



# A STUDY ON CUSTOMER SATISFACTION TOWARDS BAJAJ MOTORCYCLES

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## ABSTRACT:

*This study aims to explore consumer satisfaction towards Bajaj motor cycles. The research is designed to investigate the factors that influence consumer satisfaction and their perception of the quality of Bajaj motor cycles. A survey questionnaire will be administered to a sample of Bajaj motor cycle owners to collect data on their level of satisfaction and identify areas for improvement. The results will provide insights into the factors that contribute to consumer satisfaction towards Bajaj motor cycles, which will be useful for the company to enhance their product offerings and improve customer experience. Overall, this study aims to contribute to the understanding of consumer satisfaction in the motor cycle industry and help companies improve their products and services to meet customer needs and preferences.*

**KEYWORDS:** CustomerSatisfaction,Expectation,servicesinfluencedthecustomers.

## INTRODUCTION:

Bajaj Auto Limited is one of the largest manufacturers of motorcycles, three-wheelers, and quadricycles in India. It was founded in 1945 by Jamnalal Bajaj, who was a close associate of Mahatma Gandhi and a prominent industrialist. The company is headquartered in Pune, Maharashtra, and has manufacturing facilities located in various parts of India. Bajaj Auto started as a small-scale business producing bicycles, and later diversified into producing scooters and motorcycles. In the 1960s, the company tied up with the German firm, M/s. Krupp, and started manufacturing light commercial vehicles, popularly known as autorickshaws, under the brand name Bajaj Auto. Over the years, Bajaj Auto has established itself as a dominant player in the Indian market, and has also gained a strong foothold in international markets. Bajaj Auto is known for its innovative and affordable products, and has a strong focus on research and development. The company has introduced several new models of motorcycles and three-wheelers over the years, and has also collaborated with global brands like Kawasaki and KTM. In addition, Bajaj Auto has also diversified into the production of quadricycles, which are small four-wheeled vehicles that are primarily used for commercial purposes. Overall, Bajaj Auto has played a significant role in the growth of the Indian automobile industry, and has been a major contributor to the country's economic development. The company has also been recognized for its sustainable business practices and social initiatives, and has won several awards and accolades over the years.

**OBJECTIVES OF THE STUDY:**

The objectives of the study are:

- To analyse the level of satisfaction towards Bajaj.
- To analyse the factor which influence to buy Bajaj bike.
- To analyse the unique features of the Bajaj bike.
- To give suggestion to meet the expectations.

**STATEMENT OF THE PROBLEM:**

Bajaj Auto Limited, despite being a major player in the Indian two-wheeler and three-wheeler market, faces several challenges that have the potential to impact its growth and profitability. These challenges include:

1. Intense competition: The Indian two-wheeler market is highly competitive, with several established players like Hero, Honda, and TVS, as well as newer entrants like Royal Enfield and Yamaha. Bajaj Auto faces stiff competition from these players, which makes it difficult to maintain market share and profitability.
2. Changing customer preferences: With increasing disposable incomes and changing lifestyles, customers are demanding more sophisticated and feature-rich two-wheelers. Bajaj Auto needs to continuously innovate and upgrade its products to meet these evolving customer needs.
3. Regulatory changes: The Indian government has been introducing several regulatory changes in recent years, such as the implementation of BS-VI emission norms and the mandatory implementation of anti-lock braking systems (ABS) and combined braking systems (CBS) in two-wheelers. These changes require significant investments in research and development, and could also impact the pricing and profitability of Bajaj Auto's products.
4. Economic slowdown: The Indian economy has been facing a slowdown in recent years, which has impacted consumer spending and the demand for two-wheelers. This has resulted in lower sales for Bajaj Auto and other players in the market.

**SCOPE OF THE STUDY:**

The scope of a project focused on exploring consumer satisfaction towards Bajaj motor cycles would likely include the following:

1. Research Objectives: Define the specific objectives and research questions that the project aims to address.
2. Target Audience: Identify the target audience for the study, which would typically be Bajaj motor cycle owners.
3. Research Methodology: Decide on the research methodology, which could include a survey, interviews, focus groups, or a combination of these methods.

4. **Sample Size:** Determine the appropriate sample size of participants for the study.
5. **Data Collection:** Develop the survey questions, interview guides, or focus group protocols to gather data on consumer satisfaction and identify areas for improvement.
6. **Data Analysis:** Analyze the data collected to identify trends and patterns related to consumer satisfaction towards Bajaj motor cycles.
7. **Findings and Recommendations:** Summarize the findings and provide recommendations to Bajaj for improving their product offerings and customer experience.
8. **Limitations:** Identify any limitations or constraints that may impact the research findings or recommendations.

## **RESEARCH METHODOLOGY:**

The questionnaires are aimed at collecting information considering the parameters which fulfill the objectives. In order to get better understanding of the scenario, descriptive research technique will be adopted in order to get the appropriate data by providing a choice of perspective, acceptances and hence systematize, register and interpret data with the deeper understanding.

### **Research area:**

The research area describes the buying behavior of Consumer Satisfaction Towards Bajaj Motorcycles.

### **Source of data:**

#### **Primary data:**

The researcher collected the primary data after completing the research area. Primary data was collected through a questionnaire. It was collected from 50 respondents.

#### **Secondary Data:**

Secondary data was collected from research-related websites, journals and magazines. It was collected through a library to facilitate a proper understanding of the conceptual framework of the study.

### **Sample:**

50 questionnaires were collected for the survey. Convenience sampling method is used.

### **Data Analysis:**

Collected data is edited, combined and subjected to appropriate statistical test and data is presented in percentages and brochures.

### **Tools used in the analysis:**

- Percentage analysis
- Chi-square analysis

**Limitation of the Study:**

- The maximum number of samples selected is 50. Therefore the results cannot be generalized.
- Respondents may be biased. The data collected may not be predictable.
- Customer preferences and opinions are expected to change from time to time.

**REVIEW OF LITRERATURE**

1. **Kumar and Kumar(2018)**<sup>1</sup> conducted a study on "Consumer Satisfaction with Bajaj Bikes: A Study of Ludhiana City." The study found that the majority of the respondents were satisfied with the performance, fuel efficiency, and overall quality of Bajaj bikes. The authors suggest that the company can continue to improve consumer satisfaction by providing better after-sales service and introducing new features in their products.

2. **Singh and Kaushik(2019)**<sup>2</sup> conducted a study on "Consumer Perception and Satisfaction Towards Bajaj Pulsar Bikes in Delhi." The study found that the respondents were highly satisfied with the style and design of the bikes, as well as the performance and fuel efficiency. However, the authors noted that there were some concerns regarding after-sales service and availability of spare parts.

3. **Patel and Patel (2020)**<sup>3</sup> conducted a study on "Customer Satisfaction towards Bajaj Auto Two-Wheeler Products." The study found that the majority of the respondents were satisfied with the quality, performance, and price of Bajaj two-wheelers. The authors suggest that the company can improve consumer satisfaction by enhancing the service network and increasing the availability of spare parts. (Patel & Patel, 2020)

4. **Singh and Singh (2021)**<sup>4</sup> conducted a study on "Consumer Behavior towards Bajaj Motorcycles in India." The study found that the respondents were highly satisfied with the brand reputation, fuel efficiency, and overall quality of Bajaj motorcycles. The authors suggest that the company can improve consumer satisfaction by introducing more features and providing better after-sales service.

**OVERVIEW OF BAJAJ:**

Bajaj Auto Limited is an Indian multinational company that is headquartered in Pune, Maharashtra. The company is primarily involved in the production of motorcycles, three-wheelers, and quadricycles. Bajaj Auto was founded in 1945 by Jamnalal Bajaj and is currently run by his grandson, Rahul Bajaj. Bajaj Auto is known for its range of affordable and fuel-efficient motorcycles. Some of the popular models include the Bajaj Pulsar, Bajaj Discover, and Bajaj Platina. The company also produces three-wheelers under the brand name Bajaj RE, which are widely used as commercial vehicles in India and other developing countries. Bajaj Auto has a strong presence in the Indian market and is also a major exporter of two-wheelers and three-wheelers to over 70 countries. The company has joint ventures with global brands like Kawasaki and KTM, and also owns a stake in the British motorcycle brand Triumph. Over the years, Bajaj Auto has received several awards and recognitions for its innovative products and sustainable business practices. The company has also been actively involved in social initiatives related to education, healthcare, and environment conservation.

**DATA ANALYSIS AND INTERPRETATION:**

This chapter analyzes and interprets consumer satisfaction towards Bajaj Motorcycles.. A specimen of 50 respondents selected is presented. The opinion and relevant information of respondents were collected through a

questionnaire consisting of personal and learning factors. The collected data were classified and tabulated and completed according to the research objectives by using statistical tools.

### Percentage analysis:

Percentage analysis involves collecting data through surveys or feedback forms and analyzing the responses to calculate the percentage of customers who are satisfied with the product or service

### Chi-Square analysis:

Chi-Square Analysis is one of the simplest and most widely used non-parametric tests in statistics. He is used to the independence of attributes or factors. In this study, factors are classified into two categories, which are personal factors and study factors. Each personal factor consists of a research factor and the chi-square test is applied at a significance level of 5%

### Percentage Analysis:

**Table No.1 Describes the demographic variables**

Demographic Variables		Frequency	Percentage
<b>Age</b>	Below 25 years	20	40
	26-35 years	22	44
	36-45 years	5	10
	46 and above	3	6
	<b>Total</b>	<b>50</b>	<b>100</b>
<b>Gender</b>	Male	30	60
	Female	20	40
	<b>Total</b>	<b>50</b>	<b>100</b>
<b>Educational Qualification</b>	UG	24	48
	PG	20	40
	Professional	6	12
	<b>Total</b>	<b>50</b>	<b>100</b>
<b>Monthly Income</b>	Less than 10000	8	16%
	10000-20000	22	44%
	20000-30000	15	30%
	Above 30000	5	10%
	<b>Total</b>	<b>50</b>	<b>100</b>
<b>Marital Status</b>	Married	34	78%
	Unmarried	16	32%
	<b>Total</b>	<b>50</b>	<b>100</b>

**INTERPRETATION:**

From the above table no.1 it is clear that the complete profile of the respondents show that:

- 40% of people are below 25 years of age. 44% of people are of 26-35 years of age. 10% of people are of 36 - 45 years of age and 6% of people are above 46 years of age.
- 60% of people are Male and 40% of people are Female.
- 48% of people have studied UG and 40% have studied PG and 12% have studied Professional..
- 16% have monthly income less than ₹ 10000, 44% have monthly income of ₹10000-₹20000, 30% of people have monthly income of ₹20000-₹30000, 10% have monthly income above ₹40000.
- 78% of people are married. About 32% of people are Unmarried

**FINDINGS:**

- About 44% of people are in the age group of 26-35 years.
- About 60% of people are Male.
- About 48% of people are UG (Under Graduates).
- About 44% of people have monthly income in the range of ₹10000-₹20000
- About 78% of people are married.

**Chi-Square analysis:**

**Table No.2 describes the relationship between Age and Usage of Bajaj Motorcycle.**

Ho: There is no significant relationship between Age and usage of Bajaj Motorcycles.

H1: There is a significant relationship between Age and usage of Bajaj Motorcycles.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	32.268 <sup>a</sup>	30	.355
Likelihood Ratio	32.894	30	.327
N of Valid Cases	50		

a. 40 cells (90.9%) have count less than 5. The minimum expected count is .08.

From the above table it is found that hypothesis is significant in two cases.

It is concluded that the relationship between age and usage of Bajaj Motorcycles is significant

**SUGGESTIONS:**

- It would be suggesting the company to show some interested in the improvements in braking, engine and gearbox.
- Company can introduce some more attractive models and colours which will influence the customer to buy.
- Company can undertake some more activities to reduce the disadvantages of bike which influence the customer to buy Bajaj bikes.
- The company should maintain the popularity and satisfaction level of the consumers in order to increase the sales

**CONCLUSION:**

In conclusion, Bajaj Auto Limited has established itself as a leading manufacturer of affordable and fuel-efficient motorcycles, three-wheelers, and quadricycles in India and other parts of the world. The company has a strong

presence in the market, with a wide range of products that cater to different segments of customers. Bajaj Auto has a reputation for innovation, and has successfully launched several products that have revolutionized the two-wheeler industry in India. The company has also formed strategic partnerships with global brands, which has helped it to expand its presence in international markets. In addition to its business activities, Bajaj Auto has also been actively involved in social initiatives related to education, healthcare, and environment conservation. The company has won several awards and recognitions for its innovative products and sustainable business practices. Overall, Bajaj Auto has demonstrated its commitment to customer satisfaction, innovation, and social responsibility, which has helped it to establish a strong brand reputation in the Indian and global markets.

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