



# A STUDY ON CUSTOMER SATISFACTION TOWARDS MARUTI SUZUKI SWIFT (WITH SPECIAL REFERENCE TO COIMBATORE CITY)

<sup>1</sup>Remita.V, <sup>2</sup>Mr. K. Ponnnumani

<sup>1</sup>Student of II M.Com., - COM120, Department of Commerce, Dr. N.G.P Arts and Science College, Coimbatore-48

<sup>2</sup>Assistant Professor, Department of commerce, Dr. N.G.P Arts and Science College, Coimbatore-48

## ABSTRACT

Customer satisfaction is the most important aspect that companies must understand in order to remain competitive and grow. In today's competitive environment delivering high quality service is the key for a sustainable competitive advantage. Satisfied customer from the foundation of business as it leads to repeated purchase and positive word of mouth. A customer who has a good experience with the concerned dealer may probably use the same brand again while the customer who experience problems with a particular brand of car may not use the same in the next time. The core activity of any company is to attract and retain customers. For this reason improving quality is important for existing customer and also for attracting new customers. The main purpose of this study is analyzed in the decision of the car and level of satisfaction. Also analyxe various service provided by the dealers. The primary data for the study have been collected with the help of survey and questionnaire. The secondary data have been collected from the books, journals, research, reports, newspapers and websites.

## INTRODUCTION

Business always starts and closes with the customers and hence the customers must be treated as the king of the market. Consumers are most likely to appreciate the goods and services they buy, provided if they are made to feel special. This occurs when they feel that the goods and services that they buy have been specially produced for them or for people like them. Gaining high levels of consumer satisfaction is very important to a business because satisfied consumers are most likely to be loyal to a business. In today's competitive scenario firms consistently tries to satisfy his existing customer to get more customers in every regards. To meet the desired expectation of customers companies has to look around all aspects of products services and of course market condition, otherwise they may be out of the race. Satisfaction is a person's feeling of pleasure or disappointment resulting from a comparing perceived performance in relation to his or her expectation. If the performance falls short of expectation, the consumer is dissatisfied. If the performance matches the expectations, he consumer is satisfied. If the performance exceeds expectation, the customer is highly satisfied or delighted. Customer satisfaction is a broad concept and involves such factors as the quality of product, the quality of the service provided, the atmosphere of the location where the product or service is purchased, and the price of the product or service.

## STATEMENT OF THE PROBLEM

The progress of the business is based on profit, status, images etc. and also depends upon the customers. Hence, it is important for all the orgations to meet the customers' expectations. Businesses often use customer satisfaction surveys to measure customer satisfaction. Customer satisfaction measures how well the expectation of a customer concerning a product or service provided by your company has been met. In every product category, consumers have more choices, more information and high expectations than ever before. To move consumers from trail to preference, brands needs to deliver on their value proposition. Automobile industry has the same competitiveness and every firm in the industry is consistently working for enhancing their product and



services. In the last few years, the Indian Maruti Suzuki car industry has seen spectacular growth. The country stands next to the China and Japan in terms of production and sales respectively.

Customers are the end beneficiary of all retail activities. No matter what type of cars the customers use, it has to satisfy the customers' needs. Keeping this in mind, an attempt has been made to examine the factors influencing the customers to choose Maruti Suzuki Swift as their car and their satisfaction level.

## OBJECTIVES OF THE STUDY

The following are the objectives of the study.

- To know the level of consumer satisfaction towards Maruti Suzuki Swift.
- To know the motivated factors by the Maruti vehicle.
- To find the reason for switching to other brand.
- To measure the consumer knowledge and awareness about their brand.
- To know consumer satisfaction with price and service.

## RESEARCH METHODOLOGY

The research methodology for the study is as follows. RESEARCH DESIGN Descriptive study was used to fulfill the objectives.

## TOOLS AND TECHNIQUES

Tools used for analysis

- Chi-square test
- Percentage analysis
- Correlation
- Likert scale

## LIMITATIONS OF THE STUDY

- Study has been carried out for a period of 3 months by considering the time constraint.
- Sample size has been taken as 205.
- Inference will be drawn from the information provided by the respondents.
- The survey is conducted only in selected areas in Coimbatore town.
- Customer response may vary from one to another.

## REVIEW OF LITERATURE

1. **Akhila and Thayyullathi (2015)** in his study on customer satisfaction toward Maruti Suzuki in Coimbatore found that majority of the respondents were using SUV (Sport utility vehicle) type cars. They found that Maruti Suzuki cars were the best and fast moving brands. There was an increasing trend because of easy handling, safety, security and high performance, which makes the advanced technologies to adopt new model.
2. **Suganthi and Renuka (2016)** focused on data collected through convenience sampling of 200 consumers of Maruti Suzuki Swift car users of Udumalpet Taluk. Later the data was analysed with statistical tools like mean and the hypothesis was tested by using Chi-Square analysis. Maruti Suzuki Swift is most preferred brand by the majority of the customer. It is going to pose great challenges to other small cars in India. Most of the customers are satisfied with the mileage and fuel efficiency of the car and they preferred Maruti Suzuki Swift.

## DATA ANALYSIS AND INTERPRETATION

### Analysis and Interpretation

Analysis and interpretation is essentially useful and utilized for resource finding. Analysis of data and interpretation in general way involves a number of closely related operations, which were performed with the purpose of summarizing the collected data, organizing these in such a manner that they answer the research question. Researcher can better be appreciated only through the interpretation.

### Percentage Analysis

Number of respondent's distribution shows the number of frequencies in various classes which helps to get preliminary ideas with respect to the objectives under study. Therefore, as a first step number of respondent



distribution for various variable under study is constructed to interpret the result comprehensively percentage values are computed.

**TABLE 1**  
**DISTRIBUTION OF SAMPLE RESPONDENCE ACCORDING TO AGE**

Age	No of Respondents	Percentage
Below 25 Years	38	18.5
26 to 35 Years	71	34.6
36 to 45 Years	59	28.8
Above 45 Years	37	18
Total	205	100

Source: Primary Data

#### INTERPRETATION

It is clear from the table 1 that 38(18.5%) are belongs to Below 25 years and 71(34.6%) are belongs to 26 to 25 years and 59(28.8%) are to belong to 36 to 45 years and 37(18%) are belong to Above 45 years.

#### INFERENCE

It is found from the table the majority 34.65 % of respondents are belongs to 26 to 35 years of age.

**TABLE 2**  
**DISTRIBUTION OF SAMPLE RESPONDENCE ACCORDING THE YEARS OF USING THE CAR**

Years of using	No of Respondents	Percentage
Below 10kms	62	30.2
10-20kms	85	41.5
20-30kms	37	18.0
30-40kms	21	10.2
TOTAL	205	100

Source: Primary Data

#### INTERPRETATION

It is clear from the table 2 that 62(30.2%) are belongs to below 10km and 85(41.5%) are belongs to 10-20km and 37(18.0) belongs to 20-30 kms and 21(10.2) are belongs 30-40kms



**INFERENCE**

It is found from the table the majority 41.5% of respondents are belongs to employee.

**CHI-SQUARE**

A chi-square test, also written as  $\chi^2$  test, in any statistical hypothesis test where the sampling distribution for the test statistic is a chi-square distribution when the null hypothesis is true. Without other qualification, chi square test is often used as a person's chi-squared test. The chi-squared difference between the expected frequencies and the observed frequencies is one or more categories.

**FORMULA:**

$$\chi^2 = \sum (O - E)^2 / E$$

$$E = RT * CT / N$$

**CHISQUARE ANALYSIS**

**TABLE NO: 3**

**Null hypothesis(HO) :** There is no association between age of the respondents and how many kilometers you use your car regularly.

**Alternative hypothesis (H1):** There is an association between age of the respondents and how many kilometers you use your car regularly

Chi-square test			
	value	df	Asymptotic significance (two sided)
Pearson chi-square	7.774a	9	.557

Source: primary data

**INTERPRETATION**

In the above table, the p value .557 is greater than the significant value (0.05), so the null hypothesis is accepted. We conclude that there is no association between age and how many kilometers you use your car regularly.

**TABLE NO: 4**

**Null hypothesis(HO) :** There is no association between gender of the respondents and how many years are you using the car.

**Alternative hypothesis (H1):** There is an association between gender of the respondents and how many years are you using the car.

Chi-square test			
	value	df	Asymptotic significance (two sided)
Pearson chi-square	3.548a	4	.471

Source: primary data

**INTERPRETATION**

In the above table, the p value .471 is greater than the significant value (0.05), so the null hypothesis is accepted. We conclude that there is no association between gender and how years are you using the car.

**LIKERT SCALE**

A likert scale is a method of measuring attitude ordinals scale of responses to a questions or statements ordered in hierarchical sequence from strongly negative to strongly positive. Used mainly in behavioral science and psychiatry in likert scale method a person attitude is measure by combining (adding or averaging) their response across all items.



**FORMULA**

$$\text{LIKERT SCALE} = \frac{\sum FX}{\text{total}} \text{ no of response}$$

**Table 5**  
**DISTRIBUTION OF SAMPLE RESPONDENTS ACCORDING TO**  
**SATISFICATION ABOUT YOUR CAR.**

Satisfaction level	No of respondents	Likert scale	Total
Highly Satisfied	26	5	130
sSatisfied	56	4	224
Average	84	3	252
Dissatisfied	31	2	62
Highly dissatisfied	8	1	8
Total	205		676

Source: primary data

$$\begin{aligned} \text{LIKERT SCALE} &= \frac{\sum FX}{\text{total}} \text{ no of response} \\ &= 676/205 \\ &= 3.29 \end{aligned}$$

Likert scale value is 3.29 and is greater than the third value so the respondents is

**Table 6**  
**DISTRIBUTION OF SAMPLE RESPONDENTS ACCORDING TO SATISFICATION ABOUT YOUR**  
**CAR.**

Satisfaction level	No of respondents	Likert scale	Total
Highly Satisfied	26	5	130
Satisfied	55	4	220
Average	85	3	255
Dissatisfied	31	2	62
Highly dissatisfied	8	1	8
Total	205		675

Source: primary data

$$\begin{aligned} \text{LIKERT SCALE} &= \frac{\sum FX}{\text{total}} \text{ no of response} \\ &= 675/205 \\ &= 3.29 \end{aligned}$$

Likert scale value is 3.29 and is greater than the third value so the respondents is

**CORRELATION**

**Correlation** is a term that is a measure of the strength of a linear relationship between two quantitative variables (e.g., height, weight). This is when one variable increases while the other increases and vice versa.

A correlation with a unit-free measure called the correlation coefficient which ranges from -1 to +1 and is denoted by *r*. Statistical significance is indicated with a p-value. Therefore, correlations are typically written with two key numbers: *r* = and *p* =.

**TABLE 7**

**H0**=There is no relationship between occupational status and perception maruti Suzuki.

**H1**=There is a relationship between occupational status and perception maruti Suzuki



Correlation		
	Person Correlation	Asymptotic significance (2-sided)
Person Correlation	-014	.839

**TABLE 8**

**H0**=There is no relationship between monthly income and no of vehicle present at your family.

**H1**=There is a relationship between occupational status and perception maruti Suzuki

Correlation		
	Person correlation	Asymptotic significance (2-sided)
Person correlation	.110	.115

## FINDINGS, SUGGESTIONS AND CONCLUSION

### FINDINGS

- Most (27%) of the respondents were between the age of 26-35 years.
- Most (30%) of the respondents were using this car below 1 year.

**Suggestion is given on the basis of the analysis and findings. The following are the suggestion**

- 1) More attractive advertisement has to provide through various advertisement media.
- 2) Respondents are incurring high maintenance costs and it has to be considered by the manufacturer.
- 3) Respondents are also facing problems in mileage & performance, so this is another suggestion to the manufacturer is to take an additional care.
- 4) It is suggested the company to make better comfort ability and give better after sales services in order to improve the sales.
- 5) If they provide test drive it will be useful for the customers .

### CONCLUSION

Maruti Suzuki earned good market share in other countries and is dreaming the same in India also. To attain the expected level the company has to concentrate more on the requirements of the consumers to make available the accurate product demanded by them. From the study, it can be concluded that most of the respondents feel that the Maruti Suzuki Swift Company can reduce the price level and can up date the new trends with high quality. Further it is suggested to expand the spare parts showrooms to increase the availability in the market and to attract More Customers.