

A Study on Customer Satisfaction on Bajaj bikes at Rithvikaa Motors

Vatti Manjunath¹, Dr.P.Jayarami Reddy²

¹Department of Management & JNTU Anantapur

²Department of Management & JNTU Anantapur

-----***-----

Abstract -This paper studies an analysis of quality, customer satisfaction on bajaj bikes at Rithvikaa Motors, Anantapur. Customer satisfaction is fulfillment of one's wishes, expectations or needs. It is a measurement that determines how happy the customers are with company's products and services. It is important for marketers because it is the essence of success in today's highly competitive world of business. A number of researches have shown that the long-term victory of an organization is closely associated to its ability to create and maintain loyal and satisfied customers. In general, satisfaction is a person's feelings of liking or displeasure causing from comparing a product's outcome in relation to expectations. If the performance is not up to expectation, then the customer is not satisfied. If the performance fulfils expectations, then the customer is satisfied. This study aims to measure the customer satisfaction level to the use of the Bajaj bikes.

Key Words:Customer expectations, customer satisfaction, Performance, and customer satisfaction levels.

1.INTRODUCTION

Researching customers' behavior, the person is used as a factor for making marketing strategies and adapt the marketing mix to their needs. This is the only way for a high-grade satisfaction of the customers' needs. In the conditions of marketing orientation in the company's work where the customer is in the focus of its activity knowing the customers' needs is a condition for an optimal combination and factors for production and the strategy of marketing. Accomplishment of the economic aims in the process of reproduction, represent high-grade satisfaction of particular customers' needs. Consumers are subjects that purchase goods and services to satisfy their needs. The consumer behaviour derives from the decision whether, what, when, where and how to purchase goods and services. Therefore, marketing is primarily interested in the behaviour of the subject as a consumer.

2. NEED FOR THE STUDY:

The study helps to understand and analyze the level of satisfaction among the customers with regard to Bajaj Bikes at Rithvikaa Motors, Anantapur.

SCOPE OF THE STUDY:

The study helps in finding out the level of customer satisfaction of Bajaj Auto Ltd customers.

The study focuses on customer satisfaction towards Bajaj Bikes at Rithvikaa Motors, Anantapur.

OBJECTIVES OF THE STUDY:

- └ To identify the various factors influencing customer to prefer Bajaj two Wheelers.
- └ To Study the satisfaction levels of customers towards various attributes of Bajaj two wheelers.
- └ To know the satisfaction level of customers towards services of Rithvikaa Motors, Anantapur

REVIEW OF LITERATURE:

- a.Vavra, T.G. (1997) Satisfaction has been generally defined as a satisfactory post-purchase involvement with a product or service given an existing buying expectation.
- b.M. Sathish (2011) This research paper is aimed to determine the customer's perception towards the YAMAHA SZ-X motorbike. The study has been conducted in Burdwan, a district town of West Bengal, India
- c.Anujkumarkanojia (2011), the article explored the impact of consumer attitude on sales of two-wheeler in urban areas of India.
- d.M.Arutselvi (2011), "A study on customer satisfaction towards TVS Bikes" in kanchipuram town, has analyzed the performance of SARADAS Auto Agencies for holding on the customers by their authorized sales. The study has engaged descriptive research approach and has adopted survey method for data collection.
- e.Duggani Yuvaraju and Durga Rao (2014) have made a study on, "Customer Satisfaction towards Honda Two Wheelers in Tirupati". The study has aimed to analyze the customer satisfaction of two wheelers. The study has concluded that

there is a significant difference among the preferable factors such as, mileage, pickup, price and design

METHODOLOGY:

A research methodology is considered as the framework or plan for a study that guides as well as helps for the data collection procedures. These procedures may be of conducting interviews, collection of views and opinions through questionnaires, and collecting post purchase reviews to estimate the satisfaction level of customers.

PRIMARY DATA:

The primary data is the collection of information and facts which is directly collected from the customers of Rithvikaa Motors, Anantapur through structured questionnaire

SECONDARY DATA:

The secondary data is collected from other source it may be from newspapers, company forums and records of dealer.

RESEARCH TOOLS:

The tool used here to identify the satisfaction of Bajaj automobiles customers with the help of structured questionnaires. These questionnaires are prepared to get necessary and required information from respondents to predict the satisfaction level through this survey.

STATISTICAL METHODS USED:

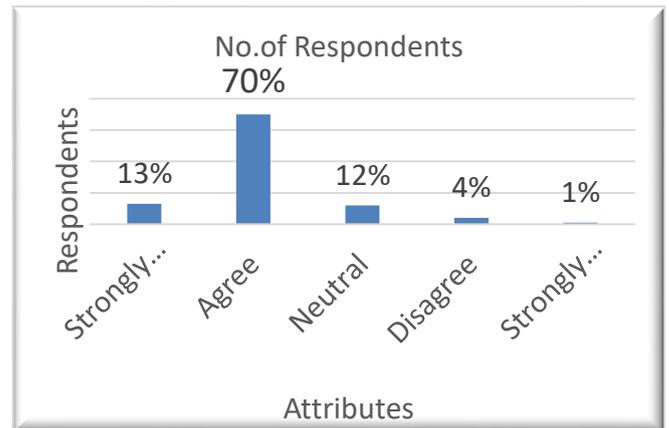
- Tables
- Charts
- 5 – Point LIKERT SCALE

SAMPLE SIZE:

The sample taken to carry out this study is 100 customers of “Rithvikaa Motors, Anantapur” who purchased and are using Bajaj bikes.

Results and Interpretation

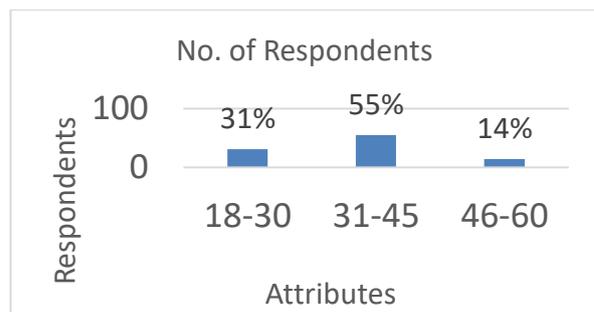
1.Mileage of Preferred Bajaj bike is economical



Interpretation:

From the above data 13% are strongly agreed, 70% are agreed, 12% are neutral, 4% are disagreed, 1% are strongly disagreed.

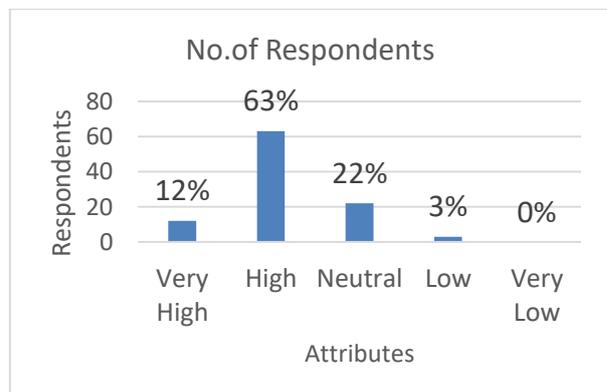
2. Frequency of age



Interpretation:

From the data 65% of the respondents are 18-30 years age and 32% of the respondents are 31-45 years age where as only 3% respondents are 46-60 years age.

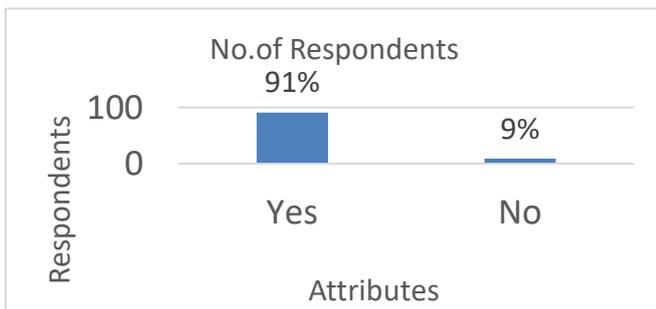
3. Satisfaction level with the performance of Bajaj bikes



Interpretation:

From the above data 12% of the respondents are very highly satisfied with the performance ,63% of the respondents are highly satisfied with the performance, 22% of the respondents are Neutral and 3% of the respondents are not satisfied with its performance

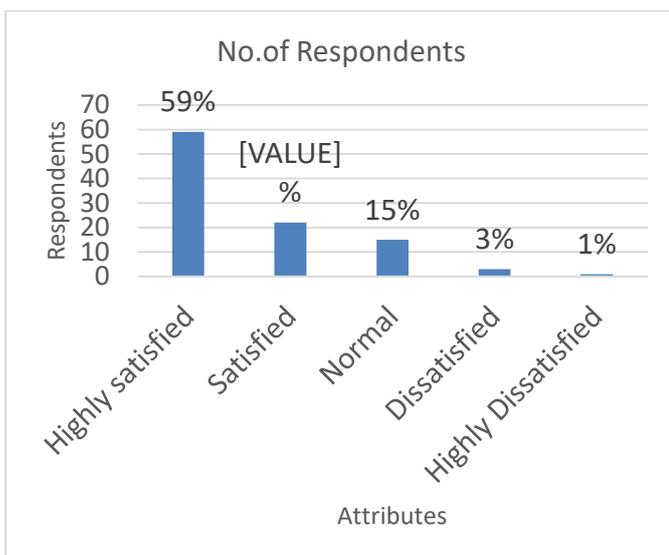
4. Delivery of vehicle within the committed time



Interpretation:

The above data shows that 91% of the respondents are agreed Yes and 9% of the respondents opted No due to the procrastinating the delivery time.

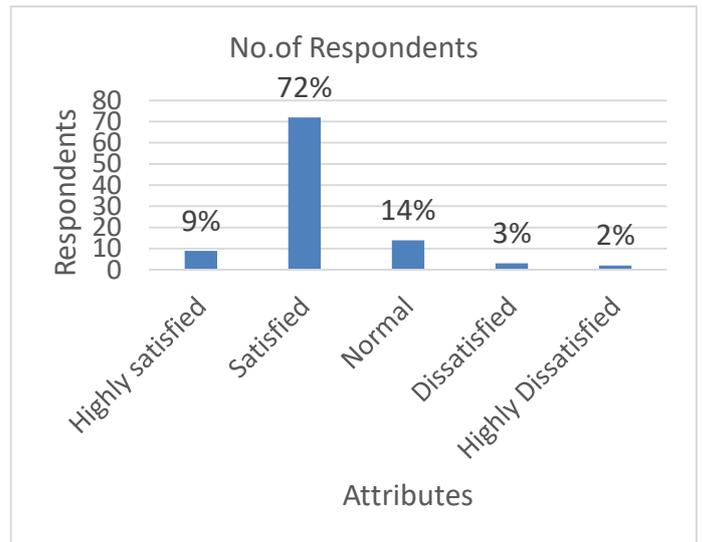
5.Are you satisfied with the services provided by Rithvikaa Motors



Interpretation:

From the above data 59% of the respondents are highly satisfied by the services provided by Rithvikaa motors, 22% are satisfied, 15% are normal, 3% are dissatisfied and 1% is highly dissatisfied. Over all 81% respondents agreed because of good service.

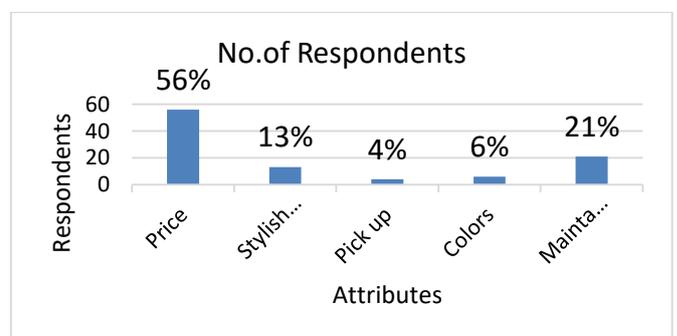
6.Customer satisfaction towards look & style of Bajaj bikes



Interpretation:

From the above data, 9% of the respondents are highly satisfied, 72% of the respondents are satisfied, 14% of the respondents are normal, 3% of the respondents are dissatisfied and 2% of the respondents are highly dissatisfied.

7.Most attractive attribute for purchasing Bajaj bike as per your preference

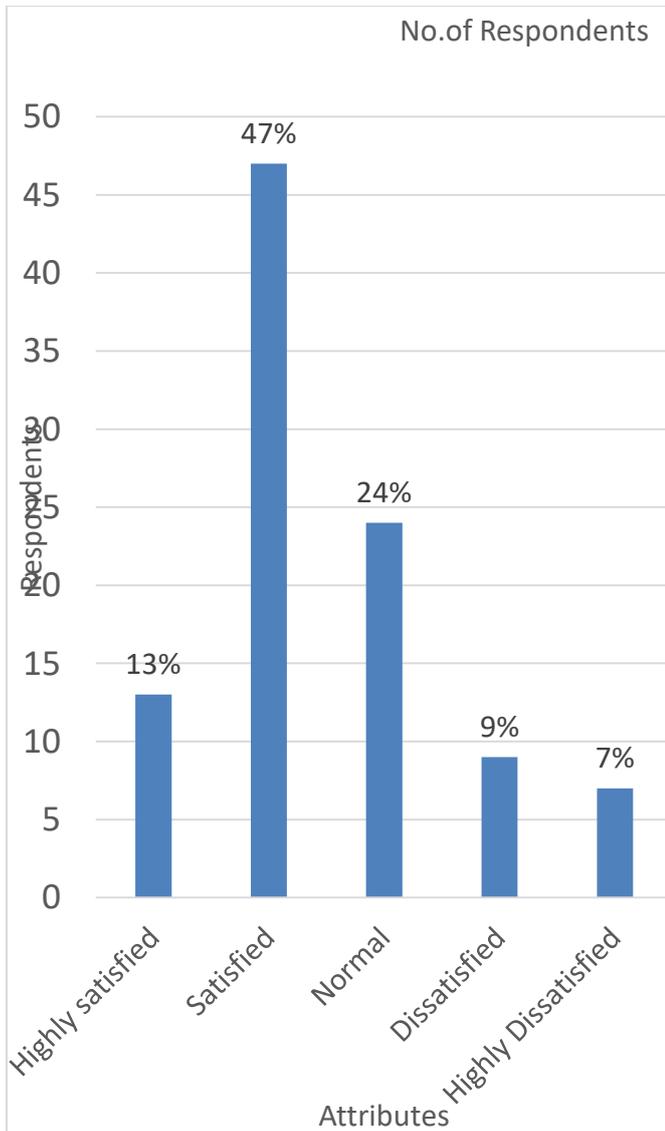


Interpretation:

From the above data 56% of the respondents have opted price is the most attractive attribute, 13% of the respondents opted stylish look, 4% of the respondents opted

pickup, 6% of the respondents opted colour and 21% of the respondents opted maintenance cost as the attractive attributes.

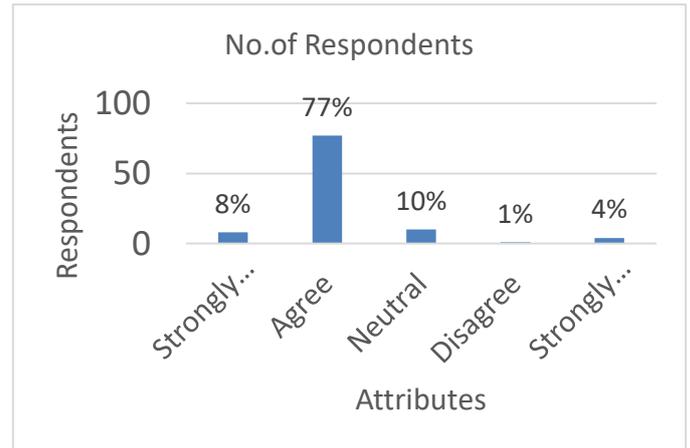
8. Are you satisfied with Bajaj bikes when compared to other bikes



Interpretation:

From the above data 13% of the respondents are highly satisfied, 47% of the respondents are satisfied, 24% of the respondents are Normal and 7% respondents Dissatisfied.

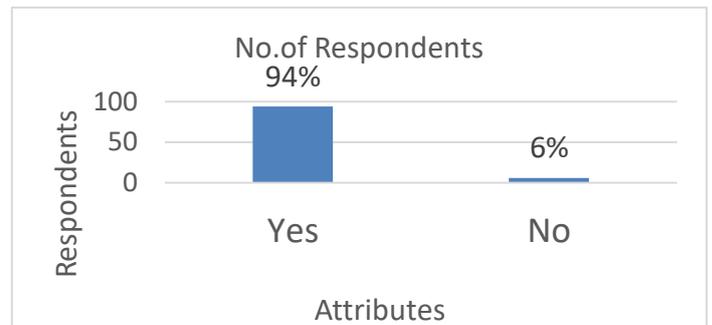
9. Worthiness of money spent on Bajaj bikes



Interpretation:

From the above data 8% of the respondents are strongly agreed, 77% of the respondents are Agreed, 10% of the respondents are Neutral due to the fluctuation of prices and getting better featured bikes in other companies for the same price, 1% respondents are Disagreed, 4% of the respondents are Strongly Disagreed.

10. Like to recommend others to buy at Rithvikaa Motors.



Interpretation: From the above data 94% of the respondents agreed Yes and 6% of the respondents opted No

3. FINDINGS

- 76% of the respondents are satisfied with the prices of spare parts.
- 70% of the respondents are agreed with the better mileage of Bajaj bikes.
- 77% of the respondents are satisfied for the amount spent on Bajaj bikes.
- 74% of the respondents are satisfied with the services provided by Rithvikaa motors.
- 95% of the respondents are willing to recommend Bajaj bikes to others.
- 63% of the respondents are highly satisfied with the performance of Bajaj bikes.
- 56% of the respondents have opted price is the most attractive attribute, 13% of the respondents opted stylish look, 4% of the respondents opted pickup, 6% of the respondents opted colour and 21% of the respondents opted maintenance cost as the attractive attributes.
- 47% of the respondents are satisfied with Bajaj bikes when compared to other bikes.
- 72% of the respondents are satisfied towards look & style of Bajaj bikes.
- 91% of the respondents are agreed Yes with delivery of vehicle within the committed time.

3. van Leeuwen, J. (ed.): Computer Science Today. Recent Trends and Developments. Lecture Notes in Computer Science, Vol. 1000. Springer-Verlag, Berlin Heidelberg New York (1995)
4. Michalewicz, Z.: Genetic Algorithms + Data Structures = Evolution Programs. 3rd edn. Springer-Verlag, Berlin Heidelberg New York (1996)

4. CONCLUSION

- The study concludes that level of Satisfaction of the respondents towards Bajaj bikes shows maximum respect to the mileage, price, maintenance cost and after sales service etc.,

5. SUGGESTIONS

- Rithvikaa motors should come up with timely, attractive, updated and innovative advertisements which also includes sponsorships to different social responsibility campaigns.
- They have to concentrate on bringing up new and attractive customer offers in order to attract the new customers and to retain the existing customers as well.
- The distribution and availability of the vehicles has to be developed because of the competing vehicles like Hero, Honda and TVS.

REFERENCES

1. M. Arutselvi (2011), "A study on customer satisfaction towards TVS Bikes", International Journal of Management Research and Review, Vol-1, Article No16/250-265.
2. Duggani Yuvaraju and Durga Rao (2014), "Customer Satisfaction towards Honda Two wheelers: A Case Study in Tirupati", Journal of Business and Management, Vol.16, Issue 5, Vol. I, pp. 65 – 74.