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Correlations among the features instigating contentment: A Study With reference to the Maruti Suzuki Customers in Coimbatore

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ABSTRACT

The automobiles market is very dynamic in India as well as in many parts of the world. Irrespective of the tradition, brand image and longevity of service, the manufacturers of automobiles should remain updated on the customers' expectations, perceptions and satisfaction. For updating their reliable marketing information, lots of customer/ market related studies help the companies. This study is an attempt to analyse the customer satisfaction drivers of Maruti Suzuki brand. Especially this article brings in some interesting correlations among satisfaction drivers.

Keywords: Correlation, Contentment, Maruti Suzuki

Introduction

India is emerging as a big market for the worldwide auto giants. For most of the people, purchasing a car is the second most important and expensive decision, next to purchase of a house; for the automotive manufacturers, first-time car buyers give them the opportunity to create positive brand image which definitely could be reflected in next coming years because consumers could make repeat car purchasing. The concept of "buying behavior" is of prime importance in marketing and has evolved over the years.

Consumer behavior is fairly complex as far as the Car Purchase is concerned, as it implies a high level of social and psychological involvement. Consumer buying behavior is a blend of economic, technological, political, cultural, demographic and natural factors as well as customer's own characteristics which are reflected by his attitude, motivation, perception, personality, knowledge and lifestyle. This leads to constant modifications of Car Models and its features in terms of their size, capacity, styling etc. and today we see a new model coming into the market once in every quarter. Market has become very competitive and has created an interesting context to study the behavior of consumers and also provides useful insights of what a consumer expects from a product in a dynamic environment.

Review of literature

Chirag pahuja (2007)[1] in his study *"Analysis of Car Industry in India on the Basis of Consumer Preferences", ICFAI Business School,* analyzed Indian cars based on consumer preferences said that, The consumer preferences depending on the various variables such as price, maintenance cost, comfort, mileage, brand, durability, looks, etc. The surveyed people replied to us on the basis of ranking between 1 to 7. They ranked as per their thought and replied as. One of the survey questionnaire has been shown above which shows how people replied for the various variables. Then we studied these variables in the software SPSS (Statistical Package for Social Sciences). On the basis of the results, we came to know that it is the price which matters most for the consumers in buying the cars, after that it is the maintenance cost, mileage, style, etc.

Rungtai Lin and Chia-Ling Chang (2004)[2], in his paper titled, *"A study of Consumer Perception in Innovative Product"*, he discussed to be successful, innovative products must have a clear, significant, point of difference that is related to a need in the market place. Furthermore, changes in consumer perception regarding innovation are also important in product design. The main purpose of this work is to study factors affecting designers' and users' perception in innovation; these factors are discussed in order to eliminate differences between designers' and users' perception of innovative products. Subjects are sampled from students with different backgrounds. Multidimensional scaling analysis is performed to transform subjects' preference evaluations into geometric distance for a multidimensional configuration for studying the subjects' perception of innovation. The main purpose of this paper is to explore the influence of subjects with and without design background to the perception of innovative products so that the differences between designers and customers can be reduced. Both the innovative product forms and innovative product categories are discussed, based on subjects with and without design background.

Mr.Vishal.S.Rana Dr.Murlidhar A.Lokhande (2013)[3], *"Performance Evaluation of Maruti Suzuki India Limited: An Overview",* Maruti Suzuki India Limited is India's leading & largest Passenger car manufacturer which accounting for nearly 50 percent of the total industry sales. With a view to cater the demand of all types of customer the company has variety of brands in its basket i.e ranging from the peoples car Maruti 800 to the stylish hatch-back Swift, SX4 Sedan and luxury sports utility vehicle (SUV) Grand Vitara. The company has received ample awards and achievements due to its continuous innovations and technological up gradations. The company today is very conscious about safeguarding the environment from vehicle pollution which resulted in launching of its advanced K-Series engines. Despite of stiff competition, Maruti Suzuki India Limited is presently considered as the leading automobile giant due to its remarkable Economic, Environmental & Social performances. The object of this paper is to evaluate the performance of Maruti Suzuki India Limited with respect to Export, Sales, Production and Sales Network.

Dr. Krishnan Kumar(2010)[4]*, in his paper presented in the conference held in Canada, paper titled, "Maruti Automotive Center for Excellence"*, he explained, Maruti Suzuki to upgrade their performance in terms of defect reduction, productivity improvement, delivery performance and energy conservation. In the beginning before starting the projects, a two day training program on Lean Manufacturing is given to staff from vendors. Sufficient details are provided about the

SMED and how each vendor should attempt to reduce changeover time in order to improve the availability of machines. Chronic problems which are difficult to resolve on day to day basis are also taken up for detailed process observation, data collection and further analysis is carried out to find out real root causes of existing problems.

Prabhjot Singh, Raghu Monga(2012)[5] *, in his paper "Project Report On people's Perception Towards Maruti Suzuki Cars"*, the research has been conducted to know the People's perception towards Maruti Suzuki cars. The study was conducted to know the factors that influence the purchase of Maruti Suzuki cars, also what are the people's expectations from Maruti Suzuki cars. The problems faced by the consumers with regard to Maruti Suzuki cars were also inquired into and there by their overall satisfaction level was studied. This is a descriptive and exploratory research and mainly primary data is used for the purpose of data collection. The results indicated that people are satisfied with the Maruti cars and it is its fuel efficiency which affects their buying behavior towards Maruti Suzuki. Also there is a lot of scope for Maruti Suzuki cars in India.

Objectives

- ✓ To analyze the customer intentions for the purchase of cars.
- ✓ To find out the correlation among interesting features that leads to the study.
- ✓ To analyze the perceived quality of the Maruti Suzuki brand according to the customers of Coimbatore District.

Sampling Technique

Sampling Unit

A decision has to be taken concerning a sampling unit before selecting sample. It may be geographical, construction unit or it may be a social unit. Here I have selected the geographical such as Coimbatore district as my sampling unit.

Sample Size

This refers to the number of items to be selected from the universe to constitute a sample. In this research, 460 respondents were selected to get optimum result.

Sampling Technique

It is always found better to apply the random sampling technique for the researches like this in social sciences and humanities, for ensuring more reliable results. But, it was found much difficult to collect data by applying random sampling technique, as far as this research was concerned. Hence, the Quota sampling technique has been applied here.

Analysis and Discussion

FREQUENCY ANALYSIS

TABLE: 1 GENDER OF THE RESPONDENTS					
	Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	307	66.7	66.7	66.7
	Female	153	33.3	33.3	100.0
	Total	460	100.0	100.0	

SOURCE: PRIMARY DATA

From the table 1, we come to know that 66.7% of the respondents are male and 33.3% of the respondents of this study are female.

TABLE: 2 AGE OF THE RESPONDENTS					
	Age	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 30	272	59.1	59.1	59.1
	30-40 Years	107	23.3	23.3	82.4
	40-50 Years	52	11.3	11.3	93.7
	50-60 Years	13	2.8	2.8	96.5
	Above 60	16	3.5	3.5	100.0
	Total	460	100.0	100.0	

SOURCE: PRIMARY DATA

From the table 2, we come to know that 59.1% of the respondents are below the age group of 30 years, 23.3% of the respondents are between the age group of 30-40 years, 11.3% of the respondents are between the age group of 40-50 years, 3.5% of the respondents are above the age of 60 years and 2.8% of the respondents are between the age group of 50 -60 years.

TABLE: 3 QUALIFICATION OF THE RESPONDENTS					
	Qualification	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below SSLC	11	2.4	2.4	2.4
	SSLC	37	8.0	8.0	10.4
	HSC/PUC	36	7.8	7.8	18.3
	Diploma	61	13.3	13.3	31.5
	UG	133	28.9	28.9	60.4
	PG	64	13.9	13.9	74.3
	Professional Degree (Engineering/Medical/Law)	113	24.6	24.6	98.9
	Doctoral Degree	5	1.1	1.1	100.0
	Total	460	100.0	100.0	

SOURCE: PRIMARY DATA

From the table 3, we come to know that 28.9% of the respondents completed Ug degree, 24.6% of the respondents completed professional degree, 13.9% of the respondents completed pg degree, 13.3% of the respondents completed diploma, 8% of the respondents completed SSLC, 7.8% of the respondents completed HSC, 2.4% of the respondents are below SSLC.

TABLE: 4 OCCUPATION OF THE RESPONDENTS					
	Occupation	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Government Employee	41	8.9	8.9	8.9
	Private Employee	304	66.1	66.1	75.0
	Business	34	7.4	7.4	82.4
	Professional	77	16.7	16.7	99.1
	Others	4	.9	.9	100.0
	Total	460	100.0	100.0	

SOURCE: PRIMARY DATA

From the table 4, we come to know that 66.1% of the respondents are Private employee, 16.7% of the respondent's are Professional, 8.9 % of the respondents belong to the Government employee, 7.4% of the respondents are Business and 0.9 % of the respondents belong to other category.

TABLE: 5 CRITERIA FOR SELECTING THE PRESENT MODEL					
	Criteria	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Price	77	16.7	16.7	16.7
	Mileage	134	29.1	29.1	45.9
	Maintenance	79	17.2	17.2	63.0
	Look/Aesthetics	51	11.1	11.1	74.1
	Safety features	18	3.9	3.9	78.0
	Company's Service	11	2.4	2.4	80.4
	Space	5	1.1	1.1	81.5
	Comfort	26	5.7	5.7	87.2
	Ready Availability	3	.7	.7	87.8
	Fuel Type	8	1.7	1.7	89.6
	Two or More Option	40	8.7	8.7	98.3
	Others	8	1.7	1.7	100.0
	Total	460	100.0	100.0	

SOURCE: PRIMARY DATA

From the table 5, we come to know 29.1% of the respondents select the present model due to Mileage, 17.2% of the respondents select the present model due to Maintenance, 16.7% of the respondents select the model due to the Price, 11.1% of the respondents select the present model

due to Look/ aesthetics, 8.7% of the respondents select the model due to two or more options, 5.7% of the respondents select the model due to Comfort, 3.9 % of the respondents select the model due to Safety features, 2.4% of the respondents select the model due to Company's service, 1.7% of the respondents select the model due to Fuel type and other options,1.1% of the respondents select the model due to Space and . 7% of the respondents select the model due to Ready availability.

TABLE: 6 DRIVERS OF SATISFACTION

Drivers of Satisfaction		Highly Satisfied	Satisfied	Neither Satisfied Nor Dissatisfied	Dissatisfied	Highly dissatisfied
Exteriors	No	175	248	36	1	-
	%	38	53.9	7.8	.2	-
Interiors	No	132	261	66	1	-
	%	28.7	56.7	14.3	.2	-
Storage and Space	No	107	269	82	2	-
	%	23.3	58.5	17.8	.4	-
Audio/entertainment/ Navigation	No	74	290	69	25	2
	%	16.1	63	15	5.4	.4
Seats	No	109	281	59	7	4
	%	23.7	61.1	12.8	1.5	.9
Air-Conditioning	No	105	286	60	3	6
	%	22.8	62.2	13	7	1.3
Driving Dynamics	No	146	264	47	1	2
	%	31.7	57.4	10.2	.2	.4
Engine/Transmission	No	132	281	44	3	-
	%	28.7	61.1	9.6	.7	-
Visibility	No	125	271	57	3	4
	%	27.2	58.9	12.4	.7	.9
Driving Safety	No	114	256	72	14	4
	%	24.8	55.7	15.7	3	.9
Fuel economy	No	140	276	43	-	1
	%	30.4	60	9.3	-	.2

SOURCE: PRIMARY DATA

From the table 5.1.27, we come to know that, (53.9%) Majority of the respondents are satisfied with the exteriors, 38% of the respondents are highly satisfied, 7.8% of the respondents are neither satisfied nor dissatisfied and .2% of the respondents are dissatisfied.

(56.7%) Majority of the respondents are satisfied with the interiors, 28.7 % of the respondents are highly satisfied, 14.3% of the respondents are neither satisfied nor dissatisfied and .2% of the respondents are dissatisfied.

(58.5%) Majority of the respondents are satisfied with the Storage and space, 23.3 % of the respondents are highly satisfied, 17.8% of the respondents are neither satisfied nor dissatisfied and .4% of the respondents are dissatisfied.

(63%) Majority of the respondents are satisfied with the Audio/Navigation/Entertainment, 16.1 % of the respondents are highly satisfied, 15% of the respondents are neither satisfied nor dissatisfied, 5.4 % of the respondents are dissatisfied and .4% of the respondents are highly dissatisfied.

(61.1%) Majority of the respondents are satisfied with the Seats, 23.7 % of the respondents are highly satisfied, 12.8% of the respondents are neither satisfied nor dissatisfied, 1.5% of the respondents are dissatisfied and.4% of the respondents are highly dissatisfied.

(62.2%) Majority of the respondents are satisfied with the Air-conditioning, 22.8 % of the respondents are highly satisfied, 13% of the respondents are neither satisfied nor dissatisfied, 7% of the respondents are dissatisfied and1.3 % of the respondents are highly dissatisfied.

(57.4%) Majority of the respondents are satisfied with the Driving dynamics, 31.7 % of the respondents are highly satisfied, 10.2% of the respondents are neither satisfied nor dissatisfied, .4% of the respondents are highly dissatisfied and.2% of the respondents are dissatisfied.

(61.1%) Majority of the respondents are satisfied with the Engine/transmission, 28.7 % of the respondents are highly satisfied, 9.6% of the respondents are neither satisfied nor dissatisfied and .7% of the respondents are dissatisfied.

(58.9 %) Majority of the respondents are satisfied with the Visibility, 27.2 % of the respondents are highly satisfied, 12.4% of the respondents are neither satisfied nor dissatisfied, .9% of the respondents are highly dissatisfied and.7% of the respondents are dissatisfied.

(55.7%) Majority of the respondents are satisfied with the Driving safety, 24.8% of the respondents are highly satisfied, 15.7% of the respondents are neither satisfied nor dissatisfied, .9% of the respondents are highly dissatisfied and.3% of the respondents are dissatisfied.

(60 %) Majority of the respondents are satisfied with the Visibility, 30.4 % of the respondents are highly satisfied, 9.3% of the respondents are neither satisfied nor dissatisfied and .2% of the respondents are highly dissatisfied

CORRELATION

TABLE NO 1

CORRELATION BETWEEN GENDER VS. FUTURE RECOMMENDATION

		Gender	Future Recommendation
Gender	Pearson Correlation	1	.375**
	Sig. (2-tailed)		.000
	N	460	460
Future Recommendation	Pearson Correlation	.375**	1
	Sig. (2-tailed)	.000	
	N	460	460
**. Correlation is significant at the 0.01 level (2-tailed).			

From the above table, it is interesting to note that the variables *"gender" and "future recommendation"* are positively correlating *(.375**)*. Though the degree of correlation is only (.375**), it need not be ignored. Here the variable "Future Recommendation" denotes the interest /willingness of the customers to recommend the respective brand to their friends/relatives/known persons in their network for their purchase decisions in future. As 67% of the respondents are male we can assume mostly the male are willing for such recommendation in future and this may have resulted in the above said correlation.

TABLE NO 2

CORRELATION BETWEEN AGE VS. EXPERIENCE

		Age	Experience
Age	Pearson Correlation	1	.729**
	Sig. (2-tailed)		.000
	N	460	460
Experience	Pearson Correlation	.729**	1
	Sig. (2-tailed)	.000	
	N	460	460
**. Correlation is significant at the 0.01 level (2-tailed).			

The above table shows positive correlation between *"age" and "experience" (.729**).*The reason behind this correlation may be the customers age and experience is equally considered important for choosing a car brand. But 59% of the respondents are below 30 years and have low level of experience in their field, even though it need not be ignored.

TABLE NO 3

CORRELATION BETWEEN ANNUAL INCOME VS. FAMILY INCOME			
		Annual Income	Family Income
Annual Income	Pearson Correlation	1	.616**
	Sig. (2-tailed)		.000
	N	460	460
Family Income	Pearson Correlation	.616**	1
	Sig. (2-tailed)	.000	
	N	460	460
**. Correlation is significant at the 0.01 level (2-tailed).			

The above table shows there is a positive correlation between *"Annual income"* of the individual respondents and *"Family income" (.616**)*. It is considered as an important source to select the range, model and the design while buying a new car. In this we can come to know the capacity of a person and their family.

TABLE NO 4 CORRELATION BETWEEN INSTALLATION VS. USAGE EXPERIENCE			
		Installation	Usage Experience
Installation	Pearson Correlation	1	.594**
	Sig. (2-tailed)		.000
	N	460	460
Usage Experience	Pearson Correlation	.594**	1
	Sig. (2-tailed)	.000	
	N	460	460
**. Correlation is significant at the 0.01 level (2-tailed).			

From the above table, it is very interesting to see the positive correlation between the *"installation/first use experience" and "usage experience" (.594**)*. The Respondents feel that the first use experience and usage experience are equally very important.

TABLE NO 5 CORRELATION BETWEEN SWITCH VS. WHICH BRAND			
		Switch	Which Brand

Switch	Pearson Correlation	1	.800**
	Sig. (2-tailed)		.000
	N	460	460
Which Brand	Pearson Correlation	.800**	1
	Sig. (2-tailed)	.000	
	N	460	460
**. Correlation is significant at the 0.01 level (2-tailed).			

From the above table it is interesting to point out that there is a positive correlation between *"switch" and "which brand" (.800**)*. 25% of the respondents switch to Maruti car from other brand car due to many reasons. The brands from which the most of the respondents who have switched over to Maruti may be mostly common. That may be the logic behind the above correlation.

TABLE NO 6
CORRELATION BETWEEN SWITCH VS. REASON FOR SWITCH OVER

		Switch	Reason for Switch over
Switch	Pearson Correlation	1	.906**
	Sig. (2-tailed)		.000
	N	460	460
Reason for Switch over	Pearson Correlation	.906**	1
	Sig. (2-tailed)	.000	
	N	460	460
**. Correlation is significant at the 0.01 level (2-tailed).			

There is a positive correlation between *"Switch" and "Reason for Switch over" (.906**)*. Among the respondents who have switched over from other brands, the reason for switch over may be common. That may be the logic behind the above strong positive correlation.

TABLE NO 7
CORRELATION BETWEEN WHICH BRAND VS. REASON FOR SWITCH OVER

		Which Brand	Reason for Switch over

Which Brand	Pearson Correlation	1	.876**
	Sig. (2-tailed)		.000
	N	460	460
Reason for Switch over	Pearson Correlation	.876**	1
	Sig. (2-tailed)	.000	
	N	460	460
**. Correlation is significant at the 0.01 level (2-tailed).			

From the above table, we come to know that there is a positive correlation between *"which brand" and "reason for switch over" (.876**)*. This may be due to the reason that the respondents switching over from a particular brand to Maruti might have switched over mostly for a common reason.

`TABLE NO 8
CORRELATION BETWEEN MARUTI TO MARUTI VS. REASON FOR SWITCH OVER FROM MARUTI TO MARUTI

		Maruti To Maruti	Reason For Switch Over From Maruti To Maruti
Maruti To Maruti	Pearson Correlation	1	.898**
	Sig. (2-tailed)		.000
	N	460	460
Reason For Switch Over From Maruti To Maruti	Pearson Correlation	.898**	1
	Sig. (2-tailed)	.000	
	N	460	460
**. Correlation is significant at the 0.01 level (2-tailed).			

The above table shows that there is a positive correlation between *"Maruti to Maruti"* and *"Reason for Switch over from Maruti to Maruti" (.898**)*.Among the respondents who have switched over from Maruti brands, the reason for switch over may be common. That may be the logic behind the above strong positive correlation.

TABLE NO 5.2.9

CORRELATION BETWEEN INTERIORS VS. EXTERIORS

		Exteriors	Interiors

Exteriors	Pearson Correlation	1	.583**
	Sig. (2-tailed)		.000
	N	460	460
Interiors	Pearson Correlation	.583**	1
	Sig. (2-tailed)	.000	
	N	460	460
**. Correlation is significant at the 0.01 level (2tailed).			

The above table shows a positive correlation between *"*correlation may be the customers who are satisfied with *interiors"* and *"exteriors" (.583**)*. The satisfaction levels of the customers over the exteriors and the interiors are positively correlating here. The logic or reason behind their the exteriors are mostly satisfied with the interiors also and vice versa.

TABLE NO 5.2.10

CORRELATION BETWEEN INTERIORS VS. STORAGE AND SPACE

		Interiors	Storage and Space
Interiors	Pearson Correlation	1	.540**
	Sig. (2-tailed)		.000
	N	460	460
Storage and Space	Pearson Correlation	.540**	1
	Sig. (2-tailed)	.000	
	N	460	460
**. Correlation is significant at the 0.01 level (2-tailed).			

The above table shows a positive correlation between *"interiors" and "Storage and Space" (.540**)*. The satisfaction levels of the customers over the interiors and the Storage and Space are positively correlating here. The logic or reason behind their correlation may be the customers who are satisfied with the interiors are mostly satisfied with the SS also and vice versa.

TABLE NO 5.2.11

CORRELATION BETWEEN INTERIORS VS. AUDIO/ENTERTAINMENT/NAVIGATION

		Interiors	Audio/Entertainment/Navigation

Interiors	Pearson Correlation	1	.505**
	Sig. (2-tailed)		.000
	N	460	460
Audio/Entertainment/Navigation	Pearson Correlation	.505**	1
	Sig. (2-tailed)	.000	
	N	460	460
**. Correlation is significant at the 0.01 level (2-tailed).			

The above table shows a positive correlation between *"interiors"* and *"Audio/Entertainment/Navigation" (.505**).* The satisfaction levels of the customers over the interiors and the Audio/Entertainment/Navigation are positively correlating here. The logic or reason behind their correlation may be the customers who are satisfied with the interiors are mostly satisfied with the Audio/Entertainment/Navigation also and vice versa.

TABLE NO 5.2.12 CORRELATION BETWEEN STORAGE AND SPACE VS. AUDIO/ENTERTAINMENT/NAVIGATION			
		Storage and Space	Audio/Entertainment/Navigation
Storage and Space	Pearson Correlation	1	.658**
	Sig. (2-tailed)		.000
	N	460	460
Audio/Entertainment/Navigation	Pearson Correlation	.658**	1
	Sig. (2-tailed)	.000	
	N	460	460
**. Correlation is significant at the 0.01 level (2-tailed).			

The above table shows a positive correlation between *"Storage and Space"* and *"Audio/Entertainment/Navigation" (.658**).* The satisfaction levels of the customers over the Storage and Space and the Audio/Entertainment/Navigation are positively correlating here. The logic or reason behind their correlation may be the customers who are satisfied with the Storage and Space are mostly satisfied with the Audio/Entertainment/Navigation also and vice versa.

TABLE NO 5.2.13 CORRELATION INTERIORS VS. DRIVING			
		Interiors	Driving

Interiors	Pearson Correlation	1	.504**
	Sig. (2-tailed)		.000
	N	460	460
Driving	Pearson Correlation	.504**	1
	Sig. (2-tailed)	.000	
	N	460	460
**. Correlation is significant at the 0.01 level (2-tailed).			

The above table shows a positive correlation between *"interiors"* and *"driving" (.504**).* The satisfaction levels of the customers over the interiors and the driving are positively correlating here. The logic or reason behind their correlation may be the customers who are satisfied with the interiors may find their driving experience more comfortable.

TABLE NO 5.2.14

CORRELATION BETWEEN STORAGE AND SPACE VS. SEATS

		Storage and Space	Seats
Storage and Space	Pearson Correlation	1	.554**
	Sig. (2-tailed)		.000
	N	460	460
Seats	Pearson Correlation	.554**	1
	Sig. (2-tailed)	.000	
	N	460	460
**. Correlation is significant at the 0.01 level (2-tailed).			

The above table shows a positive correlation between *"Storage and Space"* and *"Seats" (.554**)*. The satisfaction levels of the customers over the Storage and Space and the Seats are positively correlating here. The logic or reason behind their correlation may be the customers who are satisfied with the Storage and Space are mostly satisfied with the Seats also and vice versa.

TABLE NO 5.2.15

CORRELATION BETWEEN SEATS VS. AUDIO/ENTERTAINMENT/NAVIGATION

		Seats	Audio/Entertainment/Navigation

Seats	Pearson Correlation	1	.645**
	Sig. (2-tailed)		.000
	N	460	460
Audio/Entertainment/Navigation	Pearson Correlation	.645**	1
	Sig. (2-tailed)	.000	
	N	460	460
**. Correlation is significant at the 0.01 level (2-tailed).			

The above table shows a positive correlation between *"Seats"* and *"Audio/Entertainment/Navigation" (.645**)*. The satisfaction levels of the customers over the Seats and the Audio/Entertainment/Navigation are positively correlating here. The logic or reason behind their correlation may be the seating comfortability available at the vehicle may give comfortable and convenient travelling experience which may keep the mood pleasure and the people with pleasant mood may be enjoying the audio and other interior comfort.

TABLE NO 5.2.16

CORRELATION BETWEEN AUDIO/ENTERTAINMENT/NAVIGATION VS. AIR-CONDITIONING

		Audio/Entertainment/Navigation	Air-Conditioning
Audio/Entertainment/ Navigation	Pearson Correlation	1	.546**
	Sig. (2-tailed)		.000
	N	460	460
Air-Conditioning	Pearson Correlation	.546**	1
	Sig. (2-tailed)	.000	
	N	460	460
**. Correlation is significant at the 0.01 level (2-tailed).			

The above table shows a positive correlation between *"Audio/Entertainment/Navigation"* and *"Air-Conditioning" (.546**)*. The satisfaction levels of the customers over the Audio/Entertainment/Navigation and the Air-Conditioning are positively correlating here. The logic or reason behind their correlation may be the customers who are satisfied with the Audio/Entertainment/Navigation are mostly satisfied with the Air-Conditioning also and vice versa.

TABLE NO 5.2.17

CORRELATION BETWEEN AIR-CONDITIONING VS. SEATS

		Air-Conditioning	Seats

Air-Conditioning	Pearson Correlation	1	.638**
	Sig. (2-tailed)		.000
	N	460	460
Seats	Pearson Correlation	.638**	1
	Sig. (2-tailed)	.000	
	N	460	460
**. Correlation is significant at the 0.01 level (2-tailed).			

The above table shows a positive correlation between *"Air-Conditioning*" and *"Seats" (.638**)*. The satisfaction levels of the customers over the Air-Conditioning and the Seats are positively correlating here. The logic or reason behind their correlation may be the customers who are satisfied with the Air-Conditioning are mostly satisfied with the seats also and vice versa.

TABLE NO 5.2.18

CORRELATION BETWEEN SEATS VS. SAFETY

		Seats	Safety
Seats	Pearson Correlation	1	.505**
	Sig. (2-tailed)		.000
	N	460	460
Safety	Pearson Correlation	.505**	1
	Sig. (2-tailed)	.000	
	N	460	460
**. Correlation is significant at the 0.01 level (2-tailed).			

The above table shows a positive correlation between *"Seats"* and *"Safety" (.505**)*. The satisfaction levels of the customers over the Seats and the Safety are positively correlating here. The logic or reason behind their correlation may be the customers who are satisfied with the Seats are mostly satisfied with the Safety also and vice versa.

TABLE NO 5.2.19

CORRELATION BETWEEN DRIVING VS. ENGINE

		Driving	Engine
Driving	Pearson Correlation	1	.643**
	Sig. (2-tailed)		.000
	N	460	460
Engine	Pearson Correlation	.643**	1
	Sig. (2-tailed)	.000	
	N	460	460
**. Correlation is significant at the 0.01 level (2-tailed).			

The above table shows a positive correlation between *"Driving"* and *"Engine" (.643**)*. The satisfaction levels of the customers over the Driving and the Engine are positively correlating here. The smooth and efficient functioning of the engine will lead to comfortable driving. Hence, the above correlation is found logical and meaningful.

TABLE NO 5.2.20

CORRELATION BETWEEN ENGINE VS SAFETY

		Engine	Safety
Engine	Pearson Correlation	1	.504**
	Sig. (2-tailed)		.000
	N	460	460
Safety	Pearson Correlation	.504**	1
	Sig. (2-tailed)	.000	
	N	460	460
**. Correlation is significant at the 0.01 level (2-tailed).			

The above table shows a positive correlation between *"Engine"* and *"Safety" (.504**)*. The satisfaction levels of the customers over the Engine and the Safety are positively correlating here. The logic or reason behind their correlation may be the customers who are satisfied with the Engine are mostly satisfied with the Safety also and vice versa.

TABLE NO 5.2.21

CORRELATION BETWEEN PRODUCT/SERVICE IS WORTHY VS. PRODUCT/SERVICE DOES WHAT IT CLAIMS

		Worthy	What it Claims

Worthy	Pearson Correlation	1	.613**
	Sig. (2-tailed)		.000
	N	460	460
What it Claims	Pearson Correlation	.613**	1
	Sig. (2-tailed)	.000	
	N	460	460
**. Correlation is significant at the 0.01 level (2-tailed).			

The above table shows a positive correlation between *"Worthy" and "What it claims" (.613**)*. The satisfaction levels of the customers over the worthy and what it claims are positively correlating here. When a car provides all the facilities and comforts that it claims, the customers would feel that among spent on it would be worthy. This may be the logic or reason behind above correlation.

TABLE NO 5.2.22

CORRELATION BETWEEN PRODUCT/SERVICE IS WORTHY VS. PRODUCT/SERVICE IS COMPETITIVELY PRICED

		Worthy	Competitively Priced
Worthy	Pearson Correlation	1	.571**
	Sig. (2-tailed)		.000
	N	460	460
Competitively Priced	Pearson Correlation	.571**	1
	Sig. (2-tailed)	.000	
	N	460	460
**. Correlation is significant at the 0.01 level (2-tailed).			

The above table shows a positive correlation between *"worthy"* and *"Competitively Priced" (.571**)*. The satisfaction levels of the customers over the worthy and Competitively Priced are positively correlating here. The logic or reason behind their correlation may be the customers who are satisfied with the price they spend on the purchase of the car is worthy and they will be mostly satisfied that their brand car is competitively priced.

TABLE NO 5.2.23

CORRELATION BETWEEN PRODUCT/SERVICE DOES WHAT IT CLAIMS VS. PRODUCT/SERVICE DOES WHAT I NEED

		What it Claims	What I Need
What it Claims	Pearson Correlation	1	.502**
	Sig. (2-tailed)		.000
	N	460	460
What I Need	Pearson Correlation	.502**	1
	Sig. (2-tailed)	.000	
	N	460	460
**. Correlation is significant at the 0.01 level (2-tailed).			

There is a positive correlation between the variables *"what it Claims"* and *"What I need" (.502**)*. When the features, provisions, facilities and comforts what the brand claims are absolutely matching the customer requirements, the customers could be more satisfied. Hence, the above correlation is found logical.

TABLE NO 5.2.24
CORRELATION BETWEEN PRODUCT/SERVICE
DOES WHAT IT CLAIMS VS. PRODUCT/SERVICE IS COMPETITIVELY PRICED

		What it Claims	Competitively Priced
What it Claims	Pearson Correlation	1	.572**
	Sig. (2-tailed)		.000
	N	460	460
Competitively Priced	Pearson Correlation	.572**	1
	Sig. (2-tailed)	.000	
	N	460	460
**. Correlation is significant at the 0.01 level (2-tailed).			

The above table shows a positive correlation between *"What it Claims*" and *"Competitively Priced" (.572**)*. The satisfaction levels of the customers over what it Claims and Competitively Priced are positively correlating here. The logic or reason behind their correlation may be the customers who are satisfied that they avail all the facilities and comforts what the brand claims, will face that the product is competitively priced.

TABLE NO 5.2.25
CORRELATION BETWEEN PRODUCT/SERVICE DOES WHAT I NEED VS. PRODUCT/SERVICE IS EASY TO USE

		What I Need	Easy to use

What I Need	Pearson Correlation	1	.511**
	Sig. (2-tailed)		.000
	N	460	460
Easy to use	Pearson Correlation	.511**	1
	Sig. (2-tailed)	.000	
	N	460	460
**. Correlation is significant at the 0.01 level (2-tailed).			

The above table shows a positive correlation between *What I Need* and *Easy to use (.511**)*. The satisfaction levels of the customers over what I need and easy to use are positively correlating here. The logic or reason behind their correlation may be the customers who are satisfied with buying what they need and they will be mostly satisfied when they able to use it easily.

TABLE NO 5.2.26
CORRELATION BETWEEN PRODUCT/SERVICE IS EASY TO USE VS PRODUCT/SERVICE IS COMPETITIVELY PRICED

		Easy to use	Competitively Priced
Easy to use	Pearson Correlation	1	.509**
	Sig. (2-tailed)		.000
	N	460	460
Competitively Priced	Pearson Correlation	.509**	1
	Sig. (2-tailed)	.000	
	N	460	460
**. Correlation is significant at the 0.01 level (2-tailed).			

The above table shows a positive correlation between *"easy to use" and "Competitively Priced" (.509**).* The satisfaction levels of the customers over the easy to use and Competitively Priced are positively correlating here. The logic or reason behind their correlation may be the customers who find it "easy to use" may be satisfied with its Competitive Pricing also.

Conclusion

The correlations among all the factors are interesting. Mostly the users are satisfied with the interiors of their cars. Many of the variables are inter-correlating with each other. The reason is – one who is satisfied with one factor is relatively satisfied with many other factors also. This

study gave the researcher new insights about the pulse of the customers regarding the features and satisfaction-drivers of Maruti Suzuki car brands.

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