

The Study on Customer Satisfaction Towards Bajaj Pulsar LN Coimbatore

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Abstract- An attitude is a learned predisposition to behave in a consistently favourable or unfavourable way with respect to a given object. Consumer attitude will change from time to time. Various attitude models help us to find out the consumers attitude. In general, satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance in relation to his or her expectations. If the performance falls short of expectation, the customer is dissatisfied. If the performance matches the expectations, the customer is satisfied. Customer requirement are not constant. The desirable and even unexpected attributes provided by competing companies for some time can become essential attributes as consumer starts expecting them. This study attempts to find out the customers' attitude and preference towards Bajaj pulsar in Davanagere with 100 questionnaires were collected from Bajaj pulsar customers. Statistical tools were used to analyse the relationship between the variables. This study is also suggesting the suitable ideas to increase the satisfaction level of customer

Keywords- Bajaj Bikes, Pulsar, Customer Satisfaction, Strategies, Automobile

I. INTRODUCTION

Marketing "is the process of planning and executing the conception, pricing, promotion and distribution of ideas goods and services to create exchange that satisfy individual and organizational goals" today marketing must be understood not in the old sense of making sale-telling and selling. The marketing has changed from Barter concept to new sense of satisfying customer needs.

Customer satisfaction is both a goal and a marketing tool. Customer's first interaction with the product occurs at the retail level. The availability of the product, their display, spacing etc, influence the customers purchase decision to a large extends. Retailers also act as an important link between consumers and the company.

IMPORTANCE OF MARKETING:

Page | 107

As consumption initiates production, the producer should identify the motives, which promote consumers to purchase. This helps him to offer a total product that can satisfy the consumer's needs. Thus consumer's inner motives such as fear, pride, fashion, profession, purchasing power are the things which decide the buying pattern. Today's marketers have also released the buying power of the consumers and they are constantly trying to adopt their product suite the ever changing needs of the customers. Its importance is

- To create awareness about new products in the minds of the customer.
- To attract the customers to buy the products
- To increase the sales.

II. STATEMENT OF THE PROBLEM

Consumer's needs are the focuses of marketing. To be successful marketing managers, it is important for him to understand the nature and characteristics of consumers. The Customer of Hospet can be described as one who is at active stage of development the skew ness exists in incomes, literacy, culture make it a Herculean task to typify customer of Hospet.

India is emerging as one of the fastest developing nation in the world with the economic liberalization in full swing, the most MNC are making a beeline favor country with their Hi-tech consumer durables, particularly. So in two-wheeler industry, the leading local players in the two-wheeler industry are tying up with reputed MNC to come out with new model and technology to cater to the growing needs of the two-wheeler marketing.

III. OBJECTIVES OF THE STUDY

The overall objective of the study is to make an analyze of the production and the marketing problems of the pulsar. The specific objectives of the study are:

1. To understand customer attitude towards Bajaj motorcycles

2. To measure customer satisfaction of Bajaj pulsar motorcycle owners
3. To determine the effects of the company image on the sales
4. Suggestions for the future of Bajaj pulsar

IV. REAEARCH METHODOLOGY

1. Sampling

The size of a sample can be determined either by using statistical techniques are through adhoc methods which are used when a person knows from experience what sample size to adopt or when they are constraints that dedicated the sample size.

2. Sample

Sample denotes only apart of the universe and conclusions are drawn on the entire universe process of sampling involves selecting the sample size. The type of sample chosen was convenient sampling.

3. Sample unit

The marketing research must define a target that was sampled.

4. Sampling size

It is that which denotes hoe many people surveyed an important decision that has to be taken in adopting a sampling technique about the size of the sample. The size of the sample means the number of sampling units to be selected from the universe for the investigation

5. Sample size - 100.

6. Statistics tools Used

The following satisfaction tools have used in the study for the purpose of analysis

Simple percentage method

Cie-square test

7. Methodology

Convenient sampling has been used in the study. Primary data as well as secondary data provided the basis for the study.

V. REVIEW OF LITERATURE

Dr. Col TajammulHoda (2015)[1], this study focus on the latest trend in two-wheelers among young generation. Analysing the preference of youngsters while choosing the two-wheeler, market shares of scooters. Analyse favourite Brands among males and females for both Scooter and Bike. Which is more popular, Scooter or Bike and to find out the most appealing attribute which is a major factor in the purchase of Bikes or Scooters. This study explains how persons widen a sympathetic of the motivations following their personal deeds. The SWOT of end user activities enables marketers to recognize and forecast end-user deeds in the market situate, it besides promotes perceptive of the job that utilization acting in the lives of persons.

Choy Johnn Yee, Annie Ng Cheng San, and Ch’ng Huck Khoon[2], This research is to study the behavior and to observe the dealings of the factors, predominantly seeming value, supposed worth and seeming threat that will effect on Malaysia end user acquires conclusion towards cars. appraisal with expediency sampling was made at Klang Valley to customers’ age linking 23 to 65 years old and exceeding. The input method in consumers’ judgment making is the mixing procedure by which awareness is combined to assess two or more unusual behavior and choose one. Most of the great business examine end user buying judgment in rising element to respond query about what end user get, where they obtain, how and how much they acquire, when they procure. This SWOT showed considerable grades and the union involving the three factors mentioned subsequently with acquiring conclusion.

Simple Percentage Analysis

Table - I Demographic Factors of the Respondents

<i>Factors</i>	<i>Particulars</i>	<i>Frequency</i>	<i>Percentage</i>
Gender	Male	77	77.6 %
	Female	23	22.4%
Marital	Married	30	30.3%
	Unmarried	70	69.7%
Recommend on Bajaj Pulsar two	Advertisement	19	19 %
	Friends	42	42%
	Family members	28	28 %
Price of the Bajaj pulsar motorcycle	Others	11	11 %
	Affordable	26	26%
Bajaj pulsar motorcycle	Competitive	51	51%
	Comparatively	23	23%

Source: Primary Data

CHI SQUARE ANALYSIS

Comparison between Gender and Feel about Advertising Strategy

Table no 1

H_0 = There is no association between Gender and Feel about Advertising Strategy

H_1 = There is an association between Gender and Feel about Advertising Strategy

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6.515 ^a	6	0.368

Source: Primary Data

Interpretation

In the above table the P value (0.368) is greater than the significant Value (0.05), so then null hypothesis is accepted. We conclude that there is no association between Gender and Feel about Advertising Strategy

Comparison between Living in and Opinion on price of Bajaj Motor Cycle

Table no 2

H_0 = There is no association between Living in and Opinion on price of Bajaj Motor Cycle

H_1 = There is an association between Living in and Opinion on price of Bajaj Motor Cycle

Chi-Square Tests			
	Value	DF	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.942 ^a	4	0.041

Source: Primary Data

Interpretation

In the above table the P value (0.041) is greater than the significant Value (0.05), so then null hypothesis is rejected. We conclude that there is an association between Living in and Opinion on price of Bajaj Motor Cycle

VI. LIMITATIONS OF THE STUDY

- The study is confined to selected customers. It is a study & confined to Hospet.
- The survey was conducted only in urban sectors of Respondents thus it cannot be generalized.

- The information collected in this project is highly time bound hence the result cannot be universally applicable.

The survey was conducted only for 100 respondents because of time constraint.

VII. FINDINGS

- The important factors which effect the buying decision of the customer is the Mileage and Style of the bike.
- Most of the respondents were using the bike for a period of 1 to 5 years.
- Majority of the respondents were aware about the product through the Friends and TV.
- Most of the customers have the opinion that advertisement will change the buying decision of the customers at a certain level.
- From the analysis came to know that the present brand image of Bajaj pulsaris good.

VIII. CONCLUSION

The project entitled “**The study on customer satisfaction towards Bajaj pulsar**” under taken by the researcher would help the dealer to know about the level of customer satisfaction on the services provided. Report on the mileage effectiveness in India mostly influences the customer to buy the Bajaj two wheelers. Majority of the respondents were aware about the product through the Friends and TV. Service provided by Bajaj and the moderate cost of services plays a major role in more customers being ready to buy the Bajaj products. More authorized service station should be opened in the city. By opening this center the resale value will b good. The over all performance of the Bajaj pulsar is good. In all the Bajaj two wheelers, pulsar is the most carved by customers.

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