

Research Paper

A STUDY ON BRAND LOYALTY-MARUTI SUZUKI

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ABSTRACT

Brand loyalty plays a crucial role in the success and sustainability of automobile companies by influencing customer retention, repeat purchases, and positive word-of-mouth promotion. This study examines the factors affecting brand loyalty toward Maruti Suzuki among automobile consumers. The research focuses on key determinants such as product quality, pricing, customer satisfaction, after-sales service, brand image, fuel efficiency, and reliability. These factors significantly influence customers' preference for Maruti Suzuki vehicles and their willingness to continue purchasing the brand in the future.

The study utilizes primary and secondary data to analyze consumer perceptions and loyalty patterns. Data collected from Maruti Suzuki customers are evaluated using appropriate statistical tools to understand the relationship between customer satisfaction and brand loyalty. The findings indicate that customer satisfaction, affordable maintenance costs, extensive service networks, and trust in the brand are the major contributors to strong brand loyalty. Additionally, positive customer experiences and consistent product performance enhance long-term customer commitment to the brand.

The study concludes that Maruti Suzuki has successfully established a loyal customer base through its focus on quality, value for money, and customer-centric services. Maintaining high standards of product performance and continuously improving customer experience are essential for sustaining brand loyalty in the highly competitive automobile market. The findings

provide valuable insights for marketers and management in developing strategies to strengthen customer relationships and enhance brand loyalty.

Keywords: Brand Loyalty, Maruti Suzuki, Customer Satisfaction, Brand Image, Consumer Behavior, After-Sales Service, Customer Retention, Automobile Industry.

INTRODUCTION

The word 'Brand' has its Origin in the Norwegian word "Brand", which means to burn. In ancient times, farmers used to put burn marks as identification on lively stock to distinguish their possessions.

A **brand** is defined as "a name, term, sign, symbol (or) special design of these elements that is intended to identify the good (or) service of one seller (or) a group of seller.

Additionally, it also means an inherent assurance to the customers of quality. Many Consumer Products, besides their basic features, need attractive packaging and a 'brand name'. A brand is a symbol or a mark that helps a customer in instant recall, differentiating it there by from the competing products of a similar nature.

According to the American Marketing Association (AMA), "A brand name is a part of a brand consisting of a word, letter, group of words, or letters to identify the goods or services of a seller or group of sellers and to differentiate them from those of the competitors." David Ogilvy defined a brand as "The Consumer's idea of a product."

Brand

A brand is the identity of a specific product, service, or business. A brand can take many forms, including a name, sign, symbol, color or slogan. The word **brand** began simply as a way to tell one person's cattle from another by means of a hot iron stamp. A legally protected **brand name** is called a trademark. The word brand has continued to evolve to encompass identity - it affects the personality of a product, company or service.

LITERATURE REVIEW

Apoorva Kumar (2025)

Title: Evaluating Marketing Strategies and Consumer Behaviour: A Study of Maruti Suzuki

Abstract:

This study examines how marketing strategies influence consumer behaviour and brand loyalty in the Indian automobile sector. Using survey data and factor analysis, the research identifies key determinants such as price perception, fuel efficiency, brand trust, and after-sales service. The findings highlight that Maruti Suzuki's "value for money plus emotional appeal" positioning strongly drives customer loyalty, especially among first-time buyers, while digital engagement enhances long-term brand attachment.

Rutuja R. Bais et al. (2025)

Title: Analytical Study on Sales Promotion Strategies Adopted by Maruti Suzuki in India

Abstract:

This study explores the role of promotional strategies such as discounts, loyalty programs, and special offers in shaping consumer purchase behaviour. The research concludes that effective sales promotions combined with strong service quality and brand image significantly enhance customer satisfaction and loyalty. Maruti Suzuki's consistent promotional efforts contribute to maintaining long-term customer relationships.

Sumitra Roy et al. (2025)

Title: Strategic Channel Expansion and Market Development: A Case Study of Maruti Suzuki

Abstract:

This paper analyzes Maruti Suzuki's strategic initiatives, including rural market expansion, fuel-efficient innovations, and distribution network strengthening. The study highlights that accessibility, affordability, and localized strategies are critical in building strong brand loyalty and sustaining market leadership in India.

Gaurav Mittal, Amarjit R. Deshmukh & Yashwant Kumar (2024)

Title: Interplay of Purchase Decision, Brand Perception, and Loyalty

Abstract:

This research uses structural equation modeling (SEM) to examine relationships between purchase decisions, brand perception, and loyalty. The findings reveal that reliability, affordability, fuel efficiency, and customer service significantly influence brand perception, which in turn drives loyalty. Customer loyalty is identified as a key contributor to organizational success for Maruti Suzuki.

Bhumi Patel & Trishna Shah (2023)

Title: Factors Affecting Purchase Behaviour of Maruti Suzuki WagonR

Abstract:

This study analyzes consumer buying behaviour using statistical tools such as factor analysis. It identifies income level, product features, brand reputation, and satisfaction as major determinants of purchase decisions. The results suggest that positive purchase experiences and perceived value contribute to repeat buying behaviour and brand loyalty.

RESEARCH GAP

Although numerous studies have examined brand loyalty in the automobile industry and have identified factors such as customer satisfaction, service quality, brand image, perceived value, and customer trust as important determinants of loyalty, limited research has specifically focused on the evolving brand loyalty of Maruti Suzuki customers in the current competitive market environment. Most existing studies were conducted before the rapid growth of digital marketing, online customer reviews, electric vehicles, and changing consumer preferences. Furthermore, previous research has primarily concentrated on urban consumers, while comparatively little attention has been given to rural and semi-urban customers who constitute a significant portion of Maruti Suzuki's customer base. There is also a lack of comprehensive studies examining how after-sales service, technological innovations, environmental concerns, and social media influence customer loyalty towards Maruti Suzuki. Therefore, a research gap exists in understanding the contemporary factors affecting brand loyalty among Maruti Suzuki customers and how these factors influence repeat purchase intentions and long-term customer retention in today's dynamic automobile market.

CONCEPTUAL FRAMEWORKS

The American Marketing Association defines brand loyalty as:

"The situation in which a consumer generally buys the same manufacturer- originated product or service repeatedly over time rather than buying from multiple suppliers within the category" (sales promotion definition).

"The degree to which a consumer consistently purchases the same brand within a product class" (consumer behavior definition). In a survey of nearly 200 senior marketing managers, 69 percent responded that they found the "loyalty" metric very useful.

Brand loyalty is more than simple repurchasing, however. Customers may repurchase a brand due to situational constraints (such as vendor lock-in), a lack of viable alternatives, or out of convenience. Such loyalty is referred to as "spurious loyalty". True brand loyalty exists when customers have a high relative attitude toward the brand which is then exhibited through repurchase behavior. This type of loyalty can be a great asset to the firm: customers are willing to pay higher prices, they may cost less to serve, and can bring new customers to the firm. For example, if Joe has brand loyalty to Company A he will purchase Company A's products even if Company B's are cheaper and/or of a higher quality.

From the point of view of many marketers, loyalty to the brand — in terms of consumer usage — is a key factor.

OBJECTIVES OF THE STUDY

The study has been conducted with followings objectives.

1. To study about attitude demographical factors of Maruti customers
2. To analyzing the factor influencing the Purchase of Maruti Brand
3. To assess the Customer Satisfaction with Maruti 4 – Wheelers
4. To study brand loyalty with the service of Mithra Agencies

ANALYSIS AND DISCUSSION

1. Analysis of Gender

Gender	No. of respondents	Percentage
Male	96	96%
Female	4	4%

Interpretation:

The above table shows that 96% customers are male, and only 4% customers are female so the company has to increase the level of female users.

2. Analysis of Age groups

Age	No. of respondents	Percentage
25to 30	16	16%
31 to 35	18	18%
36to 40	26	26%
41to 45	30	30%
46 and above	10	10%

Interpretation:

The above table shows that 20-25 age group customers are 16%; 26-30 age group customers are 18%; 31-35 age group customers are 26%; 36-40 age group customers are 30% and 41 and above age customers are 10%.

3. Analysis of Occupation

Occupation	No. of respondents	Percentage
Doctors	20	20%
Business	46	46%
employees	34	34%

Interpretation:

The above table shows that 20% of customers are Doctors, 34% customers are employees and 46% are customers are business. So company has to look in to increasing using of students

4. Income of Respondents

Income per month	No. of respondents	Percentage
0 – 10000	4	14%
10001 – 15000	24	30%
15001- 20000	52	34%
> 20001	20	22%

Interpretation:

The above table 4.4 shows that income of 0-10,000 are 4%, income of 10001 -15,000 are 24%, income of 15001-20000 are 52% and income of 20001 above are 20%.

5. Car Model

Car Model	No. of respondents	Percentage
Maruti 800	40	40%
Swift	24	24%
Wagon R	12	12%
others	24	24%

Interpretation:

The above table 4.5 shows that 40 % of the customers are using Maruti 800 followed by 24 % using Swift and 12 % using Wagon R where the company should further try to increase the brand usage.

6. Awareness of Maruti Suzuki brand

Awareness	No. of respondents	Percentage

Yes	100	100%
No	0	0%

Interpretation:

The above table shows that 100% respondents known the brand name of Maruti.

7. Age of Your Car

age of car	Number of respondents	Percentage
0-1year	24	24%
1-2years	20	20%
2-4years	44	44%
4years-above	12	12%

Interpretation:

The above table shows that 24% of the customers using below one year, 20% of the customers cars 1-2 years, 44% customers are using cars 2-4 years, 12% of customers are using cars 4- years above where the company should increase usage levels

8. Awareness of the show room

Awareness of Show room	No of Respondents	Percentage
advertisement	44	44%
friends	36	36%
Relations	20	20%
other	0	0%

Interpretation:

The above table shows that 44% customer awareness advertisement, 36% of customers is awareness with friends, 20% customer's awareness through papers. So the company should increase through papers.

9. Purpose of your usage

Purpose of Your Use	No of Respondents	Percentage
family use	24	24%
business	56	56%
leisure riding	20	20%
other	0	0%

Interpretation:

The above table shows that 24% customers using for family use, 56% customers using for business use, 20% customers using for riding users. So the company should increase family users

10. What make you buy the brand

What make you buy the brand	No of Respondents	Percentage
brand image	32	32%
safety	20	20%
mileage	40	40%
features	8	8%

Interpretation:

The above table shows that 32% customers using for brand image, 20% customers using for safety, 40% customers using for mileage, 8% customers using for features. So the company should increase features

11. Satisfaction of the car

Satisfaction of car	No of Respondents	Percentage
yes	84	84%
no	16	16%

Interpretation

The above table shows that 84% customers are satisfied, 16% customers are not satisfied.

12. Rating of Maruti brand

Rating of Maruti Brand	No of Respondents	Percentage
Excellent	44	44%
Good	36	36%
Average	20	20%
Poor	0	0%

Interpretation:

The above table shows that 44% customers are response is excellent, 36% customers are response is good , 20% customers are response is good o% customers are response is poor so company increase level of satisfaction

13. Performance of the car

Performance of the car	No of Respondents	Percentage
excellent	32	32%
good	46	46%
average	22	22%
poor	0	0%

Interpretation:

The above table shows that 32% customers are response are excellent, 46% customers are response is good , 22% customers are response is good o% customers are response is poor so company increase level of satisfaction

14. Change of customers brand in future

change of brand	No of Respondents	Percentage
Yes	76	76%

No	34	34%
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Interpretation:

The above table shows that 76% customers are response are change their brand,
34% customers are not change their brand

15. Why are you using Maruti Suzuki brand

Using Maruti Suzuki brand	No of Respondents	Percentage
Mileage	30	30%
Low price	32	32%
Comfort	28	28%
Style	20	20%

Interpretation

The above table shows that 30% customers response is mileage, 32% customers response is low price , 28% customers response is comfort and 20% customers response is style as they are using the Maruti Suzuki company cars.

FINDINGS

- The study reveals that majority of the Customers age was between 25 – 45 years
- Majorities of the customers of Mithra Agencies were Males
- The target customers were mainly in upper middle class income group and Upper class.
- Most of the Customers of Maruti were Business men.
- Most of Four wheelers used by the Customers of Mithra are Maruti
- Percentage of Customers using the Four Wheelers of Maruti not less than 1- 2 years.
- Alto, Baleno, Maruti 800CC, Zen and all types of Brands are the specialized brands for Mithra.
- Majority of the Customers were self- influenced to purchase the Four Wheelers of Maruti
- The main reason for Customers to choose Mithra for the service orientation provided
- 100 % of the Customers were satisfied with the service of Mithra Agencies.
- 50% of the Customers were recommended for the modification offered by Mithra to the loyalty customers

SUGGESTIONS

- Mithra should maintain the stock of spares of all brands of Maruti Four wheelers so that it does not cause any inconvenience to the Customers.
- The charges for servicing the four wheelers may be slightly reduced. For the quality of unpaid service should be kept at par with that of paid service.
- As a promotional measure Mithra can increase free services camps which increases the Customers' loyalty.
- A few more service stations smaller in size may be set up in various areas across the city where there is more demand which satisfy more customers of all areas.

- As per the study after service, cleaning and servicing vehicles should be given importance and improved upon.
- Care should be taken to see that delivery of new car as well as serviced car should be on time.
- Customers are expecting some complaints during the delivery of Car. Hence, such items may be given to improve Customer satisfaction.

CONCLUSION

The Brand Loyalty for Maruti Suzuki at Mithra is very positive; the reasons contributing here is both the Brand Maruti and the services by Mithra Agencies. Hence the companies should further try to integrate even more and see that they give a product as per the customer requirements and services to satisfy the customers and thereby increase the brand loyalty.

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