



## CUSTOMER SATISFACTION TOWARDS MARUTI SWIFT

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### EXECUTIVE SUMMARY

Maruti Suzuki is market leader in multi utility vehicles in the India from 2003. The total sales numbers in 2009-10 market a growth of 29 per cent over last financial year. Maruti Suzuki's total sale in 2009-10 was 792,167 units. During March 2010, Maruti Suzuki sold total of 95,123 units, growing 11 percent over March 2009 (85,669 units). The March 2012 numbers include domestic sales of 79,530 units and the highest ever monthly exports of 15,593 units.

Maruti Suzuki is now expanding its production capacity to reach 12,50,000 units (1.25 million) by 2020. In March 2010, the company announced an investment of Rs 1,700 Crore for expansion of the production facilities by 2.5 lakh units at its Manesar plant. The main objective of the study is to know the "Customer satisfaction toward the Maruti Swift"

A heart car launched by Maruti Suzuki. The survey involved gathering wide information about the company, its product, customer satisfaction toward Swift and impact of various competitive firms on the company. From the information collected, various aspects were identified by the company, where there is a need to focus more to improve the efficiency of the marketing team of Maruti Suzuki automobiles. The research was conducted through collection of the PRIMARY AND SECONDARY DATA. Secondary data was collected through visiting various websites, automobile magazines and other reliable sources. Primary data was collected through a well framed questionnaire, from which a detailed analysis was done using various statistical I.T. tools.

Hyundai Getz is the major competitor of the Maruti Swift. Because 22% to 26% customers have changed their decision from GETZ to SWIFT. 22% to 26% customers wanted to buy Getz but after launching the Swift they changed their decision. Customers are highly satisfied with the Swift Diesel model.

The customers are ready to pay their money on the Swift for better satisfaction. Now the present time the Swift is going on the advance booking before 5 to 6 months. Maruti Suzuki automobile has to increase its market share in the A2 segment car and in the defense purpose and also in MPVs.

In the survey we found that customers are not happy with the Swift back glass because they are unable to clear visibility in the back side when they have to need of back gear due to the very small size of back glass. Customer is emotionally attachment with the Swift due to their safety features of the Swift. And mileage of Swift is also major part of customer's satisfaction.

The customers believe that the Swift is not costly according to their features. Customers are in very enthusiastic mood to see the new change in the Swift

### INTRODUCTION

#### Maruti Suzuki India Limited COMPANY OVERVIEW

MSIL is a publicly listed automaker in INDIA. It is a leading four-wheeler automaker manufacturer in south an Asia. Suzuki Motor Corporation of Japan holds a majority stake in the company. It was the first company in India to mass-produce and sell more than a million cars. It is largely credited for having brought in an automobile revolution to India. It is the market leader in India and on 17 September 2007, Maruti Udyog was renamed Maruti Suzuki India Limited. The company headquarter is in Gurgaon, Haryana

Maruti Suzuki is one of India's leading automobile manufacturers and the market leader in the car segment, both in terms of volume of vehicles sold and revenue earned. Maruti India Limited.

(MUL) was established in February 1981, though the actual production commenced in 1983 with the Maruti 800, based on the SUZUKI Alto Kei car, which at the time was the only modern car available in India, its only competitors - The Hindustan Ambassador

Maruti are sold in India and various several other countries, depending upon export orders. Models similar to Maruti (but not manufactured by Maruti India) are sold by Suzuki and manufactured in Pakistan.

and other South Asian countries. The company annually exports more than 50,000 cars and has an extremely large domestic market in India selling over 730,000 cars annually. Maruti 800, till 2004, was the India's largest selling compact car ever since it was launched in 1983.

## VISION

Creating customer delight and shareholder wealth.

## MILESTONES

- The verifiable assembly. The first parcel of Maruti vehicles collected in 1983.
- Prime Minister, Mrs. Indira Gandhi gave away the keys of the main Maruti 800 to the primary client, Mr. Harpal Singh - Dec, 1983.
- India's first famous MUV - November 1984, Indian streets witness the Iconic omni.
- India's leading roadster, the invulnerable Maruti Gypsy is propelled in Dec, 1985.
- India's first extravagance vehicle, Maruti 1000, propelled in 1990
- India's first premium hatchback-'ZEN' in 1993
- The Indian car gets another look Esteem was propelled in 1994.
- Maruti Care on wheels - Maruti dispatches India's initial 24 hour-on-street benefit in May, 1996.
- The first vehicle company in India, to begin a client care focus in 2000.

## AWARDS

### INDIAN AWARD

- No. 1 in Initial Quality Study - J.D. Power
- Total Customer Satisfaction - TNS Study
- Car of the Year - BS Motoring
- Car of the Year - CNBC Autocar
- Best Value for Money Car - CNBC Autocar
- Best Design and Styling - CNBC Autocar
- Viewer's Choice - CNBC Autocar
- Small Car of the Year - NDTV Profit
- Design Car of the Year - BBC Top Gear
- Car of the Year - Overdrive
- Number one premium compact car in - J.D. POWER INDIA PEAL STUDY 2007

### INTERNATIONAL AWARDS

#### JAPAN:

RJC Car of the Year - Automotive Researchers' & Journalists' Conference 2005-2006 Car of the Year Japan "Most Fun" - COTY  
Goof Design Award - Japan Industrial Design Promotion Organization Car view of the Year 2005-2006 - Car view

#### Iceland:

Car of the Year 2006 - BIBD the Association of Automotive Journalists

**Ireland:**

Samper its Irish Car of the Year 2006 - Irish Motoring Writers Association

**New Zealand:**

Fairfax AMI Small Car of the Year - AUTOCAR

National Business Review Small Car of the Year - The National Business Review

**Australia:**

2005 Cars guide Car of the Year - Cars guide

**United Kingdom:**

2005 Car of the Year - CAR (Automobile Magazine)

**Malaysia:**

NST MasterCard Car of the Year 2005 "Small Car" - New Strait Times

**China:**

2005 CTV COTY "Economical Car" - CCTV

Motor Show COTY "Hatchback" - 2005 Shanghai International Motor Show Most Popular Hatchback Car - 4th Changchun Motor Show

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**COMPANY PROFILE**

Maruti Suzuki India limited, a subsidiary of SMC, Japan, is the leader in passenger cars and multipurpose vehicle (MPVs) in India, accounting for almost 55% of the total industry sales. The companies formerly known as Maruti India limited was incorporated as a joint venture (JV) between government of India and SMC, Japan on 24th February, 1981. The first car was rolled out from its Gurgaon facility on 14 Dec 1983. Since then; it has sustained its leadership position in the Indian car market. We, at Maruti Suzuki, celebrated 26 years of car manufacturing in India 2009-10. Having achieved manufacturing excellence in India, we are now in the process of enhancing our R&D capabilities to design and develop cars. In 2009-10, the company sold 722,144 cars in the domestic market and exported 70,023 cars. Cumulatively, it has produced and sold over seven million cars. The total income of the company for 2009-10 stood at Rs. 214,538 million (USD 4.46 billion @ 1 USD = Rs. 48). We now aim at selling 750,000 units in the domestic market and exporting 130,000 units in 2009-10. Maruti Suzuki has a strong balance sheet with Reserves and Surplus of Rs. 92,004 million & debt equity ratio of 0.07 as on 31<sup>st</sup> March, 2010.

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**EXPORTS**

Maruti Suzuki exported the first lot of 500 cars to Hungary in September, 1987. Presently, MSIL are Exporting to over 100 markets in Europe, Asia, Latin America, Africa and Oceania. In 2008 to 09, the company launched a new model A Star that met the stringent European safety and emission regulation. The company has exported over 500,000 cars so far.

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**SWOT ANALYSIS OF MARUTI SUZUKI**
**STRENGTHS**

- Bigger name in the market
- Trust of People
- Maruti INDIA Ltd. is the market leader for more than two decades.
- Has a great dealership chain in the market.
- Better after sales service
- Low maintenance cost of vehicle

**WEAKNESSES**

- Exports are not that good.
- Lesser diesel models in the market compare to others

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**PRODUCT PROFILE**

The new Swift is a generation different from Suzuki design. Styled with a clear sense of muscularity, its one-and-a-half box, aggressive form makes for a look of stability, a sense that it is packed with energy and ready to deliver a dynamic drive. Its solid look is complemented by an equally rooted road

presence and class defining ride quality. New chassis systems allow for the front suspension lower arms, steering, and gearbox and rear engine mounting to be attached to a suspension frame. You get lower road noise and a greater feeling of stability as you sail over our roads with feather-touch ease

### **REVIEWS OF SWIFT**

#### **CarIndia**

The Swift has more than its fair share of silicon livery under its hood... This intricate network of processors controls everything on the Swift.

#### **AutoIndia**

The Swift is really peppy in city traffic/conditions... The torque comes into action in truly linear motion.

#### **CarIndia**

Average mileage of 16.6 kmpl.

#### **AutoIndia**

Unlike other hatchbacks on the road, this one also boasts an Automatic Climate Control System... You just set the specific temperature you want, and leave the rest to the system.

#### **CarIndia**

The suspension is tuned to be taught and sporty. This means that handling and feedback... are brilliant.

#### **CarIndia**

The Swift leads the charge in the occupant safety stakes by being the first hatchback in the country to have front air bags in its specification sheet.

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### **PRODUCT FEATURES:**

#### **-SUZUKI SURROUND PROTECTION (SSP)**

What? You worry? We wouldn't want that. So, we got an over-protective bunch of detail-obsessed engineers to pack the Swift with preservatives. Like a highly crashworthy structure that keeps you safe. A collapsible steering column. Front seatbelt pre-tensioner with load limiters, and energy absorbing trim all around. Active safety technologies include dual front airbags\*, Antilock Braking (ABS)\* with Electronic Brake-force Distribution (EBD)\* and a brake-assist function, that minimize driving hazards. All of these make the Swift amongst the safest set of wheels on the road today. And you can be sure that's not by accident.

#### **ON COLLISION, NO IMPACT**

Dual front airbags\* deploy in an instant to shield you from harm.

iCAT IS ON GUARD

EXTRA SECURITY FOR THE CAR IS PROVIDED BY ICATS, WHICH MAKE THE CAR HI-TECH PROOF. HI-TECH FEATURES—LIKE BUILT IN- IN RF TRANSPONDER IN THE KEY AND AN ELECTRONIC AUTHENTICATION SYSTEM—ADD UP TO PEACE OF MIND.

EYES ON THE ROAD LIGHT

HEADLAMP LEVELLING ALLOWS FOUR LEVELS OF BEAM ADJUSTMENT, DEPENDING ON HOW PACKED YOUR CAR IS. BRAKES THAT STOP, NOT LOCK

THE SWIFT'S ANTILOCK BRAKING SYSTEM, TOGETHER WITH ELECTRONIC BRAKE FORCE DISTRIBUTION, ALLOWS YOU TO MAINTAIN DIRECTIONAL CONTROL OVER THE WHEELS IN THE EVENT OF SUDDEN BRAKING.



#### **DDIS**

1 DDIS ENGINE

#### TURBO CHARGER AND INTER COOLER COMBINATION

- EFFICIENT COMBUSTION
- HIGHER TORQUE
- CLEANER EMISSION

#### **5-STEP**MULTI INJECTION COMMON RAIL SYSTEM @ 1400 BAR

- Better fuel combustion.
- Optimized NVH.

#### DOUBLE OVERHEAD CAM SHAFT (DOHC)

- Precise & quick valve operation.

#### CHAIN DRIVE TIMING SYSTEM WITH AUTO TENSIONER

- Maintenance-free for the entire engine life.
- Precise valve timing.

#### **16-VALUE** CYLINDER HEAD

- Improves breathing.
- Better fuel combustion.
- Cleaner emissions.

#### COOLED EXHAUST SYSTEM

- Cooled exhaust gas recirculation.
- Cleaner emissions.

#### ALUMINIUM BED PLATE

- Reduced engine vibration.
- Minimum noise.

#### GREEN OIL FILTER

- Environmentally friendly

#### 1.2 LK-Series petrol.

Responsive And powerful-advanced 1.2 litre, 16-valve K-Series engine Great Performer - at 85 PS @ 6000 rpm and 113 Nm @ 4500 rpm, the new engine has improved compression ratios and delivers better initial and passing acceleration incity driving conditions for zippier overtaking.



Slightly European, Somewhat Japanese, and sinfully good looking, not only a generation different from Suzuki design, but also the shape of things to come. When we put together the new Maruti Suzuki Swift, we made sure we did nothing we had ever done before. We wanted to build a car that made car-makers whack their designers and say, “Why didn’t we think of that?” “So, we did. And gave you a car that’s more spacious, more user-friendly, more refined, more eye-catching. A compact car that makes all others look like Mama’s boys. It’s cheeky. Chic, Radical. Chunky Pumped-up Chiseled, Tantalizing. Haughty Impatient, Manic.

### ***THE SWIFT’S PROFILE IS ITS SIGNATURE.***

Unabashedly stylish, with a clear sense of muscularity, pronounced by chunky wheels, boldly flared wheel arches and tires sitting squat at four corners of the car.

### ***WITH AN ULTRA –WIDE STANCE***

The Swift announces its presence. This stance allows the Swift to hug the road for class-defining handling. It also makes a roomy interior.

### ***NEVER IN DRAG***

Aerodynamic front air dam, Airflow-smoothing door mirrors. Spoiler-type tailgate. All reduce drag and wind noise. It cuts like a knife.



### ***SHIFT WITH PLEASURE.***

An updated short-stroke design, with enhanced shift linkages, gives you a firm, quick shift feel.



### **OPENWIDE**

The boot accommodates plenty. So, when you drive up into the mountains, bring the mountains back.

### **DIESEL TECHNOLOGY SUPERIOR TECHNOLOGY**

The DiS engine has won the 'International Engine of the Year Award\*\* in Europe. DDiS is the superior Common Rail Direct Injection Technology that powers Maruti Swift Diesel. This future-ready engine is highly compact and incredibly fuel efficient. It is the lightest engine in its segment\*, generates a class beating 190 Nm of torque and has an amazing power of 75 BHP for a superior drive. This refined engine is the first in India# to have a 5 Step Multi Injection Technology for smoother running, low noise and cleaner exhaust. It is perfect both for city and highway driving.

#### **SUPERB PERFORMANCE**

This next generation DDiS engine has a 16 valve cylinder head for more power and higher engine response leading to a smoother ride. It boasts of a combination of Turbocharger and Intercooler for high performance. It has Double Over Head Camshaft (DOHC) for precise control of valves - another first that delivers better fuel efficiency. It is the only engine with a Chain Drive Timing System, which is maintenance-free for the entire life of the engine. It is a compact, light-weight and refined engine with an Aluminum Bed Plate to ensure low noise and vibration.

#### **ENVIRONMENT FRIENDLY**

The combination of a 16 valve cylinder head and a 5 Step Multi Injection System gives efficient combustion leading to cleaner emissions.

#### **BENEFITS OF DIESEL SWIFT**

Silent

Minimum Vibration Class Beating

Power Environment Friendly

Great Mileage Maintenance Free

#### **PRICE OF SWIFT**

#### **THE COMPANY DEALER'S PROFILE**

Variant	Metallic (INR)	Non-Metallic
NEW SWIFT LDI	584341	584341
NEW SWIFT LXI	464733	464733
NEW SWIFT LXI (O)	478299	478299
NEW SWIFT VDI	631184	631184
NEW SWIFT VXI	540180	540180
NEW SWIFT ZDI	728621	728621
NEW SWIFT ZXI	624334	624334
SWIFT GLORY LIMITED EDITION VDI*	619823	619823
SWIFT GLORY LIMITED EDITION VXI*	528818	528818

The company is an authorized dealer of Maruti INDIA Limited (MUL) for sale of its entire range of motor vehicles. It is also authorized to service & repair all Maruti cars and also deal in spare parts of Maruti cars' KS Motor was established in the year 1997; the business is managed under the able leadership and guidance of Mr. Vinay Saboo, Managing Director. With an experience of over three decades in retail sales and service, it took Mr. Saboo just three short years to set up this dealership, since then the growth has been phenomenal. The dealership has also won many awards and accolades under the leadership of Mr. Saboo; it has also got ISO9001 certifications. Vinay Saboo was one of the Team Member of group of 6 Delegates who visited Japan on study tour of used car business

in Japan. He strongly believes that achieving customer delight is the single most important focus of the group. The group enjoy very high start up in the society and business world.

### INFRASTRUCTURE

At present the group operates 2 (two) state of the art showrooms located in the heart of the cities of Hyderabad & Secunderabad, they have till date sold a whopping 50,000 cars.

### OUR PHILOSOPHY

RKS has a strong base of 1 lakh satisfied customers from all walks of life. Our mission statement is to provide a convenient, hassle free automobile purchase and ownership experience for our customers. And the most cost effective and attractive financial services packages to all our customers, in all the markets we operate in. We anticipate our customers' need and deliver innovative and outstanding products and services to their delight.

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## LITERATURE REVIEW

In terms of data innovation (IT), CRM implies a venture – wide incorporation of advances computing, for example, information distribution center, site, and intranet/extranet, telephone emotionally supportive network, bookkeeping, deals, marketing and generation. Kotler (2000) guaranteed that CRM utilizes IT to assemble information, which would then be able to be utilized to create data procured to make a close to home computing with the client. In the long haul, it creates a strategy more.

Willard Hom (2000) presents two broadly classified customer satisfaction models viz. Macro Models, which place the customer satisfaction among a set of related constructs in marketing research and Micro-Models, which theorize the elements of customer satisfaction. The paper also gives various models of customer satisfaction from the perspective of the marketing research discipline.

Peyton, R.M. (2003) in their working paper submitted at the allied academics international conference presented a comprehensive review of the literature on the various Customer satisfaction and dissatisfaction (CS/D) theories proposed. The literatures are specifically prior to the 1990s.

Shag and Srivastava (2013) study showed various factors affecting customers satisfaction towards Maruti Suzuki. Exceptional customer service results in greater customer retention, which in turn results in higher profitability.

Customer loyalty is a major contribution to sustainable profit growth. Measuring customer satisfaction provides an indication of how successful the organization is at providing products or services to the marketplace. It also concluded that all the factors considered in the study have significant effect on the overall satisfaction of the customers. It conducted that satisfaction levels for pricing attributes (such as Car price, discounts and service charges) are generally lower than product related attributes.

### SCOPE OF THE STUDY

There is a tremendous amount of scope for future research in the Patna area that is the Automobile Industry, some possibilities can be:

- Comprehensive research on all the competitors in the market.
- Research on the buying behavior which would include brand performance, brand attitudes, product satisfaction, purchase behavior, purchase intentions, brand awareness, segmentation studies, etc.
- Study of perceptions among people regarding automobiles (Maruti) and their preferences of the type of vehicles (cars).

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## LIMITATIONS

1. Taking the market conditions into consideration the survey, which include a sample of 50, was a respective one.
2. Due to the limitation of span of time and limited resources survey was conducted in short period.
3. The geographic region covered for the survey was limited to the boundaries of the Patna City.
4. The survey was conducted who has owns a “Maruti Swift”
5. Improper response from customers and buyers, but it was minimal.
6. Scientific methods of post testing could not be conducted.
7. Minimal possible bias in administering the questions at the survey conducted area.

8. The reaction and attitudes are subjected to changes according to their needs and time.
9. There were limitations due to global pandemic COVID-19 and current lockdown situation in our country which restricted to collect more information from direct Interaction with customers.

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## RESEARCH METHODOLOGY

Two broad research methodologies can be used to answer any research question. They are – experimental research or non-experimental research. In experiment research, there is control over the extraneous variable and manipulation of at least one variable investigation. In non-experimental research, there is no intervention beyond that needed for the purpose of measurement.

If a person is conversant with the problem environment, or is conducting the research for some specific purpose using structure questionnaire to gather information, the research design is descriptive casual research design is used to establish cause and effect relationship. For descriptive studies and also casual studied, data analysis and project output are critical aspects of research planning.

### “OBJECTIVE OF THE STUDY”

- To analyze the customer satisfaction towards the Maruti Swift
- In PATNA with a special reference to the Maruti Suzuki Motors.
- To know the strengths and weaknesses of the Maruti “Swift”.
- To know the customers opinion about various cars in PATNA city.

### RESEARCH GAP

After going through various research papers, I found that this research is limited to some Areas/city only and not yet conducted in Patna City. So, I found a gap of location and conducted research to know the opinion of Patna’s People.

### RESEARCH DESIGN

For this study, DESCRIPTIVE Research was selected.

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## DATA COLLECTION METHOD

The following steps are involved in the data collection process: -

- Finding out the type of information required in the investigation.
- Establishing the facts that are available at present and the additional facts required.
- Identification of the source from where they can be available.
- Selection of appropriate information collection method. The data required from this study is collected from primary and secondary sources.
- Survey method: In the survey method a survey of the consumer’s satisfaction toward four-wheeler and Swift is done. A planned effort is made using structured
- questionnaire to interview the respondents. The respondents are the owners of the four-wheeler, who are interviewed, are chosen using non probability sampling method.

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## SAMPLING METHOD

SAMPLING UNIT: -

THE SAMPLING UNIT IS THE CONSUMERS OF PATNA

SAMPLE SIZE: -

The sample consist of 50 customers selected from the PATNA using convenience sampling method. Out of the customers selected for the study, some did not own four – wheeler and some had not responded well. Hence they had to be replaced by other CUSTOMERS.

**DATA TYPE**

The study is done with the help of both Primary Data and Secondary Data.

The primary data was collected from the people of Patna through an online survey.

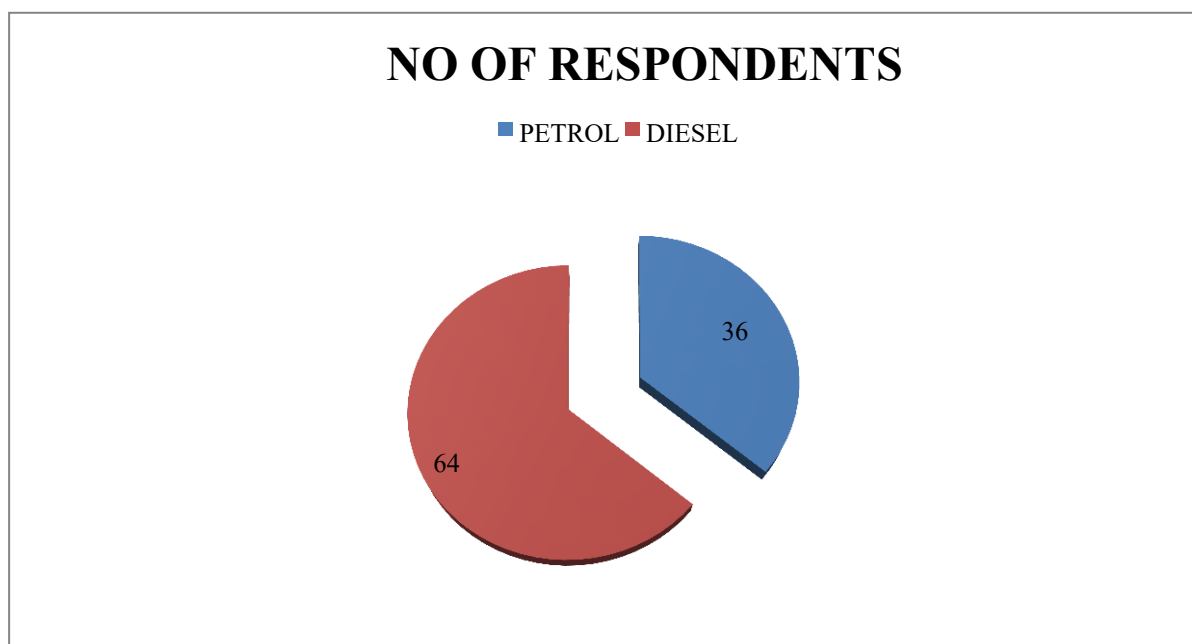
Secondary data have been collected from various research articles, newspapers and online website data.

**TOOLS USED**

In the study percentage method are used most of the time.

**PROJECT ANALYSIS AND****INTERPRETATION****1} SELECTION OF MARUTI SWIFT MODEL**

PARTICULARS	NO. OF RESPONDANTS	PERCENTAGE (%)
PETROL	18	36
DIESEL	32	64



ANALYSIS: HERE WE HAVE FOUND THAT MAXIMUM VALUE OF DIESEL MODEL IN THE MARKET I.E. 64% OUT OF TOTAL SAMPLE SIZE SO WE CAN SAY THAT CURRENT SCENARIO OF THE MARKET MAXIMUM CAPTURED BY DIESEL MODEL COMPARE TO PETROL MODEL. NOW IN PRESENT TIME CUSTOMERS PREFERS SWIFTER DIESEL MODEL.

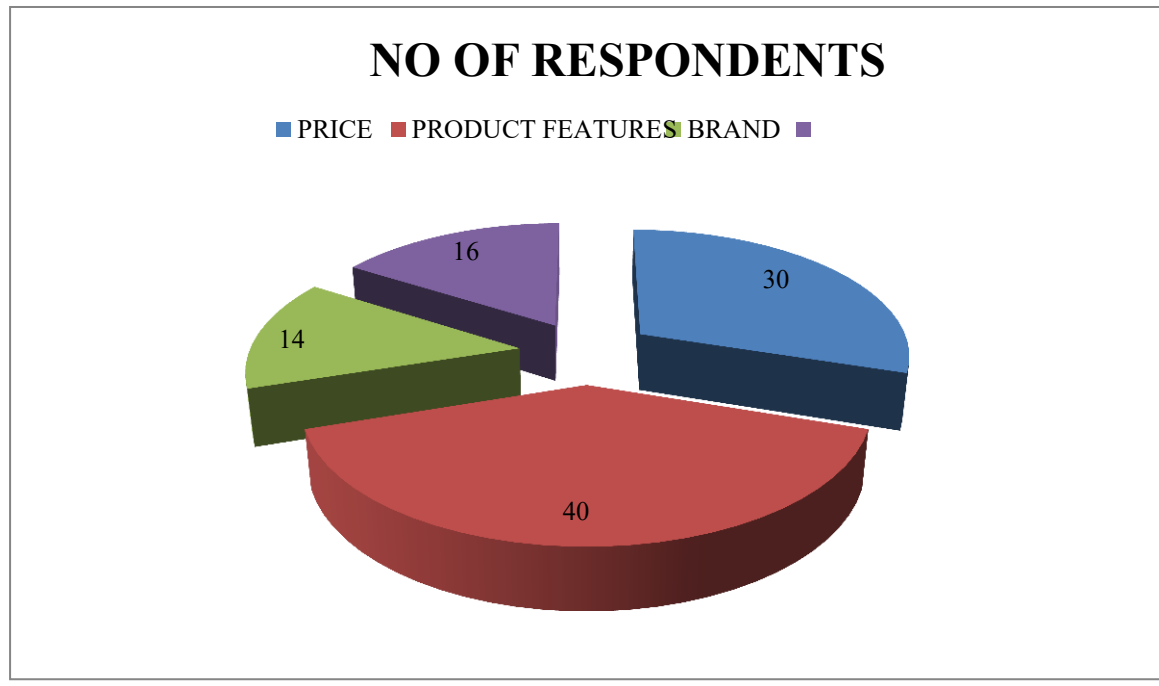
**2} INFLUENCING FEATURES FOR THE PURCHASING POWER OF THE CUSTOMER**

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
PRICE	15	30
PRODUCT FEATURES	20	40
BRAND	7	14

SERVICE

8

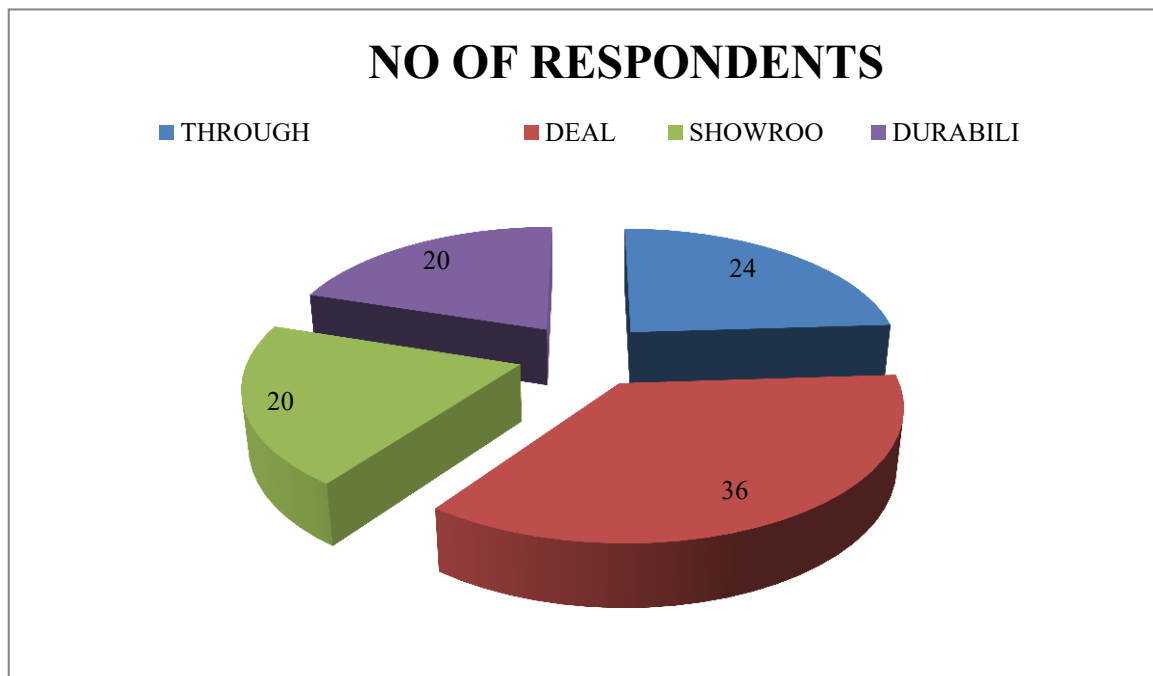
16



ANALYSIS: HERE WE FOUND THAT THE PRODUCT FEATURE OF SWIFT CAR IS MORE INFLUENCING FACTOR TO PURCHASE POWER OF THE CONSUMERS. IN THIS HART IT IS CLEAR THAT PRODUCT FEATURE IS VERY IMPORTANT FACTOR FOR THE CONSUMPTION LEVEL OF THE PRODUCT. SO THIS IS SHOWING THAT % OF PRODUCT FEATURE IS MORE THAN COMPARE TO OTHERS I.E. 40%. HENCE, SELLING OF SWIFT CAR IS DEPENDING UPON THE PRODUCT QUALITY.

### 3 } DIFFERENT SOURCES OF PURCHASING PRE-OWNEDCAR

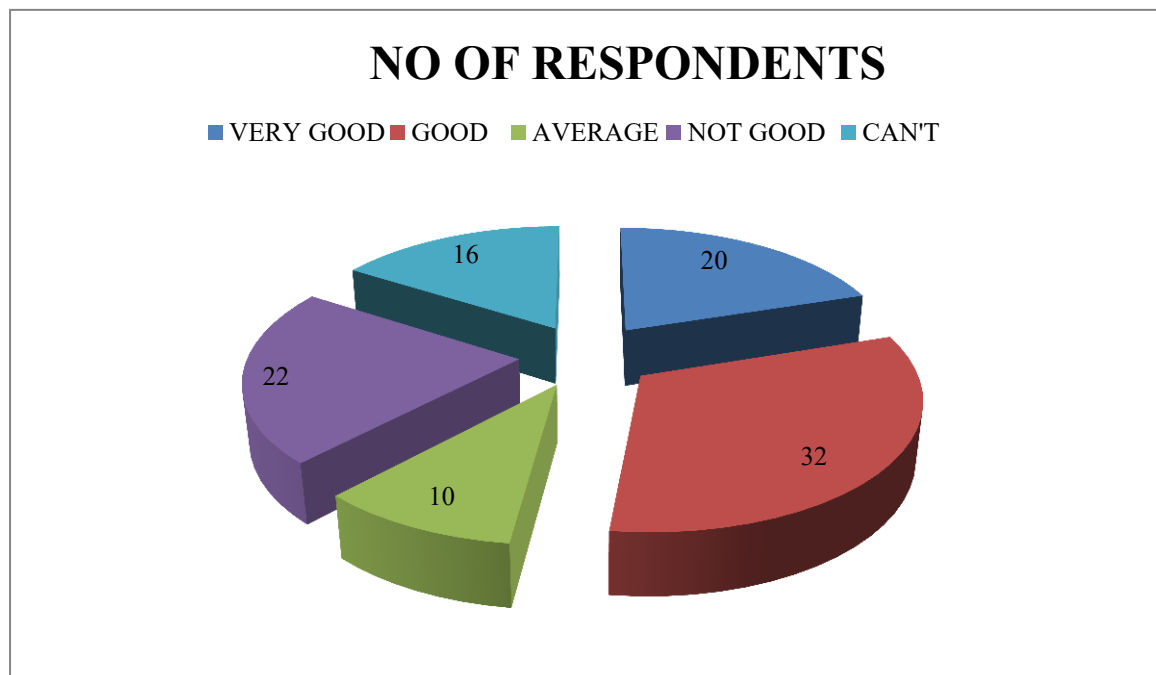
PARTICULARS	NO OF RESPONDENTS	PERCENTAGE%
THROUGH ADVERTISEMENT	12	24
DEALER	18	36
SHOWROOM	10	20
DURABILITY	10	20



ANALYSIS: ABOVE DIAGRAM SHOWS THE HIGHEST VALUE OF DEALER. WHERE A DEALER PROVIDES DIFFERENT WARRANTIES, SERVICES, CONVIENCE, AVAILABILITY AN OTHER FACILITIES TO THE CONSUMERS WHATEVER HE WANTS. SO, DEALER IS IMPORTANT MEDIATOR FOR DELIVERING THE GOODS AND SERVICES TO THE CONSUMERS. HERE, DEALER'S PERCENTILE IS GREATER THAN TO OTHERS I.E. 36%.

#### 4} IMPORTANT SUGGESTIONS TOWARDS THE MARUTI SWIFT ENGINE

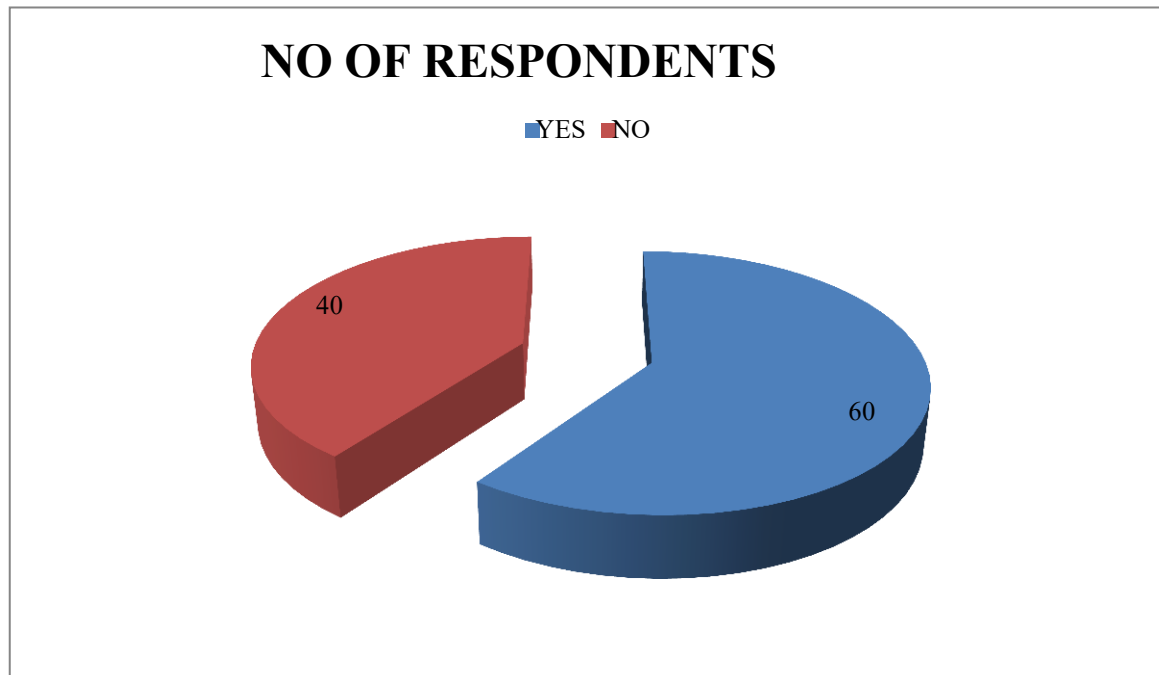
PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
VERY GOOD	10	20
GOOD	16	32
AVERAGE	5	10
NOT GOOD	11	22
CAN'T SAY	8	16



ANALYSIS: THIS CHART SHOWS THE VARIOUS SUGGESTIONS TOWARDS THE MARUTI SWIFT ENGINE. Most of the suggestions is good. On the other hand, most of the consumers are satisfied from its engine capability. Hence, we can say that % various feedbacks of the consumers regarding good is higher than compare to others i.e. 32%.

#### 5} CUSTOMER SATISFACTION TOWARD MILEAGE OF MARUTI SWIFT

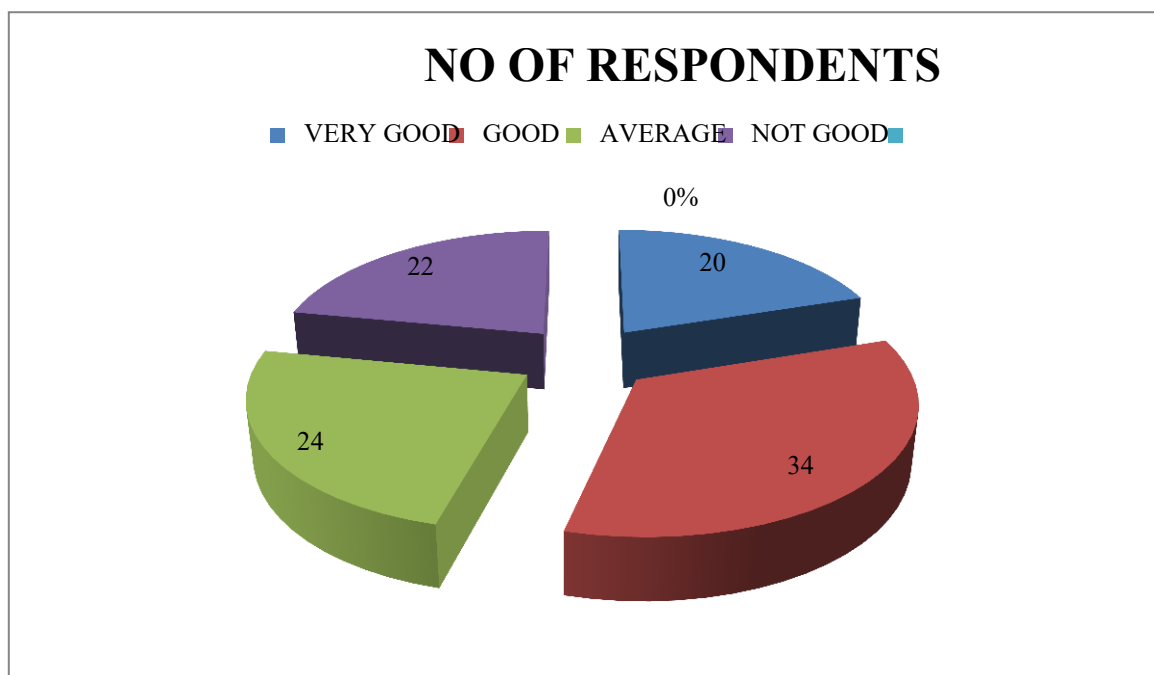
PARTICULARS	NO OF RESPONDENTS	PERCENTAGE%
YES	30	60
NO	20	40



ANALYSIS: HERE WE FOUND THAT 60% CUSTOMERS ARE SATISFIED WITH THE MILEAGE OF SWIFT AND OTHER 40% CUSTOMERS ARE NOT SATISFIED WITH THE MILEAGE OF SWIFT. THEY HAVE DIFFERENT PERCEPTION REGARDING THE MILEAGE OF SWIFT. THIS CHART SHOWS THE MAJORITY OF SATISFIED CUSTOMERS, SO WE CAN SAY THAT CUSTOMERS ARE SATISFIED WITH THE MILEAGE OF SWIFT.

#### 6} CUSTOMER OPINION ON MARUTI SWIFT RELATED TO SAFETY FEATURES

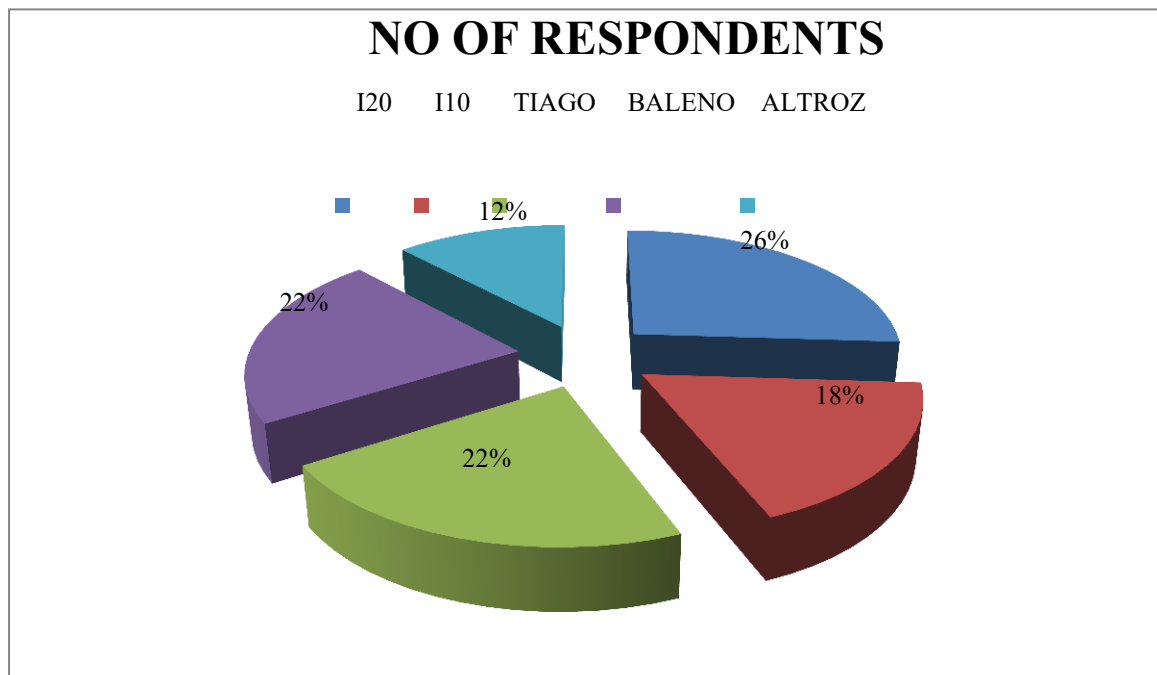
PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
VERY GOOD	10	20
GOOD	17	34
AVERAGE	12	24
NOT GOOD	11	22
TOTAL	50	100



ANALYSIS: THIS CHART IS SHOWING THAT JUST CUSTOMER SATIESFIED WITH THE SAFETY FEATURES OFSWIFT BECAUSE THE CUSTOMER EXPECT MORE SAFETY THAN COST OF SWIFT BECOMING HIGH. SO HERE 34% CUSTOMERS ARE SATIESFIED WITH SAGETY FEATURES OF SWIFT AND ONLY 20% ARE MOST SATIESFIED WITH THE SAFETY AND 24% AVERAGE SATIESFIED WITH THE SAFETY FEATURES REMAINING22% ARE UNABLE TO SAY ABOUT THE SAFETY FEATURES OF SWIFT.

#### 7} CUSTOMER OPINION ABOUT GOOD COMPETITOR OFMARUTI SWIFT

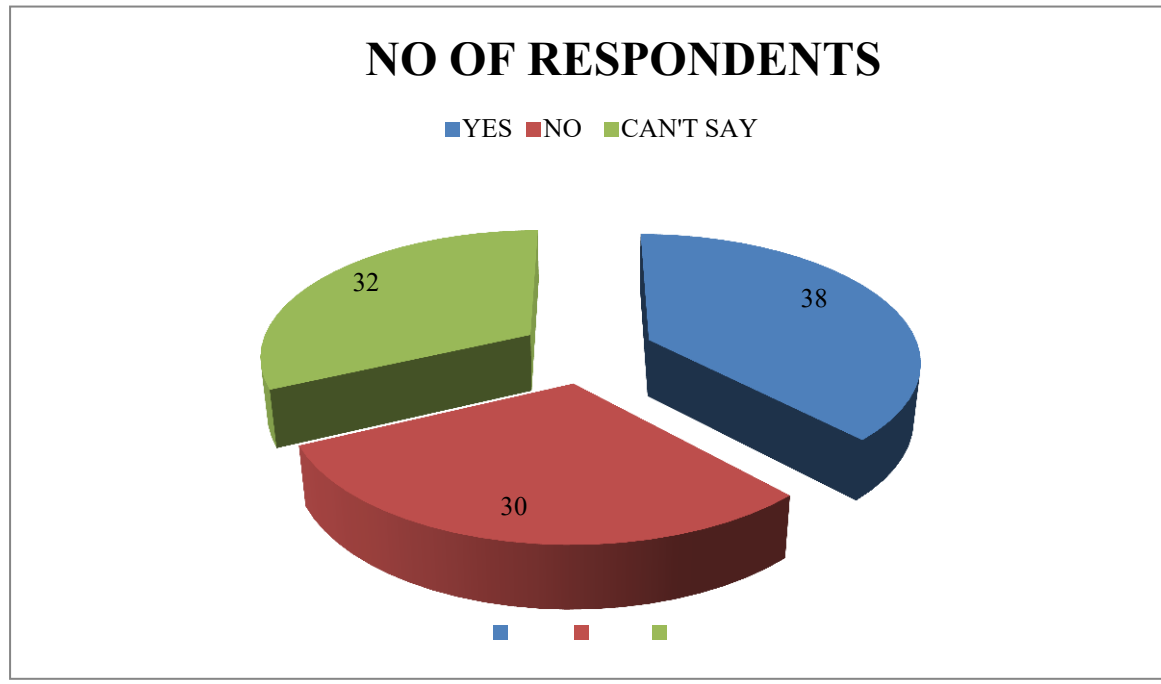
PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
I20	13	26
I10	9	18
TIAGO	11	22
BALENO	11	22
ALTROZ	6	12



ANALYSIS: HERE WE FOUND THAT 26%IS THE HIGHEST VALUE SO ITS INDICATE THAT I20 IS THE BEST COMPETITORS OF SWIFT, AFTER THAT TIAGO AND BALENO IS A GOOD COMPETITORS OF SWIFT. NOWALTROZ HAS COME IN MARKET WITH DIFFERENT FEATURES AND LUXURIOUS MODEL SO IT IS ALSO A GOOD COMPETITOR OF SWIFT. IN THES CHART I10 GOT THE 18% SO IT INDICATES I20 IS ALSO COMPETITOR OF SWIFT.

#### 8} FROM THE CONSUMER POINT OF VIEW, PRICE MAINTAINBY THE MARUTI SUZUKI IN THE FUTURE

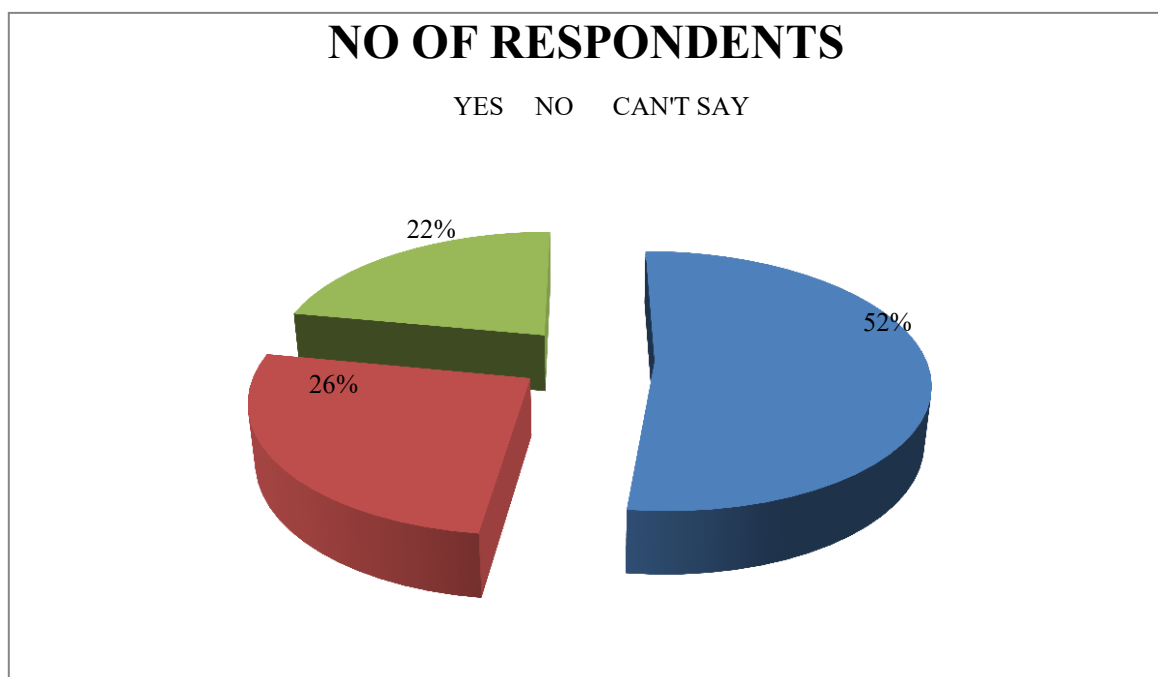
PARTICULARS	NO OF RESPONDENTS	PERCENTAGE%
YES	19	38
NO	15	30
CAN'T SAY	16	32



ANALYSIS: HERE WE CAN SEE IN CHART THAT IS 38% CUSTOMERS OPINION THAT COMPANY WILL BE ABLE TO MAINTAIN THE PRICE IN THE FUTURE BUT 32% CUSTOMERS OPINION THAT NO, COMPANY WILL INCREASE THE PRICE OF SWIFT BECAUSE IT IS NECESSARY FOR MAINTAINANCE THE COST OF COMPANY. OTHER 30% CUSTOMERS ARE UNABLE TO SAY ANYTHINGS THEY ARE DEPEND ON THE COMPANY DECISION.

#### 9) CUSTOMERS SATISFACTION TOWARDS THE CHANGES IN THE SWIFT CAR

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE%
YES	26	52
NO	13	26
CAN'T SAY	11	22



ANALYSIS: here we found the customers are very enthusiastic to want change in the swift for their better satisfaction i.e.52% response by the customers. and 26 %customers don't want to change in the swift; 22% customers are unable to say that will be change in the swift. here majority is saying that customers want to change in the swift as mostly customers want to change in the "back glass"of the swift due to no clear visible in back side when driver apply back gear, because back glasssize is small.so, customers want little bitimprovement in the swift car.

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## FINDINGS

Basing on the data gathered from the customers, which was analyzedthe following observations are made.

- Here we found that the customers are fully satisfied with the Diesel modelof Swift. So now this ttime market mostly captured by the
- swift and booking of swift advance going on.
- Majority of the customer prefers the swift due to the product features.They are fully satisfied by product with the different features of Swift.
- Here majority of the customers will be buying pre-owned car by the dealersdue to they want to true value of the car.
- Here customers gave the good value for the Swift engine they haveno any doubt regarding swift engine. That's why customers have fully satisfied.
- We found that majority of the customers are fully satisfied withthe mileage of Swift car.
- Majority of the customers said that we are satisfied with the safety features of the Swift so they gave only good response. They are saying that if we want very good safety feature then car price will be also high.
- Majority of the customers preferring the i20 and Getz as the goodcompetitors of the Swift.
- Mostly customers hope that Maruti will be not hike the price in the future;it will be able to maintain the price of the swift. Some of the
- customers have hoped that when cost of raw material will hike thenprice will also hike.
- Customers area fully enthusiastic to see some new changes in the future swift. Majority of customers want to some change in thefuture, as back side glass.

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## SUGGESTIONS

- After analyzing the findings, the following suggestions have beenprepared. Great care has been taken in the making these suggestions for improvementofthe customer satisfaction:
- A constant urge to upgrade and keep pace with the changingtimes gives organization the competitive advantages or cutting over the competition.
- The service center must be ready with all type of spare part all over the time.
- Improve in the size of back glass for clear visibility in back side.
- Introduce low installment and low-down payment schemes to attractmore people.
- Satisfy existing customers by giving more value and offers.
- Some customer wants to change in the swift back light as round shape.
- There is heavy demand for Maruti Swift in the market, so the supply has to beimproved to meet the demand of the customers.
- Inspect the servicing centers continuously so that they try to followrule and regulations strictly, and will serve the car on time.
- Try to maintain reasonable price of the swift, as this is the key factorfor customers' satisfaction towards Swift.

- All the cars of Maruti Suzuki Must are available in the each and every showroom.
- In every organization employee behavior should be great, for providing better customer satisfaction.

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## CONCLUSION

After analyzing the interpretation and finding the following conclusion were made: -

After interacting with the customers, I found that, customers are emotionally attached with Maruti Suzuki Brand. Most of customers are highly satisfied with Maruti Swift. Maruti Suzuki is giving very tough competition to its competitors like Tata Motor, Hyundai Motor etc.

During my survey, I found that Swift mostly preferring by young age people in A2 segment car. They are fully satisfied towards Swift. Customers are not happy with the back glass of Swift due to very small size they can't see easily in back side on back gear. Maruti Suzuki is providing the customer satisfaction not only selling the cars, and it want to beat their competitors.

THE COMPANY IS KNOWN TO PROVIDING THE GOOD SERVICE AND QUALITY.

I FOUND IN MY SURVEY THAT MSIL IS FIRST PREFERRING BY THE DEFENCE AS GYPSY, GRAND VITARA HAS POWER GEAR.

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## LEARNING

- It was my first experience in the Market; I have learnt so many things like how to interact with the customers and also the most important thing is to understand what the needs of the customers are while purchasing MSIL products.
- I have also learnt that always work hard if my task is small and seems unimportant, no matter what we are doing.
- I understood that people come from various backgrounds and understanding them during one time is very difficult, so one important learning is that this very short to prove ourselves as equality as a management student, so my suggestion is not to waste this research time.

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