

A STUDY ON CUSTOMER SATISFACTION TOWARDS BAJAJ BIKES

Submitted in partial fulfillment of the requirement for the reward of

MASTER OF BUSINESS ADMINISTRATION

By

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DEPARTMENT OF BUSINESS ADMINISTRATION

SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE

Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI – 600119

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SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **MONISH RAJ E (42410035)** who has done the Project work entitled **A STUDY ON CUSTOMER SATISFACTION TOWARDS BAJAJ BIKES** under my supervision from SEPTEMBER 2023 to NOVEMBER 2023.

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DATE:

PLACE:

MONISH RAJ E

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

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MONISH RAJ E

TABLE OF CONTENTS

CHAPTE R NO.	TITL E	PAG E NO
	TABLE OF CONTENTS	I-II
	LIST OF TABLES	III
	LIST OF CHARTS	IV
	ABSTRACT	V
1	1.1 INTRODUCTION	1
	1.2 Industry profile	2
	1.3 Company Profile	5
	1.4 Need for the Study	8
	1.5 Scope of Study	8
	1.6 Objectives of the Study	9
2	2.1 REVIEW OF LITERATURE	10
3	RESEARCH METHODOLOGY	12
	3.1 Research Methodology	12
	3.2 Research Process	12

	3.3 Type Of Research	13
	3.4 Data Collection	13
	3.5 Questionnaire Preparation	13
	3.6 Pilot Study	14
	3.7 Sample Size	14
	3.8 period of study	14
	3.9 Percentage analysis	14
4	DATA ANALYSIS AND INTERPRETATION	15
	4.19 T-TEST Table 1	33
	4.20 T-TEST Table 2	35
5	FINDINGS, SUGGESTIONS AND CONCLUSION	
	5.1 Findings of the Study	38
	5.2 Suggestions	39
	5.3 Conclusion	39
	APPENDIX – I (Questionnaire)	40-45
	REFERENCES	39

ABSTRACT

In general, satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance [or outcome] 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. If the performance exceeds his or her expectation, the customer is delighted.

The link between customer satisfaction and customer loyalty is not proportional. Suppose customer satisfaction is rated on a scale from one to five. At a very low level of customer satisfaction [level one], customers are likely to abandon the company and even bad-mouth it.

At levels two to four, customers are fairly satisfied but still find easy to switch when a better product comes along. At level five, the customer is very likely to repurchase and even spread good word of mouth about the company. High satisfaction or delightment creates an emotional bond with the brand or company.

LIST OF TABLES

TABLE NO	PARTICULARS	PAGE NO
4.1	Age of respondents	15
4.2	Gender of respondent	16
4.3	Marital status of respondent	17
4.4	Education qualification of respondent	18
4.5	Occupation level of respondent	19
4.6	Monthly income	20
4.7	Mode of purchase	21
4.8	How do you come to know about bajaj	22
4.9	Which bike do you like in the bajaj	23
4.10	Rate the factor effecting the purchase decision	24
4.11	Pickup performance of bajaj bike	25
4.12	What is your opinion about price of bajaj motor	26
4.13	How do you feel about advertising strategy of bajaj	27
4.14	What feature do you like to develop in bajaj motor to make it as the best	28
4.15	Did you like our services, if yes what was the experience	29

LIST OF CHART

CHART NO	PARTICULAR	PAGE NO
4.1	Age of respondents	15
4.2	Gender of respondent	16
4.3	Marital status of respondent	17
4.4	Education qualification of respondent	18
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4.10	Rate the factor effecting the purchase decision	24
4.11	Pickup performance of bajaj bike	25
4.12	What is your opinion about price of bajaj motor	26
4.13	How do you feel about advertising strategy of bajaj	27
4.14	What feature do you like to develop in bajaj motor to make it as the best	28
4.15	Did you like our services, if yes what was the experience	29

CHAPTER 1

1.1 INTRODUCTION

In researching satisfaction, firms generally ask customers whether their product or service has met or exceeded expectations. Thus, expectations are a key factor behind satisfaction. When customers have high expectations and the reality falls short, they will be disappointed and will likely rate their experience as less than satisfying. For this reason, a luxury resort, for example, might receive a lower satisfaction rating than a budget motel—even though its facilities and service would be deemed superior in

“absolute” terms. There is a substantial body of empirical literature that establishes the benefits of customer satisfaction for firms.

Customer satisfaction survey is the process to monitor the satisfaction quotient of their people. In customer satisfaction surveys therefore tracks the return on your investments in keeping your people happy, high salaries, a quality culture, a healthy work environment. Last, but not the least customer satisfaction survey helps in finding the critical areas, which need further improvement

1.2 INDUSTRY PROFILE

India is the second largest producer and manufacturer of two-wheelers in the world. It stands next only to Japan and China in terms of the number of two-wheelers produced and domestic sales respectively. Indian two-wheeler industry has got spectacular growth in the last few years. Indian two-wheeler industry had a small beginning in the early 50"s. The Automobile products of India (API) started manufacturing scooters in the country.

Bikes are a major segment of Indian two-wheeler industry, the other two being scooters and mopeds. Indian companies are among the largest two-wheeler manufactures in the world.

In the initial stages, the scooter segment was dominated by API; it was later overtaken by Bajaj Auto. Although various government and private enterprises entered the fray for scooters, the only new player that has lasted till today is LML. The motorcycle segment was initially dominated by Enfield 350cc bikes and Escorts 175cc bike.

The two-wheeler market was opened to foreign competition in the mid-80s. And the then market leaders - Escorts and Enfield - were caught unaware by the onslaught of the 100cc bikes of the four Indo-Japanese joint ventures. With the availability of fuel efficient low power bikes, demand swelled, resulting in Hero Honda - then the only producer of four stroke bikes (100cc category), gaining a top slot. The first Japanese motorcycles were introduced in the early eighties. TVS Suzuki and Hero Honda brought in the first two-stroke engine motorcycles respectively. These two players initially started with assembly of CKD kits, and later on progressed to indigenous manufacturing. In the 90s the major growth for motorcycle segment was brought in by Japanese motorcycles, which grew at a rate of nearly 25% CAGR in the last five years.

1.2.1 Evolution of two wheeler in India :-

since 1955. It consists of three segment viz. scooters, motorcycles and mopedsthat has undergone significant change due to shift in policy environment.Two-wheeler segment is one the most important components of the automobile sector The two-wheeler industry has been in existence in the country . According to the figures published by SIAM, the share of two-wheelers in automobile sector in terms of units sold was about 80 per cent during 2003-04

This high figure itself is suggestive of the importance of the sector. In the initial years, entry of firms, capacity expansion, choice of products including capacity mix and technology, all critical areas of functioning of an industry, were effectively controlled by the State machinery. The lapses in the system had invited fresh policy options that came into being in late sixties. Amongst these policies, monopolies and Restrictive Trade Practices (MRTP) and foreign Exchange Regulation Act (FERA) were aimed at regulating monopoly and foreign investment respectively. This controlling mechanism over the industry resulted in:- • Several firms operating below minimum scale of efficiency; (B) Underutilisation of capacity; and (C) usage of outdated technology. Recognition of the damaging effects of licensing and fettering policies led to initiation of reforms, which ultimately took a more prominent shape with the introduction of the New Economic Policy (NEP) in 1985.

However, the major set of reforms was launched in the year 1991 in response to the major macroeconomics crisis faced by the economy. The industrial policies shifted from a regime of regulation and tight control to a more liberalised and competitive era. Two major results of policy changes during these years in two-wheeler industry were that the, weaker player died out giving way to the new entrants and superior products and a sizable increase in number of

brands entered the market that compelled the firms to compete on the basis of product attributes. Finally, the two-wheeler industry in the country has been able to witness a proliferation of brands with introduction of new technology as well as increase in number of players. However, with various policy measures undertaken in order to increase the

1.3 COMPANY PROFILE:

Bajaj Auto Ltd. (BAL) any of the two and three assembling producers in India. The employer is known for its L and D item development and assembling capabilities. The particular agency is the biggest exporter of and 3 wheels inside the empire. The employer has two backups to be particular Bajaj Auto International Cooperation BV and PT Bajaj Indonesia.

On November twenty nine, 1945 Bajaj Auto arrived for the sake of M/s Bacha raj Investing Corporation Private Limited. Within 1948 Bajaj Auto started out to promote and 3 wheels imported in India. In the 50s Bajaj Auto gained allow from the Government of India to make two wheels. In 1960 Bajaj Auto became an open up corporation.

Founder	Jamnalal Bajaj
Chairman	Rahul Bajaj
Vice Chairman	Madhur Bajaj
Managing Director	Rajiv Bajaj
Executive Director	Pradeep Shrivatsav
Directors	Sanjiv Bajaj Shekhar Bajaj

1.3.1 VISION, MISSION AND QUALITY POLICY

VISION:

- To attain world Class Excellency by demonstrating value added Products to customers
- “Harness our heritage of service and combine it with leading edge scientific knowledge to bring inactive quality product for customer across the India”

MISSION:

- Population Free and Safe Environment
- Forecasting Team work and Enhancing the Capability of the team
- Frequent Development
- Total Elimination of wastes

□ Focus on value based manufacturing

1.3.2 QUALITY POLICY:

We at Bajaj Auto Keep on firmly Put stock in giving the Client Value to cash, for a Considerable length

through our items and administrations. This we might keep up and Enhance our basic leadership quality, wellbeing and administration will be given as much thought as profitability, cost and conveyance. Quality might be incorporated with each part of our work life and business tasks.

POINTS	INFORMATION
Product brand Name	Bajaj
Founder /owner	Jamnalal Bajaj
Date of Establishment	1926
Establishment place	Chennai,Mumbai,Tamilnadu
Revenue	INR 29,919 Crores (In 2020)
Registered Address	Bajaj Auto Limited, Akurdi, Pune-411035, India
Telephone No.	02027472851
Company Status	Active
Website	info@bajajauto.co.in

1.4 NEED OF THE STUDY:

A key premise in customer satisfaction is understanding the needs and meeting or exceeding the expectations of customers. Furthermore, this is done while optimally using resources. While most companies have developed strategies to improve quality and external customer service, customer satisfaction is a much neglected component of quality improvement.

To this end, it is important to emphasize that total customer satisfaction can work together and assist each other to achieve the common objectives, when the customer isn't satisfied, Relationships with the external customer suffer.

So, it is suggested to adopt customer oriented approach to keep the customer satisfied and motivated, who in turn will focus their attention and energy upon meeting the requirements of their customers, there by maximizing the customer, thereby maximizing the customer satisfaction.

1.5 SCOPE OF STUDY:

- The study is undertaken with a view to study customer view for Bajaj motors.
- It is an interesting and significant and for conducting research.
- The study made on the topic of Customer satisfaction will reveal the factor of feelings of the customer.

- This report is useful to the management of the company to know the satisfaction level of customer and they can take measures to increase productivity.
- This report may be useful to the management student for reading and may be useful in preparing their report on the Customer satisfaction. In business concerns, public organization etc.

1.6 OBJECTIVE OF THE STUDY:

PRIMARY OBJECTIVE:

The objective of this study was to determine the customer preference and satisfaction level to words the expectation on the effectiveness of customer relationship management practice in Bajaj product.

SECONDARY OBJECTIVE:

- To study about the customer relationship management among Bajaj company.
- To know about how conflict managed and remedial measures incorporated.
- To understand the transparency in communication among customer.
- To provide suggestions and recommendations for the customer relationship practices.

CHAPTER 2

2.1 REVIEW OF LITERATURE

Vavra, T.G. (1997): Satisfaction has been generally defined as “A satisfaction post-purchase involvement with a product or services given existing buying expectations.

Terry Grapentine (2019): Satisfaction is an ambiguous concept; the marketing literature does not offer a uniform definition of the satisfaction concept; satisfaction can be emotion, satisfaction can be cognition; and how to approach the satisfaction concept in applied research.

Zoe Dowling (2020): Customer experience matters. People are inundated with choices for every product and services that they use and they are making decisions differently than in years gone by. Today, customer experience (CX) is a deciding factor. Expectations are high and CX effectiveness easily makes or breaks the purchase decision.

Peter Gurney (2014): Once a slow and expensive process, collecting feedback from customers is now quick, simple and relatively cheap with the widespread availability of online survey tools and reporting systems. Companies collect ratings and feedback at every point of contact, phone calls, e-mails, web visits and point-of-sale purchase. This information is a valuable and necessary component of VOICE

Bardia Alimohamad; Narsin Khorshidi (1980): In beginning of 1980"s, a majority of business sectors were suffering from high operating costs and inefficiencies which were a big loss to these sectors. These inefficiencies and lack of effectiveness were consequently producing high levels of customer dissatisfactions as well.

Elinor Johnson(1984): This study is based upon the premise that creating value is the basis for all the businesses. The research problem and ultimate purpose of the study is to determine how customer perceived value can be improved at the Liberty Program, Naples Italy.

Schiffman and Kanuk (2004): "The Individual opinion of performance of the product and service in respect expectations"

CHAPTER-3

3.1 RESEARCH METHODOLOGY:

Research is the process of systematic and in- depth study of any particular topic, subject or any area of investigation backed by collection, compilation, presentation and interpretation relevant data's in detail.

3.2 RESEARCH PROCESS:

In research process, the first and foremost step is defining and selecting research problem. A Researcher should at first find the problem. Then he should formulate it so that it becomes susceptible to research. For a systematic presentation, the process of research may be classified under three stages- primary stages, secondary stage, and the tertiary stage.

THE PRIMARY STAGE INCLUDES:

- Observation
- Interest
- Formulating research problems
- Documentation
- Research designs

THE SECONDARY STAGE INCLUDES:

- Project planning
- Data collection
- Questionnaire preparation
- Analysis of data
- Testing of hypothesis
- Interpretation
- Questionnaire preparation.

3.3 TYPE OF RESEARCH:

DESCRIPTIVE RESEARCH:

Descriptive research has been used, it involves survey and fact finding enquiries of different kinds, the purpose of descriptive research is the descriptive of stage of affairs, as it exists at present.

PROJECT PLANNING:

Project planning is the first step in actually conducting & directing a research Project. It is one of the most important tasks of researcher. This includes formulation of the researcher objectives & goals and determining ways of achieving them.

3.4 DATA COLLECTION:

Data collection is one of the most important aspects of research. The information research methodology must be accurate and relevant, The data collection method can be classified into two methods.

PRIMARY DATA:

Questionnaire method have been used as a tool for a data collection in this research.

SECONDARY DATA:

Secondary data means data that are already available i.e., they refer to data which has already been collected and analyzed by someone else. The secondary data for the study was collected google scholar website and magazines.

3.5 QUESTIONNAIRE PREPARATION:

The basic requisite of any research study is the appropriate data which can be collected with the help of a schedule or questionnaire. With the

help of questionnaire it is easy to determine the involvement level of so many employees in the organization.

3.6 PIOLET SURVEY:

Before collecting the relevant data to test the hypothesis, it is essential to ascertain the applicability of the instrument to the population being studies. Hence, a pilot study was undertaken with an objective to evaluate the tools prepared for the study and to find whether they are providing the information required.

3.7 SAMPLE SIZE:

The sample size for this survey is 90.

3.8 PERIOD OF STUDY

The period of study is from September 2023 to November 2023

3.9 PERCENTAGE ANALYSIS

Research questions are always answered with a descriptive statistic: generally, either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories.

CHAPTER-4

DATA ANALYSIS AND INTERPRETATION

The following consist of the data analysis and interpretation of my questionnaire

4.1 survey analysis of data

Table 4.1: Gender Group of the Respondents

S. No	Gender	No. of Respondents	Percentage
1.	Male	78	87%
2.	Female	12	13%
	Total	90	100%

INTERPRETATION;

From the table 1 it is known that out of 90 respondents 87% of the respondents are male and 13% of the respondents are femal.

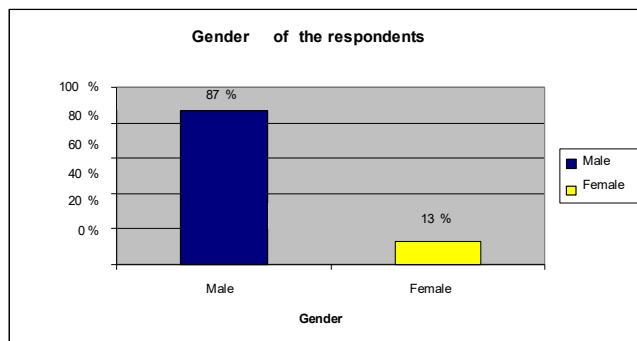
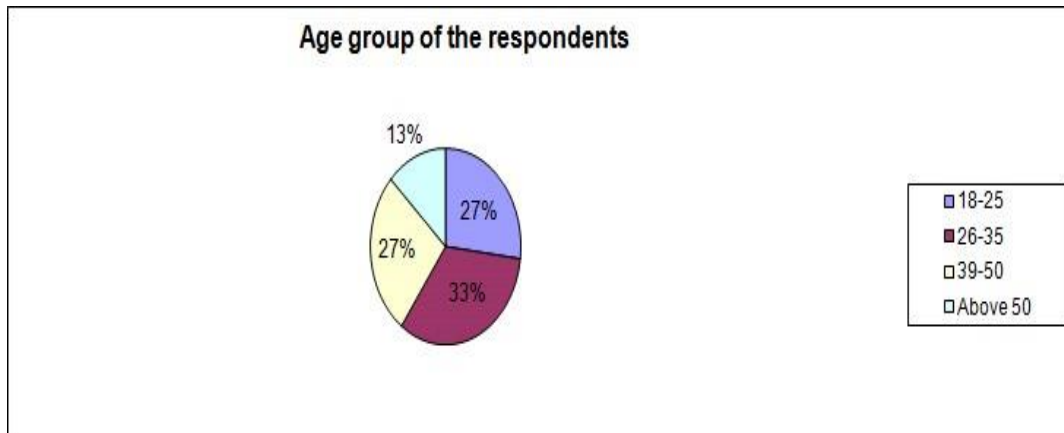


Table 4.2 Age Group of Respondent

S. No	Age Group	No. of Respondents	Percentage
1.	18-25	24	27%
2.	26-35	30	33%
3.	39-50	24	27%
4.	Above 50	12	13%
	Total	90	100%

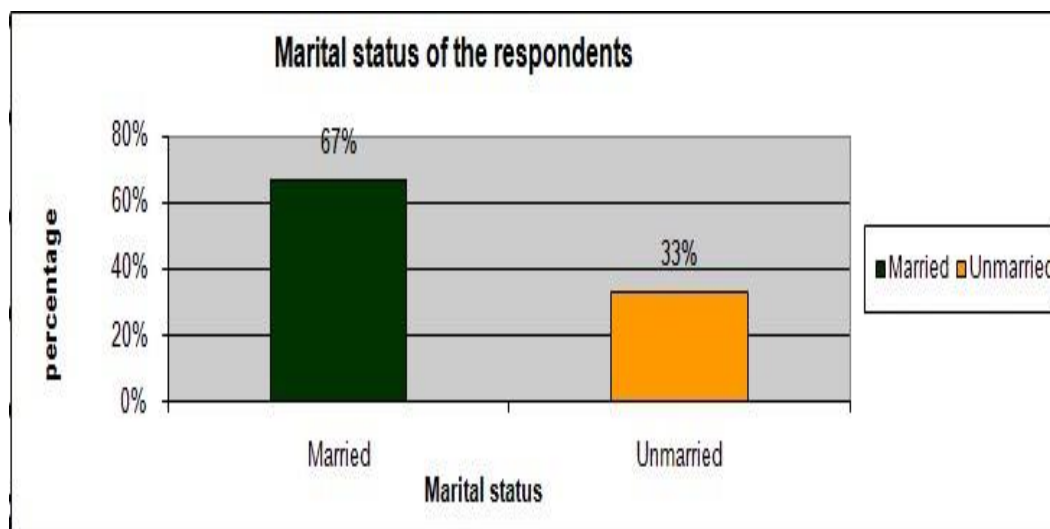


INTERPRETATION;

From the table 2, it is understood that out of 90 respondents 33% of the respondent fall under age group of 26-35, 27% of the respondents fall under the age group of 18-25, 26-35 and 13% of the respondents fall under the age group of Above 50.

TABLE 4.3 Marital status of Respondents

S. No	Marital Status Group	No. of Respondents	Percentage
1.	Married	60	67%
2.	Unmarried	30	33%
	Total	90	100%

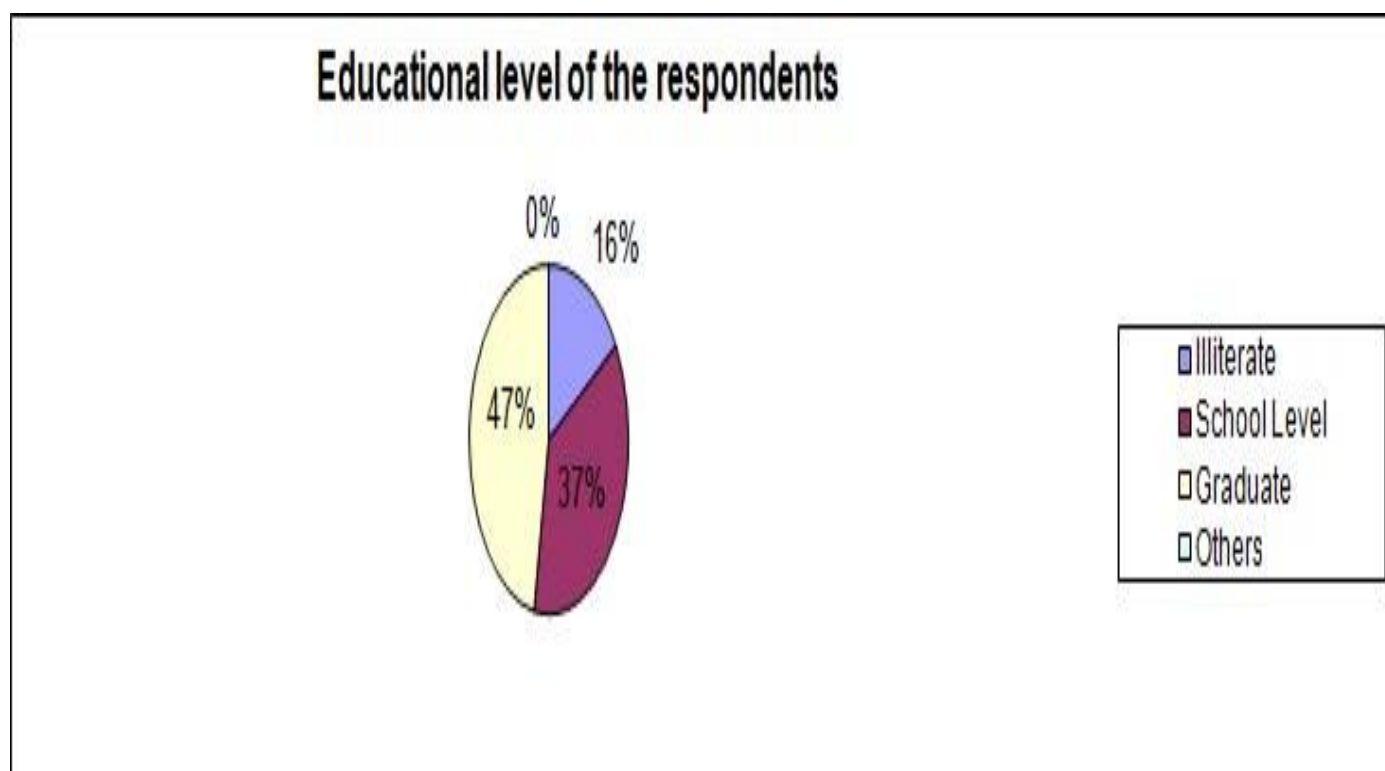


INTERPRETATION;

From the table.3, it is noted that out of 90 respondents 67% of the respondents are married and 33% of the respondents are unmarried.

TABLE 4.4 Educational Level of the Respondents

S. No	Educational Level	No. of Respondents	Percentage
1.	Illiterate	15	16%
2.	School Level	33	37%
3.	Graduate	42	47%
4.	Others	-	-
	Total	90	100%

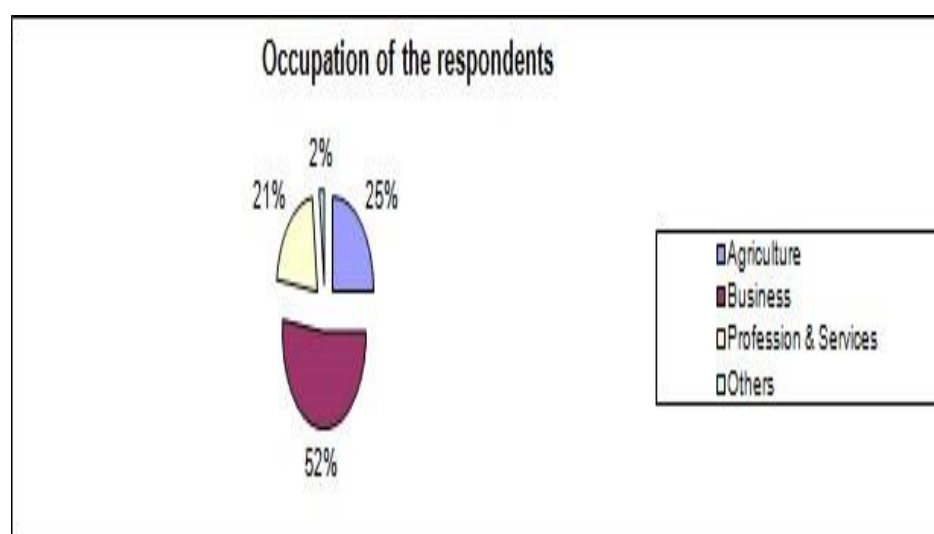


INTERPRETATION;

From the table- 4 that out of 90 respondents 47% of the respondents are graduate, 37% of the respondents are school level and 16% of them are illiterate.

TABLE 4.5 Occupation of the respondents

S. No	Occupation	No. of Respondents	Percentage
1.	Agriculture	22	25%
2.	Business	47	52%
3.	Profession & Services	19	21%
4.	Others	2	2%
	Total	90	100%

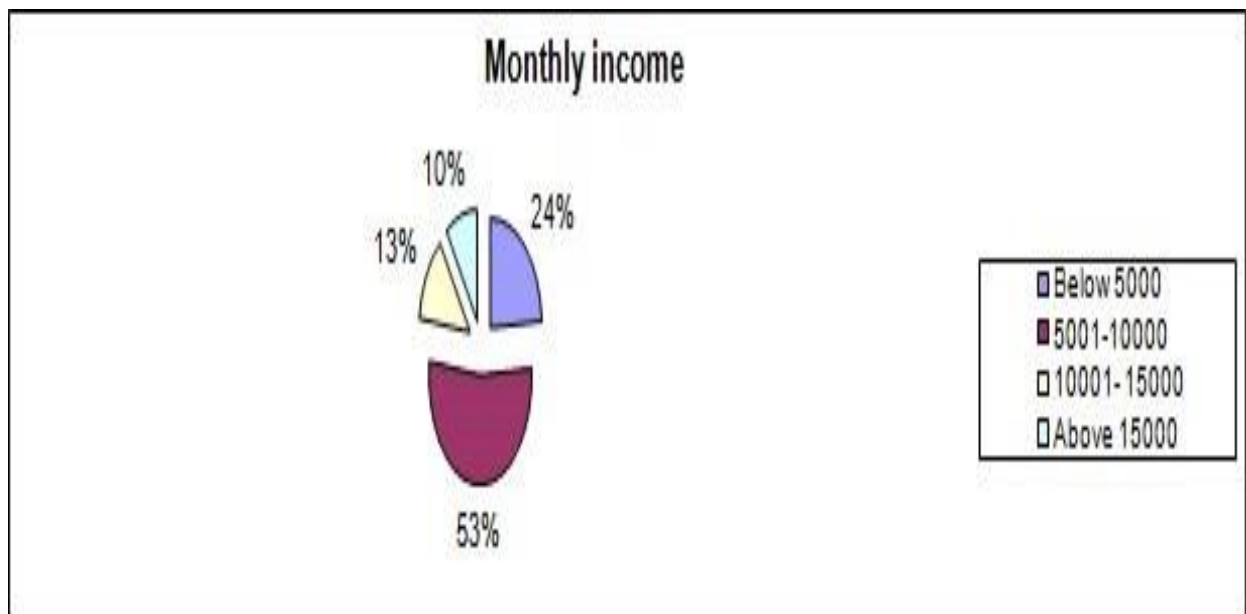


INTERPRETATION;

From the table.5 that out of 90 respondents 52% of the respondents are doing Business, 25% of the respondents are doing Agriculture, 21% of them are Profession & Service and 2% of the respondents are other

TABLE 4.6 Monthly Income

S. No	Income Level	No. of Respondents	Percentage
1.	Below 5000	21	24%
2.	5001-10000	48	53%
3.	10001-15000	12	13%
4.	Above 15000	9	10%
	Total	90	100%

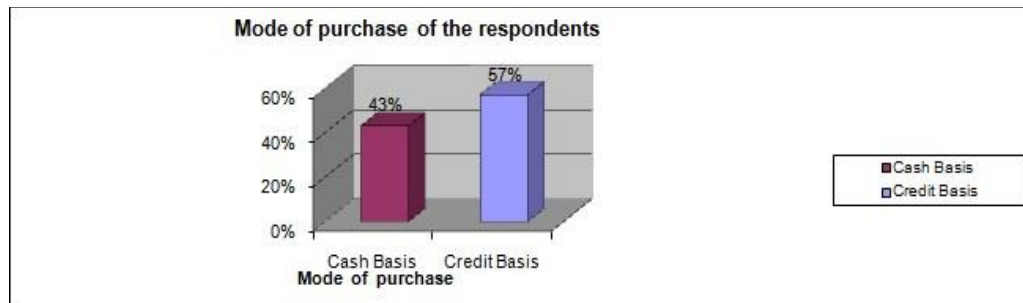


INTERPRETATION;

From the table.6 that out of 90 respondents 53% of the respondents are in the income group of 5001-10000, 24% of the respondents are in the income group of below 5000, 13% are in the income group of 10001- 15000 and remaining 10% are in the income group of Above 15000.

TABLE 4.7: Mode of Purchase of the Respondents

S. No	Mode of Purchase	No. of Respondents	Percentage
1.	Cash Basis	39	43%
2.	Credit Basis	51	57%
	Total	90	100%



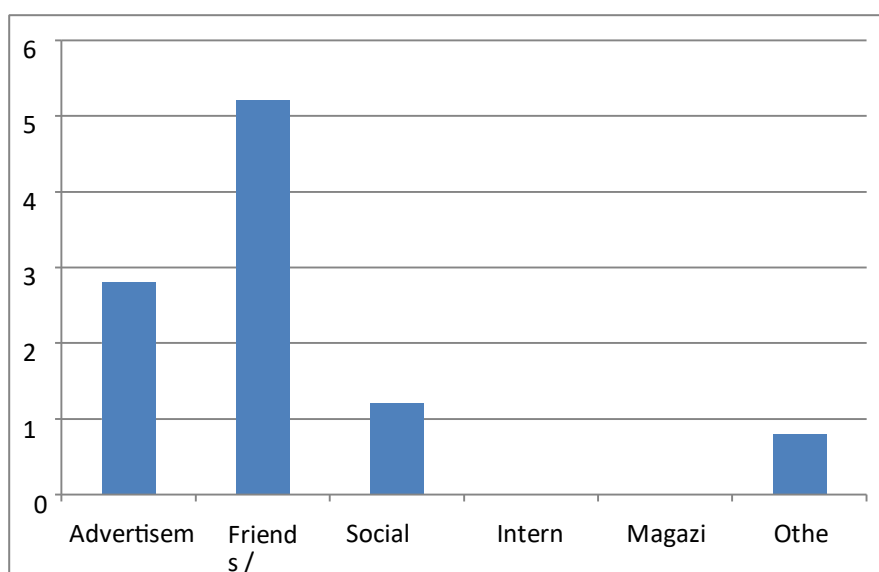
INTERPRETATION;

It is known from the table.7 that out of 90 respondents 57% of the respondents are in the credit basis and 43% of the respondents are in the cash basis

TABLE

TABLE 4.8 HOW DO YOU COME TO KNOW ABOUT BAJAJ BIKES?

Scale	No. of respondent	Percentage
Advertisement	28	28
Friends / Relatives	52	52
Social media	12	12
Internet	0	0
Magazine	0	0
Others	8	8
Total	100	100

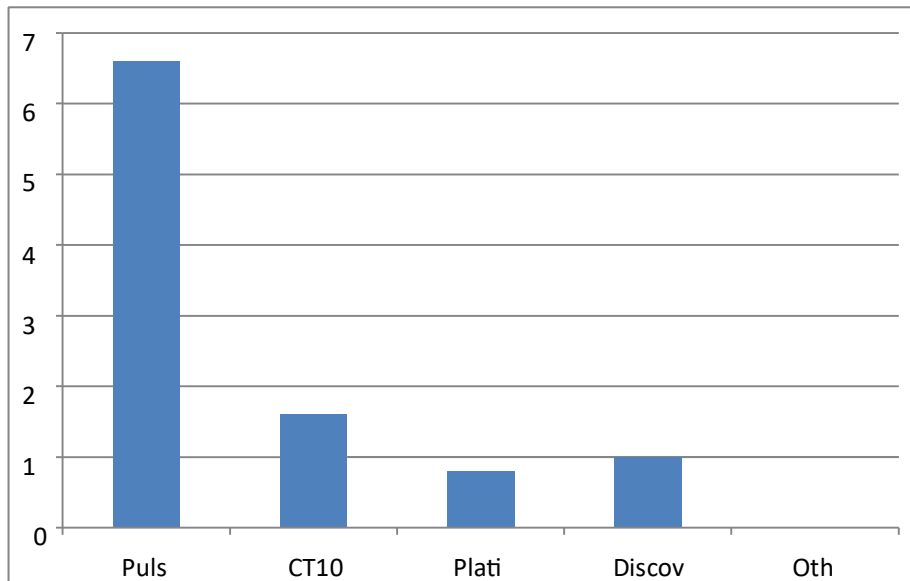


INTERPRETATION:

From the above graph it is showing that 28% customers are know the name of Bajaj through Advertisement, 52% from Friends / Relatives, 12% from Social media, 0% from Internet, 0%from Magazine, and 8% from Other

TABLE 4.9 WHICH BIKE DO YOU LIKE IN THE BAJAJ?

Scale	No. of respondent	Percentage
Pulsar	66	66
CT100	16	16
Platina	8	8
Discover	10	10
Other	0	0
Total	100	100



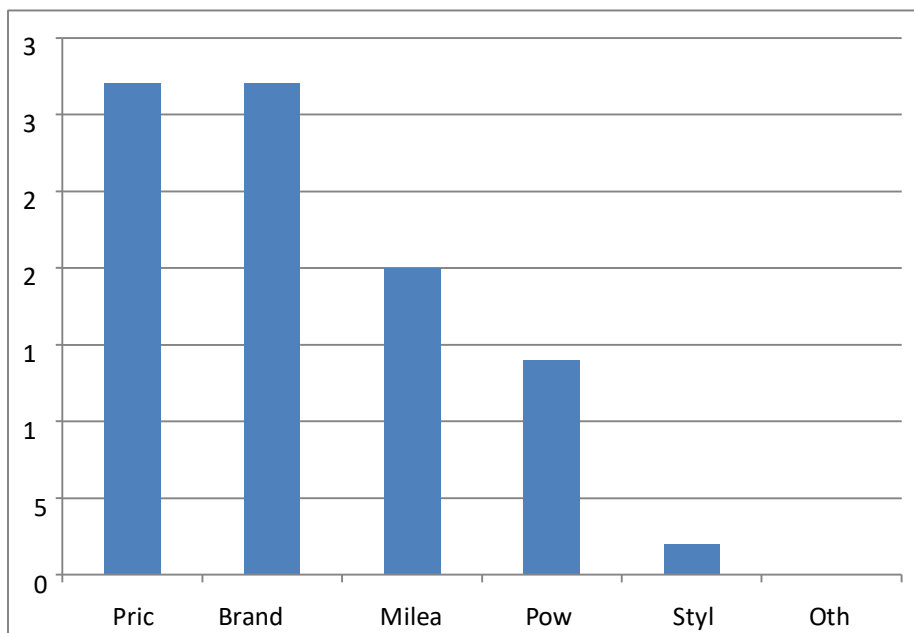
INTERPRETATION:

From the above graph it is showing that 66% Customers like the Pulsar Bike in Bajaj, 16%CT 100, 8% Platina, 10% Discover and 0% other Bikes

TABLE

TABLE 4.10 RATE THE FACTORES EFFECTING THE PURCHASE DECISION?

Scale	No. of respondent	Percentage
Price	32	32
Brand image	32	32
Mileage	20	20
Power	14	14
Style	2	2
Other	0	0
Total	100	100

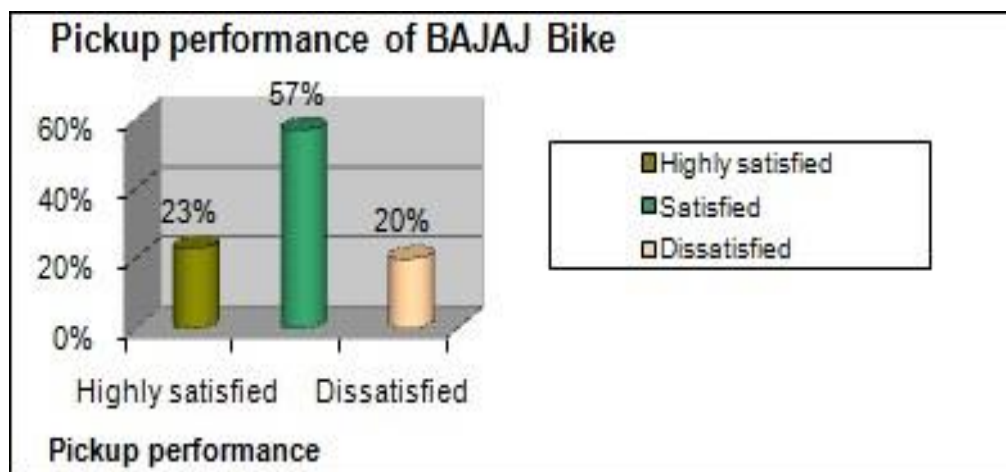


INTERPRETATION:

From the above graph it is showing that which factor affecting the customers to make a purchase decision in that 32% price effects the customers, 32% Brand Image, 20% mileage, 14% Power and the 2% style.

TABLE 4.11 Pickup Performance of Bajaj Bike

No	Pickup Performance	No. of Respondents	Percentage
1.	Highly satisfied	21	23%
2.	Satisfied	51	57%
3.	Dissatisfied	18	20%
	Total	90	100%



INTERPRETATION:

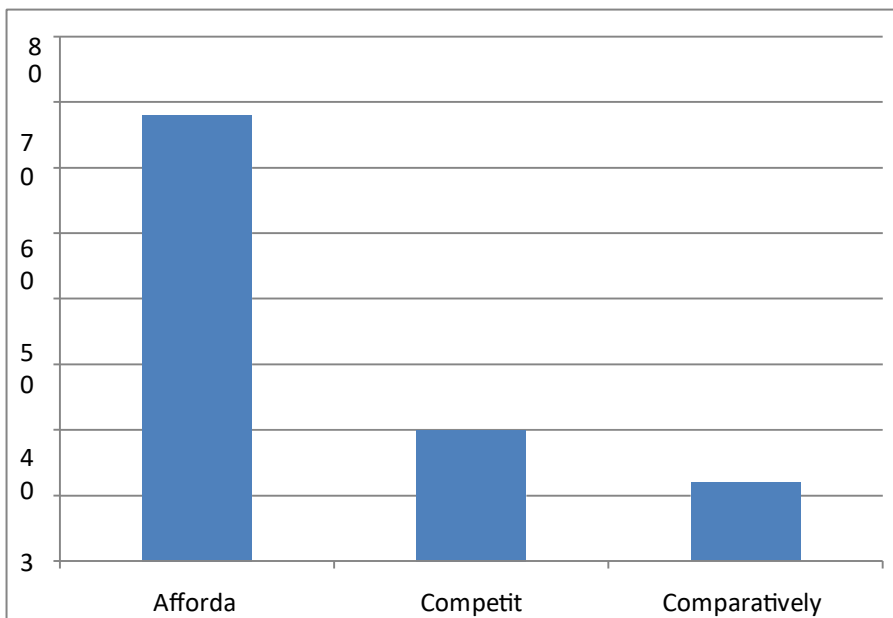
It is known from the table-11 that out of 90 respondents 57% of the respondents are satisfied with pickup performance, 23% of the respondents are highly satisfied and 20% of the respondents are dissatisfied.

TABLE

TABLE

TABLE 4.12 WHAT IS YOUR OPINION ABOUT PRICE OF BAJAJ MOTOR CYCLE?

Scale	No. of respondent	Percentage
Affordable	65	68
Competitive	15	20
Comparatively high	10	12
Total	90	100

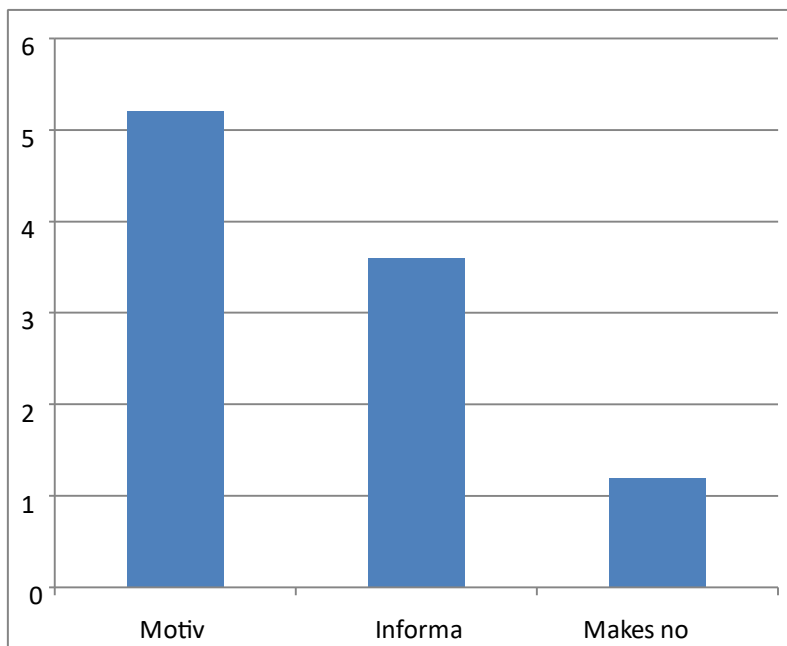


INTERPRETATION:

From the above graph is showing that the opinion about Price of Bajaj Motor Cycle According to the customers 68% Affordable, 20% Competitive and 12% comparatively high.

TABLE 4.13 HOW DO YOU FEEL ABOUT ADVERTISING STRATEGY OF BAJAJ?

Scale	No. of respondent	Percentage
Motivate	52	52
Informative	32	36
Makes no difference	20	12
Total	90	100

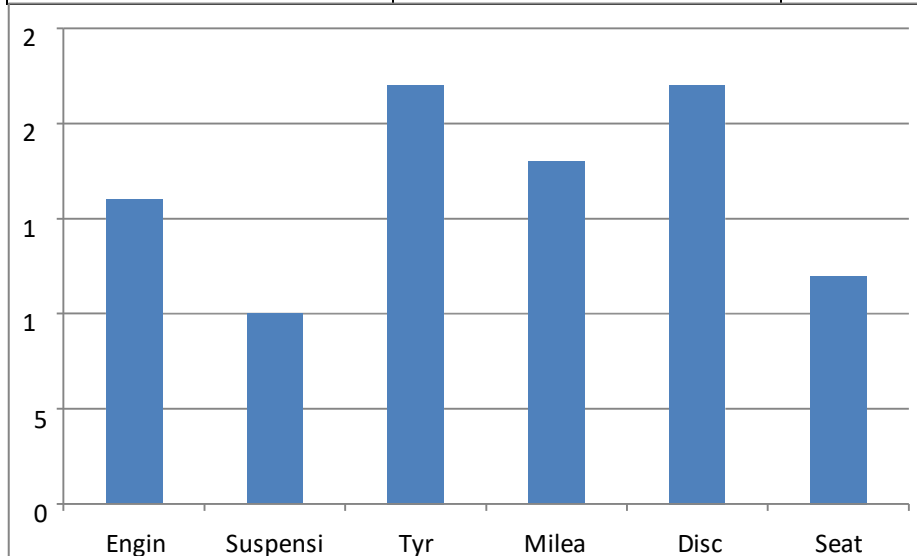


INTERPRETATION:

From the above graph it is showing that the opinion about Advertising strategy of Bajaj motor cycles through customers 52% Motivate, 36% Informative and 12% Makes no difference.

TABLE 4.14 WHAT FEATURE DO YOU LIKE TO DEVELOP IN BAJAJ MOTOR CYCLE TOMAKE IT AS THE BEST?

Scale	No. of respondent	Percentage
Engine	16	16
Suspension	10	10
Tyre	22	22
Mileage	18	18
Discs	22	22
Seats	12	12
Total	100	100

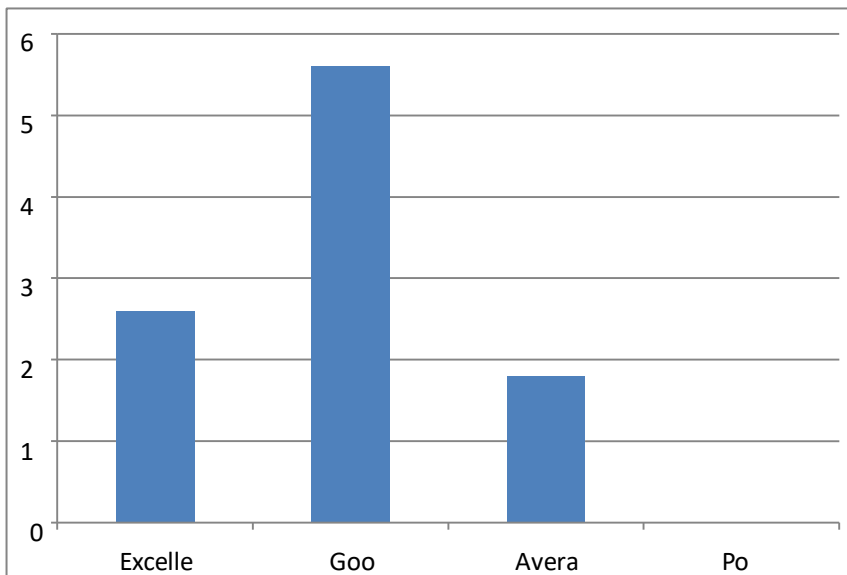


INTERPRETATION:

From the above graph it is showing that the 16% customers like to develop Engine, 10% Suspension, 22% Tyre, 18% mileage, 22% Discs and the 12% Seats in the Bajaj motor cycle to make it as the best.

TABLE 4.15 DID YOU LIKE OUR SERVICES? IF YES, WHAT WAS THE EXPERIENCE?

Scale	No. of respondent	Percentage
Excellent	26	26
Good	56	56
Average	18	18
Poor	0	0
Total	100	100

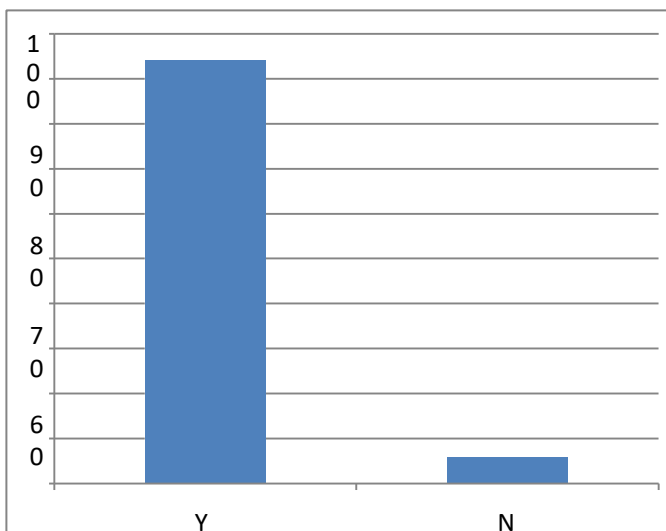


INTERPRETATION:

From the above graph showing that the 26% is Excellent, 56% is Good, 18% is Average and 0% is poor Service of Bajaj in according to customers" experience.

TABLE 4.16 DO YOU RECOMMEND YOUR FRIENDS / RELATIVES TO PURCHASE THE BAJAJ BIKES?

Scale	No. of respondent	Percentage
Yes	94	94
No	6	6
Total	100	100

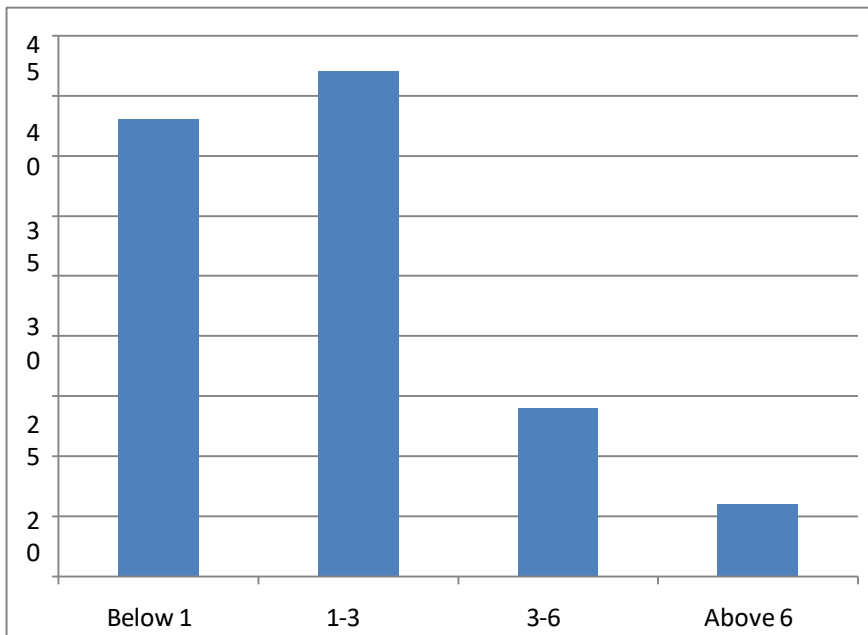


INTERPRATATION:

From the above graph showing that 94% of Customers recommend their friends / relatives to purchase the Bajaj bikes and 6% of customers not recommend.

TABLE 4.17**DURATION OF USING THE BAJAJ MOTOR CYCLE?**

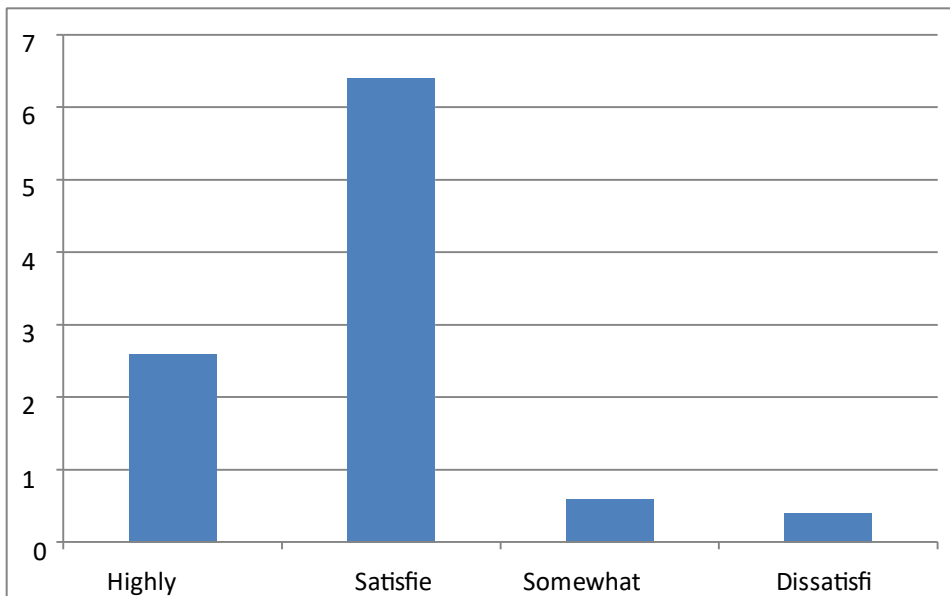
Scale	No. of respondent	Percentage
Below 1 year	38	38
1-3 year	42	42
3-6 year	14	14
Above 6 years	6	6
Total	100	100

**INTERPRATATION:**

From the above graph it is showing that Duration of customers using the Bajaj Motor Cycle in that 38% of customers using below 1 year, 42% from 1-3 years , 14%from 3-6 years and 6%

TABLE 4.18 ARE YOU SATISFIED WITH YOUR PROBLEMS BY THEIR SOLUTION?

Scale	No. of respondent	Percentage
Highly satisfied	26	26
Satisfied	64	64
Somewhat satisfied	6	6
Dissatisfied	4	4
Total	100	100



INTERPRATATION:

From the above graph showing that satisfactory of customer's problems solved by the company 26% of customers Highly satisfied, 64% of satisfied, 6% of somewhat satisfied and 4% of customers Dissatisfied

T- TEST

NULL HYPOTHESIS(H0): There is no significant mean variation between the level of health and safety measure

ALTERNATE HYPOTHESIS(H1): There is significant between variation to level of health safety measure

TABLE 4.19

Experience	Below 5000	5000-8000	8000-12000	Above 12000	Total
Below One Year	1	4	5	7	17
More Than One Year	-	2	5	1	8
More Than Three Year	-	1	4	10	15
More Than Five Year	-	-	3	7	10
Total	1	7	17	26	50

CALCULATIONS

O	E	(O-E)	(O-E) ²	(O-E) ² /E
1	0.34	0.66	0.4356	1.28
4	2.38	1.62	2.6244	1.10
5	5.78	-0.78	0.6084	0.10
7	8.84	-1.84	3.3856	0.38
2	1.12	0.88	0.7744	0.69
5	2.72	2.28	5.1984	1.90
1	4.16	-3.16	9.9856	2.39
1	2.1	-1.1	1.21	0.57
4	5.1	-1.1	1.21	0.23
10	7.8	2.2	4.84	0.62
3	3.4	-0.4	0.16	0.047
7	5.2	1.8	3.24	0.62
			Ψ²	9.927

Level of significance $\alpha = 0.05$ (5% level)

$$\text{Expected Frequency of a cell} = \frac{\text{Row Total} \times \text{Column total}}{\text{Grand Total}}$$

$$\chi^2 \text{ Calculated} = \sum (O - E)^2 / E$$

Degree of Freedom

$$= (r - 1) (c - 1)$$

$$= (5 - 1) (4 - 1)$$

$$= 4 \times 3$$

$$= 12$$

Table Value at 5% level of significant = 21.026

RESULTS

χ^2 Calculated (9.927) > χ^2 Tabulated (21.026)

Inference

Since the calculated value is greater than tabulated value, we reject H_0 . i.e. there is significant relationship between education and the salary

TEST – 2

Relationship between Employee's Job Satisfaction and Upto Satisfaction level In the organisation.

Hypothesis

Null Hypothesis

There is no relationship between Employee's Job Satisfaction and Upto Satisfaction level In the organisation.

Alternative Hypothesis

There is relationship between Employee's Job Satisfaction and Upto Satisfaction level In the organisation. Employee's Job Satisfaction and Upto Satisfaction level In the organisation.

TABLE 4.20

Satisfaction Level	Upto 25%	25% to 50%	50% to 75	Upto to 100%	Total
Yes	3	5	8	12	28
No	13	3	4	2	22
Total	16	8	12	14	50

Table Expected Frequency

Yes

No

$$16 \times 28 / 50 = 8.96$$

$$a) 16 \times 22 / 50 = 7.04$$

$$8 \times 28 / 50 = 4.48$$

$$b) 8 \times 22 / 50 = 3.52$$

$$12 \times 28 / 50 = 6.72$$

$$a) 12 \times 22 / 50 = 5.28$$

$$14 \times 28 / 50 = 7.28$$

$$a) 14 \times 22 / 50 = 6.16$$

Observed Frequency	Expected Frequency	(O-E)	(O-E) ²	(O-E) ² / E
3	8.96	-5.96	35.52	3.96
5	4.48	0.52	0.27	0.06
8	6.72	1.28	1.64	0.244
12	7.28	4.72	22.27	3.05
13	7.04	5.96	35.52	5.045
3	3.52	-0.52	0.27	0.076
4	5.28	-1.28	1.64	0.31
2	6.16	-4.16	17.3	2.80
			Ψ²	15.534

Cal $\chi^2 = 15.534$ now tabulated χ^2 for degree of freedom (3, 0.05) at significant level 0.05 Tabulated $\chi^2 = (3, 0.05) = 7.815$

RESULTS

Since calculated χ^2 is <
tabulated χ^2 Therefore
we should accept null
hypothesis

Inference

There is no significant relationship between variety of Milk and satisfaction with the Milk shelf life.

CHAPTER -5

FINDING & SUGGESTION AND CONCLUSION

Based on the analysis and discussion on primary data in the previous chapter Finding Suggestion and Conclusion of the study in logical manner.

5.1 FINDING

From the questionnaires, the following points are found and noted

- ❖ 33% of the respondents fall under age group of 26-35
- ❖ 67% of the respondents are married
- ❖ 47% of the respondents are graduate
- ❖ 52% of the respondents are doing Business
- ❖ 53% of the respondents are in the income group of 5001-10000
- ❖ 57% of the respondents are in the credit basis
- ❖ 87% of the respondents are male
- ❖ 66% of respondents are pulsar
- ❖ 52% of the respondents are relative and friends
- ❖ 32% of respondents are in price and brand image
- ❖ 57% of respondents are satisfied
- ❖ 68% of respondents are affordable

- ❖ 52 % of respondent in motivate
- ❖ 22% of respondent in tyre
- ❖ 56% of respondent in good in service
- ❖ 97% of respondent in yes to purchase
- ❖ 42% of respondent in 1-3 year in duration
- ❖ 64% of respondent in satisfied in problem solving

5.2 SUGGESTIONS

- To increase the sale of Bajaj, they should concentrate on mileage.
- The company should concentrate on after sale service.
- To improve the sales, some more advertisement is necessary.
- The company will have to give better education about Bajaj to customers who purchase the vehicle.
- To increase the sale of Bajaj bike, some more price reduction to be offered to the customers.

5.3 CONCLUSION

This study was done for Bajaj motors to analyse the customer satisfaction towards Bajaj bike. The study reveals the following conclusions.

This study is useful for bajaj motors to understand the behavior pattern of customers.

The suggestions emerged from the study if put into action will flourish in the near future

REFERENCE

- Hawkins, Best, Coney. CPhilip kilter: Marketing manager New Delhi, Prentice Hall of India (p) Ltd, 11th edition, 2001.
- Kothari C. R. Research methodology, New Age international (p) Ltd, New Delhi 2004.
- Customer Satisfaction, TATA McGraw Hill, New Delhi, 2005.

WEBSITES

- [Www. Bajaj company.com](http://Www.Bajaj company.com)

APPENDIX
A STUDY ON CUSTOMER SATISFACTION
TOWARDS BAJAJ BIKE

QUESTIONNAIRES:

1)NAME OF THE RESPONDENT:_____

2)AGE GROUP OF RESPONDENT

a)18-25

b) 26-35

c)39-50

d)Above 50

3)MARITAL STATUS OF RESPONDENTS

a)Married

b)Unmarried

4)Educational Level

a)Illiterate

b)School Level

c)Graduate

d)others

5)OCCUPATION OF THE RESPONDENTS

a)Agriculture

b)Business

c)Profession &Services

d)others

6)MONTHLY INCOME

- a)Below 5000
- b) 5000-10000
- c)10000-15000
- d)Above 15000

7)MODE OF PURCHASE OF THE RESPONDENT

- a)Cash basis
- b)Credit basis

8)HOW DO YOU COME TO KNOW ABOUT BAJAJ BIKES

- a)Advertisement
- b)Friends
- c)Social media
- D)Internet E)Magazine
- f)Others

9)WHICH BIKE DO YOU LIKE IN THE BAJAJ a)Pulsar

- b)CT 100
- C)Platina
- d)Discover
- e)others

10)RATE THE FACTORES EFFECTING THE PURCHASE DECISION

- a)Price
- b)Brand image
- c)Mileage
- d)Power
- e)Style
- f)Others

- 11) PICKUP PERFORMANCE OF THE BAJAJ BIKE
- a) Highly satisfied
 - b) satisfied
 - c) Dissatisfied
- 12) WHAT IS YOUR OPINION ABOUT PRICE OF BAJAJ MOTOR CYCLE
- a) Affordable
 - b) Competitive
 - c) Comparatively high
- 13) HOW DO YOU FEEL ABOUT ADVERTISING STRATEGY OF BAJAJ
- a) Motivate
 - b) Informative
 - c) Makes no difference
- 14) WHAT FEATURE DO YOU LIKE TO DEVELOP IN BAJAJ MOTOR TO MAKE IT AS THE BEST
- a) Engine
 - b) Suspension
 - c) Tyre
 - d) Mileage
 - e) Discs
 - f) Seats
- 15) DID YOU LIKE OUR SERVICES ? IF YES WHAT WAS THE EXPERIENCE?
- a) Excellent
 - b) Good
 - c) Average
 - d) Poor
- 16) DO YOU RECOMMEND YOUR FRIENDS/RELATIVES TO PURCHASE THE BAJAJ BIKE
- a) yes
 - b) No

17)DURATION OF USING THE BAJAJ MOTOR a)Below
1 year

b) 1-3 year

c)3-6 year

d)Above 6 year

18)ARE YOU SATISFIED WITH YOUR PROBLEMS BY THEIR SOLUTION

a)Highly satisfied

b)Satisfied

c)Some what satisfied

d)Dissatisfied

