

A study on customer satisfaction towards Maruti Suzuki Swift cars in Udumalpet Taluk

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Abstract

In this Modern world, transport plays a vital role. Road transport plays a larger role in the recent years. The user prefers this because of its availability, adaptability to individual needs, door to door services and reliability. Of these cars is a very essential transport mode to travel from one place to another place. The present research on “A Study on Custom satisfaction towards Maruti Suzuki Swift cars in Udumalpet Taluk” has been prepared to study the Factors influencing buying decision of customers and their level of with regard to Maruti Suzuki Swift cars in Udumalpet Taluk. For conducting the research, data was collected through convenience sampling of 200 consumers of Maruti Suzuki Swift Car users of Udumalpet taluk. Later the data was analyzed with statistical tools like mean and the hypothesis was tested by using Chi-Square analysis. Garrett Ranking was used to find the factors that influence the buying decision of customers. It reveals that There is significant relationship between Age, Marital status, Educational Qualification and Occupation and there is no significant relationship between Gender, Size of family and Monthly income and level of satisfaction and Mileage ranked first.

Keywords: Customer, Customer Satisfaction, Maruti Suzuki Swift Cars, Factors.

1. Introduction

In this Modern world, transport plays a vital role. Now a days the transport facilities are well-developed. Because of rapid industrial growth and economic growth the standard of living of the people is enhanced. Road transport plays a larger role in the recent years. The user prefers this because of its availability, adaptability to individual needs, door to door services and reliability. At present 80 percent of passengers move by roads. Of these cars is a very essential transport mode to travel from one place to another place.

Maruti Suzuki companies now recognize that the new global economy has changed things forever. Increased competition, crowded markets with little product differentiation and years of continual sales growth followed by two decades of compressed sales curves have indicated to today's sharp competitors that their focus must change. The Maruti Suzuki competitors who will be successful recognize that customer satisfaction is a critical strategic weapon that can bring.

2. Statement of the problem

Customer choice process is a complex phenomenon. Making a decision to buy a product or services involves many processes. The literature on brand preference studies reveals that for the selection of durable products, especially four wheelers, the customer has to spend much time to evaluate and choose the desired one, based on their need and economic condition. The marketing strategies followed by the manufacturer and marketer as well as pre-conceived idea of the buyer also play a vital role in selection of a particular brand and to get more satisfied. Only a limited number of attempts have been made to study the impact of brand preference factors on customer's satisfaction. So the researcher has made an attempt to identify the brand preference of Maruti Suzuki Swift cars in the study area and to examine

- 1 What factors influence the customer to purchase Maruti Suzuki Swift cars?
- 2 What is the level of customer satisfaction for Maruti Suzuki Swift cars?

3. Scope of the study

The scope of the study is to get the first hand knowledge about the customer satisfaction towards Maruti Suzuki Swift cars in Udumalpet town only.

4. Objectives Of The Study

The specific objectives of the study are:

- 1 To know about demographic profile of the customer towards Maruti Suzuki Swift cars.
- 2 To examine the factors influencing the customer to buy Maruti Suzuki Swift cars.
- 3 To analyze the level of satisfaction of customer for Maruti Suzuki Swift cars.

5. Review of Literature

Akhila, Ali Ashan and Thayyullathi in their study of “A study on customer satisfaction Towards Maruti Suzuki in Coimbatore” found that majority 31 percent of the respondents were using SUV type cars, and also concluded that the Maruti Suzuki cars are the best and fast moving brands.

Gauhan Fatma and Ela Kumari⁽²⁰¹³⁾ in their study on “Marketing Strategies of Maruti Suzuki limited” found that majority of respondents was more satisfied with the fuel efficiency, maintenance cost, and after sales service and conclude that continuously providing good attributes and also should introduced less price car.

Lokhande, Vishal Sunil Rana⁽²⁰¹³⁾ in their study of “Marketing Strategies of Indian Automobile Companies”: A case study of Maruti Suzuki India Limited found that March 2008 Maruti Suzuki’s sales were Rs.21221 crore which is Rs.21.559 more than March 2007. The industrial sales of Maruti Suzuki in the year March 2008 was Rs.20070.9 crore which is 23.26% greater than previous year and also concluded that today’s scenario the success of company lies in structuring and restructuring the marketing strategies and continuous innovation of product and service.

Ramesh Sardar ⁽²⁰¹²⁾ in their study on” Brand preference of passenger cars in Aurangabad District” found that 60 percent of the respondents are under graduate and 60% of the respondents are using Maruti Cars and concluded that Indians are conscious about the price and fuel efficiency. Whoever is selling low-priced, fuel-efficient small cars will succeed and they are liked to see large volume of sales.

Shriram shimpi in their study on “Consumer Buying behavior for used cars in Pune city” found that 84 percent of the respondents have purchased Maruti Suzuki cars and concluded that number of factors influencing such as mileage, available spare parts, comfort, and safety etc., buying behavior of used car owners in India.

6. Research Methodology

The study is based on the primary data collected from 200 respondents in Udumalpet Taluk, who have purchased Maruti Suzuki Swift cars. Convenience sampling technique has been used to select the sample respondents. The data has been collected with the help of a well-structured questionnaire. Percentages, Chi-square test, Garrette Ranking have been applied to fulfill the objectives of the study.

7. Limitations of the Study

- The study is confined to a finite period.
- The analysis of the present study has been carried out based on the information has collected from the Maruti Suzuki Swift cars user who are residing at Udumalpet Taluk.
- The study is an opinion survey; caution may have to be exercised while extending the result to other areas.
- Due to time constraints the respondent covered were only 200 respondents.

The result fully depends on the information given by the respondents which may be biased.

Table 2: Garrett Ranking Factors considered for selecting Maruti Suzuki Swift cars

Factors	Rank										Total
	1	2	3	4	5	6	7	8	9	10	
Size of vehicle	14	32	10	8	9	15	16	81	7	8	200
Color	9	7	8	14	7	23	3	15	10	104	200
Mileage	93	7	8	9	18	3	13	10	31	8	200
Maintenance cost	10	8	18	14	76	9	25	16	8	16	200
Breaking	7	16	14	3	10	87	24	15	16	8	200
Fuel efficiency	10	88	3	7	22	15	24	7	8	16	200
Warranty	15	3	15	24	31	8	70	9	17	8	200
After sales service	9	5	84	26	10	16	9	8	14	19	200
Loading	8	16	23	25	8	9	8	18	79	6	200
Availability of spare parts	25	18	17	70	9	15	8	21	10	7	200
Garrett value	82	70	63	57	52	48	42	37	30	18	

8. Analysis and Interpretation

The analysis of data collected from primary source is presented in the form of tables and interpretation is given in description as required. Analysis refers to the course of findings out answers to the question that had arises to the study. Interpretation finds out relationship among the available data and the variables.

8.1 Profile of the Customers in the study area

Table 1: Profile of the Customer

Particulars	Classification	Numbers	Percentage
Gender	Male	156	78
	Female	44	22
Age	Upto 25	47	23.5
	26 to 50	91	45.5
	51 to 75	39	19.5
	Above 76	23	11.5
Marital Status	Unmarried	144	72.0
	Married	56	28.0
Educational Qualification	H.Sc.	14	7.0
	Graduate	77	38.5
	Post Graduate	64	32
	Professional	38	19
	Others	7	3.5
Type of Family	Nuclear	127	63.5
	Joint	73	36.5
Occupation	Agriculture	18	9
	Private Employee	98	49
	Government Employee	21	10.5
	Business	52	26
	Others	11	5.5
Monthly Income	Rs 10001 to 20000	45	22.5
	Rs 25001 to 50000	128	64
	Above Rs 50000	27	13.5
TOTAL		200	100

Source: Primary Data

Table 1 shows that majority 78 percent of the respondents are male, 45.5 percent of the respondents age is between 26 years to 50 years, 72 percent of the respondents are married, 38.5 percent of the respondents educational qualification is under graduate degree, 63.5percent of the respondents are living in nuclear family, 49 percent of the respondents occupation is private and 64 percent of the respondents monthly income is in the range of Rs 25,001 to Rs 50,000.

8.2 Factors Influencing Buying Decision Of Customer Towards Maruti Suzuki Swift Cars

Factors	Rank										Garrett score	Mean score	Garrett Rank
	1	2	3	4	5	6	7	8	9	10			
Size of vehicle	1148	2240	630	464	477	705	720	3078	210	144	9816	49.08	7
Color	738	490	504	812	371	1081	135	570	300	1872	6873	34.365	10
Mileage	7626	490	504	522	954	141	585	380	930	144	12276	61.38	1
Maintenance cost	820	560	1134	812	4028	423	1125	608	240	288	10038	50.19	5
Breaking	574	1190	882	174	477	4089	1080	570	480	144	9660	48.3	8
Fuel efficiency	820	6160	189	406	1166	705	1080	266	240	288	11320	56.6	2
Warranty	1230	210	945	1392	1643	376	3150	342	510	144	9942	49.71	6
After sales and service	738	350	5292	1508	530	752	405	304	420	342	10641	53.205	4
Loading capacity	656	1120	1449	1450	424	423	360	684	2370	108	9044	45.22	9
Availability of Spare parts	2050	1260	1071	4060	477	705	360	798	300	126	11207	56.035	3

Source: primary data

Mileage ranked first, Fuel efficiency ranked second, Availability of spare parts ranked third, after sales service ranked fourth, Maintenance cost ranked fifth, Warranty ranked sixth, Size of vehicle ranked seventh, Breaking ranked eighth, loading capacity ranked ninth and Color ranked tenth has been rated as the most important factor in the car market in Udumalpet Town.

8.4 Level of customer satisfaction

Chi-square test

For the purpose of the analysis chi-square test was used to find out whether there is any significant relationship between dependent variables viz., level of satisfaction and independent variables likes gender, age, marital status, family type, educational qualification, occupation, monthly income of the respondents. The following formula was applied for calculated the chi-square test.

$$X^2 = \sum \frac{(O-E)^2}{E}$$

E

Table 5: Gender and Level of Satisfaction of Respondents

Gender	Level of Satisfaction			Total
	High	Medium	Low	
Male	37(23.71)	95(60.89)	24(15.38)	156
Female	8(18.18)	31(70.45)	5(11.36)	44
Total	45	126	29	200

Source: primary data

Calculated Value: 1.348 Table Value: 5.991

The calculated chi-square value 1.348 is less than the table value 5.991 at 5% Level of significance. Since the hypothesis is accepted. There is no significant relationship between the Gender and Level of satisfaction.

Table 4: Classification of Respondents On The Basis Of Level of Satisfaction

S. no	Satisfaction Level	No. of Respondents	Percentage (%)
1	High Level	45	22.5%
2.	Medium Level	126	63%
3.	Low level	29	14.5%
4.	Total	200	100

Source: primary data

From Table 4, it is inferred that out of 200 respondents, 22.5 percent of the respondents have high level of satisfaction, 63 percent of the respondents have medium level of satisfaction, 14.5 percent of the respondents have low level of satisfaction towards Maruti Suzuki.

8.5 Gender and Level of Satisfaction of Respondents

Table 5 reveals the gender wise classification of the respondents and their level of satisfaction.

8.6 Age and Level of Satisfaction of Respondents

Table 6 reveals the Age wise classification of the respondents and their level of satisfaction.

Table 6: Age and Level of Satisfaction of Respondents

Age	Level of Satisfaction			Total
	High	Medium	Low	
Up to 25 years	25(53.19)	18(38.29)	4(8.5)	47
26 to 50 years	15(16.12)	66(72.52)	10(10.75)	91
51 to 70 years	2(5.12)	24(61.5)	13(33.33)	39
Above 71 years	3(13.04)	18(78.26)	2(8.69)	23
Total	45	126	29	200

Source: primary data

Calculated Value: 46.02337 Table Value: 12.59

The calculated chi-square value 46.02337 is greater than the table value 12.59 at 5% Level of significance. Since the

hypothesis is rejected. There is significant relationship between the Age and Level of satisfaction.

8.7 Marital Status and Level of Satisfaction of Respondents

The following table 7 shows that marital status and level of satisfaction of the respondents.

Table 7: Marital status and level of satisfaction of respondents

Marital Status	Level of Satisfaction			Total
	High	Medium	Low	
Married	43(29.86)	77(53.47)	24(16.66)	144
Unmarried	2(3.57)	49 (87.5)	5(8.92)	56
Total	45	126	29	200

Source: primary data

Calculated value: 21.46088 Table Value: 5.991

The calculated chi-square value 21.46088 is greater than the table value 10.6 at 5% Level of significance. Since the hypothesis is rejected. There is significant relationship between the Marital Status and Level of satisfaction.

8.8 educational qualification and level of satisfaction of respondents

The following table 8 shows that Educational Qualification and level of satisfaction of the respondents.

Table 8: educational qualification and level of satisfaction of respondents

Educational Qualification	Level of Satisfaction			Total
	High	Medium	Low	
HSC	1(7.14)	8(57.14)	5(35.71)	14
Graduate	17(22.07)	57(74.02)	3(3.8)	77
PG	22(34.37)	33(51.56)	9(14.06)	64
Professional	4(10)	24(63)	10(26)	38
Others	1(14)	4(57.14)	2(28.57)	7
Total	45	126	29	200

Source: primary data

Calculated Value: 25.98476 Table Value: 15.5

The calculated chi-square value 25.98476 is greater than the table value 15.5 at 5% Level of significance. Since the hypothesis is rejected. There is significant relationship between the Educational Qualification and Level of satisfaction.

8.9 FAMILY SIZE and level of satisfaction of Respondents

The following table 9 shows that family size and level of satisfaction of the respondents.

Table 9: Family SIZE and Level of Satisfaction of Respondents

Family Size	Level Of Satisfaction			Total
	High	Medium	Low	
Nuclear	33(25.98)	72(56.69)	22 (17.32)	127
Joint Family	12 (16)	54(73.97)	7(9.58)	73
Total	45	126	29	200

Source: Primary Data

Calculated Value: 5.986462 Table Value: 5.991

The calculated chi-square value 5.986462 is less than the table value 10.6 at 5% Level of significance. Since the hypothesis is accepted. There is no significant relationship between the size family and Level of satisfaction.

8.10 Occupation and Level of Satisfaction of Respondents

The following table 10 shows that the Occupation classification and level of satisfaction of the respondents

Table 10: Occupation and Level of Satisfaction of Respondents

Occupation	Level of Satisfaction			Total
	High	Medium	Low	
Agriculture	6(33.3)	10(55.5)	2(11)	18
Private employee	26(26.53)	70(71.42)	2(2.04)	98
Government employee	4(19)	15(71)	2(9.5)	21
Business	1(1.9)	29(55)	22(42)	52
Others	8(72)	2(18)	1(90)	11
Total	45	126	29	200

Source: primary data

Calculated Value: 68.261139 Table Value: 15.50

The calculated chi-square value 68.261139 is greater than the table value 22.0 at 5% Level of significance. Since the hypothesis is rejected. There is significant relationship between the occupation and Level of satisfaction.

8.11 monthly income and level of satisfaction of Respondents

The following table 11 shows that monthly income and level of satisfaction of the respondents.

Table 11: monthly income and level of satisfaction of respondents

Monthly Income	Level of Satisfaction			Total
	High	Medium	Low	
Rs 10,000 to Rs 25,000	10(22)	30(66)	5(11)	45
Rs 25,001 to Rs 50,000	28(21)	85(66)	15(11)	128
Above Rs 50,001	7(25)	11(40)	9(33)	27
Total	45	126	29	200

Source: primary data

Calculated Value: 10.26376 Table Value: 9.4

The calculated chi-square value 10.26376 is less than the table value 9.4 at 5% Level of significance. Since the hypothesis is accepted. There is no significant relationship between the monthly income and Level of satisfaction.

Thus Chi- square result shows that there is significant relationship between Age, Marital status, Educational qualification, Occupation and level of satisfaction. There is no significant relationship between Gender, Size of family, and Monthly income and level of satisfaction.

9. Findings

Findings of the study are discussed under the heading:

Profile of the customer

- 78 percent of the respondents are male.
- 45.5 percent of the respondent's age is between 26 years to 50 years.
- 72 percent of the respondents are married.
- 38.5 percent of the respondent's educational qualification is under graduate degree.
- 63.5 percent of the respondents are living in nuclear family.
- 49 percent of the respondent's occupation is private.
- 64 percent of the respondent's monthly income is in the range of Rs 25,001 to Rs 50,000.

Factors influencing customer buying decision

Mileage ranked first, Fuel efficiency ranked second, Available spare parts ranked third, after sales service ranked fourth, Maintenance cost ranked fifth, Warranty ranked sixth, Size of vehicle ranked seventh, Breaking ranked eight, Loading capacity ranked ninth and Color ranked tenth has been rated as the most important factor in the car market in Udumalpet Town.

Level of satisfaction

- There is significant relationship between Age, Marital status, Educational Qualification and Occupation.
- There is no significant relationship between Gender, Size of family and Monthly income and level of satisfaction

10. Suggestions

Based on this study the following suggestions are made.

- Reduce the price level.
- Introduce more colors.
- Equal safety security to the all type of brands.
- As majority of the customer are attracted by credit facilities it should be extended.
- The company should avoid unnecessary selling expenses.
- The company should introduce different type of new technology model cars, for customer satisfaction so that it can retain the customers.
- The company should provide effective, attractive advertisement to increase the sales.
- Company should improve its sales offer service because it badly affects the company market share.
- Customer service should be provided.
- Customer considered quality as their first preference, so company should give more stress on this.
- Scheme should be offered as it is most preferred by the customer.

11. Conclusion

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. Maruti Suzuki is the major player in the car segment and the authorized dealers of the Maruti Suzuki companies have initiated many steps to increase the sales. The present study made an attempt to understand the factors influencing buying decision of the customer. Most of the customers are satisfied with the Mileage and fuel efficiency of the car and they preferred Maruti Suzuki Swift.

12. Reference

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