

## A STUDY OF CUSTOMER SATISFACTION FOR MARUTI SWIFT CAR IN AMARAVATI REGION

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### **ABSTRACT**

*The sales promotion strategy is important to a business for boosting its sales. Promotion is the process of marketing communication to inform, persuade, remind and influence consumers in favour of our product and services. Customer satisfaction, a term frequently used in marketing. Within organizations, customer satisfaction ratings can have powerful effects. They focus employees on the importance of fulfilling customers' expectations. When these ratings dip, they warn of problems that can affect sales and profitability. When a brand has loyal customers, it gains positive word-of-mouth marketing, which is both free and highly effective. In this paper we studied the marketing strategies adopted by the Maruti Suzuki ltd. for the promotion of Maruti Swift and Customer Satisfaction for the mid size car regarding its Technology, Pricing, Promotion and Services in the Amravati region.*

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## 1. INTRODUCTION

Customer satisfaction, is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals. A sales promotion can be done through an advertising campaign, public relation activities, a free sampling campaign, a free gift campaign etc. For developing sales promotion strategy for business, the following points are necessary. Consumer attitudes and buying patterns

- Brand strategy
- Competitive strategy
- Advertising strategy
- And other external factors that can influence the products availability and pricing.

## 2. MARKETING STRATEGIES OF COMPANY

In this section, we studied the marketing strategies adopted by the Maruti Suzuki Ltd for the promotion of Maruti Swift in Amravati region and in the section we study of Customer Satisfaction for the mid size car regarding its Technology, Pricing, Promotion and Services .

The different marketing strategies adopted by the company are given below.

- i) **Launch of new models** : The analysts predicted that the M-800, the bread and butter model of MUL, would be phased out, the company asserted that it would take necessary steps to maintain its leadership position.
- 2) **Increasing dealer profitability** : During 2007 and 2008, MUL visualized and implemented a strategy for its dealers to increase their profitability levels in view of increased competition.
- 3) **Promotional offers**: Faced with stiff competition and declining market shares, MUL focussed its promotions strategy on targeting two-wheeler owners.
- 4) **'Change Your Life' campaign**: In 2007, MUL launched novel offers like "Change Your Life" campaign and also offered vehicle insurance 'for Rupee One only', to attract customers.
- 5) **Maruti 'True Value'** : There was a gradual decline in the market share of MUL over the years from 1999 to 2004. This happened even though MUL had slashed prices of certain models on a couple of occasions.

6) **Restructuring** : In the early 2000s, Maruti introduced various measures to streamline its operational efficiency and marketing effectiveness.

### 3 IMPORTANCE OF CUSTOMER SATISFACTION

Satisfaction is a person's feeling of pleasure or disappointment which results from comparing a products perceived performance or outcome in relation to his or her expectations. If the performance falls short of expectations, customer is dissatisfied and if the performance matches the expectations, customer is satisfied. If highly satisfied then the customer is delighted.

Today's customers are smarter, more price conscious, more demanding and they are approached by many more competitors with equal or better offers. The challenge is to produce delighted and loyal customers.

#### 3.1 Why measure customer satisfaction?

By measuring the quality of products and services and by measuring the satisfaction levels and perceptions of the customers in quantitative terms, we can make the appropriate and necessary positive changes based on the results of these measurements. By measuring the customer satisfaction levels, an organization can become more customer focused and successful in the market.

#### **The key to customer retention is customer satisfaction.**

A highly satisfied customer

- Stays longer
- Buys more as the company introduces new products and upgrades the existing products
- Talks favorably about the company and its products
- Pays less attention to the competing brands and is less sensitive to the price
- Offers product and service ideas to the company

### 4. SPECIFIC OBJECTIVES OF THE STUDY

- To study the marketing strategies about Maruti Swift regarding its Technology, Pricing, Promotion and Customer satisfaction.
- To study Customer Satisfaction for the MARUTI SWIFT car regarding its Technology, Pricing, Promotion and Services in the Amravati region.

#### 4.1 Research Design used

Descriptive Research is used in this paper, as it gives the deeper insight to the research problem. The respondents are selected by simple random sampling with a target of 40 interviews,

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60 contacts were made yielding interviews. To collect primary data, questionnaire was prepared and data was collected by taking interviews of the respondents . All the respondents were car owners.

**Sample size = 40;**

The Ratings of the following six attributes of Maruti Swift in the scale of 1 to 5 are:

**Scale:** 1=poor; 2=good; 3=neutral; 4=very good; 5=outstanding

**1] Ratings for product**

	Average Rating
Range	3.6
Design	4.3
Look	4.1
Colours	3.7

Mean = 3.9,

% of satisfaction for product = 78.5%

**2] Ratings for Quality**

	Average Rating
Defects	3.1
Colour Match	4.3
Consistency	3.9

Mean = 3.7,

% of satisfaction for product = 75%

**3] Ratings for Price**

	Average Rating
Product Price	4.2
Price Consistency	4.1
Total	8.3

Mean = 4.15,

% of satisfaction for product = 83%

**4] Ratings for Payment Terms**

	Average Rating
Product Price	3.9
Price Consistency	4.3

Mean = 4.1,

% of satisfaction for product = 82%

**5] Ratings for Presales Process**

	Average Rating
Contact process	4.4
Response time	4.6
Attend	4.1

Mean = 4.3,

% of satisfaction for product = 87%.

**6] Ratings for Delivery Process**

	Average Rating
Time adherence	4.2
Duration	4.6
Delivery wrt order	4.8

Mean = 4.5,

% of satisfaction for product = 90%.

**7] Ratings for Delivery People**

	Average Rating

Product knowledge	3.9
Technical knowledge	4.1
Service attitude	4.6

Mean = 4.2, % of satisfaction for

product = 84%

Response	On-time delivery	Price	Service	Quality
No. of customers	8	12	7	13

8] What comes first to your mind when you think of Maruti Swift?

9] "Is Maruti Swift car best for you amongst other cars in the market".

Response	Strongly agree	Agree	Strongly disagree	Disagree	Neither/nor
No. of customers	14	19	0	4	2

From the above data **customer satisfaction index** for Maruti Swift has got an average rating equal to **4.8**.

### Calculation of customer satisfaction in percentages:

No. of customers responded = 40 , Since the 5-point rating scale is used, the customer can assign a maximum rating of “5” to an attribute.

Therefore, Maximum score = 5 and Highest possible score =  $40 * 5 = 200$

Average rating scored by Maruti Swift =  $4.8 * 40 = 192.33$

Customer Satisfaction index is =  $192.33/200 = 96\%$

**Thus overall satisfaction index = 96%**

## 5. RECOMMENDATIONS

Maruti Swift is considered as the car with best performance in mid segment of the market. Since Maruti Udyog Ltd. has already positioned itself with premium quality image, it should continuously work on the strategies which will keep it consistent with the image of best quality and performance levels.

Based on the survey findings and observations, following are the recommendations with special attention given to some parameters which the company can use to its advantage:

- **Introduction of new product ranges** would be beneficial and will be helpful to expand their business and also to tap the other potential customers in the market.
- **Price competitiveness needs attention**, because price reduction may simultaneously affect its premium image. MUL needs to continuously keep the track of their competitors' prices in the market.
- Marketing management team is considered to be excellent at their work. People are well qualified and they have excellent technical skills, in-depth product knowledge and good service attitude.
- **Promotion and after sales service are the main areas of concern where MUL needs to follow-up.**

## 6 CONCLUSION

From the survey results, it can be concluded that Maruti Swift is potentially a good reputation and has got good rating in terms of performance.

**Technology:** As far as quality of car is concerned, perceptions of customers about the quality is found to be at best and also the consistency of quality is good.

**Pricing:** Product price and price consistency is found to be at average level but it is also observed that product price is not perceived as highly expensive as compared to their competitors.

**Promotion:** Product features of MUL with regarding to look, colour, and design, customers are satisfied especially for the exclusive designs available with Maruti Swift.

**Service:** The parameters of pre-sales process that is contact process, response time and the quantity (run) have got above average ratings but the customers are found to be not much satisfied with after sales service.

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