



Customer Satisfaction Towards Maruti Swift

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Introduction

An Indian carmaker, MSIL is a publicly traded company. It is a frontrunner among South Asian four-wheeler manufacturers. A controlling interest is held by the Japanese Suzuki Motor Corporation. More than a million vehicles were sold by this firm, making it the first of its kind in India. Many people believe it was instrumental in introducing the automotive revolution to India. After rebranding as Maruti Suzuki India Limited on September 17, 2007, it became the dominant player in the Indian market. Located in Gurgaon, Haryana, the company's headquarters

If you're looking at the number of cars sold and money made in the automotive category in India, Maruti Suzuki is at the top of the list. The Maruti 800, modeled after the SUZUKI Alto, was the first modern car sold in India in 1983. Maruti's sole rival, the Hindustan Ambassador, is sold in India and a number of other countries, depending on export orders. Maruti India Limited (MUL) was founded in February 1981, but actual product ion didn't begin until 1983. In Pakistan and other South Asian nations, Suzuki sells models that are comparable to Maruti, but are not made by Maruti India. The company's local market in India is enormous, selling over 730,000 automobiles per year, and it exports over 50,000 cars every year. Launched in 1983, the Maruti 800 was India's best-selling small automobile until 2004.

Literature Review

Customer relationship management (CRM) is an enterprise-wide integration of data innovation (IT) components such as an information distribution center, a website, an intranet or extranet, a telephone emotional support network, accounting, sales, marketing, and generating. According to Koutler (2020), customer relationship management (CRM) makes use of IT to collect data, which may then be used to generate data acquired to conduct close interaction with the client. Over time, it develops a plan more.

Customer happiness is one of several marketing research constructs, and Willard Hom (2000) offers two models that classify it broadly: macro models that include customer satisfaction and micro-models that hypothesize its components. Additionally, the article presents several marketing research-based theories of consumer happiness.

In their study submitted to the allied academics international conference, Peyton, R.M. (2003) provided a thorough literature assessment on the several theories given on customer satisfaction and dissatisfaction (CS/D). Specifically, the literatures cover the years before the 1990s.

According to research by Shag and Srivastava (2013), there are a number of elements that influence Maruti Suzuki customer satisfaction. More satisfied customers mean more money in the bank when it comes to exceptional customer service.

Having loyal customers is a key factor in achieving long-term profit growth. You can tell how well a company is doing at meeting market demand for its goods or services by looking at how satisfied its customers are. It also found that all the study's parameters significantly affect consumers' overall satisfaction. According to the results, consumers are less satisfied with pricing aspects (such as car prices, discounts, and service costs) than they are with product-related qualities.

SCOPE OF THE STUDY

The automobile industry in the Patna region offers a wealth of untapped potential for future study. Some potential areas of focus include:

The market's rivals have been thoroughly investigated.

- Studies of consumer habits, such as those pertaining to brand performance, brand attitudes, product satisfaction, purchasing habits, shopping intentions, brand recognition, market segmentation, etc.
- Research on how consumers see Mercedes-Benz cars and what kinds of cars they like.

LIMITATIONS

1. The poll, which included a sample of 50 people, was relevant since it took market circumstances into account.
2. The survey was done in a short period due to the limitations of time and resources.
3. The poll only included areas within the PATNA city limits.
4. People who own a "Maruti Swift" were the ones that were surveyed.
5. There was a little amount of improper reaction from purchasers and consumers.
6. It was not possible to undertake scientific post-testing techniques.
7. The survey administered questions in a fair and unbiased manner.
8. Their requirements and the passage of time dictate the reactions and attitudes.
9. The present lockdown scenario in our nation and the worldwide epidemic of COVID-19 made it difficult to get further information via direct consumer interactions.

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”

- Examining how happy Maruti Suzuki Motors' PATNA customers are with their Maruti Swift is the goal of this study.
- To be aware of the Maruti "Swift's" advantages and disadvantages.
- For the purpose of learning PATNA city residents' thoughts on a range of automobiles. RESEARCH GAP

Reading through the articles, I saw that this study has only been done in other cities and areas; it has not yet been carried out in Patna City. Therefore, I sought out the views of the people of Patna by filling a geographic gap and doing research.

RESEARCH DESIGN

For this study, DESCRIPTIVE Research was selected.

DATA COLLECTION METHOD

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

- Identifying the specific data needed for the study.
- The first step is to gather all of the relevant information, both current and future.
- Locating the place where they may be purchased.
- Choose the right way to gather data. Both primary and secondary sources were used to compile the necessary data for this investigation.
- One approach is to conduct a poll to gauge customer satisfaction with four-wheelers and Swift in particular. An organized attempt is undertaken to interview the participants using a standardized questionnaire. We use a non-probability sampling technique to choose the four-wheeler owners who will be questioned.

Data Analysis

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

PROJECT ANALYSIS AND INTERPRETATION

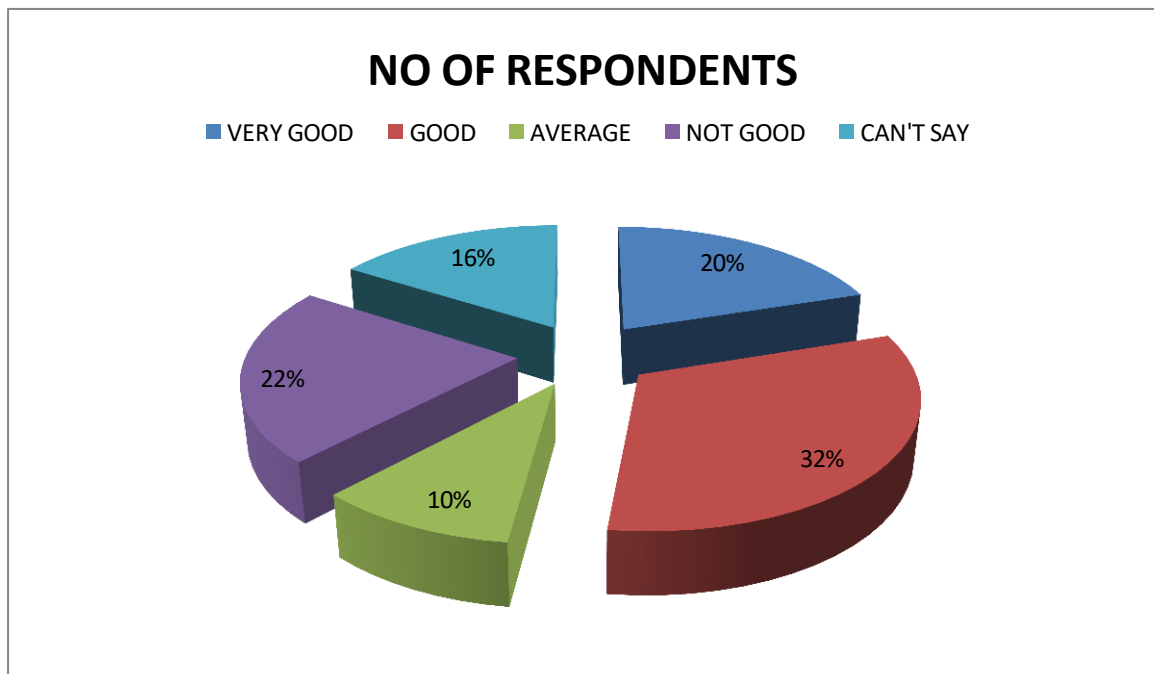
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1) SELECTION OF MARUTISWIFT MODEL

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

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 are good.

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FINDINGS OF THE STUDY

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

- According to our research, the Swift Diesel model has a 100% satisfaction rate among buyers. At the moment, rapid is mostly controlling the market, and swift advance bookings are in full swing.
- The swift's qualities are the main reason why most customers like it. They are completely pleased with the product and all of Swift's features.
- In this market, most buyers choose to purchase used cars from dealerships since they know the actual worth of the vehicles.
- Here, consumers have shown their confidence in the Swift engine by giving it high marks. Customers are completely delighted because of it.
- We discovered that most buyers are completely satisfied with the Swift car's gas economy.
- The vast majority of Swift buyers have expressed their satisfaction with the vehicle's security measures, which is why they have solely provided positive feedback. They are arguing that a high-quality safety feature will inevitably lead to a high-priced vehicle.
- Customers generally see the i20 and Getz as strong alternatives to the Swift.
- People generally expect that Maruti will be able to keep the swift's pricing stable and not increase it in the future. Some buyers were anticipating a price increase in response to anticipated increases in the cost of raw materials.
- Customers are eagerly anticipating the introduction of additional features in the near future. Eventually, most buyers would want to see a modification, such as a change to the rear side glass.

CONCLUSION

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

Customers have strong feelings about the Maruti Suzuki brand, according to my conversations with them. The majority of buyers are very pleased with their Maruti Swift. Rivals like Tata Motor and Hyundai Motor are under stiff competition from Maruti Suzuki.

Swift is the A2-segment automobile that young people choose, according to my poll. Swift has met all of their expectations. Customers are dissatisfied with the Swift's rear glass because it is too little to see what's on the back of the device. Maruti Suzuki isn't only selling vehicles; it wants to win customer satisfaction awards and dominate the market.

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