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A CRITICAL ANALYSIS ON CUSTOMER SATISFACTION TOWARDS BAJAJ PULSAR DTS-I

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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 requirements 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 analyze 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

INTRODUCTION

Customer satisfaction refers to the extent to which customers are happy with the products and services provided by a business. Customer satisfaction levels can be measured using survey techniques and questionnaires. Gaining high levels of customer satisfaction is very important to a business because satisfied customers are most likely to be loyal and to make repeat orders and to use a wide range of services offered by a business. The bike was basically the appropriate response with the nineteenth century of self – moving the carriage. The essential business vehicle arrangement was 3 – wheeler built by Edward Butler in 1884 in Great Britain. The 1900s maximum change of numerous bicycles or wheel cycle by including pretty much nothing, half-way begin engine. The auto production in India is one of the greatest on the globe with a yearly age of 024.96 million vehicles in FY 02015-16, taking following an improvement of 3.47 for every penny over the span of the latest Year. Most of the Indian vehicles are being delivered in south India Chennai and Chennai is exceptional place for the autos and it is the best way to deal with twist up detectably the world's greatest auto focus point in coming years. The business conveyed a total of 15.45 million vehicles including singular

Vehicles (PVs), Commercial vehicles (CVs), three wheelers (3W) and bicycles (2W) in 2016.

HISTORY

Indian bicycle industry is an old 53 years. Bajaj auto started exchanging imported Vespa Scooters in 1948. Until the mid-80's, there were only three bicycle Manufacturers in India to be specific Rajdoot, Escorts, and Enfield. The bicycle advertise was Opened to remote creators in the mid 80's. In 1984, Hero adds up to enter the market in joint wander with Japan's Honda Group. Indian Two-Wheeler Industry is the best on the globe to the degree the volume of period and exercises are concerned. India is the best bike show off on this planet, selecting a general advance rate of 9.5 percent between 2006 -2014. The advance in Indian Automobile Industry owed the most to a terrific increment found in the bike piece in 2016. The volume change recorded in the 2015-16 cash related year remained at a remarkable 14.8 for each penny on a year-on-year introduces. The 'Make in India' crusade of the Government of India is likewise effective to pull in extra outside speculation into Indian Two - Wheeler Industry making further change Opportunities. Three noteworthy clusters groups in the vehicle business in India

The critical vehicle bunches are:

1. Delhi-Gurgaon-Fari8dabadh-Ghaziabadhh-Gautama BuddhaoNagar in North India.

2.Mumbaii-Punei-Nasik-Aurangabadh-Thanein

Best 10 Top rated Bicycle Brands and Models in India

A. Hero Engine Corp

B. Honda India

C. Bajaj Auto

D. TVS Motor

E. Suzuki India

WestiIndia

3.Chennaii-Bangaloreo-Dhairampuri-Vellore-Kanchipuram-Thiruvalloreo South India.

F. Mahindra Two Wheelers

G. Royal Enfield

H. Piaggio

I. Harley Davidson India

COMPANY PROFILE- BAJAJ MOTORS LIMITED

Particularly Ahead Bajaj Engines Constrained i s a Indian bicycle and 3 wheeler industry associations. Bajaj auto maker by cruisers, bicycles and auto rickshaws , Bajaj Auto is a segment the Bajaj gathering. It was set up by Jamanalal Bajaj in Rajasth an in the 1940s. It is orchestrated in Pune , Mumbai, with plants in Chakan (Pune), Waluj (close Auran gabad) Moreover, Pantagar in Uttarakhand. The most settled place at Akurdi (pune) now houses the R and D Centre to the lead Bajaj Auto is the world's sixth most prominent creator of bikes and the second-most prominent in India. It is the world's most prominent 3-wheeler creator. On May 2015, its Market Capita lization was ₹640 bil lion (US\$ 9.5 bil lion), Making in India's 23rd major straightforwardly trade relationship b y respect.TheF orbes Overall2 000 synopsis for the year 2012 arranged Bajaj Auto at 1416

Bajaj Pulsar

is a motorcycle brand owned by Bajaj Auto in India. The two wheeler was developed by the product engineering division of Bajaj Auto in association with motorcycle designer Glynn Kerr Tokyo R&D.Currently there are four variants available - with engine capacities of 135 cc, 150cc, 180cc and 220 cc. More than a million units of Pulsar were sold by November 2005. With monthly sales of more than 48,000 units in June 2009, Pulsar is the leader in the 150 cc segment in India with a market share of 43%.

LITERATURE REVIEW

Dr.M. Rifaya Meera. Et. Al. (2017) in their investigation, "Client Perception Towards After Sales Service of Bajaj Motors Ltd" have communicated that Customer fulfilment is a vital objective of any association, since a fulfilled client is the centre worry of any association; they give careful consideration to the components that impact clients' fulfilment. After deals benefit is one of the critical factors that impact consumer loyalty if there should be an occurrence of tough merchandise.

Mohammad Javed. Et.al. (2015) in their investigation "Part of service Quality and Satisfaction in Two Wheelers Automobile Service Industry, A Review" have communicated that, This paper manages the significance of consumer

loyalty in Two wheeler vehicle benefit businesses and further more displays a survey on consumer loyalty, benefit quality and components which influence consumer loyalty in Automobile benefit enterprises. This paper additionally gives a thought regarding most recent strategies and techniques utilized by the past specialists in various years.

Duggani Yuvaraju & Prof.S.Durga Rao (2014)

examined Companies should think about the millennium as a golden opportunity to gain mind share and heart share. In this paper, we have taken 100 respondents, out of 100 respondents we found that the 65% of the respondents said that they came to know about Apache through Friends & relatives. 56% of them have selected Apache because of its shape and style. 40% of the respondents are using TVS Apache for less than one year. Most of the respondents said that the price of Apache is reasonable. 58% of the respondents said that the features of Apache are good. 58% of the respondents said that the performance of Apache is good. Most of the respondents feel that the major problem is engine. Most of the respondents feel that after sales service is satisfied. Most of the respondents said that the maintenance cost is affordable.

Schiffman. G. Leon and Kanuk Lazare Leslie

(2000) has study of the customer behaviour is the study of how individuals make decisions to spend their available resources (Time, Money and Efforts) on consumption related items. It includes the study what they buy, when they buy it, when they buy it, where they buy it, how often they buy it and how often they use it. The primary purpose for the study consumer behaviour as a part of marketing curriculum is to understand how and how customers make their purchase decisions. Their insights enable marketers to design more effective marketing strategies.

Saritha Srinivas (2011) have studied the consumer buying behavior is influenced by four major psychological factorsmotivation, perception, learning, and beliefs and attitudes. The main aim of this paper is to identify factors which are influencing on customers for purchase of motor vehicles of Sowjanya Pvt. Ltd., Nandyal, Kurnool district. Finally, it ends with a set of opinions from the respondents who brought the motor vehicles are influenced by the brand image, mileage and price. The study will help to know the different services provided by Hero Honda bikes and the

satisfaction derived by people from the performance of the bike.

Talha Khan Et.al.(2015) in their investigation, "Evaluation of Service Quality in Two Wheeler Automobile Industries Using Servqual Model" have communicated that, In this examination the hole between client desires and observations in Bajaj, Hero and Honda. bike car benefit enterprises is assessed utilizing SERVQUAL show with the target of decide how fulfilled the clients are with the administration being given by these automobile ventures

Dr. J. Pandu Rangarao.Et.al. (2013) in his article "After Sales Service For Bajaj Motors – An Evaluative Study" has conveyed that, In this examination the essential purpose of the essayist is to know the impression of the customers towards the organization quality gave by the bajaj autos. Here the scientist anticipated that would clear up the piece of after- bargains advantage on purchaser faithfulness.

N. Lepkova.Et.al. (2011) in their article "Concentrate On Customer Satisfaction With Facilities Management Services In Lithuania" has communicated that, The article presents the idea and substance of offices administration (FM) administrations. The paper introduces the idea of consumer loyalty and examines the key variables which impact the feelings of clients and their fulfilment or disappointment with the administrations. **Sharma, S. K. Et.al.(2011)**, Analyzed the consumer loyalty for Bajaj Motor client in the zone of chetak, Pune. Have communicated that their examination depends on consumer loyalty of Bajaj motors

client, advertise position and execution of Bajaj miliage.

RESEARCH DESIGN

STATEMENT OF PROBLEM

The purchaser showcase comprises of the considerable number of people and families who purchase merchandise and enterprises for individual utilization. The purchasers goes immeasurably relying on social class like Age, Income, Education level, Mobility design, errands and so on. Customers for the most part have some discernment in their brain about the item before getting it. This might be value, quality, colour, strength, status, great execution or administrations and so on. These impressions of the buyer are fundamental in their basic leadership system. This examination has been directed to assess the customer satisfaction and market to discover the brand awareness with Bajaj pulsar.

NEED FOR THE STUDY

It will expand offers of bicycles and they will come to know the purchaser purchasing behaviour, desire and the disadvantage of the administration. This investigation will help the administration for settling on key choices, and to know the organization piece of the pie, and building a decent brand.

OBJECTIVES

- To study customer satisfaction towards Bajaj Pulsar.
- To examine customer needs and expectation.
- To study customer perception and attitude towards Pulsar.

RESEARCH METHODOLOGY

Data Source	Primary data (Questionnaire and personal meetings) Secondary data (Website, Company Manuals, Company Reports , Magazine)
Research tool	Question naire
Sample sketch	individual discussion
Sampling technique	Convince probability sampling
Sample range	100 client

LIMITATIONS

- Project work and study is kept to Davanagere city only.
- The information was gathered from 100 respondents only. Their inclination and perspectives are depicted in the measurable and graphical way.
- The add up to number of clients of Bajaj

pulsar DTS-I utilized as a part of venture work is 100. This is little contrasted with genuine number of clients of this vehicle

DATA ANALYSIS AND INTRIPITATION

1. Age group of respondents

Age Group	No of respondents	Percentage
18-21	25	25%
21-25	35	35%
25-30	20	20%
Above 30	15	15%
Total	100	100%

Source: Primary data

Analysis: The above table out of 100 respondent, 25% of respondents fall under the age between 18-21, 35% of respondents are 21-25 age, 25% respondent's age between 25-30, and at last 15% of respondents are age above 30.

2. Gender of The Respondents.

Gender	No of respondents	Percentage
Male	95	95%
Female	05	05%
Total	100	100%

Source: Primary data

Analysis: The above table out of the 100 respondents, 95% of the respondents are male and 05% or the respondents are female.

3. Occupation About Pulsar Bike Owners.

Occupation	No of respondent	Percent
Agriculturist	15	15%
Employee	20	20%
Own business	25	25%
Student	40	40%
Total	100	100%

Source: Primary data

Analysis: The table represents that occupation of Bajaj bikes 15% of the respondents were agriculturist. 20% of the respondents were Employee, 25% of the respondents were own business, and the remaining 40% of the respondents were Student.

4. Income Level of the respondents

Income Level	No of respondent	Percentage
50000-100000	15	15%
100000-200000	35	35%
200000-300000	25	25%
Above 400000	25	25%
Total	100	100%

Source: Primary data.

Analysis:The above table shows that, it can be observed 15% of respondents falls under the 50000 – 100000, 35% of respondents falls under the 100000 – 200000, and 25% falls under the 200000 – 300000 of income level and 25% of respondents are above 400000.

5. customers how know Bajaj pulsar DTS-I.

Source	No of respondent	Percentage
Advertisement	40	40%
Friends and Relatives	30	30%
Personal Selling	10	10%
Brand image	20	20%
Total	100	100%

Source: Primary data

Analysis:The above table shows the 40% of respondents know Bajaj pulsar in Advertisement, 30% respondents know friends and relatives, 10% of personal selling and 20% of respondents has to know brand image.

6. If you had to know through advertisement please name the media.

Name of media	No of respondents	Percentage
Newspaper	23	23%
TV	41	41%
Magazine	09	09%
Other	27	27%
Total	100	100%

Source: Primary data.

Analysis:The above diagram shows 23% of respondents are know about bike through newspaper, 41% of respondents TV, 9% of respondents are magazine and remaining 27% of respondents know through the others

7. Factors Liked In Bajaj Pulsar Users.

Factors	No of respondents	Percentage
Mileage	10	10%
Design\outlook	45	45%
After sales service	20	20%
Price	25	25%
Total	100	100%

Source: primary data.

Analysis:The above table shows 10% of respondents are like mileage, 45% of respondents are like design\outlook, 20% of respondents are like after sales service and remaining 25% of respondents are like price of bike.

8. Factor Influenced To Select A Bajaj Pulsar DTS-I.

Factor influence	No of respondents	Percentage
Price	5	5%
Mileage	5	5%
Appearance	15	15%
Safety	15	15%
Quality	25	25%
Technology	35	35%
Total	100	100%

Source: primary data.

Analysis: The above table shows 5% of respondents are influence by price and mileage of Bajaj pulsar, 15% of respondents are influence by appearance and safety, 25% of respondents are influence by quality of bike and remaining 35% of respondents are influence by technology.

9. Bajaj pulsar DTS-I is satisfied your expectation.

Expectation	No of respondent	Percentage
Yes	75	75 %
No	25	25%
Total	100	100%

Source: Primary data.

Analysis: The above table shows 75% of respondents are expressed satisfied. And remaining 25% of respondents expressed dissatisfied about Bajaj pulsar DTS-I.

10. Vehicle Delivered On Promised Time.

Opinion	No respondents	Percentage
Yes	77	77%
No	23	23%
Total	100	100%

Source: Primary data

Analysis: The above table 77% of the respondents answered vehicle conveyed on guaranteed time and 23% of respondents answered not conveyed on guarantee time.

11. Were You Offered A Test Drive During Your Visit To Our Showroom

Source	No of respondents	Percentage
Yes	80	80%
No	20	20%
Total	100	100%

Source: Primary data.

Analysis: The above table 80% of the respondents are liked test drive and 20% of respondents are not liked test drive at the time of purchase.

12. How did you feel about Bajaj Pulsar DTS-I?

Opinion	No of respondents	Percentage
Excellent	35	35%
Average	20	20%
Good	30	30%
Poor	15	15%
Total	100	100%

Source: primary data.

Analysis: The above table shows 35% of respondents are said excellent, 20% of respondents are good, 30% of respondents are expressed Moderate and remaining 15% of respondents are said Satisfactory.

13. Level Of Satisfaction For The Service Provided By Jain Motors.

Source	No of respondents	percentage
Completely satisfied	50	50%
Satisfied	30	30%
Dissatisfied	10	10%
Not at all satisfied	10	10%
Total	100	100%

Source: Primary data

Analysis: The above table shows, 50% of respondents are completely satisfied, 30% of respondents are satisfied, 10% of respondents are dissatisfied and 10% of respondents are not at all satisfied.

14. Suggestion To Offer Regarding The Improvement Of The Bike

Suggestion	No of respondent	Percentage
Yes	20	20%
No	80	80%
Total	100	100%

Source: Primary data.

Analysis: The above table analysis 20% of respondents are gives suggestion to improvement of Bajaj pulsar. And 80% of respondents are not give any suggestions.

CONCLUSION

During the live project we found that so many people and officials prefer pulsar bikes because of mileage and its styling. Some of the office going people and students are preferring pulsar because of its easy handling too. People preference to pulsar bikes is rapidly increasing because of less price and satisfactory after-sales service.

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