

A Study of Customer Satisfaction of Maruti cars in Nanded City

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Abstract:

In this research paper attempt has been made to understand level of customer satisfaction with respect to various variables. The variables which were selected for study are age of the car owner, Occupation of the car owner and kilometer run of the vehicle. The data was collected by using likert scale and analysis was done by using percentage and average. The chi square test was used to find out the association between various variables and level of customer satisfaction.

Keywords: Customer satisfaction, Car Users, Nanded City.

1. Introduction

Business always starts and closes with customers and hence the customers must be treated as the King of the market. All the business enhancements, profit, status, image etc of the organization depends on customers. Hence it is important for all the organizations to meet all the customers' expectations and identify that they are satisfied customer.

Customer satisfaction is the measure of how the needs and responses are collaborated and delivered to excel customer expectation. It can only be attained if the customer has an overall good relationship with the supplier. In today's competitive business marketplace, customer satisfaction is an important performance exponent and basic differentiator of business strategies. Hence, the more is customer satisfaction; more is the business and the bonding with customer.

Customer satisfaction is a part of customer's experience that exposes a supplier's behavior on customer's expectation. It also depends on how efficiently it is managed and how promptly services are provided. This satisfaction could be related to various business aspects like marketing, product manufacturing, engineering, quality of products and services, responses customer's problems and queries, completion of project, post delivery services, complaint management etc.

Customer satisfaction is the overall essence of the impression about the supplier by the customers. This impression which a customer makes regarding supplier is the sum total of all the process he goes through, right from communicating supplier before doing any marketing to post delivery options and services and managing queries or complaints post delivery. During this process the customer comes across working environment of various departments and the type of strategies involved in the organization. This helps the customer to make strong opinion about the supplier which finally results in satisfaction or dissatisfaction.

Customer's perception on supplier helps the customer choose among the supplier on basis of money value and how well the delivered products suit all the requirements. The supplier's services never diminishes after the delivery as customer seeks high values post marketing services which could help them use and customize the delivered product more efficiently. If he is satisfied with the post marketing services then there are good chances for supplier to retain the customers to enhance repeated purchases and make good business profits.

Customers are value maximisers. They form an expectation of value and act on it. Buyers will buy from the firm that they perceive to offer the

highest customer – delivered value, defined as the difference between total customer benefits and total customer cost. A buyer's satisfaction is a function of the products perceived performance and the buyer's expectations. Recognizing that high satisfaction leads to high customer loyalty, many companies today are aiming for TCS- total customer satisfaction. For such companies, customer satisfaction is both a goal and a marketing tool. Losing profitable customers can dramatically affect a firm's profits. The cost of attracting a new customer is estimated to be five times the cost of keeping a current customer happy. The key to retaining customers is relationship marketing.

Quality is the totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs. Marketers play a key role in achieving high levels of total quality so that firms remain solvent and profitable. Marketing managers must calculate customer lifetime value (CLV) of their customer base to understand their profit implications. They must also determine ways to increase the value of customer base. Companies are also becoming skilled in CRM, which focuses on developing programs to attract and retain the right customers and meeting the individual needs of those valued customers. CRM often requires building a customer database and doing data mining to detect trends, segments, and individual needs.

Customer satisfaction is an integral part of CRM. The question is often raised as to whether it is possible to accurately measure customer satisfaction. The answer is an emphatic YES. Once the firm correctly obtains the feedback of the customer on all the relevant parameters, measuring customer satisfaction accurately will not be all that difficult. In fact, customer satisfaction measures are nothing but customer feedback statistically expressed.

Customer satisfaction is a post hoc evaluation of

consumption experience (Oliver, A customer satisfaction evaluation can be quite specific in nature - a specific subset experience such as a single transaction and/or particular attribute - but may also be based on all previous experience with a good or service (Anderson and Fornell, 1993). As the purpose of this study is to investigate buyers' price tolerance - the maximum price increased satisfied customers are willing to pay or tolerate pay or tolerate before switching seems natural to focus on cumulative customer satisfaction. Cumulative customer satisfaction, as opposed to satisfaction with a specific transaction or product attribute, should provide a more accurate depiction of the net or marginal value customers attach to future consumption of a good or service.

Price tolerance is closely related price which a man would be willing he actually does pay is the economic consequence, we might expect customers bidding greater satisfaction. This economic behaviour. As the level customer satisfaction provided by the firm increases, price tolerance should increase.

However, while the hypothesis that an increase in customer satisfaction should lead to an increase in price tolerance seems intuitive at first glance, firms providing higher customer satisfaction will not necessarily have customers with greater price tolerance. To see this, consider that although customer satisfaction is found to be higher for firms in more competitive categories (Anderson, 1994), price tolerance may actually be lower as the quality of the "next best" alternative is likely to be more attractive than would be the case in less competitive categories.

According to Berry and Parasuraman (1991) argue that since customer satisfaction is influenced by the availability of customer services, the provision of quality customer service has become a major concern of all businesses. Hence, customer satisfaction is typically defined as a post consumption

evaluative judgment concerning a specific product or service. It is the result of an evaluative process that contrasts pre-purchase expectations with perceptions of performance during and after the consumption experience.

RESEARCH METHODOLOGY:

The 100 respondent were selected at convenience of the researcher and struced questionnaire is designed. These respondents were ask to give response against the structured questionnaire. The data was recorded and then systematic graphs were drawn after proper tabulation of the data. Chi square test was applied to get the testing of hypothesis.

OBJECTIVES OF THE STUDY

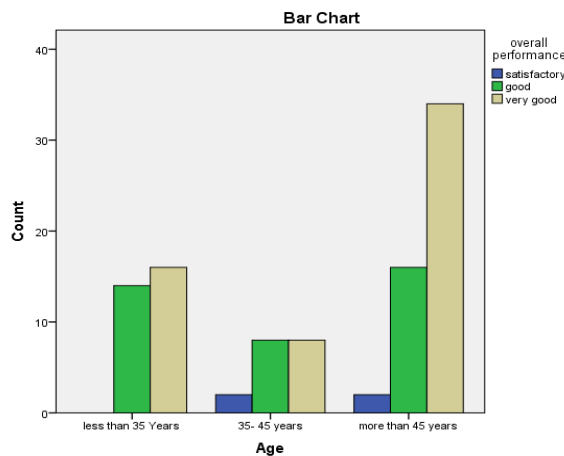
The basic objective to conduct this study was to understand level of satisfaction among the

SURVEY RESULTS:

1. Distribution of sample as per age and level of customer satisfaction.

Crosstab

			overall performance			Total
			satisfactory	good	very good	
Age	less than 35 Years	Count	0	14	16	30
		% of Total	0.0%	14.0%	16.0%	30.0%
	35- 45 years	Count	2	8	8	18
		% of Total	2.0%	8.0%	8.0%	18.0%
more than 45 years	Count	2	16	34	52	
	% of Total	2.0%	16.0%	34.0%	52.0%	
Total	Count	4	38	58	100	
	% of Total	4.0%	38.0%	58.0%	100.0%	



The age distribution of the sample shows that 30 % of the population is having age less than 35

customers of Maruti Suzuki cars in Nanded city.

- To know the Level of Customer Satisfaction with respect to age.
- To know the Customer Satisfaction with respect to occupation.
- To know the customer satisfactions with respect to run of vehicle.

Hypothesis:

1. The association between age of car owner and his satisfaction is not significant.
2. The association between occupation of car owner and his satisfaction is not significant.
3. The association between run of vehicle and overall satisfaction is not significant.

years. The 18% respondents are in the age group of 35 to 45 years. Out of the total respondents 52

% are from age group of more than 45 years. The table & Graph reveals that out of the total respondents 58% of the respondents are highly satisfied about maruti Cars whereas another 38% of the sample is satisfied with the performance. Only 4% of the sampled respondents are having neutral satisfaction. It is worth noting that nobody has dissatisfaction about overall performance of maruti Cars in Nanded City.

The calculated value of chi square is 6.156, at 4 degrees of freedom and 5% level of significance we have table value of chi square 9.488 which means null hypothesis is accepted. **Hence we can conclude that the association between age and overall customer satisfaction for maruti cars in Nanded city is not significant.**

2. Distribution of sample as per level of satisfaction and run of the vehicle.

Crosstab

			overall performance			Total
			satisfactory	good	very good	
Run	Less Than 10000	Count	0	10	22	32
		% of Total	0.0%	10.0%	22.0%	32.0%
	10000 to 25000	Count	2	10	18	30
		% of Total	2.0%	10.0%	18.0%	30.0%
	25000 to 50000	Count	0	16	10	26
		% of Total	0.0%	16.0%	10.0%	26.0%
	Above 50000	Count	2	2	8	12
		% of Total	2.0%	2.0%	8.0%	12.0%
Total	Count	4	38	58	100	
	% of Total	4.0%	38.0%	58.0%	100.0%	

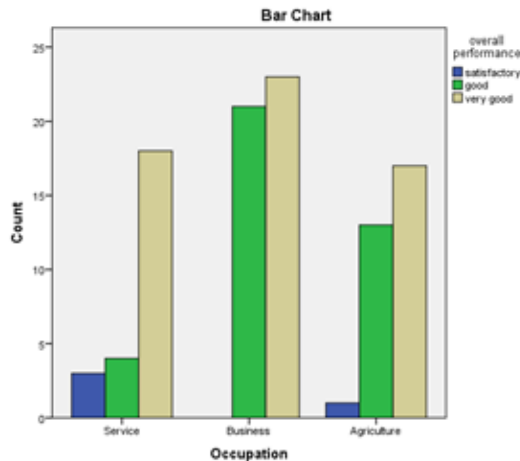
The table & Graph reveals that out of the total respondents 58% of the respondents are highly satisfied about maruti Cars whereas another 38% of the sample is satisfied with the performance. Only 4% of the sampled respondents are having neutral satisfaction. It is worth noting that nobody has dissatisfaction about overall performance of maruti Cars in Nanded City.

The calculated value of chi square is 15.975 at 4 degrees of freedom and 5% level of significance we have table value of chi square 9.488 which means null hypothesis is accepted. **Hence we can conclude that the association between Run of the vehicle and overall customer satisfaction for maruti cars in Nanded city is significant.**

3. Distribution of sample as per level of satisfaction and occupation of the owner.

Occupation * overall performance Cross tabulation

			overall performance			Total
			satisfactory	good	very good	
Occupation	Service	Count	3	4	18	25
		% of Total	3.0%	4.0%	18.0%	25.0%
	Business	Count	0	21	23	44
		% of Total	0.0%	21.0%	23.0%	44.0%
	Agriculture	Count	1	13	17	31
		% of Total	1.0%	13.0%	17.0%	31.0%
Total	Count	4	38	58	100	
	% of Total	4.0%	38.0%	58.0%	100.0%	



The table & Graph reveals that out of the total respondents 58% of the respondents are highly satisfied about maruti Cars whereas another 38% of the sample is satisfied with the performance. Only 4% of the sampled respondents are having neutral satisfaction. It is worth noting that nobody has dissatisfaction about overall performance of maruti Cars in Nanded City. The calculated value of chi square is 11.360 at 4

degrees of freedom and 5% level of significance we have table value of chi square 9.488 which means null hypothesis is accepted. Hence we can conclude that the association between occupation of the owner and overall customer satisfaction for maruti cars in Nanded city is significant.

Conclusion

Hence we can conclude that the association between age and overall customer satisfaction for maruti cars in Nanded city is not significant. Apart from this we can also conclude that the association between Run of the vehicle and overall customer satisfaction for maruti cars in Nanded city is significant. It is also very clear from the data that the association between occupation of the owner and overall customer satisfaction for maruti cars in Nanded city is significant.

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