Research Paper Commerce

A Study on Analysis of the Customer Satisfaction Level Towards the Use of Bajaj Bikes with Special Reference to Tirunelveli Town, Tamilnadu

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ABSTRACT

In India, many companies entered the field of vehicles and market their services under various schemes. In turn the users of bikes regardless of age, sex, income are always on the increase but in practice the customers using on brand of bike are not permanent and they simply changes the bikes from one to another or from one model to another model according to their convenience and performance of bikes. Hence the present study on Customer Satisfaction Level towards the use of Bajaj Bikes with special reference to Tirunelveli Town, is undertaken.

Keywords : Customer, Satisfaction, Preference

INTRODUCTION

The customer satisfaction is the relationship between the customer expectations and the product's perceived performance. If the product matches the expectations, the customer is satisfied. If it exceeds, the customer is highly satisfied. A customer, if satisfied is more likely to purchase product the next time and will say good things about the product to others.

Customer satisfaction is closely like

- ✓ Quality
- ✓ Price
- ✓ Availability

Customer Satisfaction, a term frequently used in marketing, is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals".

Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product / service to product / service. The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviors such as return and recommend rate. The level of satisfaction can also vary depending on other options the customer may have and other products against which the customer can compare the organization's products.

Good quality measures need to have high satisfaction loadings, good reliability, and low error variances. In an empirical study comparing commonly used satisfaction measures it was found that two multi-item semantic differential scales performed best across both hedonic and utilitarian service consumption contexts. According to studies by Wirtz & Lee (2003), they identified a six-item 7-point semantic differential scale, which is a six-item 7-point bipolar scale that consistently performed best across both hedonic and utilitarian services. It loaded most highly on satisfaction, had the highest item reliability, and had by far the lowest error variance across both studies. The another best scale was single-item percentage measure, a one-item 7-point bipolar scale (e.g., Westbrook 1980).

SCOPE OF THE STUDY

The study helps in having an awareness of customer satisfaction towards the use of Bajaj". As Bajaj had a good reputation in the market, this study will help to know that how Bajaj is satisfied by the vehicle users.

OBJECTIVES

- To identify the various factors influencing customer to prefer Bajaj two wheelers.
- To know the satisfaction level of customer towards various attributes of Bajaj two wheelers.
- To know the level of satisfaction towards customer service representatives.
- To identify the expectation that should be satisfied by Bajaj two wheelers to increase customer satisfaction.
- To render suggestion to increase customer satisfaction towards Baja two wheelers.

RESEARCH DESIGN

Research is common word refers to a search for knowledge. It can also be defined research as a "scientific and systematic search for pertinent information on a specific topic". In fact, research is an art of science investigation.

A **Research Design** encompasses the methodology and procedure employed to conduct scientific research. The design of a study defines the study type (descriptive, correlational, semi-experimental, experimental, review, meta-analytic) and sub-type (e.g.: descriptive-longitudinal case study), research question and hypotheses, independent and dependent variables, experimental design if applicable, data collection methods and a statistical analysis plan.

The research design is the determination and statement of general research approach of strategy adopted for the particular product. It is the heart of the planning which the design adheres to the research objected which will ensure that the needs will be served.

Descriptive adoptive has been followed in the study as it is

invested to produce accurate descriptive of various relevant to the decision faced without demonstrating that some relationship exist within variable. It is used to measure the behavior variable of people of subject who are under the study. Questionnaire is the primary form of collecting data.

STATISTICAL TOOLS

1. Percentage Analysis
2. Likert Scale Method

ATTRIBUTES THAT ARE INFLUENCED THE CUSTOMERS TO PREFER BAJAJI BIKES.

TABLE 1
TECHNICAL EXCELLENCE

Status	Number of Respondents	Percentage	Likert Value	Value	Rank
Strongly Agree	7	14	5	35	3
Agree	22	44	4	88	1
Neutral	16	32	3	48	2
Disagree	5	10	2	10	4
Strongly Disagree		0	1	0	5
Total	50	100			

Source : Primary Data

From the above Table, 1 percent of the respondents are Strongly Agreed with technical excellence. 44 percent of the respondents are agreed. 32 per cent of the respondents are moderately agreed.

From this, the total value 181 divided by 50 is 3.62. So, the maximum number of the respondents are agreed the technical excellence.

TABLE – 2
CUSTOMER SERVICE

Status	Number of Respondents	Percentage	Likert Value	Value	Rank
Strongly Agree	5	10	5	25	3
Agree	23	46	4	92	1
Neutral	16	32	3	48	2
Disagree	6	12	2	12	4
Total	50	100			

Source : Primary Data

Table 2 shows that the 10 percent of the respondents are strongly agreed the customer service, but 46 percent of the respondents are agreed the services and the 32 percent of the respondents are told that it's normal. At the same time 12 percent of the respondents are disagreed the customer service.

TABLE 3
VALUE FOR MONEY

Status	Number of Respondents	Percentage	Likert Value	Value	Rank
Strongly Agree	9	18	5	45	3
Agree	15	30	4	60	1
Neutral	18	32	3	54	2
Disagree	7	14	2	14	4
Strongly Disagree	1	2	1	1	5
Total	50	100			

Source : Primary Data

From the above table, it is shown that the 18 percent of the respondents are strongly agreed, 30 percent of the respondents are agreed the work of money, 32 percent of the respondents are moderately agreed, and 14 percent of the respondents are disagreed this.

From this, the total is 174 that is the rank values 3.48. So, the maximum number of the respondents are agreed.

TABLE – 4
BRAND IMAGE

Status	Number of Respondents	Percentage	Likert Value	Value	Rank
Strongly Agree	18	36	5	90	2
Agree	24	48	4	96	1
Neutral	7	14	3	21	3
Disagree	1	2	2	2	4
Total	50	100			

Source : Primary Data

The above Table shows that the 36 percent of the respondents are strongly agree the brand image, 48 percent of the respondents are agreeing, 14 per cent of the respondents are said that its normal and finally 2 per cent of the respondents are disagreeing the concept of brand image. So, the maximum number of the respondents are strongly agree the brand image of the vehicle.

TABLE 5
BETTER MILEAGE

Status	Number of Respondents	Percentage	Likert Value	Value	Rank
Strongly Agree	7	14	5	35	2
Agree	22	44	4	88	1
Neutral	11	22	3	33	3
Disagree	6	12	2	12	4
Strongly Disagree	4	8	1	4	5
Total	50	100			

Source : Primary Data

From the above table, it is shown that the 14 percent of the respondents are strongly agree with Better Milege, 49 percent of the respondents are agreed, 22 percent of the respondents are said that its normal, 2 percent of the respondents are disagreeing and finally 8 percent of the respondents are strongly disagreed the Better Milege. So, the maximum number of the respondents are in the category of Neutral.

SUGGESTIONS

There are some suggestions for promoting the sales of Bajaj bikes. The following are suggestions made by the researcher.

- As the customers feel that the employees are not supporting and not providing proper services, the companies should provide proper services and increasing the after sales services activity. It will increase the sales.
- More emphasis should be given to the promotional elements such as advertising through pamphlets etc.

CONCLUSION

The researcher takes pleasure in presenting this report of the humble study that he has made. The researcher has full satisfaction over the work that was done by him independently with the supervision of his Guide. The researcher has a feeling that at least some of his findings and suggestions may be useful to increase the sales of Bajaj bikes and also they promote their services so effectively in the days to come.

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