

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.

Open J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C.)].

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 4456 Cities in 177 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	PREPARING TEACHERS FOR THE AGE OF GLOBALIZATION: ROLE OF POLICY MAKERS & TEACHER EDUCATION INSTITUTIONS <i>DR. NEENA ANEJA</i>	1
2.	WORK LIFE BALANCE AND DEMOGRAPHIC INFLUENCE IN HEALTH CARE INDUSTRY. <i>RASHMI FARKIYA & DR. PAWAN PATNI</i>	3
3.	AN ASSESSMENT OF SATISFACTION LEVEL OF TOURISTS IN KANHA NATIONAL PARK <i>DR. ASHOK JHAWAR & SHUBHANGI JAIN</i>	6
4.	BRAND AWARENESS OF HINDUSTAN UNILIVER LTD. AT THIRUTHURAIPOONDI <i>M.KALAIVANI & B. KAYATHIRIBAI</i>	13
5.	SOME EXAMPLES IN USAGE OF PARAMETRIC TESTS <i>SAHANA PRASAD</i>	16
6.	STATUS OF QUALITY PRACTICES IN HIGHER LEARNING INSTITUTIONS IN PUDUCHERRY STATE <i>K. KANDASAMY & DR. D. ARAVAZHI IRISSAPPANE</i>	19
7.	A CROSS SECTIONAL STUDY ON IMPACT OF DEMOGRAPHIC VARIABLES IN CONSUMER PERCEPTION TOWARDS MOBILE VALUE ADDED SERVICES: A HOLISTIC PERCEPTIVE <i>BGK MURTHY, DR. A. SATISH BABU & DR. B. NAGARAJU</i>	24
8.	SCOPE OF MEDICAL SOCIAL WORK IN CURRENT CENTURY <i>DR. MARIYA T CHEERAN, GEORGE JOSEPH & RENJITH T A</i>	27
9.	LEGAL PROCEDURE AND STATUS OF ELECTRONIC SIGNATURE FOR SERVICE QUALITY IN NOTARY PUBLIC'S OFFICES: IRAN AND FRANCE <i>DR. GHASSEM KHADEM RAZAVI & FATEMEH SHAFIEI</i>	29
10.	PRADHAN MANTRI JAN DHAN YOJANA: PROGRESS IN SIKKIM STATE (INDIA) <i>SANJAYA KUMAR SUBBA</i>	33
11.	LAND ACQUISITION BILL: A LONG AWAITED REFORM TO SPEED UP 'MAKE IN INDIA' INITIATIVE <i>KAVITA KARAN INGALE</i>	36
12.	ONE PERSON COMPANY (OPCS): ANALYSIS OF COMPANIES ACT, 2013 WITH RESPECT TO FORMATION AND OPERATION OF OPCS IN INDIA <i>ANIL KUMAR</i>	38
13.	RURAL MARKETING: AN OVERVIEW <i>P. BHANUPRIYA & D.SUPULAKSHMI</i>	40
14.	A STUDY OF AWARENESS ABOUT LIFE INSURANCE SCHEME AMONG PEOPLE IN KANGRA DISTRICT OF HIMACHAL PRADESH <i>KEWAL SINGH & SARWAN KUMAR</i>	42
15.	A STUDY TO ANALYSE THE RELATIONSHIP BETWEEN THE PRODUCTION OF STEEL AND FERRO ALLOYS IN THE WORLD WITH SPECIAL REFERENCE TO INDIA <i>ASHISH V. DONGARE & DR. ANAND MULEY</i>	46
16.	EFFECTS OF JOB CHARACTERISTICS ON JOB SATISFACTION AMONG THE STAFFS OF INSURANCE COMPANIES IN JAFFNA <i>THASIKA YOGESWARAN</i>	49
17.	IMPACT OF ADVERTISEMENT ON CONSUMER BEHAVIOUR: A STUDY ON COSMETIC PRODUCTS <i>ASHA T K</i>	55
18.	POTENTIAL CUSTOMER FOR MARUTI SUZUKI SWIFT <i>RAMESHA.R & SANDHYA.P</i>	59
19.	PRIVATE SECTOR, THE ENGINE OF RWANDA'S ECONOMIC DEVELOPMENT <i>SYLVIE NIBEZA</i>	62
20.	JOB SATISFACTION AND PROBLEMS FACED BY ANGANWADI WORKERS <i>SHETAL R. BARODIA</i>	69
	REQUEST FOR FEEDBACK & DISCLAIMER	71

CHIEF PATRON

PROF. K. K. AGGARWAL

Chairman, Malaviya National Institute of Technology, Jaipur
(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)
Chancellor, K. R. Mangalam University, Gurgaon
Chancellor, Lingaya's University, Faridabad
Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

Former State Minister for Home & Tourism, Government of Haryana
Former Vice-President, Dadri Education Society, Charkhi Dadri
Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

FORMER CO-ORDINATOR

DR. S. GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISORS

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. M. N. SHARMA

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

CO-EDITOR

DR. BHAVET

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. SANJIV MITTAL

University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

PROF. ANIL K. SAINI

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHENDER KUMAR GUPTA

Associate Professor, P. J. L. N. Government College, Faridabad

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

ASSOCIATE EDITORS

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

PROF. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

PROF. A. SURYANARAYANA

Department of Business Management, Osmania University, Hyderabad

PROF. V. SELVAM

SSL, VIT University, Vellore

DR. PARDEEP AHLAWAT

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

DR. S. TABASSUM SULTANA

Associate Professor, Department of Business Management, Matrusri Institute of P.G. Studies, Hyderabad

SURJEET SINGH

Asst. Professor, Department of Computer Science, G. M. N. (P.G.) College, Ambala Cantt.

FORMER TECHNICAL ADVISOR

AMITA

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR

IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript entitled ' _____ ' for possible publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to their inclusion of names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR :

Designation :

Institution/College/University with full address & Pin Code :

Residential address with Pin Code :

Mobile Number (s) with country ISD code :

Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No) :

Landline Number (s) with country ISD code :

E-mail Address :

Alternate E-mail Address :

Nationality :

NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. ***pdf. version is liable to be rejected without any consideration.***
- b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**
New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is expected to be below **1000 KB**.
- e) **Abstract alone will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
- f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
- g) The author (s) name or details should not appear anywhere on the body of the manuscript, except the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.

2. **MANUSCRIPT TITLE:** The title of the paper should be **bold typed, centered and fully capitalised**.
3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address** should be given underneath the title.
4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
5. **ABSTRACT:** Abstract should be in **fully italicized text**, ranging between **150 to 300 words**. The abstract must be informative and explain the background, aims, methods, results & conclusion in a **SINGLE PARA. Abbreviations must be mentioned in full.**
6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations.
7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aeaweb.org/econlit/jelCodes.php, however, mentioning JEL Code is not mandatory.
8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER. It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
11. **MAIN TEXT:**

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably range from 2000 to 5000 WORDS.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered & self explained, and titles must be above the table/figure. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.**
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, horizontally centered with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word should be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section: Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they are supposed to follow Harvard Style of Referencing. **Also check to make sure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parenthesis.
 - **Headers, footers, endnotes and footnotes should not be used in the document.** However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders after the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

POTENTIAL CUSTOMER FOR MARUTI SUZUKI SWIFT

RAMESHA.R
STUDENT
AMRITA VISHWA VIDYAPITAM
MYSORE

SANDHYA.P
LECTURER
DEPARTMENT OF COMMERCE & MANAGEMENT
AMRITA VISHWA VIDYAPITAM
MYSORE

ABSTRACT

Automobile industry has a major market in the world and in India, due to its population. There are various global players in the market, including MARUTI SUZUKI- which is an Indian company & subsidiary of Japan's Suzuki company. The Brand Trust Report published by Trust Research Advisory, a brand analytics company, has ranked Maruti Suzuki in the thirty seventh position in 2013 and eleventh position in 2014, among the most trusted brands of India. Our research analysis is to know the potential market of MS(Swift) in Mysore city. We have analysed using questionnaire method and also using both primary and secondary data. This analysis shows that the majority of them prefer MS(Swift), due to its comfort, design and most primarily due to its low cost spare parts availability than any other cars. Swift has changed its phase in Indian markets outsmarting Ford, TATA and many other domestic players. Most of respondents suggest that mileage, interiors and fuel efficiency of this car is better than any other cars. Being in the industry for long time Maruti Suzuki has good brand awareness and is perceived as a credible and reliable brand. Again Maruti Suzuki is perceived as an economic brand and suitable for Indian families.

KEYWORDS

Primary data, Secondary data and Questionnaire.

INTRODUCTION OF THE STUDY**ABOUT SWIFT**

In 2004 Maruti Suzuki launched its new car copy " Maruti Suzuki Swift ". Swift is a hatchback model of Maruti Suzuki, which is a of an American Model Car with more boot space. Earlier Maruti was using FIAT engine in its car but now Maruti has launched its own manufactured K-series engine. In swift its using 1.2L K-series engine which is running successfully. Swift is Specification ENGINE – Capacity - 1,298cc (diesel) 1,197cc (petrol) Number of Cylinders - 4 (16valve) Maximum Power - 75ps @ 4,000rpm Maximum Torque - 190 Nm @ 2,000rpm Fuel Tank Capacity - 43 litres Available in Petrol and Diesel variants.

FEATURES

Air Conditioner, Power Doors Locks, Body Color Bumper, Rear Defogger, Electrically-adjustable Outside Mirrors, Tubeless Tyres, Cube Holder, Leather-wrapped Steering & Gear Knob, Tinted Window Glass, Power Window, Power Steering, Roof Antenna, and Wheel Covers

STRENGTHS

Maruti Suzuki has a strong customer base by taking first mover advantage hatchback market segment. It has a good number of loyal customer bases. With cars having very good mileage Maruti Suzuki could tap the potential customers in India who are looking for cars with good mileage. Being in the industry for long time Maruti Suzuki has good brand awareness and is perceived as a credible and reliable brand. Again Maruti Suzuki is perceived as an economic brand and suitable for Indian families.

WEAKNESS

Talking about weakness of the brand Maruti Suzuki has got limited production capacity which will restrict from meeting the arising customer demand and thus increasing the sales. When comparing to other models which are in the same category of Swift it has become outdated in the design and appearance. Maruti cars interiors are not of that luxury and attractive, it is dull and monotonous.

OPPORTUNITY

The target customers of Maruti Swift are the major population of the country. This opens the opportunity for the company to attract this wide population towards its brand and increase sales. The average income of people is increasing which makes the purchase of more premium cars than basic cars. Due to the increased sales and demand the company can reduce the cost of production due to economies of scale.

THREAT

The major threat is competition with large number of players in the industry such as Volkswagen Polo, Fiat Punto, Tata bolt, Hyundai elite i20 etc. Many international players have entered the industry which led to the increased bargaining power of the customers. Maruti was operating in a limited number of competitive frameworks, but now the scenario has changed with lot of players which is a threat to the company

OBJECTIVES OF THE STUDY

1. To find market potential for swift car
2. To know which type car Mysore customer would like to purchase.
3. To study which features customer give more importance while buying a car.
4. To study which factor influence customer while purchasing the car.

RESEARCH METHODOLOGY

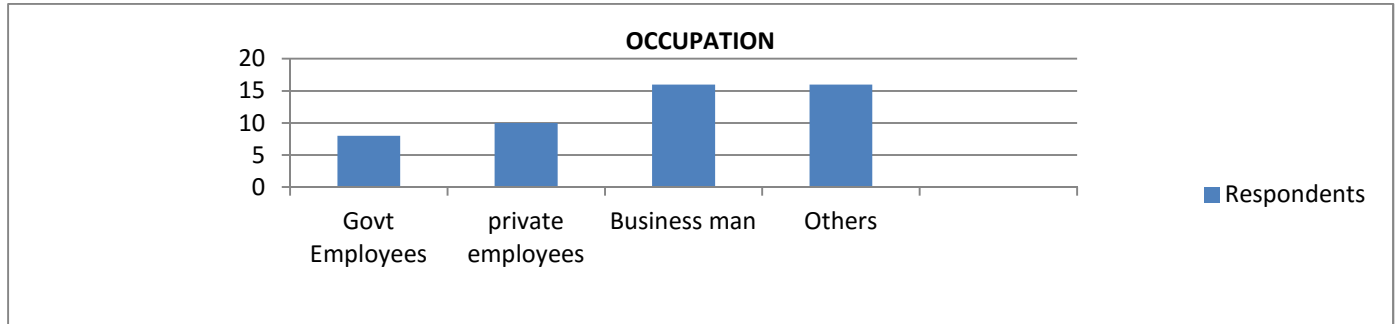
- **Data collection:** Data is collected through primary and secondary sources.
- **Primary Data:** Primary data was collected through the distribution of questionnaires, direct interaction with the customers.
- **Type of research:** Survey method.

ANALYSIS AND DATA INTERPRETATION

TABLE NO 1: SHOWS THE ANALYSIS OF THE OCCUPATION OF THE RESPONDENTS (No. of Respondents: 50)

Particulars	Respondents
Govt Employees	16
private employees	16
Business man	8
Others	10

CHART 1

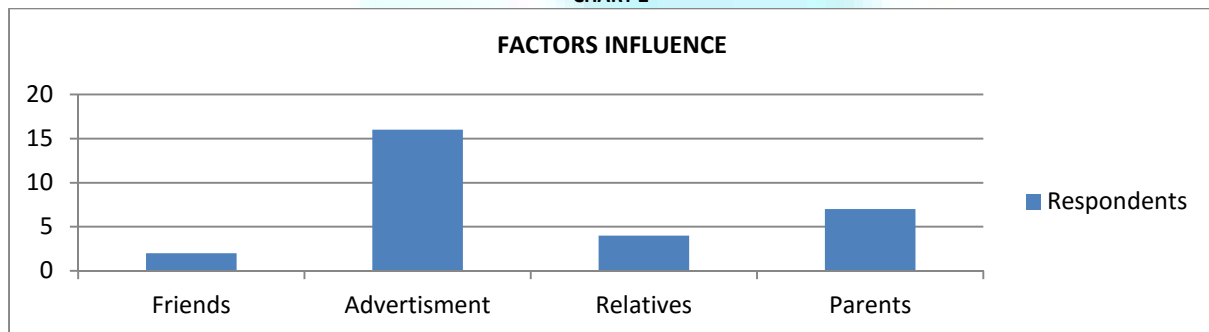


INFERENCE: From the above analysis, it can be inferred that 8 out of 50 respondents belong to govt employees, 10 respondents belong to private employees, 16 belong to business men, and 16 belong to other categories.

TABLE 2: SHOWS THE FACTORS INFLUENCED TO DECIDE THE MODEL (No. of Respondents: 50)

Particulars	Respondents
Friends	23
Advertisements	16
Relatives	4
Parents	7

CHART 2

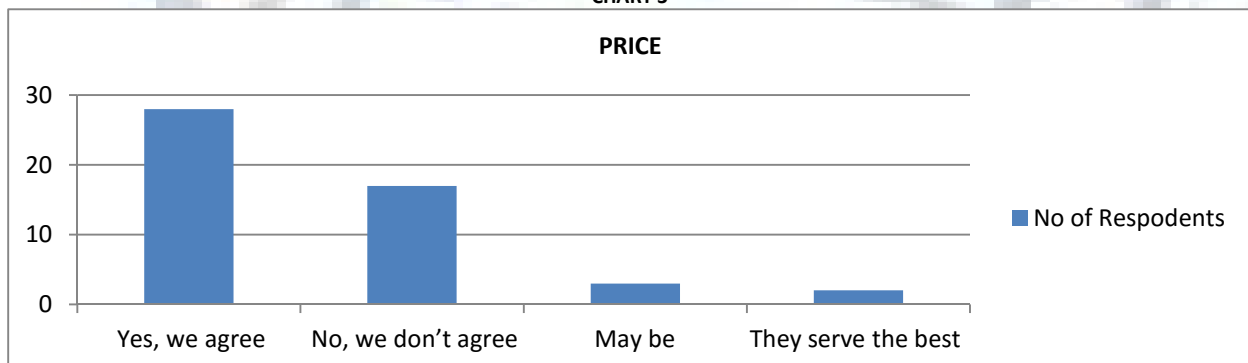


INFERENCE: From the above analysis it shows that 23 respondents are influenced by friends, 16 respondents are influenced by advertisement, 4 respondents are influenced by relatives, and 7 respondents are influenced by Parents.

TABLE 3: SHOWS THE AGREE WITH PRICE OFFERED BETTER THAN OTHER COMPANIES (No. of Respondents: 50)

Particulars	No of Respondents
Yes, we agree	28
No, we don't agree	17
May be	3
They serve the best	2

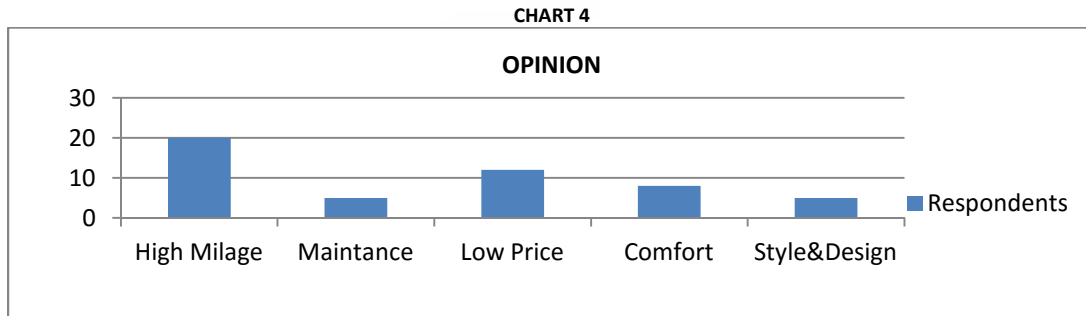
CHART 3



INFERENCE: From the above analysis it shows that 28 respondents say Yes we agree, 17 respondents say they strongly agree 3 respondents say they disagree and 2 respondents say they strongly disagree.

TABLE-4: SHOWING THE RESPONDENTS OPINION ABOUT MARUTI SUZUKI SWIFT (No. of Respondents: 50)

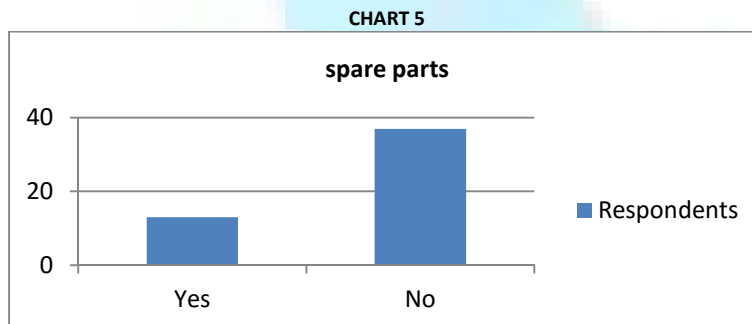
Particulars	Respondents
High Milage	20
Maintance	05
Low Price	12
Comfort	8
Style&Design	5



INFERENCE: From the above analysis it shows that 20 respondents chose high mileage, 5 respondents chose for low maintenance cost, 12 respondents chose low price, and 8 respondents chose comfort, 5 chose for style & design.

TABLE-5: SHOWS THE FACED ANY PROBLEM UNAVAILABILITY OF SPARE PARTS (No. of Respondents: 50)

Particulars	Respondents
Yes	13
No	37



INFERENCE: From the above analysis it shows that 13 respondents are not satisfied with the availability of spare parts and 37 respondents are satisfied with the availability of spare parts.

FINDINGS

- Business men and government employees are using swift cars
- Spare parts are easily available.
- High mileage and fuel efficiency.
- Good performance and low maintenance cost.
- Suitable for family.
- Availability in more colour and Design
- Less price when compare to other cars and worth.

SUGGESTIONS

- Effective advertisement through television should be telecasted to attract customers
- Maruti Suzuki should provide a good design of swift in future also.
- Should provide good facilities like insurance, easy instalment, lowdown payments, and also provides offers and festivals seasons.
- Should provide good service to customers.
- Adopt more features in future swift cars.
- Conduct more customer welfare programmes to knowing need and wants relating to purchase of customer.

CONCLUSION

- From overall the study it can be concluded that most of the customer considered for mileage, price and comfort
- Swift car is worth for its price and its features.
- It is suitable to government employees and private employees.
- Spare parts availability is good.
- Availability in more colours.

REFERENCE

1. www.investorpedia.com

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce, IT & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-
Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

