



A Study on Consumer Satisfaction towards Bajaj Bikes

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ABSTRACT

Customer satisfaction is a feeling of pleasure or disappointment resulting from comparing products perceived performance or outcome in relation to his or her expectations In this paper we found that 66%of respondents to know the satisfaction of customer. 36% respondent are know the Bajaj Bike through Advertisement, 35% respondent are satisfied and 31% respondent are very satisfied with Fuel efficiency of the bike and 41% respondents are satisfied with features of bike, Some percent 35% of respondent are satisfied with client servicing facility and 21% respondent are very satisfied with client servicing, distribution play a major role in making satisfaction of consumer by excellent distribution channel so 39% and 16% respondent are satisfied with distribution of company

Key words: Bajaj, Consumer satisfaction,

Objective

- To understand the consumer satisfaction on Bajaj bikes
- To analyze the level of preference for a model of Bajaj Pulsar

RESEARCH METHODOLOGY

1) Secondary data:

- ✓ Website of Bajaj.
- ✓ The data is collected through the Google forms and survey method.

RESEARCH DESIGN

- Setting (Place of study): Mahalingpur
- Sample Size:80
- Sample Selection: convenience method
- Data Collection Procedure: Google forms
- Data Analysis Procedure: MS-Excel

LIMITATIONS OF THE STUDY

- Time constraint was one of the major constraints as the study is limited to duration of 2months only.
- Study limited to Mahalingpur city.
- The interpretation is drawn on the basis of information collected from the questionnaire of 80 sample size.

LITERATURE REVIEW

Title: A Study on Consumer Satisfaction of Two Wheeler Bikes Date of Publication: 4 August 2014

Authors: Dr Ronald Mani

Journal: Engineering and management Research

Abstract: This study is based to identify the satisfaction level of two wheeler bike users at Allahabad city of Uttar Pradesh. The survey is mainly focused on the factors in which the bike owners are satisfied/dissatisfied with two wheeler bikes they using.



Title: A Study on the customer satisfaction level towards the Bajaj bikes
Date of Publication: 2 February, 2015
Authors: Thiru P. Nayagam
Journal: Department of Management

Abstract: This study examines the customer satisfaction level towards the use of the Bajaj bikes. It aims to assess the customer satisfaction level. The data collected from 50 respondents covering urban areas in Nagercoil Town. Percentage analysis and liker scale method are used for arriving conclusion.

2) **Title:** A Study on the customer satisfaction Honda Two Wheelers
Date of Publication: 1 May, 2014
Authors: Dr Duggani Yuvaraju
Journal: Business and Management

Abstract: Customer satisfaction is a feeling of pleasure or disappointment resulting from comparing a products perceived performance or outcome in relation to his or her expectations, In this paper we found that 60% of respondents to know the advertisement of Honda Bike through media

3) **Title:** A Study on Customer Perception with Motor Cycles
Date of Publication: 19 Dec, 2012
Authors: Dr VIJAY LAKSHMIKANT

Journal: Journal of marketing & Human Resource Management

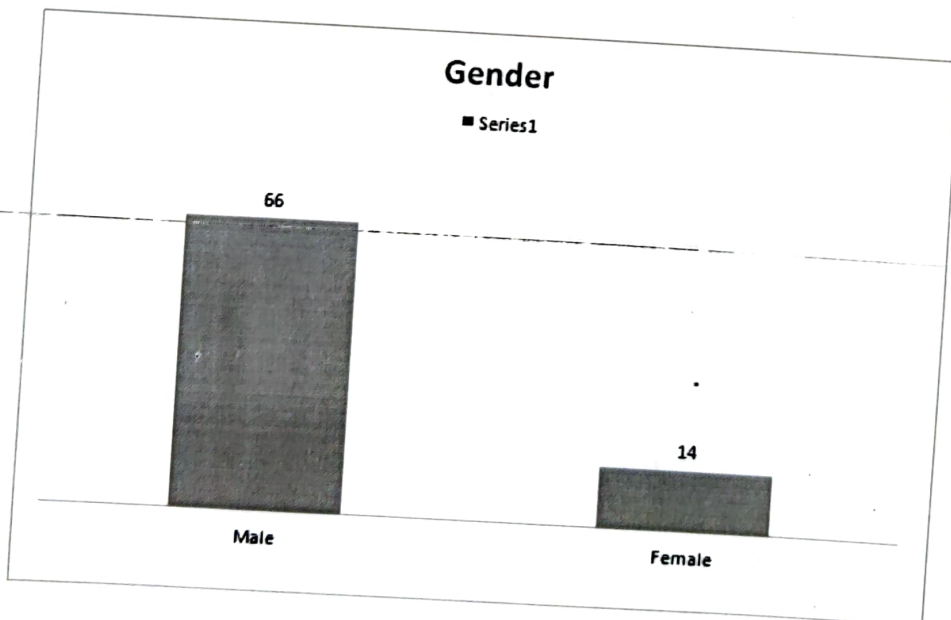
Abstract: This project is a study on Customer perception of Hero Honda motorcycles compared to TVS and Bajaj, The Objective of this study is to understand about the customer perception towards Hero Honda, Vs TVS and Bajaj

DATA ANALYSIS AND INTERPRETATION

Gender

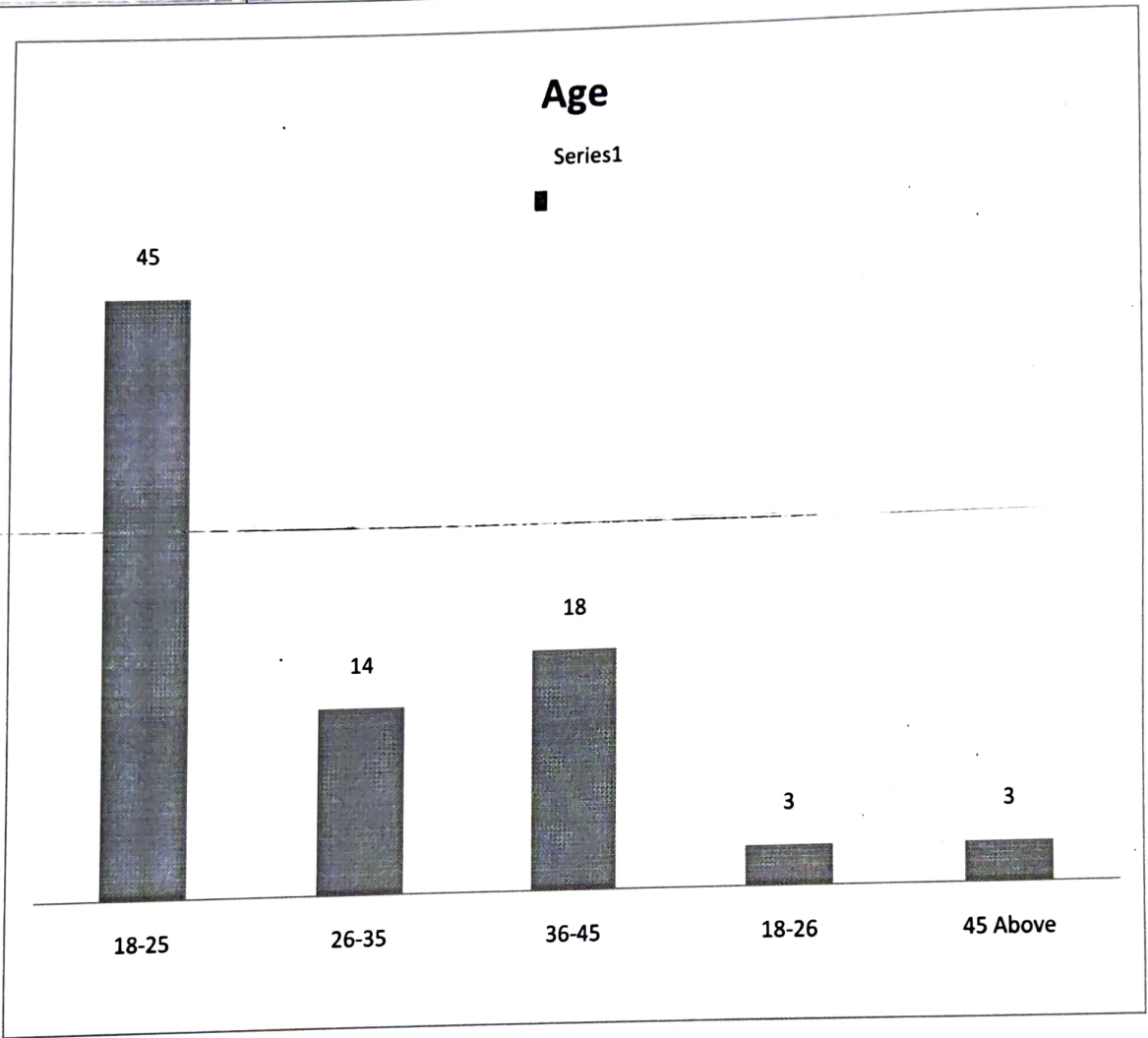
Male	Female
66	14

Interpretation: From the above graph 66% of respondents are male respondents and 14% of respondents are female,



Age

18-25	26-35	36-45	18-26	45 Above
45	14	18	3	3

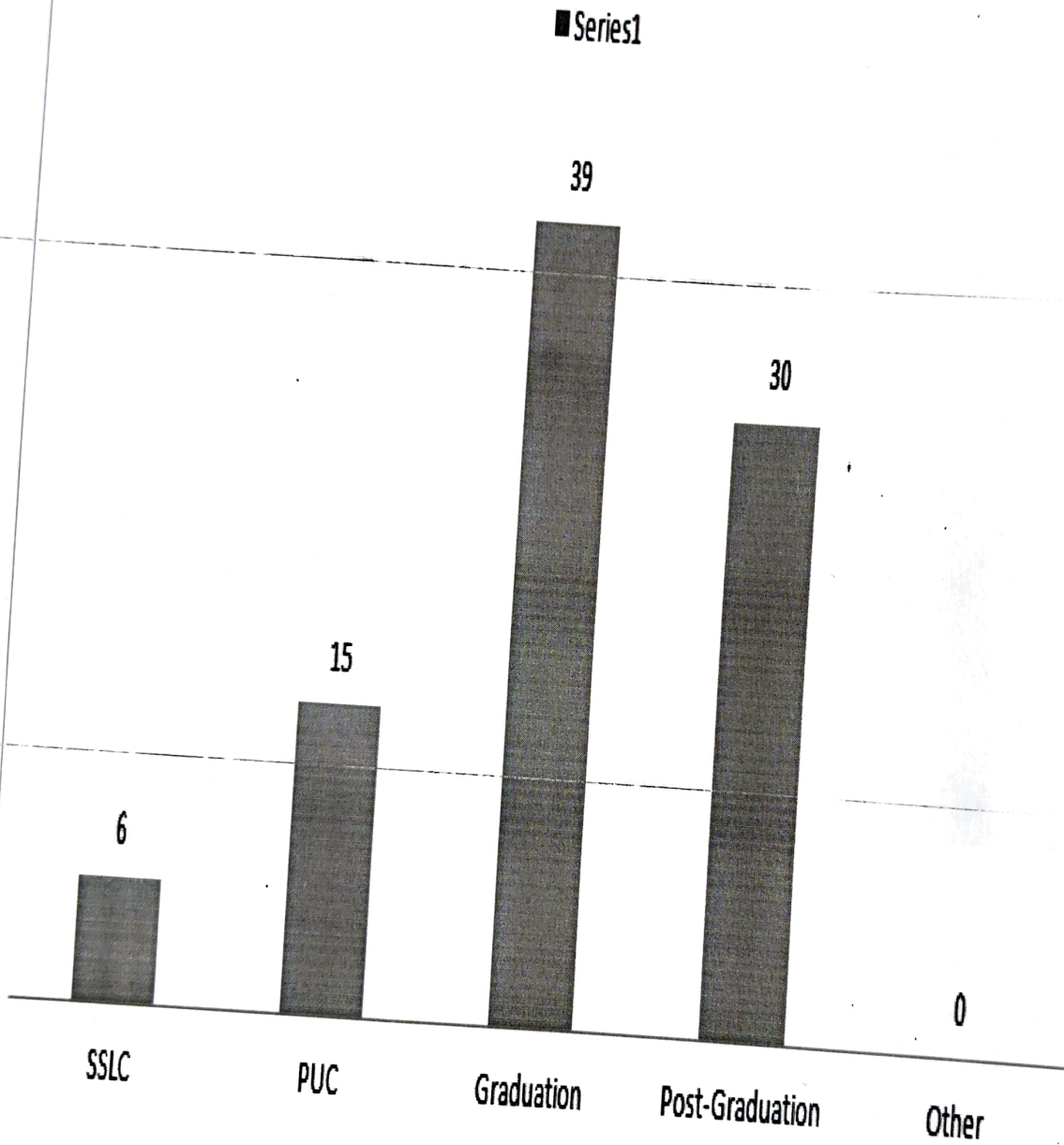


Interpretation: From the above graph 45% of the customers are within the age of 18-25, 14% of the customers are within the age of 26-35, 18% of the customers are within the age of 36-45, and only 3% of customer's age is 45 above.

Educational background

SSLC	PUC	Graduation	Post-Graduation	Other
6	15	39	30	0

Educational background

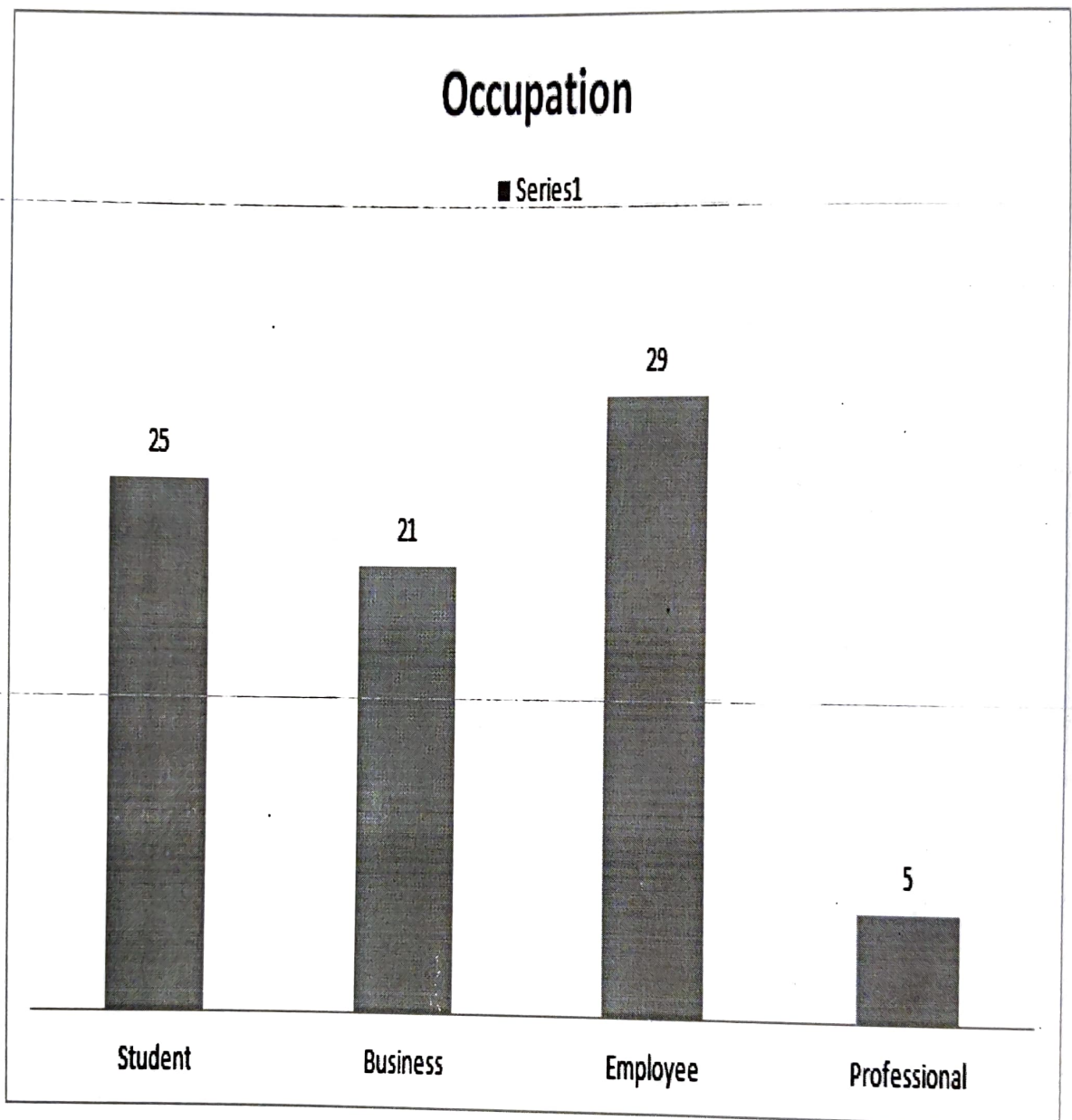


Interpretation: From the above graph 6% of respondent's educational background is SSLC, 15% of respondent's educational background is PUC, 39% of respondent's educational background is Graduation, 30% of respondent's educational background is Post-Graduation and 0% of respondent's educational background is other.



Occupation

Occupation			
Student	Business	Employee	Professional
25	21	29	5

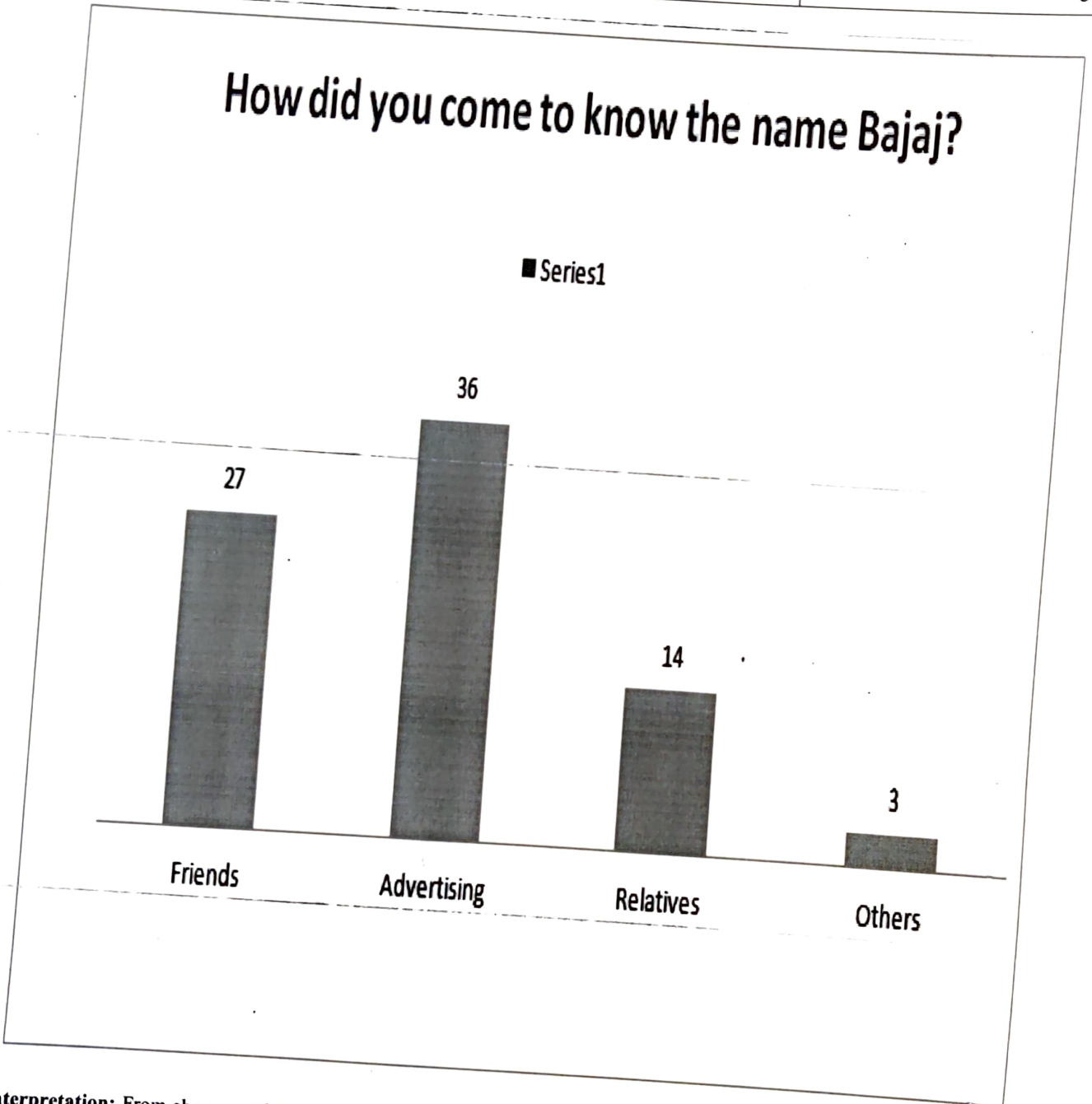


Interpretation: From the above graph 25% of respondent's occupation is Student, 21% of respondent's occupation is Business, 29% of respondent's occupation is employee and 5% of respondent's occupation is professional.



How did you come to know the name Bajaj?

Friends	Advertising	Relatives	Others
27	36	14	3

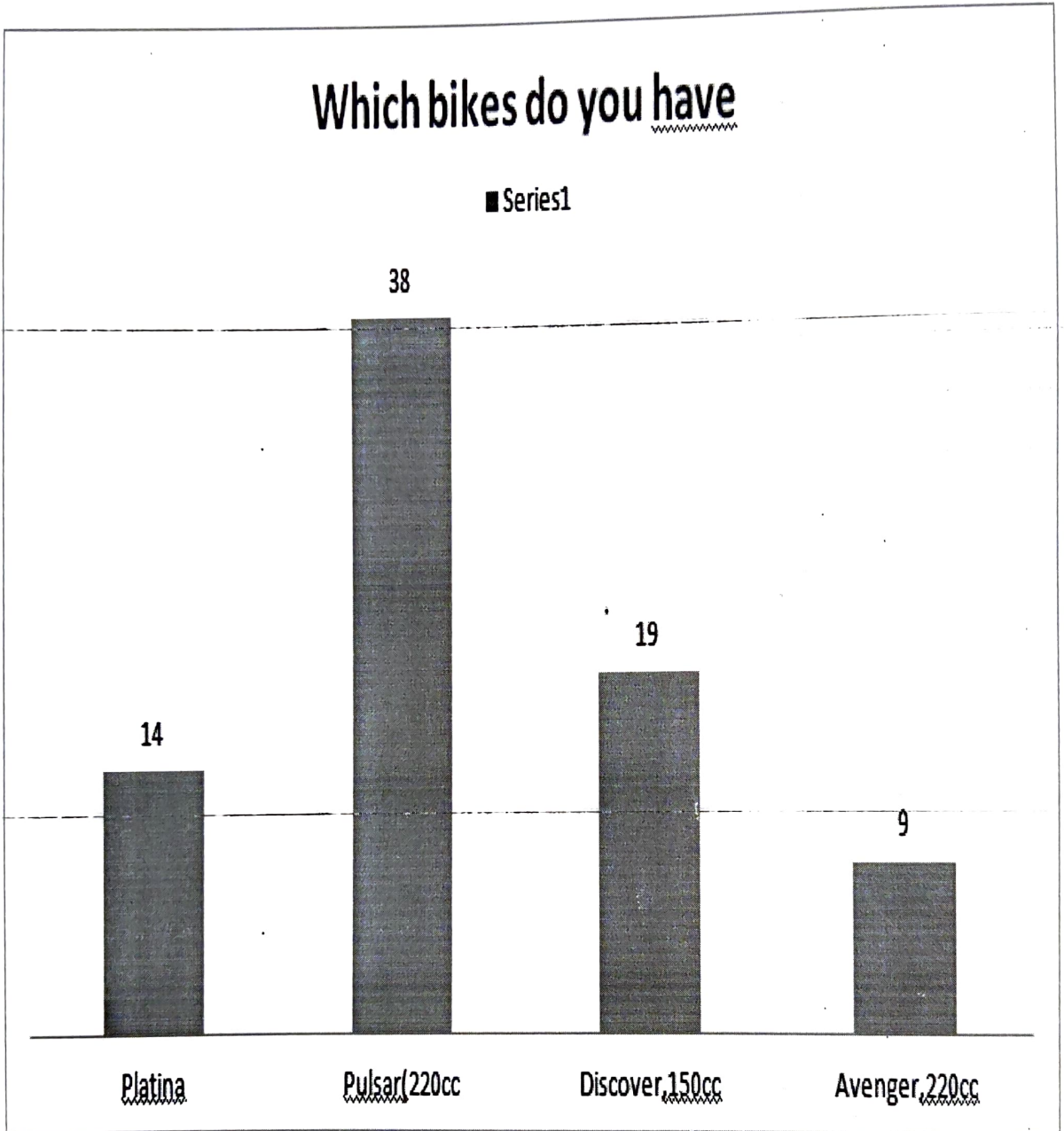


Interpretation: From above graph 27% of respondent's friends, 36% of respondent's Advertising, 14% of respondent's relatives, 3% of respondent's others



Which bikes do you have?

Platina	Pulsar(220cc)	Discover,150cc	Avenger,220cc
14	38	19	9

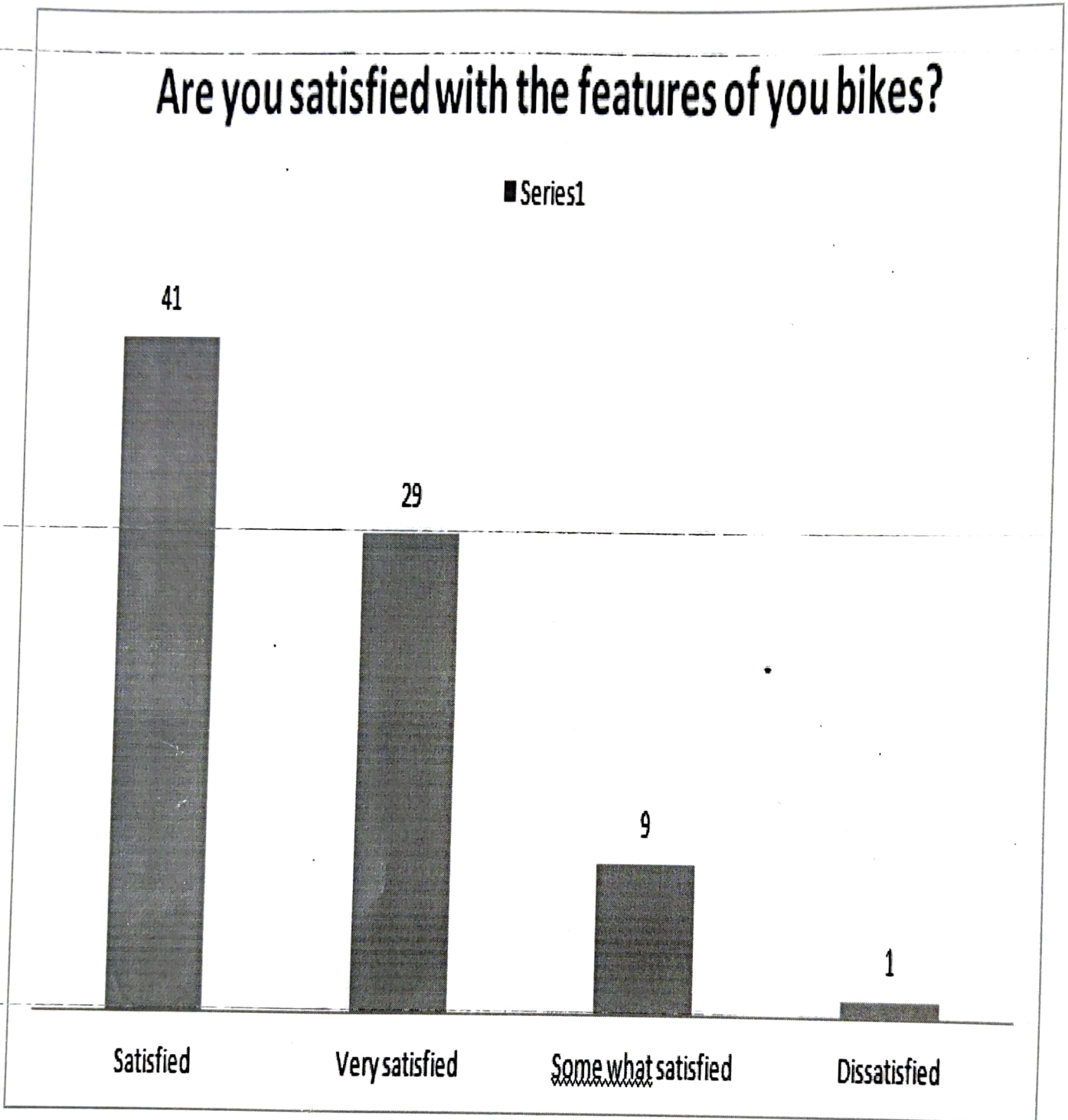


Interpretation: From the above graph 14% of respondent's Platina,38 % of respondent's Pulsar220cc,19% of respondent's Discover, 150cc, 9% of respondent's Avenger,n220cc,



Are you satisfied with the features of you bikes?

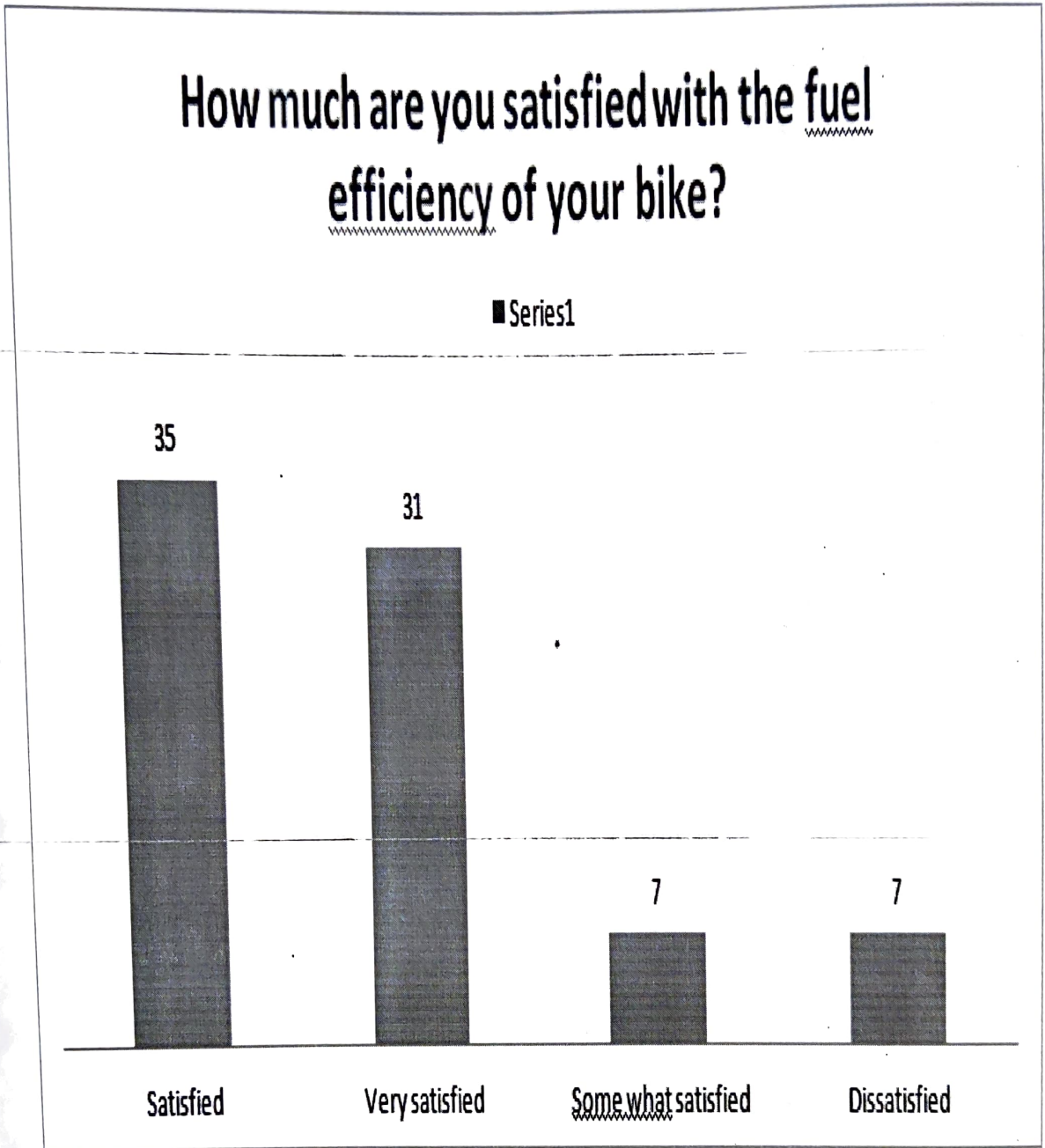
Satisfied	Very satisfied	Somewhat satisfied	Dissatisfied
41	29	9	1



Interpretation: From the above graph 41% of respondent's satisfied,29% of respondent's verysatisfied,9% of respondent's some what satisfied,1% of respondent's dissatisfied

How much are you satisfied with the fuel efficiency of your bike?

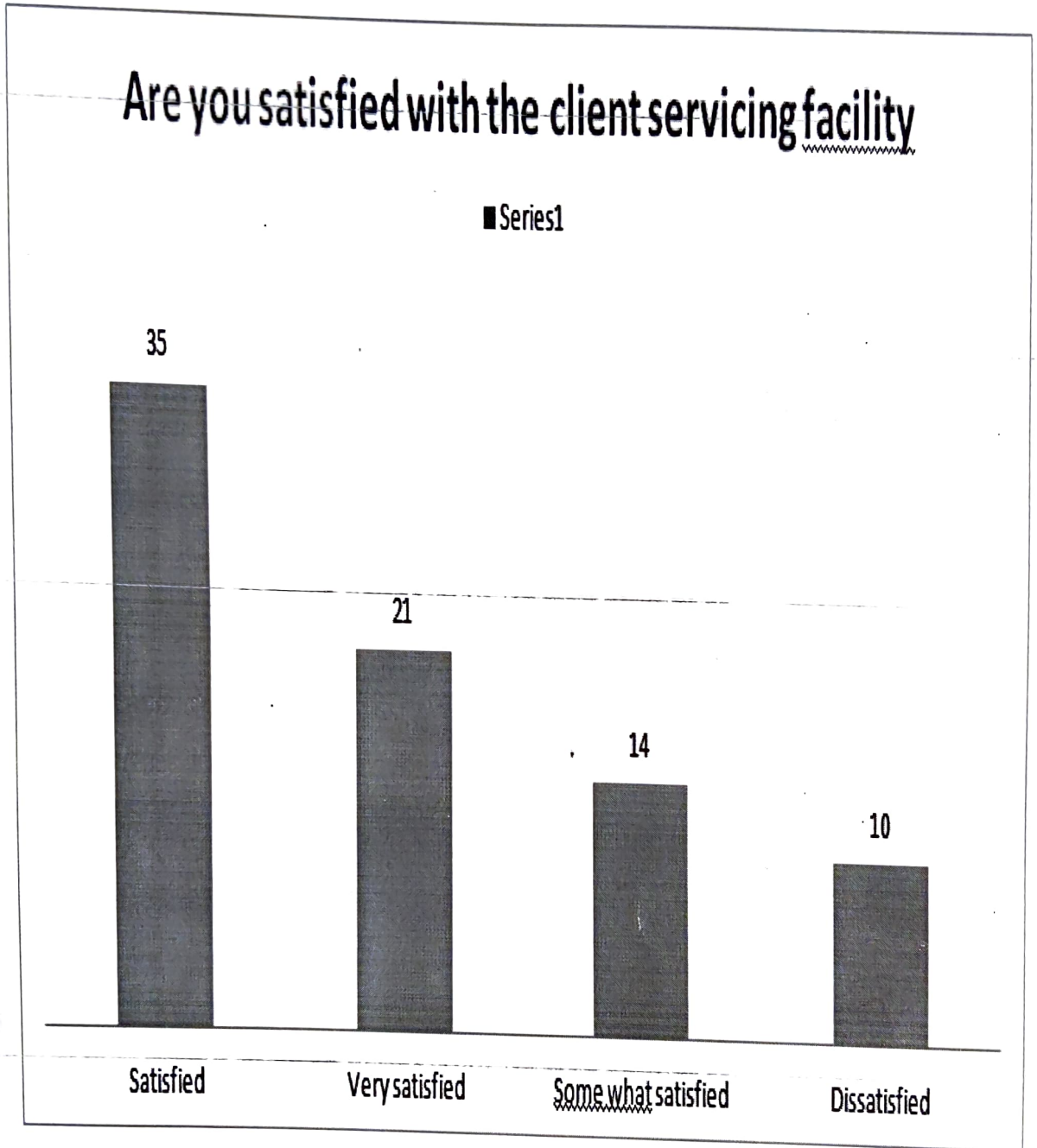
Satisfied	Very satisfied	Somewhat satisfied	Dissatisfied
35	31	7	7



Interpretation: From the above graph 35% of respondent's satisfied, 31% of respondent's very satisfied, 7% of respondent's somewhat satisfied, 7% of respondent's dissatisfied,

Are you satisfied with the client servicing facility?

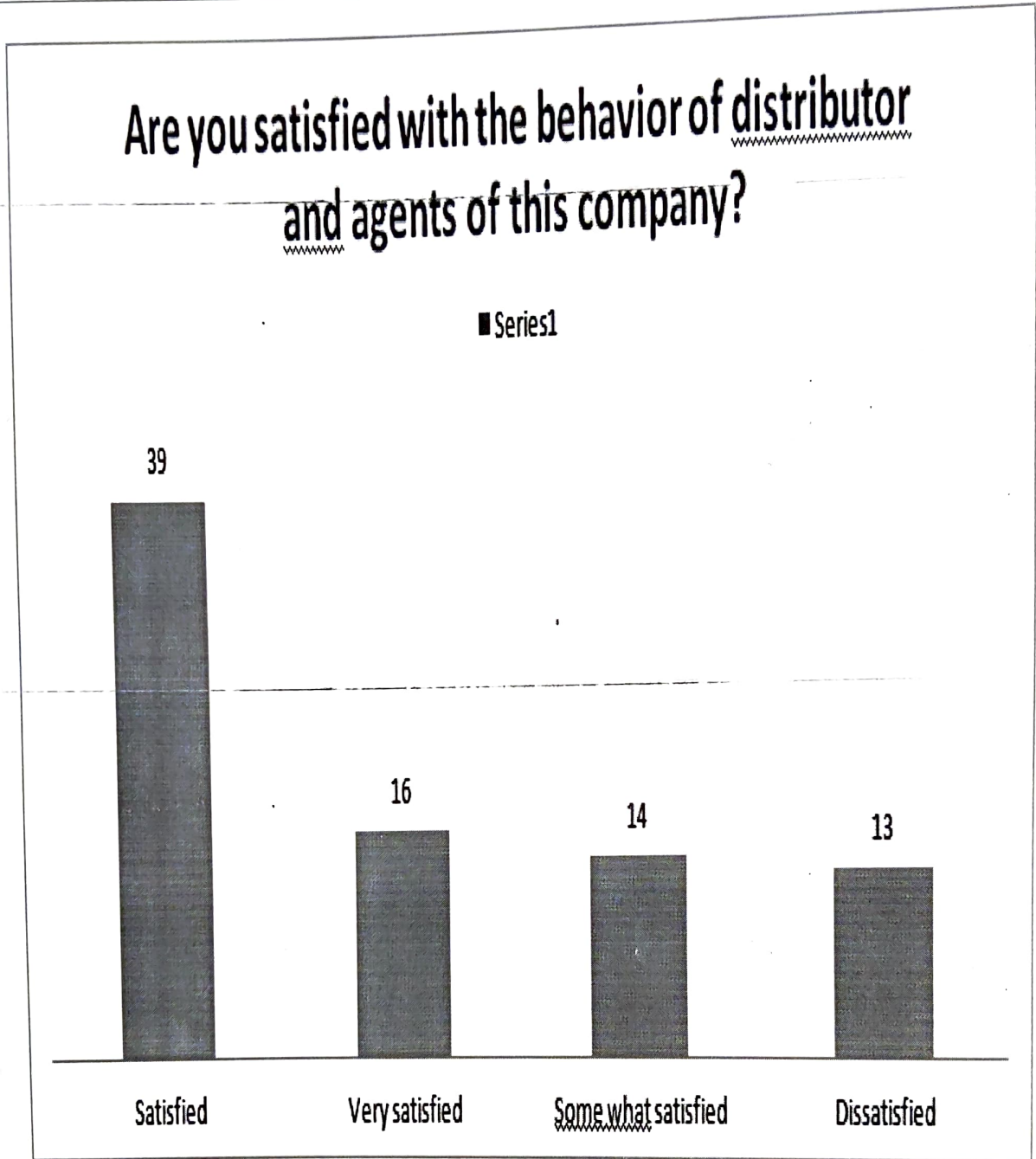
Satisfied	Very satisfied	Somewhat satisfied	Dissatisfied
35	21	14	10



Interpretation: From the above graph 35% of respondent's satisfied, 21% of respondent's verysatisfied, 14% of respondent's some what satisfied, 10% of respondent's dissatisfied,

Are you satisfied with the behavior of distributor and agents of this company?

Satisfied	Very satisfied	Somewhat satisfied	Dissatisfied
39	16	14	13



Interpretation: From the above graph 39% of respondent's satisfied,16% of respondent's verysatisfied,14% of respondent's somewhat satisfied,13% of respondent's dissatisfied,



FINDINGS AND SUGGESTIONS

FINDINGS:

- As per survey 66% of male respondents
- Majority 45% of the respondents are under the age group between 18-25
- ~~Majority 39% of the respondents are the graduation~~
- Majority 29% of the respondents employee
- Majority 36% of the respondents advertising
- Majority 38% of the respondents are aware of pulsar 220cc
- Majority 41% of the respondents are satisfied
- Majority 35% of the respondents satisfied
- Majority 35% of the respondents satisfied with client servicing facility
- Majority 39% of the respondents satisfied with the behavior of distributor and agents of this company

SUGGESTIONS

- They need to increase more advertising Bajaj bikes
- They need to improve client servicing facility
- Few respondents are not satisfied with the resale value, so the company should take necessary steps regarding the resale value,
- Majority of the respondents are highly satisfied in driving the bike, so the company shall maintain some strategy
- They no need to improve most of the respondents 45% of the respondents are under the age group between 18-25

CONCLUSION

It was a wonderful experience for me to do a project on A study on consumer satisfaction towards Bajaj bikes
This project has given me an opportunity to understand the consumer satisfaction towards Bajaj bikes
It is a more helpful to future this project

BIBLIOGRAPHY

Web references: www.Bajaj.com www.wikipedia.com
Questionnaire

Dear Sir/Madam,

I am Professor Ashwinkumar Kumar Chougule HUBLI. I have undertaken an Research Project at Mallikarjun Motors, Mahalingpur for my academic purpose. I request you to kindly fill in the questionnaire and help me complete the project.
The information given by you will be used for academic purpose only and will be kept confidential.

Name: _____

1) Age:

- | | |
|--------------|----------------|
| a) 18-25 () | b) 26-35 () |
| c) 36-45 () | d) 45Above () |


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