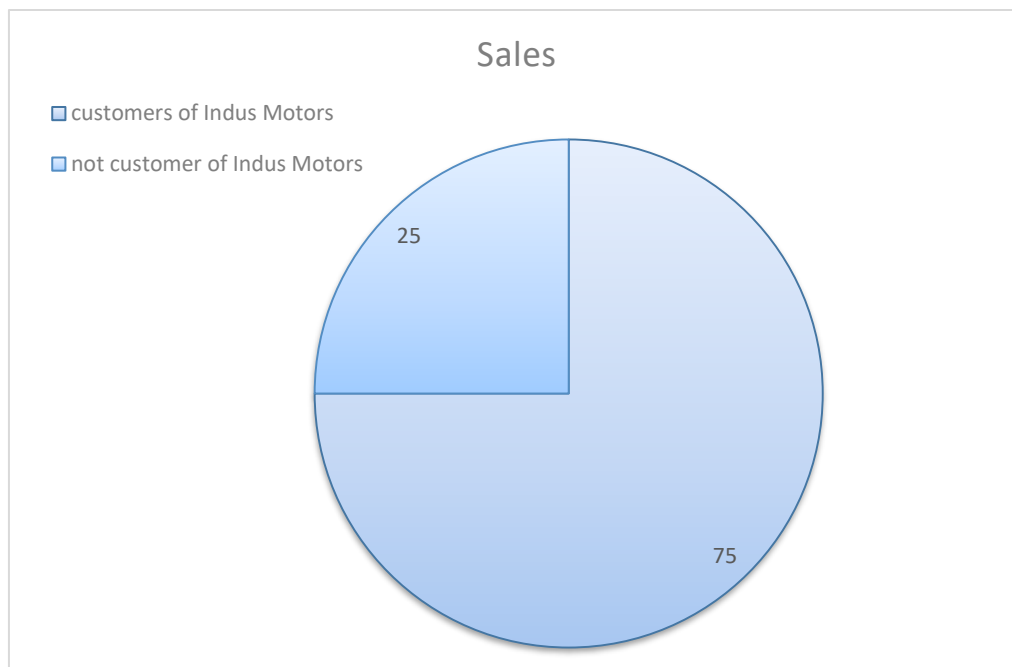


Fig 4.1



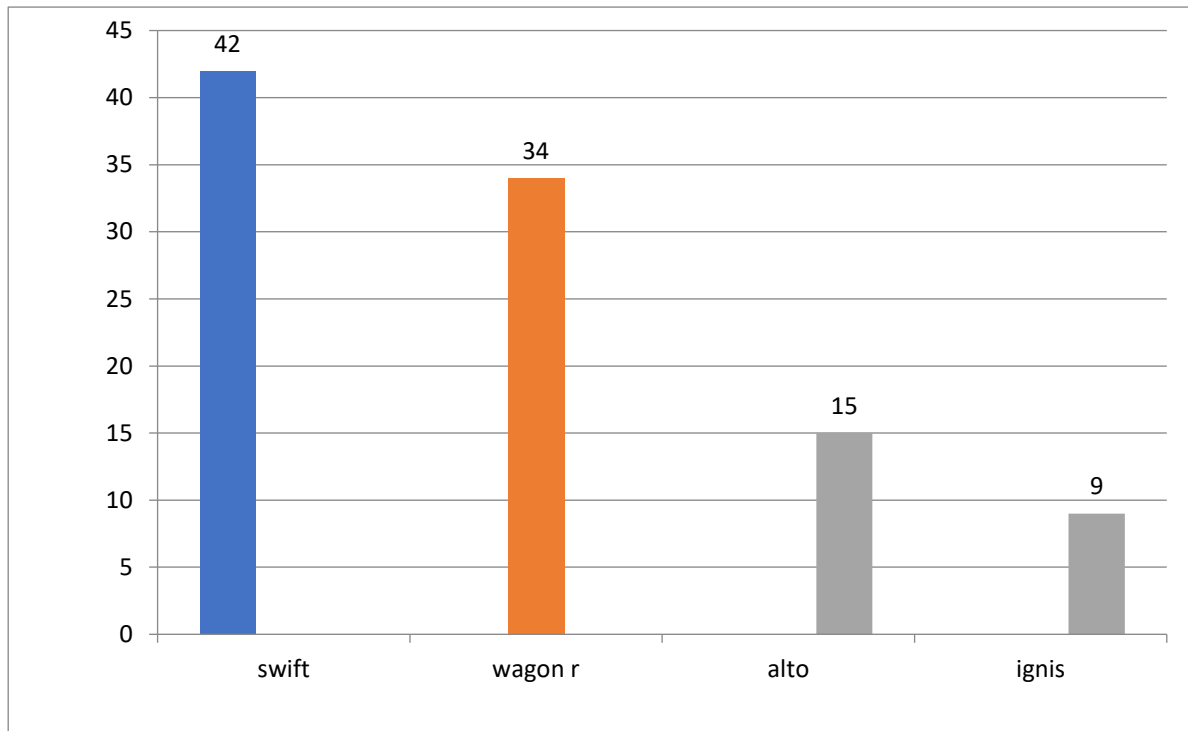
## INTERPRETATION:-

The data is accurate.100 peoples are customer of Indus motors.

**Table 4.2: car purchased from Indus motors**

car	No: of respondents	Percentage %
Swift	42	42
Wagnor	34	34
Alto	15	15
Ignis	9	9
Total	100	100

Fig 4.2



**INTERPRETATIONS;-**

42% peoples using Swift car,34% peoples using Wagon r,15% peoples using Alto and 9%people use Ignis car

**Table 4.3: how many years been a customer of Indus motors**

Year	Percentage
Below 1 year	12
1-5 year	26
5-10 year	40
Up to 10 year	22
Total	100

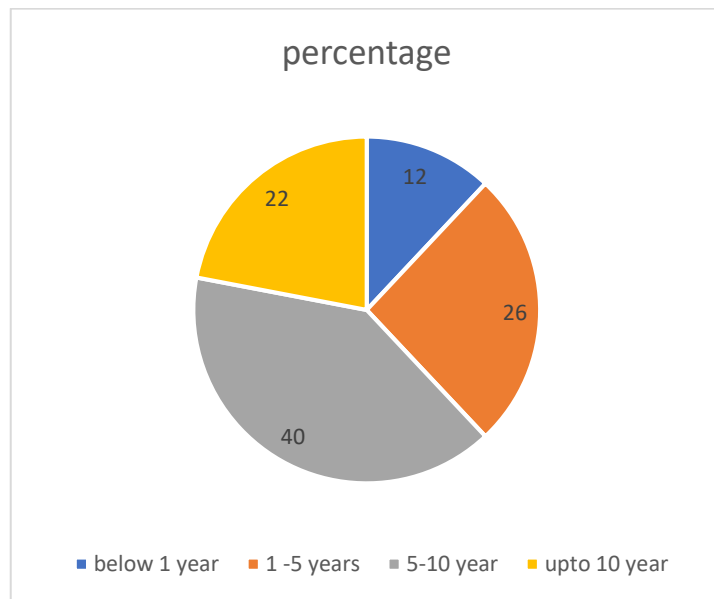


Fig 4.3

**INTERPRETATIONS:-**

From the above table 12% of customers use in the period of below one year,26% of customers use in the period of 1-5year, the most of the customers are the period of 5-10 years it is 40 % and 22% customers using more than 10 years .

**Table 4.4: price of Indus motors**

Respondents	No: of respondents	percentage
Satisfied	93	93
Unsatisfied	1	1
Neither satisfied nor unsatisfied	6	6
Total	100	100

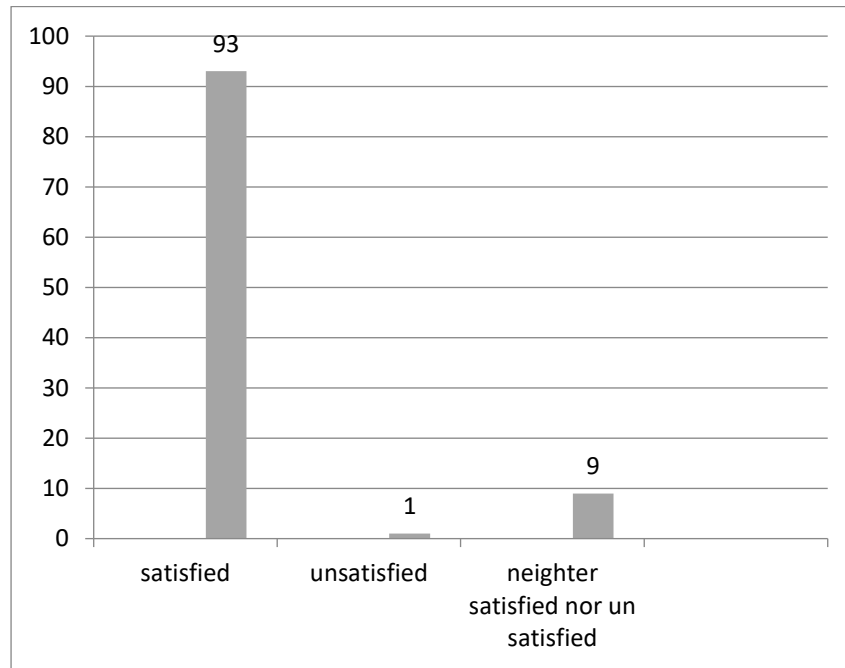


Fig 4.4

### INTERPRETATION:-

In this table we can identify that 93% of customers satisfied with the price of Indus motors, 1% customers are unsatisfied with the price of Indus motors and 6% customers neither satisfied nor unsatisfied.

**Table 4.5: source of knowing about Indus Motors**

source	No: of respondents	percentage
Electronic media	65	65
News paper	23	23
Friends	10	10
Others	2	2
total	100	100

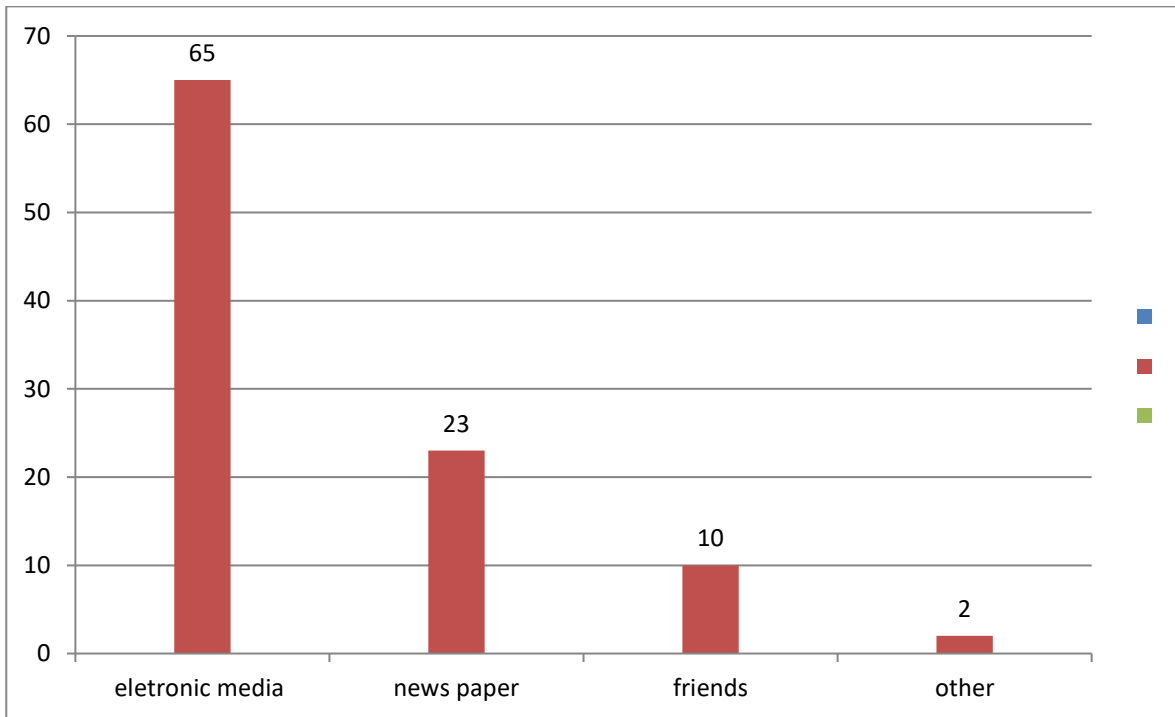


Fig 4.5

**INTERPRETATION:-**

In this table the 65% customers know about car by the use of electronic media,23% people know by news paper ,10% know by communication of friends and 2 % know by other sources.

**Table 4.6: are you satisfied with customer service**

respondents	No:of respondents	Percentage
Satisfied	99	99
Dissatisfied	1	1
total	100	100

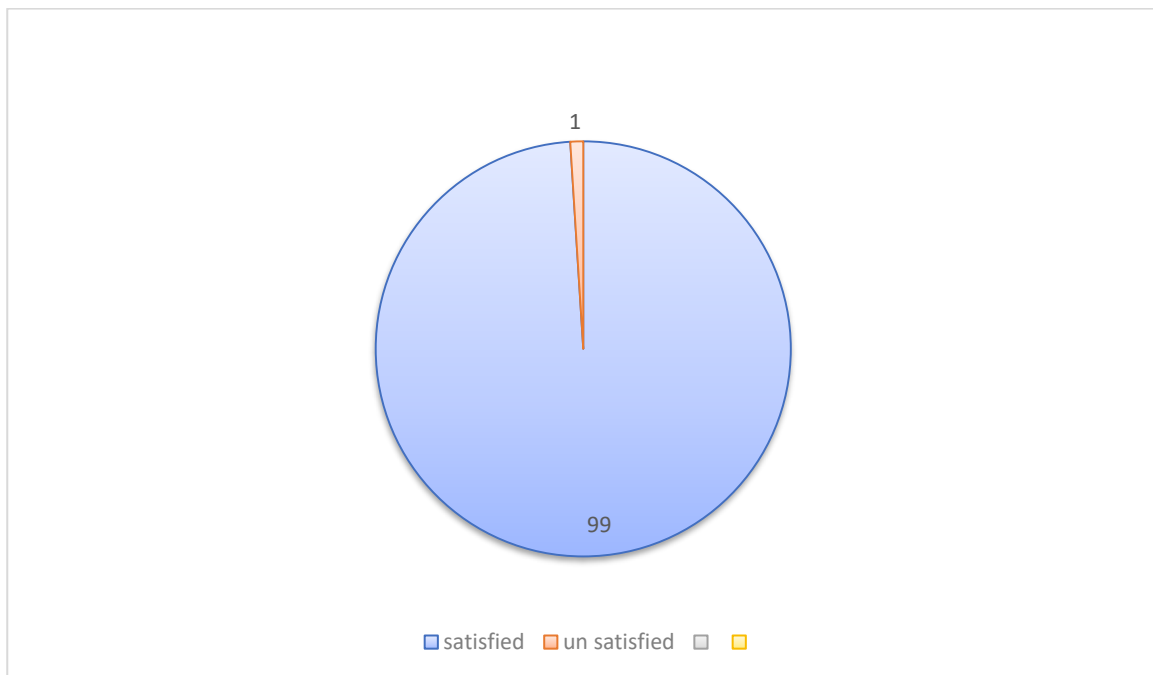


Fig 4.6

**INTERPRETATIONS:-**

In this table shows 99% of customers are satisfied with the customer service and 1% of customers are not satisfied.

**Table 4.7: good impression on insurance policy**

Response	No: respondents	percentage
Good	84	84
Average	14	14
Poor	2	2
Total	100	100

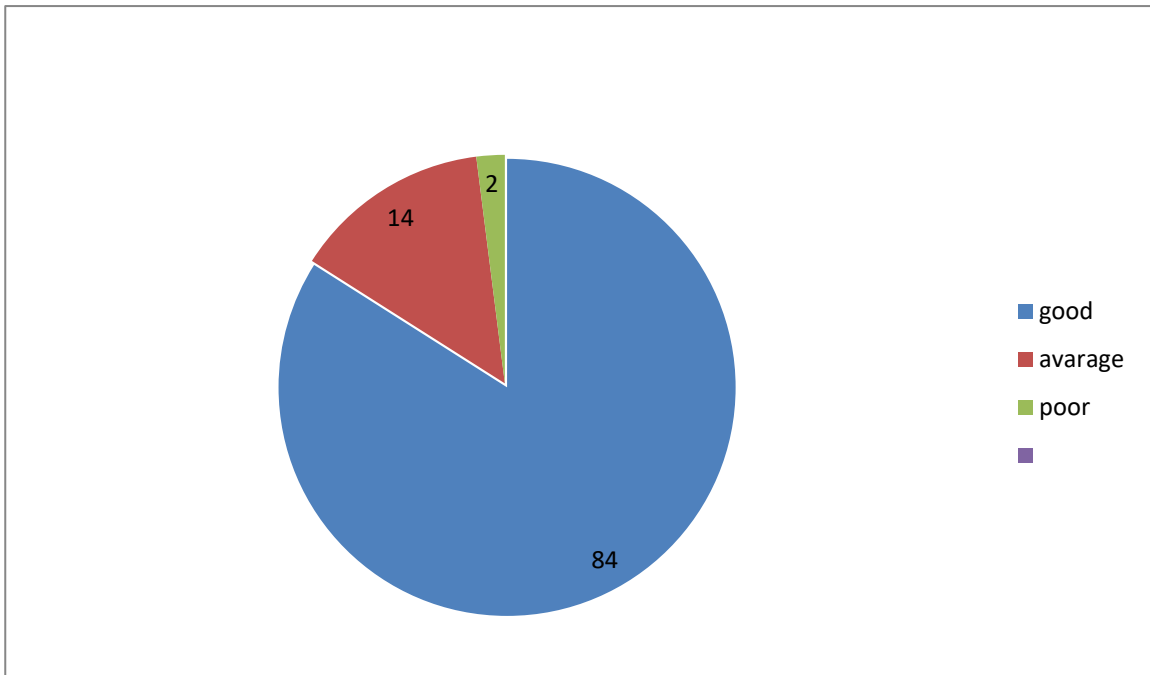


fig  
4.7

**INTERPRETATION:-**

In this table we can identify the 84 % customers give good impression to the insurance policy,14% customers give average satisfaction and 2% customers are give bad report.

**Table 4.8: satisfaction with service department**

Response	No: of respondents	percentage
Highly satisfied	63	63
Satisfied	31	31
Dis-satisfied	5	5
Highly dis-satisfied	1	1
To1tal	100	100

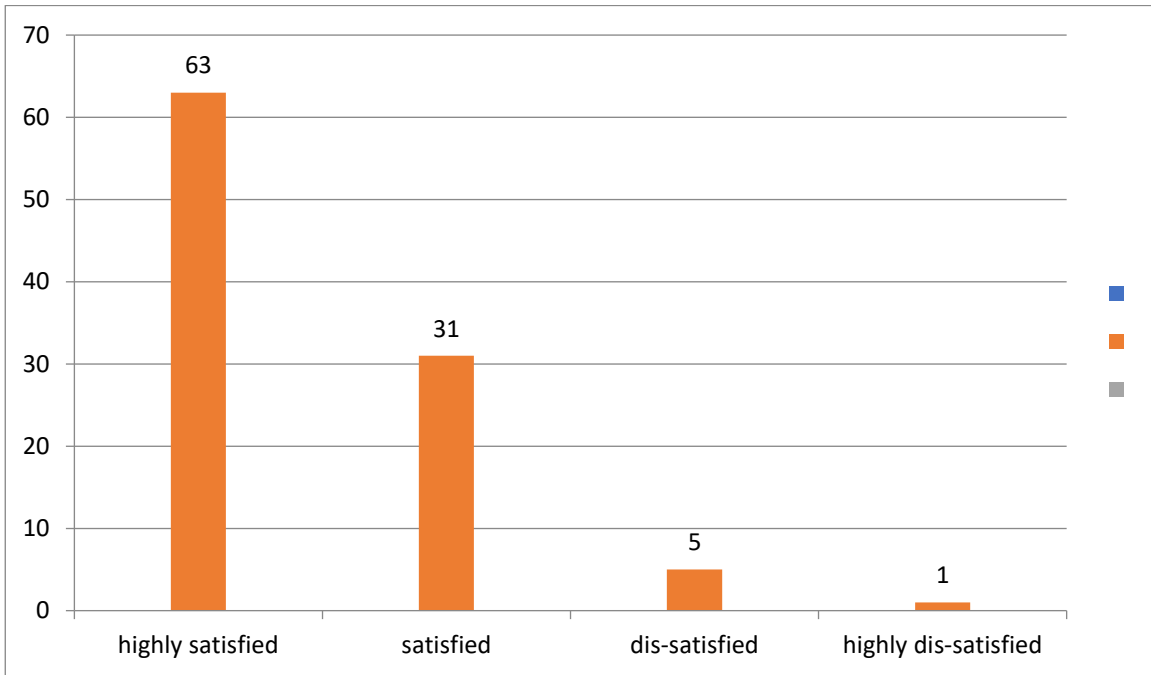


Fig 4.8

**INRERPRETATION:-**

In this table 63% customers are highly satisfied with the service department ,31% customers are satisfied the service department,5% customers are dis-satisfied and 1%customers are highly dis-satisfied by service department of Indus motors

**Table 4.9: satisfaction of free service**

Respondents	No: of respondents	percentage
Very good	82	82
Good	9	9
Average	9	9
Poor	0	0
Total	100	100

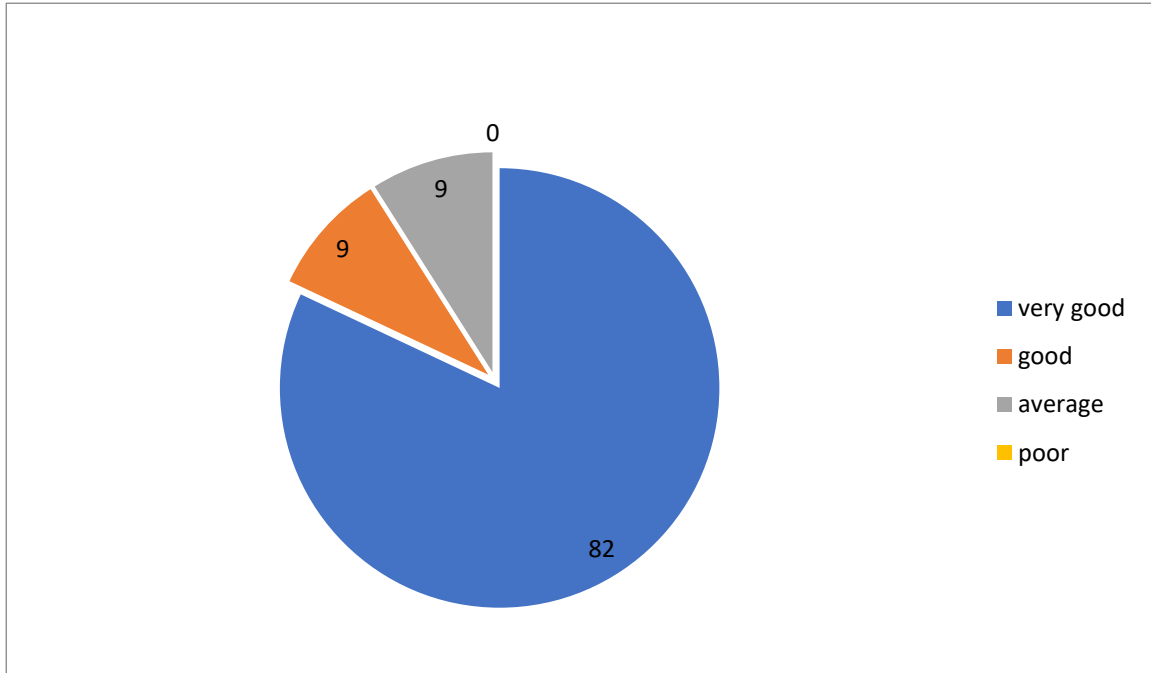


Fig 4.9

**INTERPRETATION:-**

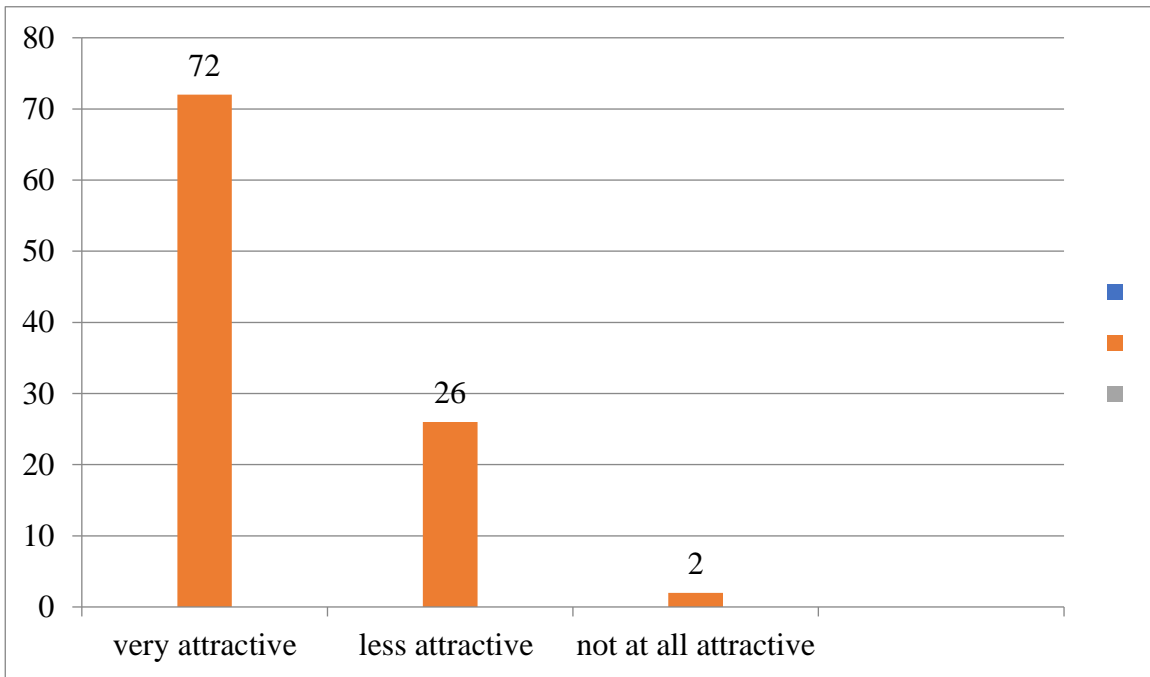
82% of the respondents are very satisfied with the free service of Indus motors,9% customers are responds good service,9% respondents say average service and no one to responds bad about Indus motors free service.



**Table 4.10: presentation of car in Indus motors**

respondents	No: respondents	Percentage
Very attractive	72	72
Less attractive	26	26
Not at all attractive	2	2
Total	100	100

fig 4.10



**INTERPRETATION:-**

In this table 72% customers are respond the presentation of car in Indus motors are very attractive,26% responds presentation is less attractive and 2% responds the presentation is not at all attractive.

**Table 4.11: advertisement of Indus motors**

Respondents	N:of Respondents	percentage
Satisfied	97	97
Dis-satisfied	3	3
Total	100	100

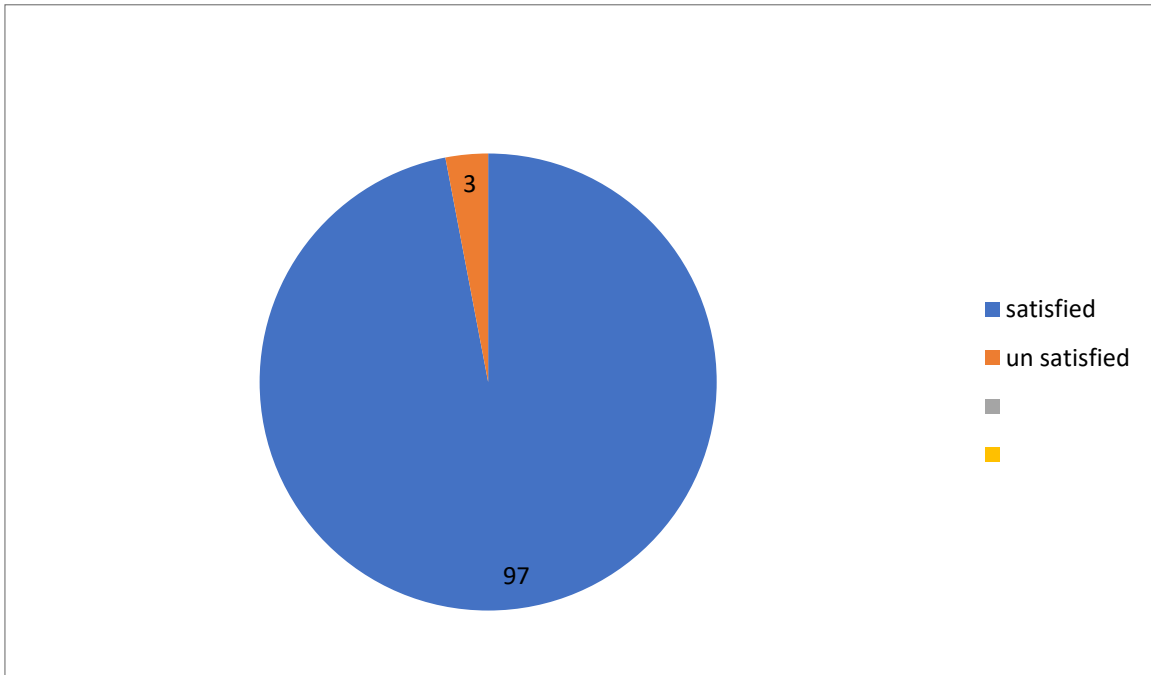


Fig :4.11

INTERPRETATIONS:-

From this table 97% customers are satisfied with advertisement of Indus motors and 3% are unsatisfied.

**Table4.12: Dealing of sales man of Indus motors**

Respondents	No: of Respondents	Percentage
Good	81	81
Average	13	13
Poor	6	6
Total	100	100

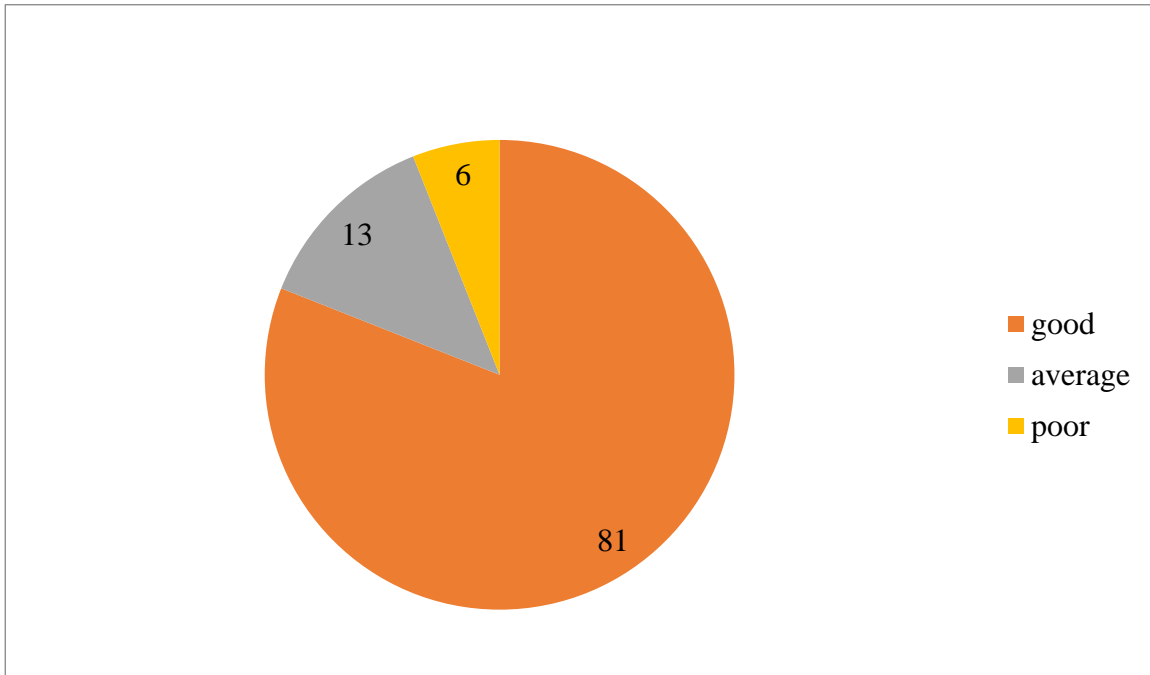


Fig 4.12

**INTERPRETATION:-**

From this table 81% customers responds the dealing of sales man is good, 13% responds average and 6% responds poor.

**Table 4.13 price offers of Indus motors**

Respondents	No: of respondents	Percentage
Satisfied	94	94
Un satisfied	6	6
Total	100	100

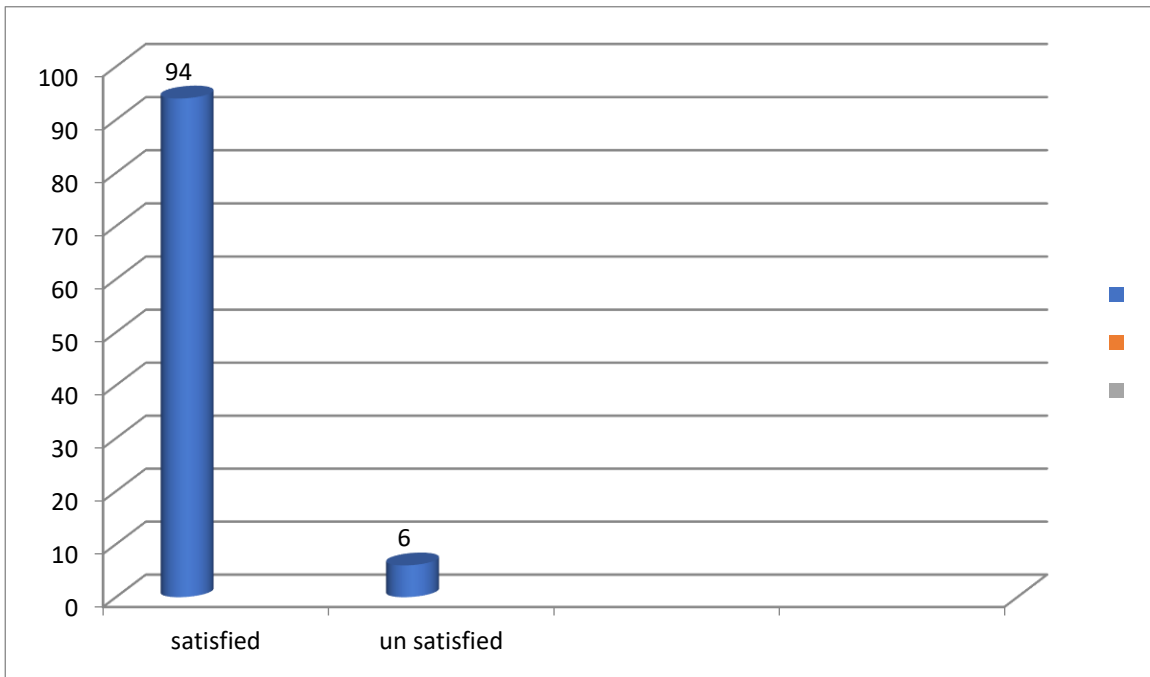


Fig 4.13

INTERPRETATION:-

In this table 94% of customers are satisfied with the price offers of Indus motors and 6 % are not satisfied the price offers of Indus

**Table 4.14 responds the discount coupons of Indus**

respondents	No: of respondents	percentage
Good	76	76
Average	20	20
Poor	4	4
Total	100	100

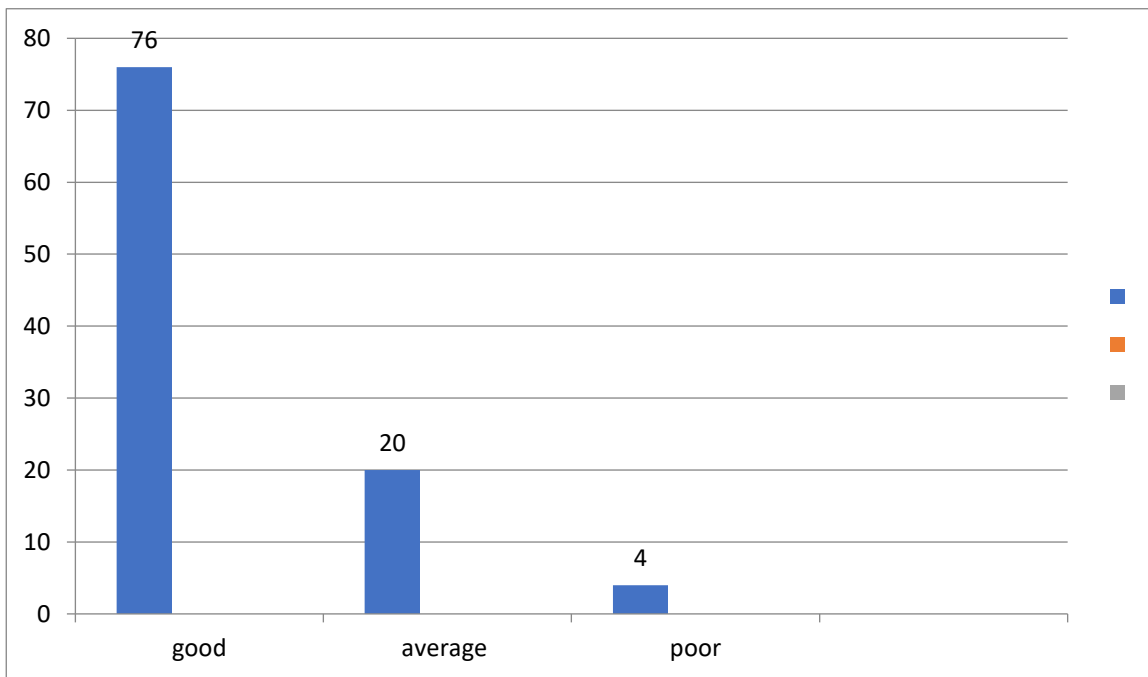


Fig 4.14

INTERPRETATION:-

This table shows that 76% responds the discount coupons of Indus are good, 20% respond discount coupons are average and 4% are respond the discount coupons of Indus are poor.

**Table 4.15: contest polices offered by Indus Motors**

Respondents	No :of respondents	Percentage
Satisfied	95	95
unsatisfied	5	5
Total	100	100

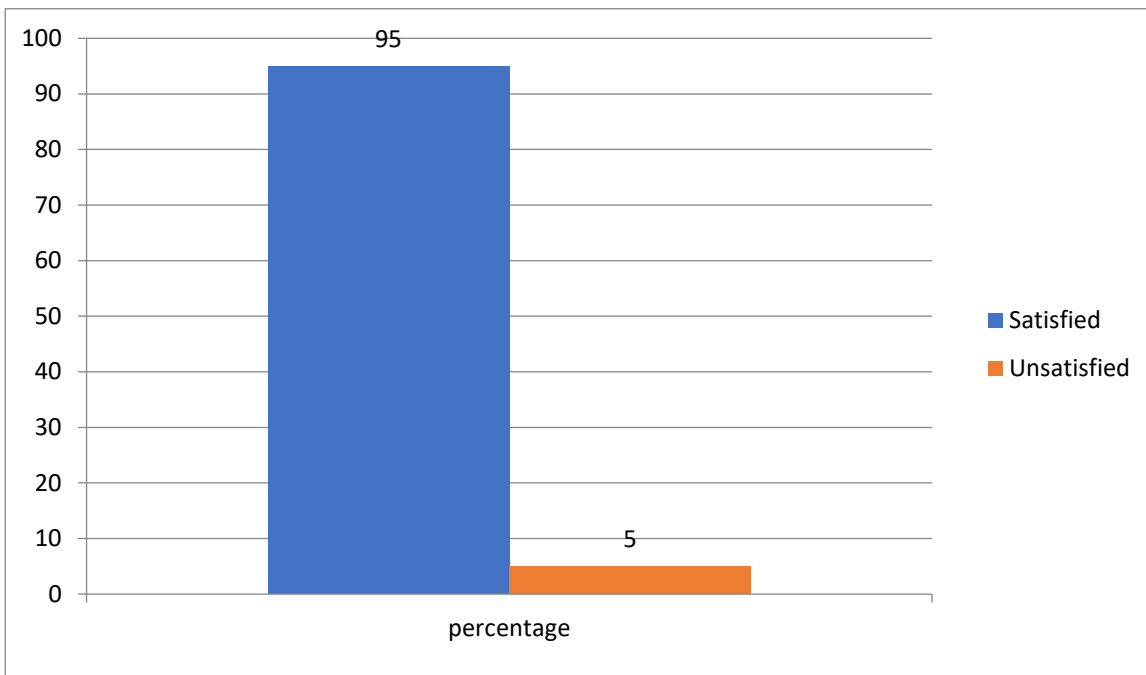


Fig 4.15

**INTERPRETATION:-**

In this table shows that 95% customers are satisfied with the contest polices offered by Indus Motors and 5% of customers are not satisfied.

**Table4.16: delivery of car on time**

Respondents	No: of respondents	Percentage
Satisfied	92	92
Unsatisfied	8	8
Total	100	100

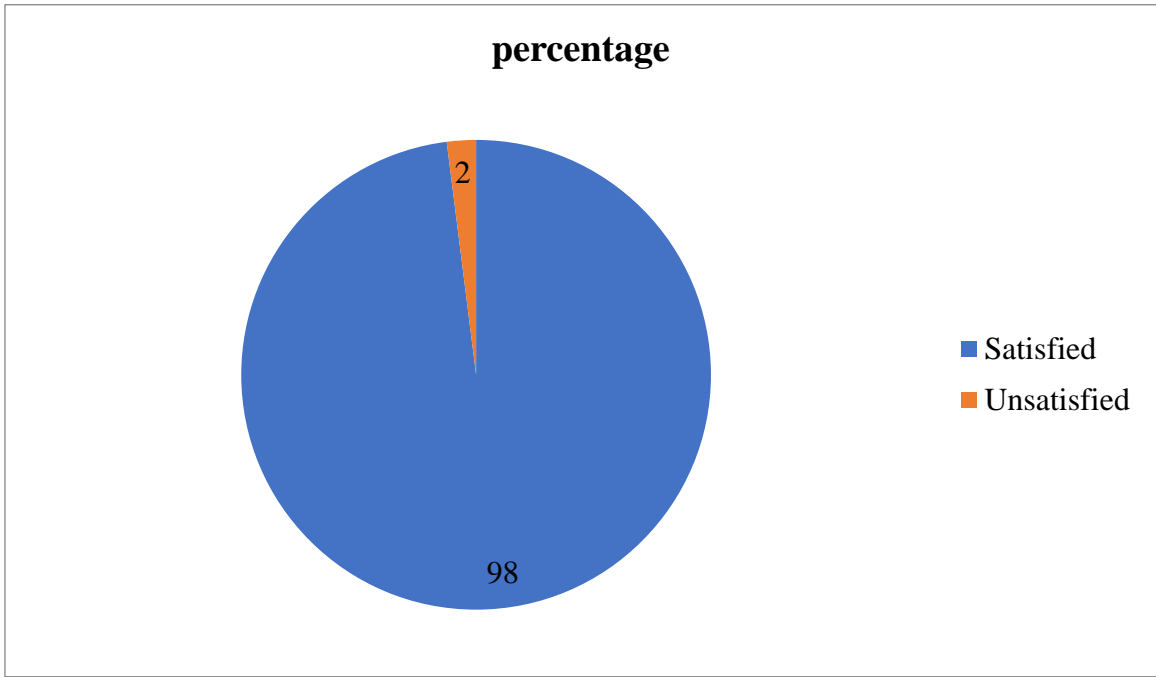


Fig 4.16

**INTERPRETATION:-**

In this table shows that 98% customers are satisfied with the availability of car in Indus Motors and 2% of customers are not satisfied

**Table 4.17: sales promotional technique's Indus motors**

Respondents	No: of respondents	percentage
Continue to purchase	99	99
Not continue to purchase	1	1
Total	100	100

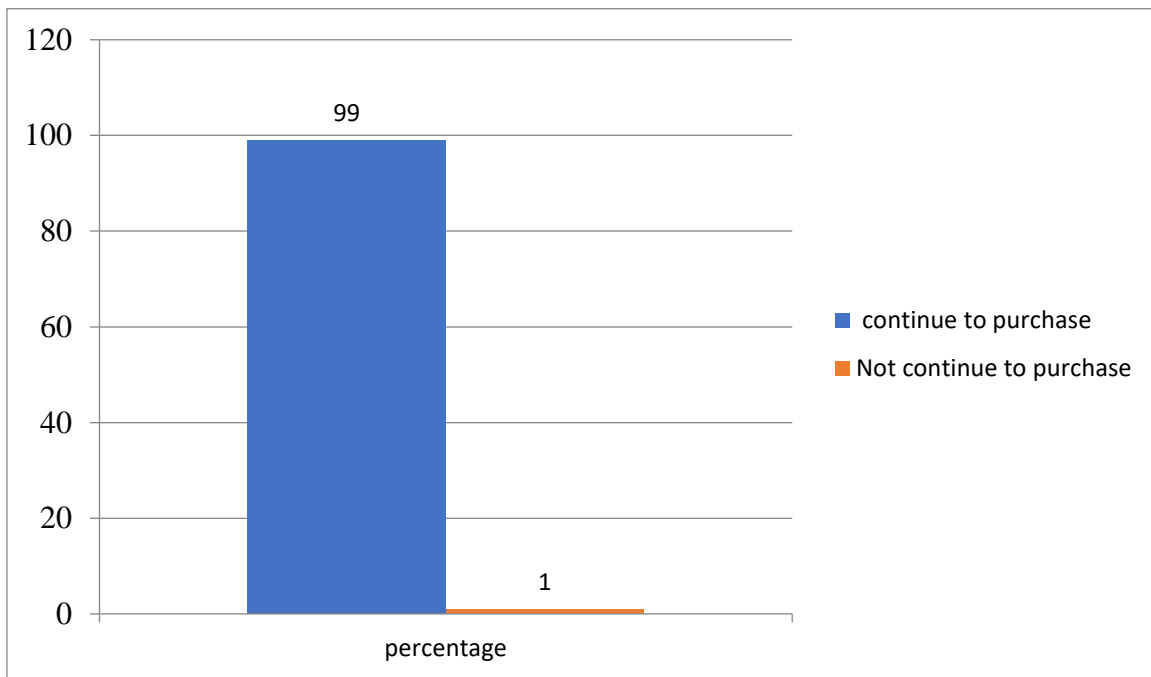


Fig 4.17

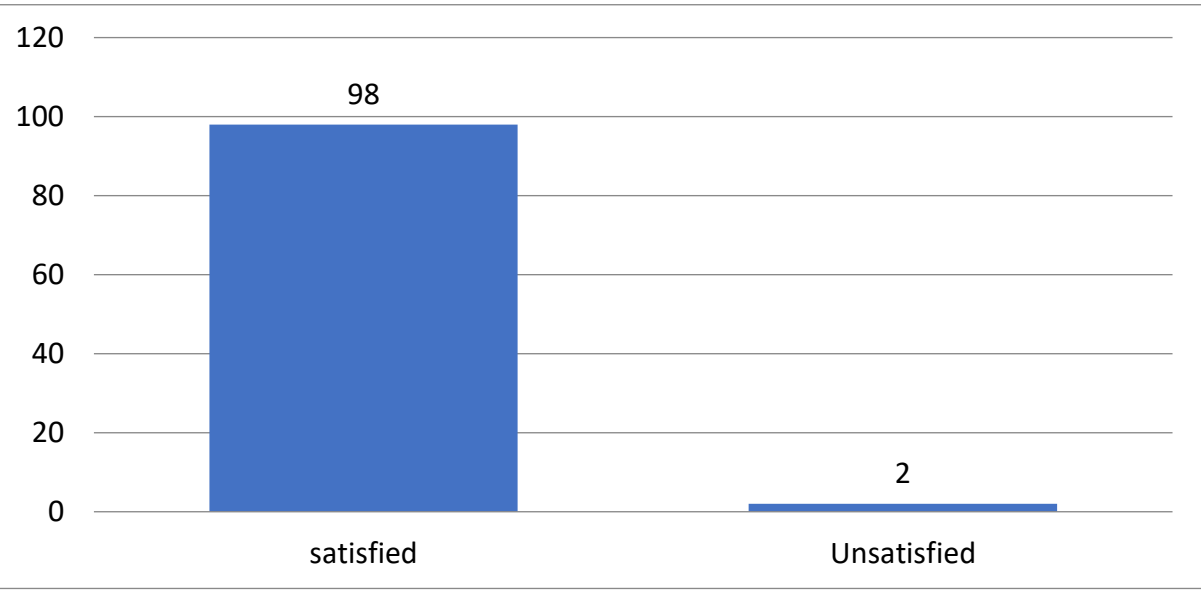
**INTERPRETATION:-**

In this table shows that 99% customers like to purchase and 1 % of customers are not satisfied

**Table 4.18: overall performance Indus motors**

Respondents	No: of respondents	Percentage
Satisfied	99	99
Unsatisfied	1	1
Total	100	100





## **CHAPTER-5**

### **FINDINGS, SUGGESTIONS AND CONCLUSION**

#### **5.1 Findings**

- ❖ 75% of people are customers of Indus Motors.
- ❖ Most of the customers are satisfied with the customer service of Indus Motors.
- ❖ Majority of the customers are agreeing the customer's appraisal fairly according to the company policy.
- ❖ It is informed that 97% of the respondents are interested and attracted by the advertisement of the company.
- ❖ From the analysis it is found that most of the customer are satisfied with the over-all purchase experiences.
- ❖ It is clear that 94% of the respondents are satisfied with the price of Indus Motors.
- ❖ 99% of customers are satisfied with the over-all performance of Indus Motors.
- ❖ Most of the customers are satisfied with sales promotion techniques followed by Indus Motors.
- ❖ Most of the customer are satisfied with dealings done by sales executives of Indus Motors.
- ❖ 72% of customers are satisfied with the way of presenting the cars and introducing its features to the customers.
- ❖ 65% of the customer known about Indus Motors through electronic media.
- ❖ 84% of the customers are satisfied with Insurance Policies issued by Indus Motors.
- ❖ 63% of the customers are highly satisfied with the service department of Indus Motors.
- ❖ 82% of the customers are satisfied with the free service provided by the Indus Motors.
- ❖ Most of the customers are satisfied with vehicle loan provided by the Indus Motors.

#### **5.2 suggestion**

- Give more offers to government employees and businessmen for attracting those customers
- Should offer test drive facilities
- Proper communication between the sales executive and the customer should be enhanced
- Give periodic training to supervisory level executives, sales executives and the workers

- Complete checking of the car must be done prior to delivery
- Improve after sales services
- Those customer having higher income where expecting more from Indus, so improve the quality of service that Indus offers

## **5.2 conclusion**

As my experience I would like to say that this study was very beneficial for me, I found that the entire experience very rewarding. I could get a good idea about the customer satisfaction of Maruti vehicles at Indus Motors. This study has given me an insight into the pros and cons of services provided by Indus Motors.

The company has wide range of products and good after sales service. It has more customized products and the firm has unbeatable quality checking measures. The company ensures 100% quality in almost all of its products.

# ANNEXURE

## QUESTIONNAIRE

1). NAME \_\_\_\_\_

2). Which among the following made you choose Indus motors thevara for the purchase of your car

- Location
- Range of Services
- Personal relation with staff
- Dealer reputation

3) Which of the following facilities were made available to you at the time of purchase?

- Personal level attention by sales staff
- Free test drive of the car
- Complete product briefing
- Premium waiting area
- Beverages and snacks
- Magazines and other entertainment
- Online/over the phone information availability

4) What are the factors that influenced you to purchase Suzuki Baleno?

- Brand reputation
- Popularity
- Ease of maintenance
- Mileage
- After sales service
- Resale value
- Design
- Performance
- Features offered
- Suggestion from an existing owner
- attractive financing options

5) How many of the following services offered by Nexa have you availed?

- 24X7 roadside assistance
- Over the phone assistance
- Complimentary services
- Extended warranty
- Discount on retail price
- Add on services like polishing, Ceramic coating, etc

6) How likely are you to recommend purchase Baleno from Nexa Kalamassery?

- Very likely
- Likely
- somewhat likely
- Unlikely
- Very unlikely

7) From your consumer experience, do you have any suggestions for improving consumersatisfaction levels?

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8) Are you familiar with the social media accounts of Maruti Suzuki and Nexa?

- Very familiar
- Familiar
- Not familiar

9) Have you noticed advertisements of Suzuki Baleno on social media

- Yes
- No

10) Was your purchase decision influenced by advertisements on social media?

- Yes
- No

12) On a scale of 1 to 5, how important do you think social media is in influencing your purchase decision?

- 1
- 2
- 3
- 4
- 5

13) Did reviews by automotive journalists on social media influence your purchase decision?

- Yes
- No

14) Do you think automotive journalism has an impact in influencing consumer perception of Suzuki Baleno?

- Yes
- No

17) If yes, did it influence your purchase decision?

- Yes
- No

18) Did you refer to any automotive portals before making the purchase?

- Yes
- No

19) Does the celebrity endorsements for the car influence your purchase decision?

- Yes
- No

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