

A STUDY ON CUSTOMER SATISFACTION TOWARDS BAJAJ AUTOMOBILES IN DELHI NCR

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The abstract

In order for the car company to gain advertising power, it needs to understand what consumers want in order to come up with a final product that satisfies them in terms of price, quality, and utility. Examining the demand for the particular type of motorbike in the city of Coimbatore, Tamil Nadu, India. There is a high degree of congruence between consumer propensity and actual purchasing behaviour. To do this, a showcase overview was carried out with

one hundred people in the contemplation zone. Authorized merchants should also devise an appropriate notice to attract local clients, and promotional campaigns should focus on reaching the extreme custom. There have been advancements in the two-wheel market thanks to the introduction of the Legend Honda bicycle. The business should introduce a plethora of stylish two-wheelers. After the part, we survey Saint and Saint Honda customers to find out which brand they lean towards. Results about the brand choice of the client are documented. Based on our research, we know that Saint Honda is gaining market share in the two-wheeler industry, and we are curious to see what happens next for Honda.

INTRODUCTION

Perhaps the most difficult aspect of marketing is figuring out why customers act the way they do. Having a firm grasp of consumer behaviour can help marketers illuminate the client's priorities and suggest the critical consequences on client decision-making, therefore this data is essential. Marketers can use this information to create advertising campaigns they think would interest customers.

There are a lot of complicated variables that affect customers' decision-making processes. Consumer behaviour is mostly based on findings from neuroscience, with a touch of humanity added for flavour. Basic rules that explain how people make purchases are inexplicable due to the diversity of the human population. Experts in consumer behaviour analysis, however, have given us helpful "guidelines" for understanding the factors that influence a consumer's final purchasing decision.

In fact, it seems like every single piece of course reading that discusses consumer behaviour takes a somewhat different tack. Our stance is to touch on the most important ideas that are widely believed to influence customer actions.

Automotive sector

Bajaj Auto Limited is an Indian manufacturer of motorcycles and three-wheelers. Bajaj Auto manufactures and sells motorcycles, bicycles, and auto rickshaws. Bajaj Auto is a subsidiary of the Bajaj Group.

Jamna Lal Bajaj founded it in Rajasthan during the 1930s. The company is headquartered in Pune, Mumbai, and operates manufacturing facilities in Chakan (Pune), Waluj (near Aurangabad), and Pant Nagar in Uttarakhand. The oldest facility at Akurdi (Pune) currently accommodates the R&D centre 'Ahead'. Bajaj Auto is ranked as the sixth-largest global manufacturer of motorcycles and the fourth-largest within India. It is the largest manufacturer of three-wheelers in the world.

In May 2017, the market value of the company reached ₹640 billion (US\$9.5 billion), positioning it as the 23rd largest publicly traded company in India. Bajaj Auto was ranked 1,416th on the Forbes Worldwide 2000 list for the year 2012.

What drives consumers

Understanding what motivates consumers to take a certain action is crucial for attracting their purchases. An important strategy for attracting customers is the one proposed by analyst Abraham Maslow. The Five-Level Needs Framework is structured according to the relative importance of the needs at each level. The following are the five requirements: Physiological demands include things like food, drink, and sleep.

- Safety, which necessitates both physical and mental protection
- A sense of belonging—the need for love and camaraderie as well as the desire to receive and give praise
- Regard—the need for respect, approval, and self-respect

Wanting to be one's best self is known as self-actualization.

Because consumers purchase based on a variety of factors, it is important for product marketers to understand their target market's thought processes and how their products and brands may meet those needs.

The Impact of Emotions on Marketing Strategy

Emotion is a crucial factor in advertising. Consumers frequently have prior familiarity with the brands through advertising or communication. These experiences can influence the way people perceive advertising. The emotions elicited by advertising have the ability to influence both one's perception of the brand and their response to the advertisement.

One strategy employed by brands is emotional arousal, which aims to generate specific emotional states. Consumers frequently seek things that offer emotional stimulation as either the primary or secondary advantage. The majority of individuals have an aversion to experiencing feelings of sadness, powerlessness, or disgust. Consequently, numerous items have been created with the intention of averting or diminishing these undesirable emotions. Shopping malls serve as a prime illustration, since individuals frequent them in an attempt to alleviate bad emotions and partake in a pleasurable encounter.

Assessing the role of culture in the buying process

Client behaviour is significantly impacted by social components. A person's needs and actions are primarily influenced by their culture. The family and other important groups teach children basic values, how to be recognized, and what they need as they grow older. Marketers are always on the lookout for "cultural shifts" that can indicate new products that customers might want or need.

The role of social details in the buying process

Social characteristics, such as the client's social position and the groups to which they belong, also influence the customer's purchasing behaviour.

People who share common beliefs and practices form "sub-cultures" inside any given culture.

Nationalities, religions, racial groups, or even groups of people living in the same geographical region can all form subcultures. Occasionally, a subculture will have a notable and unique

display part of what it has. As an example, the different ideals and purchasing habits of the "grey generation" and the "youth culture" (also known as "club culture") Clients can also form clusters when there are differences in social lesson. Actually, the six designated social classes in the UK are commonly utilized to profile and predict the behaviour of distinct clientele. Social status is not fairly determined by one's salary inside the UK's economic stratification scheme. Factors such as occupation, salary, education, wealth, and others are used to calculate it.

The method by which a customer makes a purchase

Client purchasing handle (also known as buying decision preparation) depicts the journey your customer takes just before they acquire your product. Gaining insight into your customers' purchasing behaviour is not only crucial for your sales team, but it will also enable you to adjust your sales strategy accordingly. Although many scholars have translated the method throughout the years, the five-stage system is still a fantastic tool for gauging the customer's readiness to buy.

Producers of Two-Wheeler Vehicles and Their Ads in India

From a production and sales perspective, the Indian two-wheeler industry ranks first in the world. The two-wheeler market in India grew at a CAGR of 9.5% from 2006 to 2014, making it the largest market in the world. The two-wheeler segment witnessed a significant increase in 2014, which was the primary driver of growth in the Indian automobile industry. A respectable 14.8% year-on-year growth was noted in the volume during the 2014–2015 fiscal year. An additional objective of the Indian government's "Make in India" initiative is to increase foreign investment in the country's two-wheeler industry, which is expected to see rapid growth in the next years.

OBJECTIVE

- To find out how happy Bajaj bike buyers are with their purchase.
- To understand what factors, impact customers when they buy a Bajaj bike.
- To assess the level of customer satisfaction with the current service provided by the showroom.

Whether the consumer is happy with the service they received after purchasing from Bajaj service centre.

REVIEW OF LITRATURE

The abstract

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Examining the demand for the particular type of motorbike in the city of Coimbatore, Tamil Nadu, India. There is a high degree of congruence between consumer propensity and actual purchasing behaviour. To do this, a showcase overview was carried out with

one hundred people in the contemplation zone. Authorized merchants should also devise an appropriate notice to attract local clients, and promotional campaigns should focus on reaching the extreme custom. There have been advancements in the two-wheel market thanks to the introduction of the Legend Honda bicycle. The business should introduce a plethora of stylish two-wheelers. After the part, we survey Saint and Saint Honda customers to find out which brand they lean towards. Results about the brand choice of the client are documented. Based on our research, we know that Saint Honda is gaining market share in the two-wheeler industry, and we are curious to see what happens next for Honda.

The Influence of Customer Appreciation on the Purchase Decisions of WellKnown Two-Wheeler Brands in Jaipur City

Subhas Chandra Theoretical Even as global rivalry heats up, "Customer Perception" continues to pique researchers' interests. Considering that the disposable income of average families is expected to rise in the future, it stands to reason that their demand and requirements will also rise. It became very important to consider many factors influencing their recognitions and, by extension, their purchasing decisions in order to fulfil their desires. Since bikes are more conservative and reasonable than four-wheelers, many choose them when shopping for cars. To rephrase, we're going to claim that bikes are commonplace. Legend Moto Corp, Honda, TVS, and Bajaj are the main brands that are being considered. Considering that people have a preconceived notion of what they want when they go to purchase a motorbike, the analyst has tried to summarize some of the factors that people consider while making the actual purchase. Product attributes, price, resale value, credit office, mileage, and promotion are some of the factors that consumers consider before making a purchase decision.

History

Bajaj Auto was established on 29 November 1944 under the name M/s Bachraj Exchanging Enterprise Private Limited. It started by introducing imported two- and three-wheelers in India. In 1959, it obtained a license from the Government of India to manufacture two-wheelers and threewheelers, and it became a publicly traded corporation in 1960. In 1970, the company produced its 100,000th automobile. In 1977, it achieved a sales volume of 100,000 vehicles over a fiscal year. In 1985, it commenced production near Aurangabad at the Waluj facility. In 1986, it achieved sales of 500,000 vehicles throughout a fiscal year. In 1995, the company produced its ten millionth vehicle and successfully marketed and delivered one million vehicles within a year. By introducing cruisers in 1986, the firm transitioned from being a bicycle manufacturer to a maker of two-wheeled vehicles. Bajaj, in accordance with the idea of Globality, has expanded its operations to 50 countries by manufacturing a range of bicycles specifically tailored to the preferences of entry-level consumers, while also facing competition from a wide range of global competitors. India is currently the second largest producer and manufacturer of two-wheelers globally.

Our Justification:

- The company addresses its responsibilities with a sense of purpose and intelligence.
- We prepare ourselves for a consistent and uncomplicated flow of work as a company.
- The company values well-grounded theories and encourages creative exploration.
- The company takes great pleasure in its work environment.

In a record-breaking twelve months, Pulsar bikes sold one hundred thousand units.

Bajaj Pulsar on June 7th Legend, India's first four-stroke bikes, roll out of Akurdi on July 25th, and Value follows suit. Soul launched in October 2001. In the midst of celebrating the sale of its ten millionth car, Bajaj unveils the Super, which surpasses all expectations.

Supplemental Information:

- This fiscal year saw the production and sale of one million cars.

- In a record-breaking 16 months, generation began at waluj, Aurangabad.
- Bajaj Auto manages to produce and sell 100,000 vehicles in just one fiscal year.

The 100,000th automobile is unveiled by Bajaj Auto.

The Indian government has given Bajaj Auto the green light to make motorcycles and scooters. wheelers.

RESEARCH METHODOLOGY

"Investigate" is to seek for knowledge in everyday language. Despite the use of logical processes, the purpose of investigation is to discover solutions to questions. Research, in a nutshell, is the art of rational investigation. The level of preparation and evaluation that went into the request, as well as the planning and evaluation of the strategy for decision-making, are factors to be considered when asking about technique. If the research strategy is well-thought-out, it will allow the researcher to establish, with a high degree of certainty, a cause-and-effect relationship between the research activities and the observed outcomes.

Aim- To ponder around customer state of mind towards Bajaj automobiles so as to supply recommendations to the company.

Objective;

1. To think about buyer demeanor towards Bajaj automobiles.
2. Comparing Bajaj Bicycles share in advertise to Legend Honda & TVs Suzuki Bicycles.
3. To analyze the Client supposition and fulfillment with particular reference to distinctive demonstrate.
4. To study Rising patterns within the two-wheeler showcase.

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Source of data – Essential- through survey

Secondary-website and writing survey

Research approach:

The approach received was a study with the clients going by the appear room.

Company's adjusting middle of Delhi (NCR) and meet session with the agency's Right hand Deals supervisor.

Instrument utilized- organized survey was utilized

Test strategy- helpful examining strategy

Test measure-

100 shoppers

Information investigation:

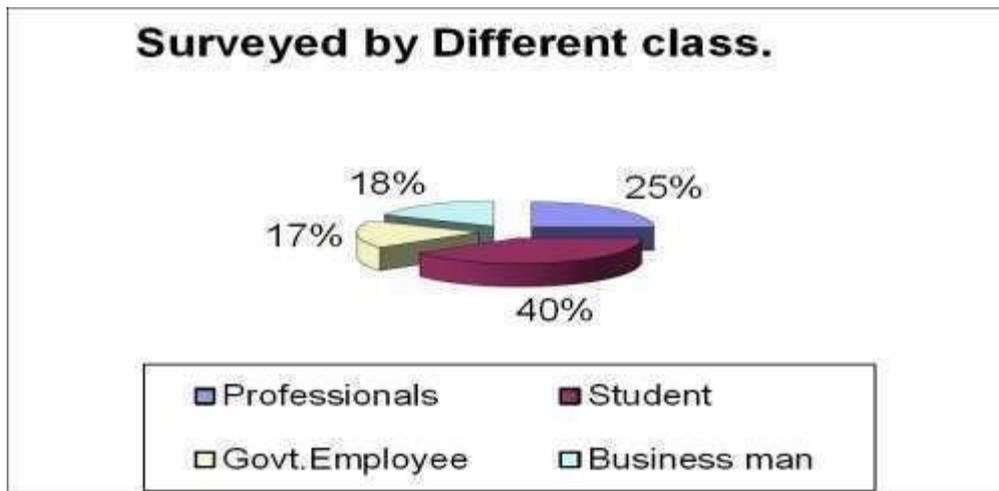
Information examination was done with chart charts & tables.

DATAANALYSIS AND INTERPRETATION

1. Respondents of the study:

Factor	Percentage
Professionals	25%
Student	40%
Govt. Employee	17%
Business man	18%

Figure:1



Analysis and interpretation: The results show that 39% of the respondents were students, 25% were professionals, 18% were government employees, and 18% were businessmen.

Table No: 2 Customer satisfaction from which bike

Factor	Percentage
Hero Honda	48%
Bajaj	28%
Suzuki	21%
Yamaha	8%
Others	4%



Interpretation 3: In 100% of respondents 48% of the respondents approached are satisfied with hero Honda, whereas Bajaj28%, Suzuki 12%, Yamaha8% and other 4%.

Table No.4 Customer Satisfaction level of Bajaj Bike

Satisfaction	Dissatisfaction
60%	40%

Figure: 4



Analysis and interpretation 4:

On the premise of over investigation, 60% individuals are exceptionally much fulfilled with the Bajaj bicycles extraordinarily with the Bajaj pulsar, while 40% are not fulfilled.

Factor	Percentage
Body Built	44%
Looks	22%
Style	17%
Robustness	11%
Others	6%

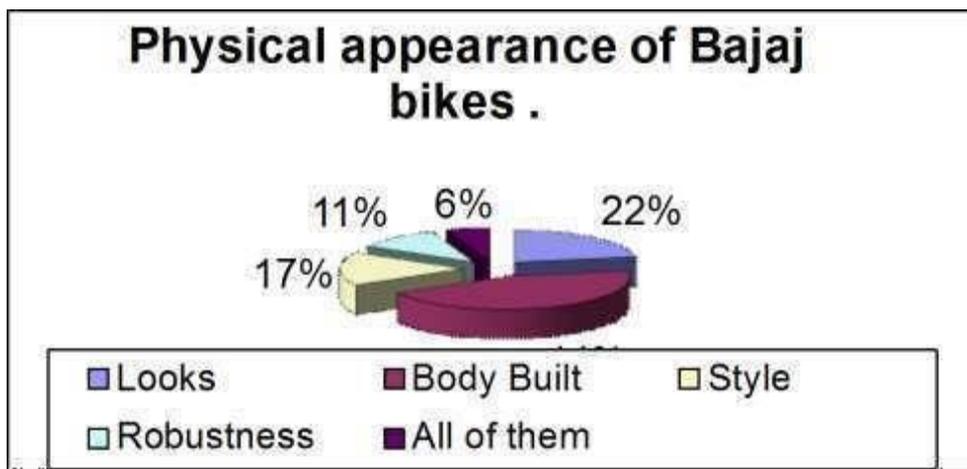


figure: 5

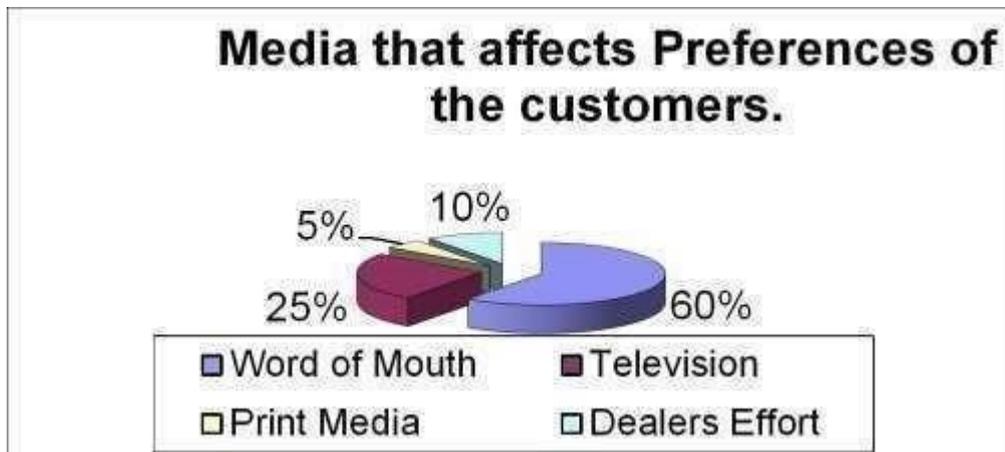
Analysis and interpretation 5:

Clearly shows that 44% people like its body built, whereas 22% like looks, Style with 17% and 11% likes because of others features like Robustness, power, mileage, etc.

Table No.6 Media that affects preferences of the customers

Factor	Percentage
Word of Mouth	60%
Television	25%
Dealers effort	10%
Print Media	5%

Figure: 6



Analysis and interpretation 6

: On the basis of above analysis, Word of mouth is the most affected media with 60%, whereas television 25%, print media 5% and sellers’ effort 10%.

Table No.7 Does Prices affect your Preferences?

Factor	Percentage
Price affect (yes)	70%
Price affect (No)	30%



Figure:7

Analysis and interpretation

On the basis of above analysis 70% people says prices affect the consumer preferences, whereas 30 % people say it does not matter if quality of bike is best.

Table No: 8 Mode of payment that is preferred by customers

Factors	Percentage
Cash	58%
Finance	42%



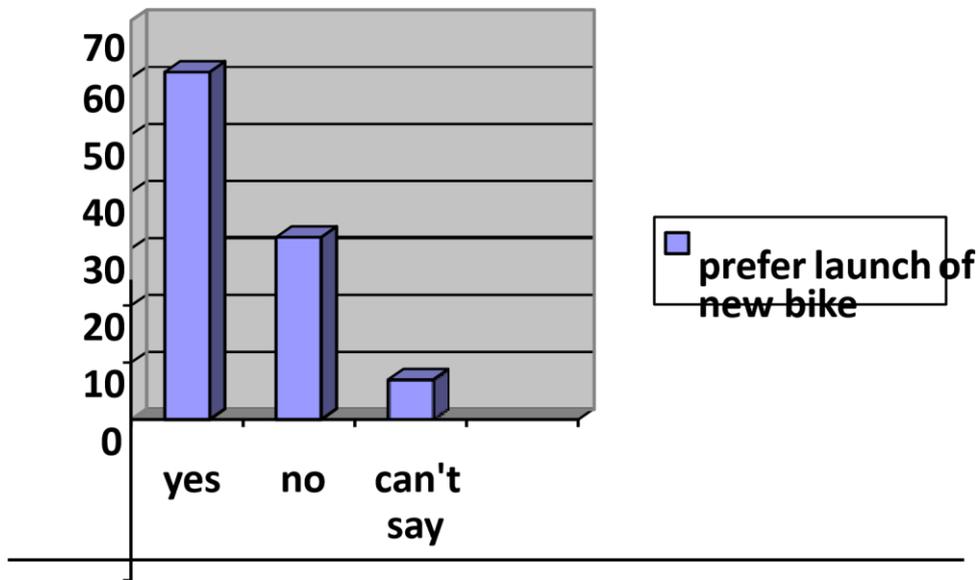
Figure:8

Analysis and interpretation

58% consumers prefer cash purchasing, whereas 42% people prefer through finance is the one most imp. Reason that increments the utilization of bicycles.

Table: 9 how much consumer prefer new launched bike?

How much consumer prefer new launched bike	YES	NO	CAN'T SAY
	61%	32%	7%



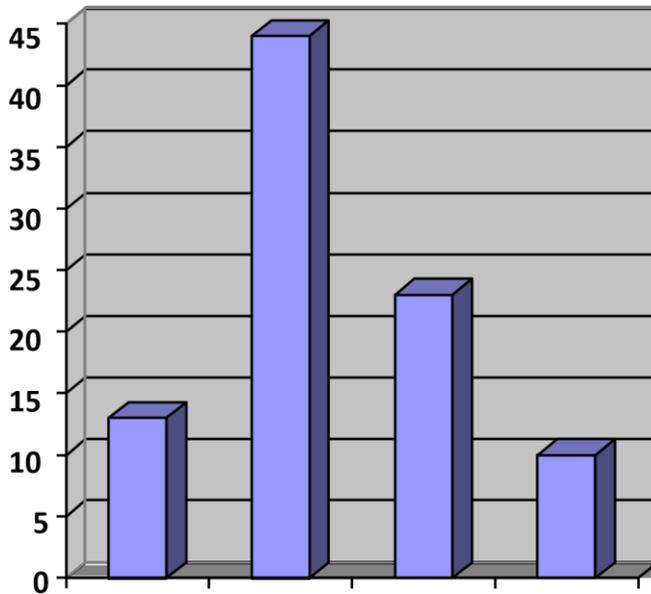
Analysis and interpretation:

61% prefer to new launched bike and remaining 32% says non to new launched bike and 7% says nothing.

Table no : 10: What about the general preference ?

General preference	V. Good	Good	Average	Poor
	13	44	23	10

Figure:10



Analysis and interpretation: 13% saying its very good and 44% good and average is 23% and remaining 10% says poor.

QUE 11 Opinion about post purchase service from service center

- Very good (44%)
- Good (30%)
- Average (10%)
- Bad (16%)

FINDINGS

- The majority of the participants were students (39%), followed by professionals (25%), government employees (18%), and businessmen (18%), according to the results of the study.
- While 25% of those who took the survey do not own a bike, 75% of those people say they do. Of course, some of those people actually do have bikes.

Despite lower satisfaction rates with Bajaj (28%), Suzuki (12%), Yamaha (8%), and other 4D

brands, 48% of respondents are attracted closer to saint Honda.⁴⁴ According to the data, 60% of people are very satisfied with Bajaj bicycles, especially the Bajaj Pulsar, while 40% are not satisfied. It seems that 44% of people like its body built, 22% like its looks, 17% like its fashion, and 11% like it because of other features like strength, control, mileage, etc.

- Word of mouth had the largest impact (60%) according to the results of the study, followed by television (25%), print media (5%), and the efforts of vendors (10%).
 - Seventy percent of people say that prices affect purchases, whereas thirty percent think it doesn't matter if the bike is of the highest quality.
 - While 42% of people prefer to pay with a credit card, 58% prefer to pay with cash.
- The most devilish thing is money. Motives for increased bicycle use include: • 61%'s preference for an unpowered bike, 32%'s aversion to modern bikes, and 7%'s indifference.
- Thirteen percent think it's wonderful, forty-four percent think it's standard, and ten percent think it's terrible.

RECOMMENDATIONS

- It is recommended that the corporation consider increasing the mileage as it is the only factor influencing consumer preference.
- The client considers the number of service centers to be an additional consideration, hence it is recommended that they be increased.
- If the prices of the Bajaj Pulsar were to be lower, it would assist in increasing the brand's market share.
- Less paperwork should be involved in financial transactions. Simply put, it causes the process to be more tedious and aggravates consumers even more.
- More advancements in technology are needed.
- The corporation should introduce a strategy that appeals to consumers because they are interested in various schemes.
- Consumer loyalty is maintained in large part by service after sales, hence the corporation should priorities it.
- Strive to become well-known in rural areas as a brand similar to Hero Bikes.
- Bajaj bikes should be more widely known in the Delhi (National Capital Region) area.
- Should launch an advertising campaign in both digital and traditional media, with a primary focus on drawing attention to the high quality of Bajaj car products.
- The goal is to expand the customer base in just six months, so we need to step up our game. The current base in Delhi (NCR) needs to be expanded.

LIMITATIONS

The primary data collected is restricted to only one company in Delhi (NCR).

1. The auxiliary information is restricted to the articles in magazines, daily paper and web destinations.
2. The reactions to the client survey may have been one-sided.
3. There might have been tendencies among the respondents to amplify or filter their responses under the testing conditions.
4. Since the study involved sampling method, 'Drop in' or 'Go through' error might have crept in.

CONCLUSION

The research delved into understanding how customers perceive and interact with Bajaj vehicles in the Delhi NCR region. It analyzed various factors including demographics, brand preferences, product satisfaction, influencers of purchase decisions, pricing sensitivity, payment preferences, opinions on new launches, overall preferences, and post-purchase service satisfaction.

The findings revealed that while Bajaj had a significant market presence, there were areas where improvement was needed. For instance, while the majority of respondents were students, professionals, government employees, and businessmen, the satisfaction levels with Bajaj varied, with Hero Honda leading in satisfaction.

Product satisfaction was mixed, with 60% expressing high satisfaction with Bajaj bikes, particularly the Pulsar model, but improvements were suggested in areas like mileage and styling. Word of mouth was found to be the most influential factor in purchase decisions, followed by television and dealer efforts.

Price sensitivity was evident, with 70% of respondents indicating that prices affect their preferences, suggesting the need for competitive pricing strategies. Additionally, preferences for payment modes leaned towards cash, and there was significant interest in new launches among consumers.

Despite some areas of concern, post-purchase service satisfaction was relatively positive, with 44% rating it as very good and 30% as good.

In conclusion, while the study offers valuable insights, it also highlights areas for Bajaj to focus on, such as enhancing product features, refining pricing strategies, improving service quality, and leveraging effective marketing channels. By addressing these aspects, Bajaj can strengthen its position in the market and better cater to the needs and preferences of customers in Delhi NCR.