



A PROJECT REPORT CUSTOMER SATISFACTION TOWARDS BAJAJ BIKES

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ABSTRACT

Customer satisfaction is an important factor that determines the success and growth of any organization. In the highly competitive two-wheeler industry, understanding customer needs and expectation is essential for retaining customer Bajaj Auto Limited is one of the leading Two-wheeler manufacturing India, offering a wide range of bikes known for their mileage, performance, and affordability. The present study aims to analyze the level of customer satisfaction towards BAJAJ BIKES in yerraguntla identify the influencing customer satisfaction the study is based on primary data collected through a structured questionnaire from BAJAJ bike users. Along with secondary data from company reports, journals, and websites. The research adopts a descriptive research design and data analysis is carried out using percentage analysis and simple statistical tools. The findings, reveal the most customers in yerraguntla city are satisfied with Bajaj bikes, especially with respect to mileage, performance, pricing and design, however, some dissatisfaction is observed regarding after-sales service and availability of spare parts. The study concludes that improving service facilities and customer support in yerraguntla city can further enhance customer satisfaction and brand loyalty.

KEYWORDS: Customer Satisfaction, Expectation, services influenced the customers.

INTRODUCTION

In researching satisfaction, firms generally ask customers whether their product or service has met or exceeded expectations. Thus, expectations are a key factor behind satisfaction. When customers have high expectations and the reality falls short, they will be disappointed and will likely rate their experience as less than satisfying. For this reason, a luxury resort, for example, might receive a lower satisfaction rating than a budget motel—even though its facilities and service would be deemed superior in “absolute” terms. There is a substantial body of empirical literature that establishes the benefits of customer satisfaction for firms. Customer satisfaction survey is the process to monitor the satisfaction of their people. In customer satisfaction surveys therefore tracks the return on your investments in keeping your people happy, high salaries, a quality culture, a healthy work environment. Last, but not the least customer satisfaction survey helps in finding the critical areas, which need further improvement

Customer satisfaction is the backbone of any successful business. It's the measure of



how well you've met or exceeded the expectations of your customers. Think of it like a report card for your business - it shows how well you're doing in the eyes of those who matter most. When customers are satisfied, they become loyal advocates for your brand. They're more likely to return and continue doing business with you, share their positive experiences with others, generating valuable word-of-mouth marketing, provide feedback and recommendations for improvement, and become loyal customers, driving repeat sales and revenue. On the other hand, dissatisfied customers can harm your business with negative reviews and ratings, complaints and criticism on social media, lost sales and revenue, and damage to your brand reputation.

So, what drives customer satisfaction? It all comes down to a few key factors. Quality matters - meet or exceed customer expectations for quality, features, and performance. Ensure that your products or services deliver on their promises. Price and value are also crucial - provide a fair price for the value received. Customers want to feel that they're getting a good deal.

In addition to quality and price, support is vital. Offer timely, helpful, and responsive support. Be available to answer questions, resolve issues, and provide guidance. Communication is also key - keep customers informed and engaged throughout the buying process. Be transparent, clear, and concise in your messaging. Finally, create a positive emotional experience through branding, marketing, and interactions. Make customers feel valued, appreciated, and connected to your brand. To measure customer satisfaction, you can use various tools. Surveys and feedback forms can collect data through online or offline surveys. customer loyalty by asking one simple question. Customer Satisfaction Social media monitoring analyzes customer sentiment and feedback on social media platforms. By understanding what drives customer satisfaction and using these measurement tools, you can identify areas for improvement and develop strategies to enhance customer experiences and drive long-term success.

OBJECTIVES OF THE STUDY:

- To study opinion of customer regarding to Bajaj bike features like, mileage, price, design.
- To study the information sources that the customer use before purchasing the Bajaj vehicle.
- To know the Satisfaction level of customer towards Bajaj bikes.
- To know expected features from Bajaj bikes, etc.

SCOPE OF THE STUDY:

The research is done with an aim to analyze the customer view for Bajaj motors.

It is an interesting and significant and for conducting research.

The study made on the topic of Customer satisfaction will reveal the factor of feelings of the customer

LIMITATIONS OF THE STUDY:

- This study only looks at customers in yerraguntla town. The results might not apply to other places.
- We're only surveying a small number of customers. This might not represent all customers of kgn Motors.



- The 45-day duration may not be sufficient to collect and analyze data, potentially leading to rushed or incomplete findings.
- The study may be affected by external factors, such as changes in market trends, competition, or economic conditions, which may impact customer satisfaction and limit the validity of the findings.
- Things outside our control, like changes in the market or economy, might affect customer satisfaction and our results.

REVIEW OF LITERATURE:

Smith (2018)

Conducted a study on customer satisfaction in the two-wheeler industry.

Found that mileage, price, performance, and after-sales service are major determinants.

Customers in semi-urban areas give high importance to fuel efficiency and service support.

Kumar & Reddy (2019)

Studied buying behavior and satisfaction levels among bike users.

Brand image, resale value, and product reliability positively influence satisfaction.

Effective dealer support enhances customer loyalty.

Patel (2020)

The study examined customer satisfaction among motorcycle owners in small towns.

Customers were generally satisfied with Engine performance

Bike design

Many expressed concerns about Availability of spare parts

Quality of service facilities.

The study suggested that manufacturers need Expand service network Improve spare parts availability Enhance overall customer experience

Rao (2021)

The study explored satisfaction levels specifically for Bajaj two-wheelers.

It was observed that that Bajaj bikes scored high in Mileage Performance.

customers reported moderate satisfaction with After-sales service Price competitiveness.

Rao recommended Strategic improvements in service quality and better customer engagement after-sales support.

RESEARCH METHODOLOGY:

The research methodology is scientific and systematic for pertinent information on specific topic. It is a careful investigation or inquiry especially through search for new facts in any branch of knowledge. This research study is taken as a part of educational curriculum. Research is a systematized effort to gain knowledge and hence, it helps to



practical knowledge in study various steps that are generated adopted by research in studying his research problem along with the logic behind them.

Research Design:

The type of research is descriptive in nature; since an attempt was made to find out inter relationship between variables.

Source of Data

Date is collected from both primary and secondary sources.

Primary Data

Primary data are collected through a structured questionnaire. A well-structured questionnaire has been prepared given to the respondents by the researcher.

Secondary Data

Secondary data are collected from the published data available within the company and also from the Internet and Intranet.

Sample Size

Sample size means the number of sampling units selected from the organization for investigation. The total sample size that is taken for this study is 100.

Sampling Unit

The design adopted for this study is descriptive research design. This design was chosen as it hence chooses accurately the characteristics of a particular system helped to study the availability of the system as well as the constant that might restrict as effectiveness.

Sampling Method

A sampling technique in which a simple is selected on the basis of convenience and case.

Research Instrument

Structured questionnaire is used here as the instrument to collect the data, both open ended and closed ended questions were used to possible.

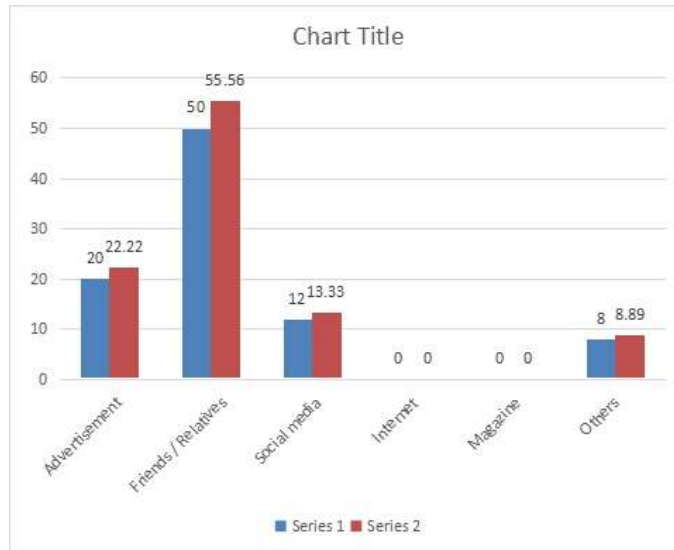
Tools used

- Percentage Analysis
- Chi - Square test

DATA ANALYSIS AND INTERPRETATION

TABLE 1) HOW DO YOU COME TO KNOW ABOUT BAJAJ BIKES?

Scale	No. of respondent	Percentage
Advertisement	20	22.22
Friends / Relatives	50	55.56
Social media	12	13.33
Internet	0	0
Magazine	0	0
Others	8	8.89
Total	90	100



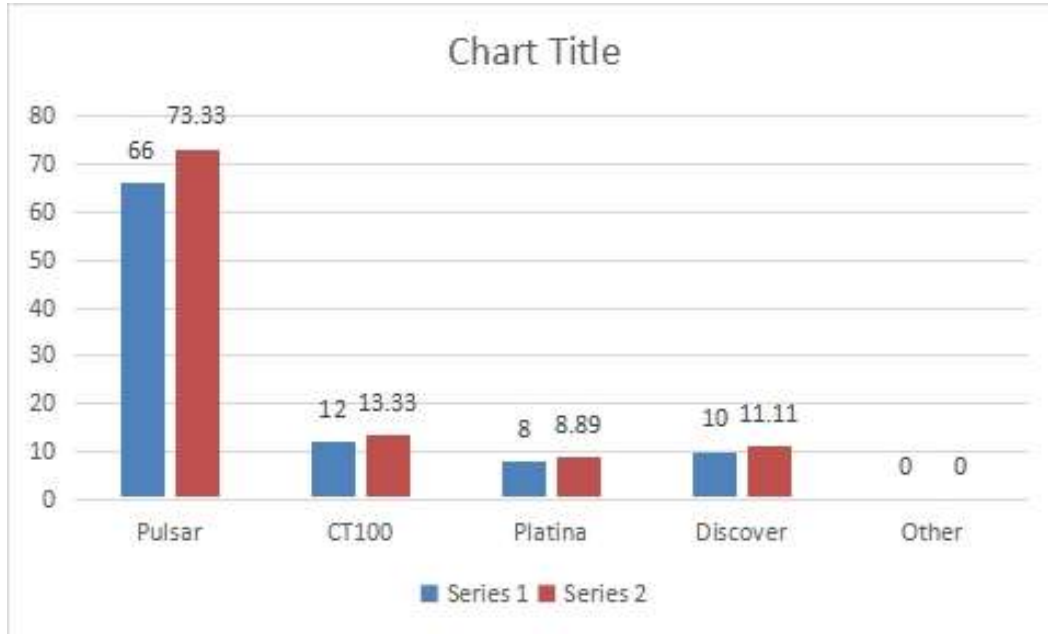
Inference:

From the above graph it is showing that 28% customers are know the name of Bajaj through Advertisement, 52% from Friends / Relatives, 12% from social media, 0% from Internet, 0%from Magazine, and 8%from Others.

TABLE 2)

WHICH BIKE DO YOU LIKE IN THE BAJAJ?

Scale	No. of respondent	Percentage
Pulsar	66	73.33
CT100	12	13.33
Platina	8	8.89
Discover	10	11.11
Other	0	0
Total	90	100



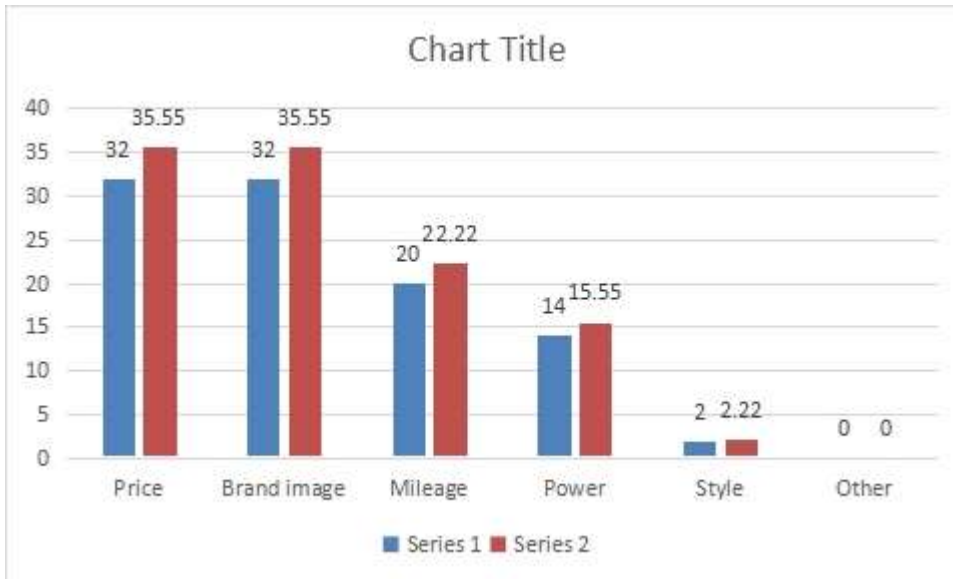
INTERPRETATION

From the above graph it is showing that 66% Customers like the Pulsar Bike in Bajaj, 16%CT 100, 8% Platina, 10% Discover and 0% other Bikes.

TABLE 3)

RATE THE FACTORES EFFECTING THE PURCHASE DECISION?

Scale	No. of respondent	Percentage
Price	32	35.55
Brand image	32	35.55
Mileage	20	22.22
Power	14	15.55
Style	2	2.22
Other	0	0
Total	90	100



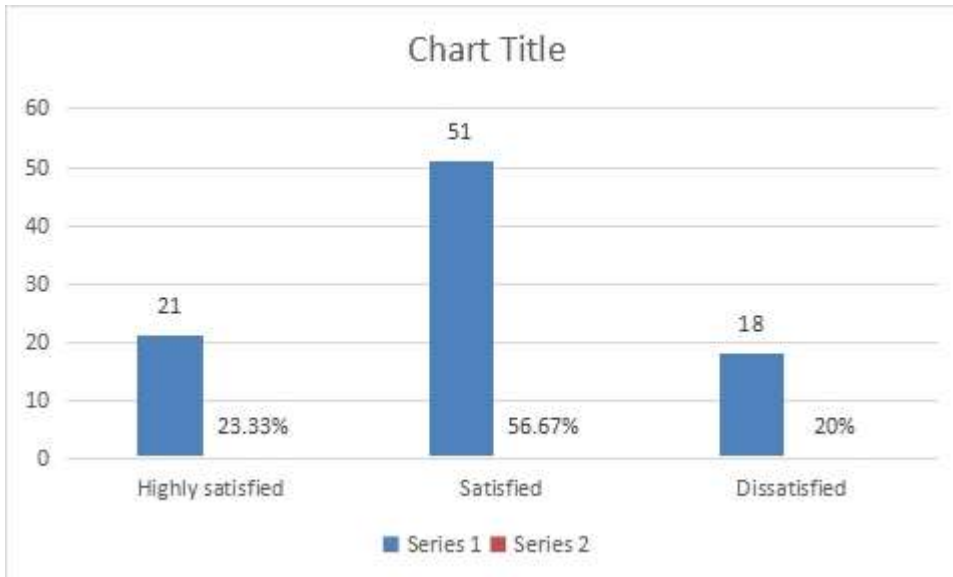
INTERPRETATION:

From the above graph it is showing that which factor affecting the customers to make a purchase decision in that 32% price effects the customers, 32% Brand Image, 20% mileage, 14% Power and the 2% style.

TABLE 4)

Pickup Performance of Bajaj Bike

No	Pickup Performance	No. of Respondents	Percentage
1.	Highly satisfied	21	23.33%
2.	Satisfied	51	56.67%
3.	Dissatisfied	18	20%
	Total	90	100



INTERPRETATION:

It is known from the table-11 that out of 90 respondents 57% of the respondents are satisfied with pickup performance, 23% of the respondents are highly satisfied and 20% of the respondents are dissatisfied.

FINDINGS

- 5% of employees are recruited through campus interview is more effective, 50% of the employees are recruited through direct hiring is, advertisement.
- 60% of employees are highly satisfied about the selection process, 40% of employees are satisfied about the selection process.
- 50% of the employees felt preliminary interview is important, 5% of employees felt to sources are important. □

There is a Relationship Between Age & Satisfaction About the selection process.

SUGGESTIONS

- From the study, it is found that newspaper is the effective medium to advertise for mass recruitment.
- The organization shall concentrate and conduct workshops, training programs to the employees in order to mold their career growth.
- The organization shall increase the response level to the job seekers via e-mail or call.
- The organization shall focus on internal recruitment too in order to promote and motivate the employee

CONCLUSION

The study on recruitment and selection is HR professional is having big responsibility to hire a best person from the available talent pool. At the same time, one needs to be conscious. The



employer should judge on individual merits and set the same standards for all. In the present scenario, “It is the biggest challenge for a HR manager to hunt for talent”.

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