



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

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A STUDY ON CONSUMER SATISFACTION TOWARDS MARUTHI SUZUKI CARS IN MADURAI CITY

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Abstract

Customer satisfaction plays an important role in the success of automobile companies. In the competitive automobile market, understanding customer expectations and preferences helps companies improve their products and services. This study focuses on analysing consumer satisfaction towards Maruti Suzuki cars in Madurai city. The research examines various factors such as price, mileage, design, service quality, and brand reputation that influence customer satisfaction. Primary data were collected from 60 respondents through a structured questionnaire using Google Forms. The collected data were analysed using percentage analysis and charts. The results show that most customers prefer Maruti Suzuki due to its mileage, affordability, wide service network, and strong brand reputation. The

study also provides suggestions for improving product features, design innovation, and service quality to enhance customer satisfaction.

Keywords: Customer Satisfaction, Automobile Industry, Maruti Suzuki, Consumer Behaviour, Service Quality

Introduction

Customer satisfaction is a key factor that determines the success of any business organization. In the automobile industry, customer satisfaction depends on various factors such as product quality, price, fuel efficiency, safety features, comfort, and after-sales service. Maruti Suzuki India Limited is one of the leading automobile companies in India and has maintained a strong position in the passenger car market for many years. The company is well known for producing



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affordable cars with good fuel efficiency and low maintenance costs. In India, especially in cities like Madurai, customers prefer vehicles that provide better mileage, reasonable price, and reliable service. Due to increasing competition from automobile brands like Hyundai Motor Company, Tata Motors, and Toyota Motor Corporation, companies must continuously improve their products and services. Therefore, this study aims to analyse the level of customer satisfaction towards Maruti Suzuki cars in Madurai city and identify the factors influencing their purchase decisions.

Objectives of the Study

The main objectives of the study are:

- To analyse the level of customer satisfaction towards Maruti Suzuki cars.
- To identify the factors influencing customer preference such as price, mileage, design, and service.
- To evaluate customer opinions about after-sales service and spare parts cost.

Review of Literature

Several researchers have studied customer satisfaction in the automobile sector. Studies indicate that fuel efficiency, maintenance cost, and after-sales service are major factors influencing customer satisfaction in the automobile industry. Researchers also highlight that brand reputation and resale

value significantly affect customer purchasing decisions.

Research Methodology

Research Design

The study follows a descriptive research design to analyse consumer satisfaction towards Maruti Suzuki cars.

Sample Size

The study is based on 60 respondents from Madurai city.

Data Analysis and Interpretation

The collected data were analysed using percentage methods.

Key observations from the study include:

- Majority of respondents belong to the 18-27 age group.
- Most respondents are students and young professionals.
- Swift is the most commonly owned model among respondents.

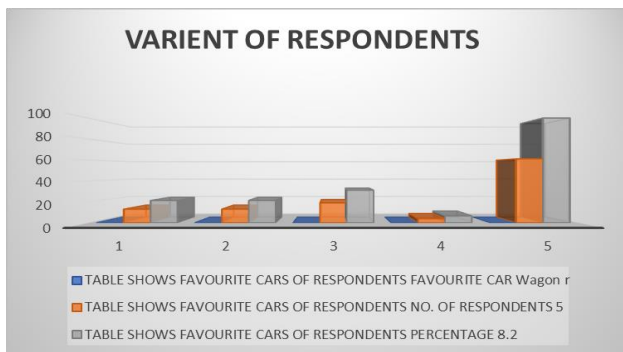
Table 1
Table Shows Variant of Respondents

| Variant | No. of Respondents | Percentage |
|---------|--------------------|------------|
| Petrol | 32 | 52.2% |
| Diesel | 18 | 29.5% |

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| | | |
|--------------|-----------|------------|
| Gas | 11 | 18% |
| Total | 61 | 100 |



Source code: Primary Date

Interpretation:

In the above table shows that the Petrol of the respondents are 52.5% In the above table shows that the Diesel of the respondents are 29.5% In the above table shows that the Gas of the respondents are 18%

Findings

The major findings of the study are:

- The majority of the respondents 52.2% prefer petrol variant cars.
- Diesel cars are preferred by 29.5% of the respondents.
- Most respondents 36.1% choose cars because of good design.

Suggestions

Based on the findings, the following suggestions are provided:

- Maruti Suzuki should focus on improving design innovation and advanced features.
- The company should enhance safety features to meet modern customer expectations.
- More fuel-efficient and hybrid vehicles can be introduced.

Conclusion

The study concludes that Maruti Suzuki continues to maintain a strong position in the Indian automobile market due to its affordability, fuel efficiency, and reliable service network. Customers in Madurai city are generally satisfied with the performance, mileage, and maintenance cost of Maruti Suzuki cars.

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