

Customer Satisfaction towards Bajaj Two Wheeler Bikes at Sindol Bajaj, Bidar

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Abstract- Bajaj Two Wheeler Bike has be propelled by Bajaj Company and around is a require Customer satisfaction Towards Bajaj Two Wheeler Bikes in Bidar city. Sindol Bajaj in Bidar is a top company in the category motorcycle dealers-Bajaj, also known for year established 2017. Bajaj motor is located in, Bidar, Karnataka which provides you the best service. The study is limited in BIDAR district. It also explained the benefits required by the company as a result of that service, it has also studies the level of customer has regarding the service provided by them it also focusing is to provide more awareness to rural people about their service and also helps to Maintain goodwill in the market.

Indexed Terms- Brand, Pricing, Sindol Bajaj, Customer Satisfaction.

I. INTRODUCTION

Bajaj Two Wheeler Bike has be propelled by Bajaj Company and around is a require Customer satisfaction level of Bajaj Two Wheeler Bikes in Bidar city. The advantage Of the examination is to settle on vital choice regarding which are attributes and factor in benefit like cost Of the vehicle, cost, mileage conveyance times, demeanours Of specialist co-op, and cost of extras.

II. OBJECTIVES OF THE STUDY

- To recognize opinion on price of Bajaj Motor cycle
- Towards find out customers are more like to occasional discount/free gift offered by Bajaj motor
- To know company objective about feature modification in Bajaj motor

III. SCOPE OF STUDY

The study is limited in BIDAR district. It also explained the benefits required by the company as a result of that service, it has also studies the level of customer has regarding the service provided by them it also focusing is to provide more awareness to rural people about their service and also helps to Maintain goodwill in the market.

IV. RESEARCH METHODOLOGY

METHODS OF DATA COLLECTION

This Methodology explains the methods used in collect Information are as Follows.

1. Primary Data.
 2. Secondary Data.
- Primary Data: Primary information is collect through questionnaire and Personal communication.
 - Secondary Data: The main sources of secondary data are as follows:
 - WEBSITES
 - MAGZINES.
 - BOOKS.

Sample size: Total Sample Size is 50 From Different Locations in Bidar Town

Sample area: Bidar town

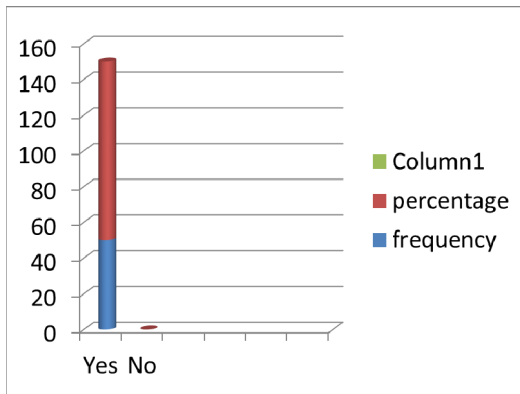
V. LIMITATION OF THE STUDY

This study is mainly based on the customer satisfaction, but the customer satisfaction will always changing in nature, when buyer is busy a particular bike sometimes we can't get correct data by them. Most of the time company face some should face aggressive customers. They should happy since company will provide best service to customer.

1. The period of study was too short so it was not possible to collect the relevant information with in that period.
2. Most of the information is collected through questionnaire and through the direct interaction with sample customers, who are covered under the specific area.
3. It does not possible to collect the entire opinion of customers about the Bajaj
4. The geographical constraint of the study had been limited to bidar region.
5. Typically the time granted to accumulate the sample was minimal.

1. Have you visited sindol Bajaj (Bajaj motorcycle dealership) showroom?

Opinion	No. Of frequency	Percentage%
Yes	50	100
No	0	0

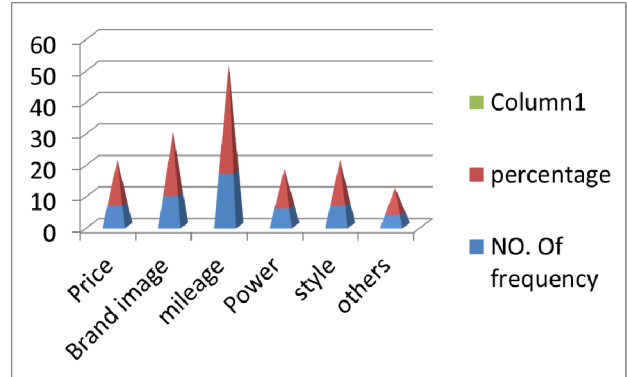


Analysis: - From the above graph we can see that 100% out of all reacted respondents to visited showroom.

Interpretation: - The everyone is visited to showroom.

2. Rate the factors effecting the purchase decision?
Response:-

Options	Price	Brand image	Mileage	power	Style	other	Total
No. of Resp.	07	10	17	06	07	04	50

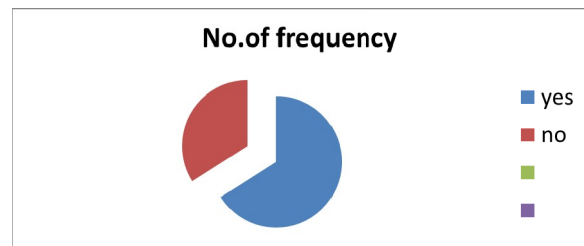


Analysis: - From the above charts we can see that out of all response 14% on price 20% is brand, and mileage respondents 34% and power 12% respondents and style 14%, most than others respondents 8% others services of bikes.

Interpretation: The purchase decision of bike customer are more seen mileage and second is Brand image

3. Are the spare part available at the service centre where you deal with?

Particular	No. of respondent	Percentage
Yes	33	66%
No	17	34%
Total		100%

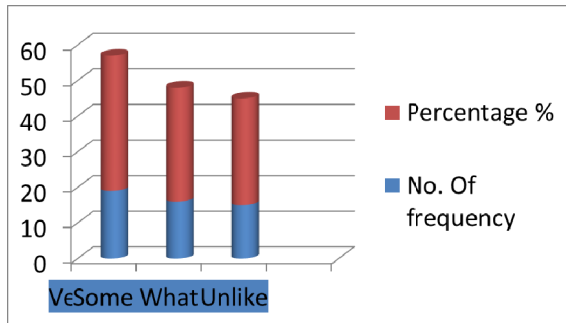


Analysis: The above table shows Maximum number of respondents having Bajaj two wheeler.

Interpretation: As from the above graph it is clear those 66% respondents are having Bajaj services two wheelers in showroom.

4. Do you like recommend your friends/relatives to purchase this bike?

Opinion	No. Of despondence	Percentage%
Very likely	19	38%
Some	16	32%
Unlike	15	30%



Analysis: - From the above graph we can see that out of all reaction 38% is very likely and 32% are somewhat likely and 30% are not like

Interpretation: - From the above examination we can presume that a large portion of respondents are very likely.

FINDINGS

1. The everyone is visited to showroom
2. the maximum number of respondents are very like to pulsar Bike
3. The most of customer are come to know about Bajaj Bikes on friend and family through.

SUGGESTIONS

- Auto starter ought to be incorporated into the active model.
- The present SNS (spring in spring) suspension give interesting security to the bicycle.
- Development in the motor execution it sound more when being used in excess of 70 km speed there is no smooth.

VI. CONCLUSION

By seeing the performance of Bajaj Two Wheeler vehicle service provide by the Bijjal motors. Can conclude that it has wide marketplace and bright future for it sales. Also in the current market it is one of the leading vehicle. The distribution and availability of the vehicle in Bidar region as to be develop for the reason that of the Competing of the motor cycle like Hero Honda. TVS are very elevated market shares.

REFERENCES

WEBOLOGY:

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- [2] www.google.com
- [3] www.sindolbajajmotor.com