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## A Study on Customer Satisfaction towards Maruti Suzuki Swift

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### ABSTARCT

Customer satisfaction plays a vital role in determining the long-term success and market sustainability of a product, especially in industries where competition is intense and consumer expectations are constantly evolving. In the Indian automobile industry, Maruti Suzuki has carved a niche for itself by delivering reliable, affordable, and fuel-efficient vehicles tailored to the needs of the Indian consumer. Among its fleet, the Maruti Suzuki Swift stands out as one of the most popular and best-selling hatchbacks in the country. Known for its stylish design, superior performance, and value-for-money proposition, the Swift has garnered a significant customer base across various demographics.

This study is conducted with the primary objective of evaluating customer satisfaction levels among owners of the Maruti Suzuki Swift. It explores multiple dimensions that influence satisfaction, including vehicle performance, comfort, aesthetic appeal, fuel efficiency, pricing, after-sales service, and long-term ownership experience. A structured questionnaire was developed and administered to a sample of 131 Swift owners to gather relevant data. Both quantitative and qualitative methods were used to analyze the responses.

The findings of the study indicate that a majority of the respondents expressed a high level of satisfaction with their Swift, particularly praising the vehicle's fuel economy, ease of driving, and affordability. However, some areas such as interior space, infotainment features, and service wait times emerged as potential areas for improvement. Additionally, the study highlights how demographic variables such as age, income level, and family size influence the perception and satisfaction levels of the customers.

This paper concludes with actionable suggestions for Maruti Suzuki to further enhance customer satisfaction and sustain its competitive edge in the hatchback segment. The insights drawn from this research can also help the company in strategic decision-making and product development aimed at exceeding customer expectations in the future.

### 1. INTRODUCTION

In the Indian automobile market, customer satisfaction is a key factor influencing brand loyalty, repeat purchases, and long-term success. As consumer expectations continue to evolve with advancements in technology, comfort, and performance, car manufacturers must strive to not only meet but exceed these expectations. In this competitive landscape, Maruti Suzuki has established itself as a leading player, known for producing reliable, affordable, and fuel-efficient vehicles tailored to the Indian consumer. Among its fleet, the Maruti Suzuki Swift stands out as one of the most successful hatchbacks, appealing to a wide segment of customers due to its blend of performance, style, and practicality.

Launched in 2005, the Swift marked a significant shift in consumer preferences by offering a sporty, compact design combined with efficient performance and affordability. Over the years, the model has evolved to include enhanced features, updated styling, and improved fuel economy, maintaining its relevance and popularity. This study aims to explore the factors that contribute to customer satisfaction with the Maruti Suzuki Swift, assessing areas such as design, comfort, mileage, pricing, and service quality. It also seeks to identify any gaps between customer expectations and their actual experiences, offering valuable insights that can inform product improvement and customer engagement strategies.

### 2. OBJECTIVE OF THE STUDY

The primary goal of this study is to assess and understand the satisfaction levels of customers who own or use the Maruti Suzuki Swift. With a focus on delivering insights that can enhance the customer experience, the study is structured around the following key objectives:

1. To determine the level of customer satisfaction regarding various features of the Maruti Suzuki Swift, including performance, fuel efficiency, design, handling, comfort, and safety, as perceived by the end users.

2. To identify and analyze the major factors influencing customer satisfaction, such as mileage, pricing, after-sales service, interior and exterior design, and brand value, which contribute to the overall ownership experience.
3. To examine the impact of after-sales service and support provided by Maruti Suzuki and its dealer network on customer perceptions, loyalty, and long-term satisfaction with the vehicle.
4. To suggest practical recommendations for Maruti Suzuki to improve its product and service offerings in order to enhance customer satisfaction and promote brand retention in a competitive market.

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### 3. RESEARCH METHODOLOGY

**1. Research Design:** The study follows a descriptive research design, enabling a comprehensive assessment of customer experiences and perceptions. This design is appropriate as it helps in systematically describing the characteristics of the sample population and the variables affecting their satisfaction levels. It also supports hypothesis formulation and testing through data analysis.

**2. Sampling Method:** Convenience sampling method was adopted due to its practicality and ease of reaching respondents. Respondents were selected based on accessibility and willingness to participate. While this method may not ensure complete representation, it provides quick and cost-effective data collection suitable for preliminary analysis.

**3. Sample Size:** The sample size consists of 131 customers who own or have previously owned a Maruti Suzuki Swift. This size is adequate for obtaining reliable insights and capturing a variety of perspectives across different demographics, such as age, gender, income, and location.

**4. Data Collection Method:** Primary data was collected using a structured questionnaire distributed both online (via Google Forms and social media platforms) and offline (through personal interviews and printed surveys). The questionnaire consisted of multiple-choice, Likert scale, and open-ended questions designed to assess satisfaction across parameters such as performance, comfort, pricing, design, and after-sales service. Secondary data was collected from published reports, industry whitepapers, journal articles, websites, and company documentation to provide context and support analysis.

**5. Analytical Tools:** The data collected was analyzed using percentage analysis, bar charts, and Likert scale-based analysis to interpret satisfaction levels across different parameters. Additionally, Microsoft Excel was used to compute statistical measures such as mean, mode, and standard deviation. Where necessary, SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis was performed to identify strategic insights. Graphical representation helped in simplifying complex data, making it easier to interpret trends and derive conclusions.

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### 4. ANALYSIS AND INTERPRETATION

Based on data collected from 131 respondents, the following key points summarize the analysis:

- **Gender Distribution:** 54.19% male and 45.81% female.
- **Education Level:** 43.5% hold a degree, indicating a well-educated customer base.
- **Ownership:** 64.89% of respondents own a Maruti Suzuki vehicle.
- **Marital Status:** 58.77% are single, reflecting appeal among young individuals.
- **Age Group:** 48.2% of respondents are aged 20–30 years.
- **Family Members:** 62.5% live in families of 3–5 members.
- **Experience with Swift:** 54.9% have used it for a year, showing fresh usage insights.
- **Income Level:** 38.1% earn ₹10K–₹40K monthly.
- **Vehicle Type:** 60.3% own passenger vehicles.
- **Satisfaction:** 80.15% are satisfied with their Swift.
- **Usage Duration:** 56.48% have used Swift for over a year.
- **Family Type:** 70.22% belong to nuclear families.
- **Purchase Channel:** 84.73% bought through dealerships.
- **Purchase Reason:** 70.22% cited brand image as the primary reason.
- **Price Perception:** 38.93% found the price to be basic.
- **Competitor Comparison:** 74.8% feel Swift is better than competitors.
- **Comfort Level:** 80.15% found the car comfortable.
- **Challenges:** 74.8% reported no issues with the car.

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### 5. FINDINGS

1. **Target Demographics:** The Maruti Suzuki Swift primarily attracts a younger, educated, and middle-income demographic. These consumers value practical features such as fuel efficiency and comfort, which align with the Swift's strengths. Many users are also in the early stages of their career or starting families, looking for affordable yet reliable transportation.
2. **Performance and Satisfaction:** High satisfaction is reported with Swift's overall performance, especially its fuel efficiency, handling, and comfort. The Swift is considered an ideal vehicle for daily commutes and short trips due to its compact size, which offers both convenience and ease of parking.
3. **Brand Loyalty:** Maruti Suzuki's strong brand image plays a significant role in driving purchase decisions. Swift's association with Maruti Suzuki's reputation for reliability, affordability, and excellent after-sales service leads to high levels of customer retention.

4. **Purchase Mode:** Dealership experience continues to be the dominant purchase mode for Swift consumers. Customers typically prefer to experience the vehicle firsthand and seek expert advice during the buying process. Maruti Suzuki's extensive dealership network ensures accessibility to a wider audience, making the buying experience seamless.
5. **Competitive Edge:** A majority of Swift owners believe that the model outperforms competing hatchback options in terms of value for money. While other vehicles may offer similar specifications, the Swift stands out due to its performance, reliability, and resale value.

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## 6. SUGGESTIONS

1. **Enhance Rear Seat Comfort:** Increase rear legroom and add more adjustable features to improve family-friendliness.
2. **Upgrade Infotainment:** Integrate larger touchscreens, better connectivity (Apple CarPlay, Android Auto), and a more intuitive UI to stay competitive.
3. **Target Younger Consumers:** Offer promotional deals for first-time buyers, collaborate with digital platforms and influencers, and provide customizable options at an affordable price.
4. **Focus on Digitalization:** Strengthen Maruti Suzuki's digital presence with virtual showrooms, online consultations, and seamless booking options.
5. **Enhance Premium Variants:** Offer exclusive features like advanced infotainment, premium materials, and better safety to improve the premium variant appeal.
6. **Increase Sustainability:** Introduce eco-friendly materials and consider hybrid/electric variants to attract environmentally conscious consumers.

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## 7. CONCLUSION

The study concludes that Maruti Suzuki Swift maintains strong customer loyalty due to its well-established reputation for performance, fuel economy, and excellent service support. While the Swift continues to be a leader in the hatchback segment, evolving consumer expectations necessitate innovation in several areas. Key focus areas include improving comfort, enhancing the digital buying experience, and integrating more advanced technologies into the vehicle. Swift's ability to stay ahead of the curve by offering updated features and aligning with customer aspirations will be crucial in preserving its strong market position.

Additionally, focusing on environmental sustainability through electric or hybrid variants will cater to the emerging eco-conscious customer base, opening new market opportunities. By addressing these areas, Maruti Suzuki can ensure that Swift remains a top choice in a competitive and rapidly changing market.

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