

An Assessment of Customer Satisfaction with Maruti Suzuki Cars in Dwarka, Delhi

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ABSTRACT

The Indian automobile industry has witnessed remarkable growth over the last decade, with passenger vehicles playing a significant role in the transportation sector. Maruti Suzuki continues to be the market leader in India due to its extensive product portfolio, fuel efficiency, affordability, and widespread service network. Customer satisfaction is a key determinant of brand loyalty and repeat purchase behavior in the automobile industry. The present study aims to analyze the level of customer satisfaction towards Maruti Suzuki cars in Dwarka, Delhi. The study examines factors influencing customer preferences, purchasing decisions, and post-purchase satisfaction. Primary data were collected from Maruti Suzuki car owners residing in Dwarka through a structured questionnaire. The findings reveal that customers are highly satisfied with fuel efficiency, driving comfort, maintenance cost, and service availability. However, concerns remain regarding premium features, waiting period for delivery, and interior aesthetics in some models. The study concludes that customer satisfaction significantly contributes to brand loyalty and positive word-of-mouth for Maruti Suzuki in the Dwarka region.

Keywords: Maruti Suzuki Cars, Customer Satisfaction, Consumer Behaviour, Automobile Industry, Dwarka Delhi, After-Sales Service.

INTRODUCTION

The automobile industry is one of the most significant sectors contributing to the economic development of India. It plays a crucial role in generating employment opportunities, promoting industrial growth, supporting ancillary industries, and contributing substantially to the nation's Gross Domestic Product (GDP). Over the past two decades, the Indian automobile market has witnessed remarkable growth due to rapid urbanization, rising disposable incomes, favorable government policies, and easy availability of vehicle financing options. The increasing demand for personal mobility, especially in urban and semi-urban areas, has further accelerated the growth of the passenger vehicle segment in the country.

The Indian automobile industry has become highly competitive with the presence of both domestic and international manufacturers offering a wide variety of vehicles. Consumers today have access to numerous options in terms of vehicle models, features, pricing, fuel efficiency, safety standards, and after-sales services. As a result, automobile companies are continuously striving to enhance customer satisfaction and build long-term relationships with their customers. In such a competitive environment, understanding customer expectations and satisfaction levels has become essential for sustaining market leadership and achieving business growth.

Among the various automobile manufacturers operating in India, Maruti Suzuki India Limited has emerged as the market leader in the passenger vehicle segment. Established through a collaboration between the Government of India and Suzuki Motor Corporation of Japan, the company has successfully built a strong reputation for reliability, affordability, fuel efficiency, and extensive service network coverage. Maruti Suzuki offers a diverse portfolio of vehicles ranging from compact hatchbacks to premium sedans and sport utility vehicles (SUVs), catering to customers from different income groups and demographic backgrounds. Its

widespread dealership and service network have further strengthened customer trust and loyalty across the country.

Customer satisfaction is a vital determinant of success in the automobile industry. It reflects the extent to which customers perceive that a product or service meets or exceeds their expectations. Satisfied customers are more likely to remain loyal to the brand, make repeat purchases, recommend the brand to others, and contribute positively to the company's reputation. On the other hand, dissatisfied customers may switch to competing brands and share negative experiences, adversely affecting the company's market position. Therefore, measuring and understanding customer satisfaction is essential for automobile manufacturers seeking sustainable growth and competitive advantage.

Dwarka, one of the largest and most well-planned residential sub-cities of Delhi, has witnessed substantial growth in population, infrastructure, and economic activity over the years. The area is home to a diverse population comprising government employees, professionals, business owners, and middle-income families. Rising living standards, improved road connectivity, and increasing purchasing power have contributed to significant growth in vehicle ownership among residents of Dwarka. As a result, the region represents an important market for automobile manufacturers, particularly Maruti Suzuki.

The preferences and expectations of automobile customers in Dwarka may vary based on factors such as income level, age, occupation, family size, and lifestyle. Understanding the satisfaction level of Maruti Suzuki car users in this region can provide valuable insights into consumer behavior, product performance, service quality, and areas requiring improvement. Such information can assist the company in formulating effective customer relationship strategies and enhancing its market presence.

REVIEW OF LITERATURE

Kumar (2022) found that fuel efficiency and low maintenance costs significantly influence customer satisfaction in the Indian automobile market.

Sharma and Gupta (2021) concluded that after-sales service quality positively impacts customer loyalty and repurchase intention.

Singh (2020) highlighted that brand image and reliability are major factors contributing to customer preference for Maruti Suzuki vehicles.

Verma (2019) observed that customer satisfaction is strongly associated with service center accessibility and spare parts availability.

OBJECTIVES OF THE STUDY

- To assess the level of customer satisfaction towards Maruti Suzuki cars in Dwarka, Delhi.
- To identify factors influencing the purchase decision of customers.
- To examine customer perception regarding after-sales services.
- To analyze the relationship between product quality and customer satisfaction.
- To provide suggestions for improving customer satisfaction.

RESEARCH METHODOLOGY

The present study aims to assess the satisfaction level of Maruti Suzuki car owners in Dwarka, Delhi, and identify the factors influencing their satisfaction.

Research Design:

The study adopts a **descriptive research design**, which is suitable for understanding and describing the characteristics, opinions, attitudes, and satisfaction levels of consumers. Descriptive research helps in obtaining detailed information about customer perceptions regarding various aspects of Maruti Suzuki vehicles, including vehicle performance, fuel efficiency, comfort, safety features, pricing, and after-sales services. The design enables the researcher to present a comprehensive picture of customer satisfaction without manipulating any variables.

Study Area: Dwarka, Delhi

The research was conducted in **Dwarka, Delhi**, one of the largest planned residential sub-cities in the National Capital Territory. Dwarka has witnessed significant urban development and population growth over the past two decades. The area consists of a diverse population comprising government employees, private sector professionals, business owners, and middle-income households. Due to increasing purchasing power and improved living standards, vehicle ownership has grown substantially in the region, making it an appropriate location for studying customer satisfaction among automobile users.

Data Sources:

Primary Data –

Primary data were collected directly from Maruti Suzuki car owners residing in Dwarka through a structured questionnaire. The questionnaire consisted of both closed-ended and multiple-choice questions designed to gather information regarding demographic characteristics, vehicle ownership patterns, satisfaction levels, and perceptions about different features of Maruti Suzuki vehicles. Direct interaction with respondents helped in obtaining firsthand information relevant to the research objectives.

Secondary Data –

Secondary data were collected from various published and unpublished sources such as company annual reports, automobile industry reports, academic journals, books, magazines, newspapers, websites, and previous research studies. These sources provided valuable background information regarding the automobile industry, customer satisfaction theories, and Maruti Suzuki's market position in India.

Sample Size:

A sample of **100 Maruti Suzuki car owners** residing in Dwarka, Delhi, was selected for the study. The sample size was considered adequate for obtaining meaningful insights into customer satisfaction levels and identifying common trends among vehicle owners. The respondents included individuals from different age groups, occupations, income levels, and educational backgrounds to ensure diversity in responses.

Sampling

Technique:

The study employed the **Convenience Sampling Technique**, a non-probability sampling method in which respondents were selected based on their accessibility and willingness to participate in the survey. This technique was chosen due to time constraints, ease of data collection, and availability of respondents. Although convenience sampling may have limitations regarding generalization, it is widely used in customer satisfaction studies for obtaining quick and practical insights.

Data Collection Procedure

The data collection process involved approaching Maruti Suzuki car owners in residential societies, parking areas, service centers, and public locations within Dwarka. Respondents were informed about the purpose of the study, and their participation was voluntary. The completed questionnaires were carefully reviewed to ensure accuracy and completeness before analysis.

Statistical Tools: To analyze the collected data and draw meaningful conclusions, the following statistical tools were employed:

Percentage Analysis

Percentage analysis was used to classify and summarize respondents' opinions regarding different attributes of Maruti Suzuki vehicles. This method helped in presenting the distribution of responses in a simple and understandable manner.

Weighted Average Method

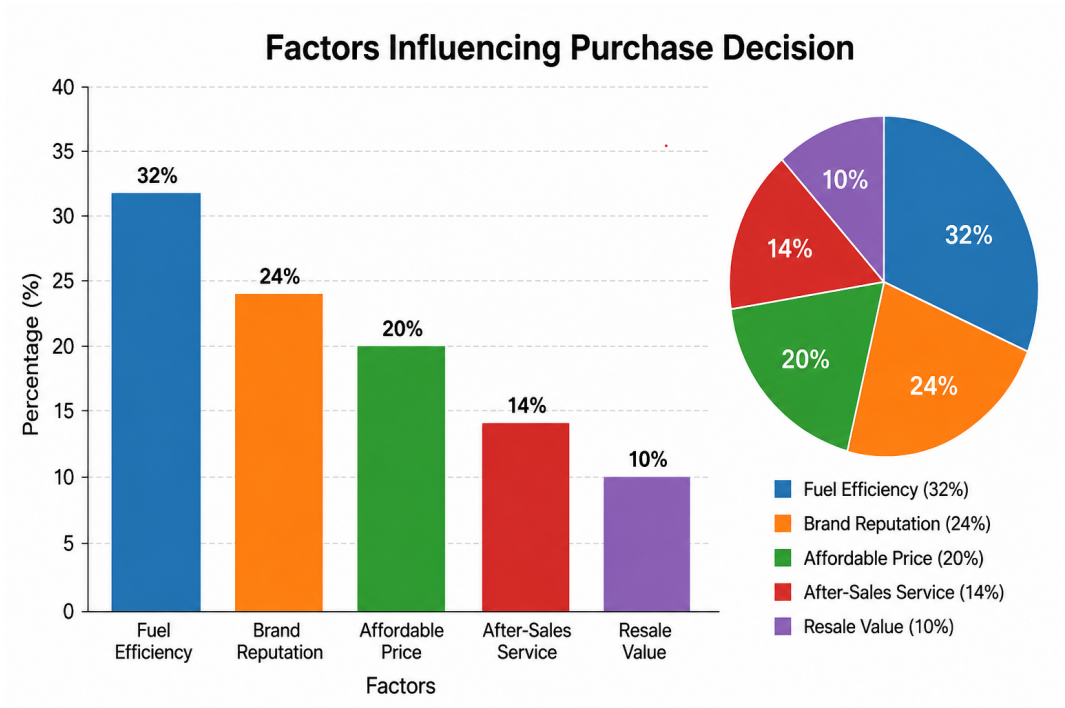
The weighted average method was applied to measure the overall satisfaction level of respondents. Different weights were assigned to various response categories such as highly satisfied, satisfied, neutral, dissatisfied, and highly dissatisfied. This technique enabled the researcher to calculate a composite satisfaction score and compare customer perceptions across different vehicle attributes.

Ranking Technique

The ranking technique was used to identify the relative importance of factors influencing customer satisfaction. Respondents were asked to rank various attributes such as fuel efficiency, vehicle performance, safety features, comfort, maintenance cost, and after-sales service. Based on the ranks assigned, the most preferred and least preferred factors were identified.

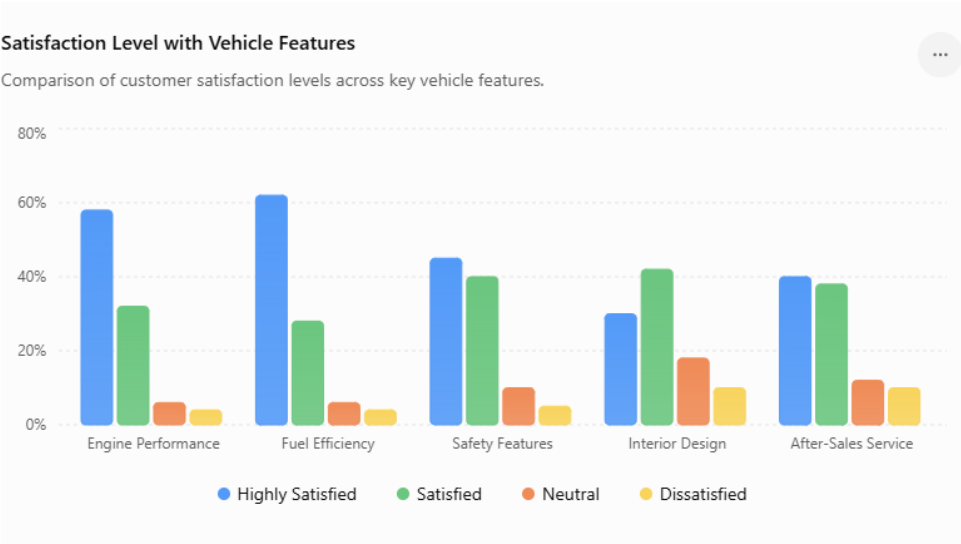
DATA ANALYSIS AND INTERPRETATION

Table 1



Interpretation:
Fuel efficiency is the most important factor influencing customers in Dwarka, followed by brand reputation and affordability.

Table 2



Feature	Highly Satisfied	Satisfied	Neutral	Dissatisfied
Engine Performance	58%	32%	6%	4%
Fuel Efficiency	62%	28%	6%	4%

Feature	Highly Satisfied	Satisfied	Neutral	Dissatisfied
Safety Features	45%	40%	10%	5%
Interior Design	30%	42%	18%	10%
After-Sales Service	40%	38%	12%	10%

Key Insights:

- **Fuel Efficiency** received the highest "Highly Satisfied" rating (62%).
- **Engine Performance** also scored strongly with 58% highly satisfied customers.
- **Interior Design** and **After-Sales Service** have the highest dissatisfaction levels (10% each).
- **Safety Features** show broad approval, with 85% of respondents either satisfied or highly satisfied.

Interpretation:
Customers express high satisfaction with engine performance and fuel efficiency. Interior design receives comparatively lower satisfaction scores.

FINDINGS

- Most respondents prefer Maruti Suzuki because of fuel efficiency and low maintenance costs.
- Customers are generally satisfied with vehicle performance and driving comfort.
- The extensive service network positively influences customer satisfaction.
- Interior styling and premium features require improvement.
- Brand trust and reliability remain the strongest reasons for customer loyalty.

SUGGESTIONS

- Introduce more advanced technology and premium features in mid-range models.
- Improve vehicle interiors and cabin aesthetics.
- Reduce waiting periods for popular models.
- Enhance digital customer support services.
- Conduct regular customer feedback surveys for service improvement.

CONCLUSION

The study concludes that Maruti Suzuki enjoys a strong customer satisfaction level among residents of Dwarka, Delhi. Fuel efficiency, affordability, reliability, and service accessibility are the major strengths of the brand. Although customers are satisfied overall, improvements in vehicle aesthetics, advanced features, and delivery efficiency can further enhance customer satisfaction and strengthen market leadership.

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