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## RESEARCH ARTICLE

### A STUDY ON CUSTOMER SATISFACTION TOWARDS BAJAJ TWO WHEELERS WITH REFERENCE TO CUMBUM TOWN, THENI DISTRICT

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#### ABSTRACT

Satisfaction is a kind of stepping away from an experience and evaluating it. One could have a pleasurable experience that caused dissatisfaction because even though pleasurable, it was not pleasurable, it was supposed or expected to be so satisfaction / dissatisfaction is not an emotion. Customer satisfaction means accordance of subjective expectations and the actual satisfaction of needs towards product and services satisfaction occurs when the expectations of the consumer with a particular product are similar to the performance level, and whenever the performance of a product will meet the expectation level of the customer he/she will also be satisfied. This study has undertaken to know the customer satisfaction regarding bajaj two wheelers in cumbum town, Theni District.

#### INTRODUCTION

Customer satisfaction is important to business from the short term and long term point of view. In short importance we can include worn and repurchase, while in long-term brand image and market share. If a customer is satisfied he will praise product his/her friends, relatives, neighbors or colleagues and he/she may recommend the product to people he/she may intend to buy the same product, or may buy again in near future one satisfied customer may be the best means of advertisement. It can build a brand image in a particular area and gradually shall increase leading to a greater market share. Hence short - term benefits of satisfaction will pave way to long -term benefits empirical evidence regarding extend of negative versus positive word of mouth is somewhat equivocal. TARP (1981) found that negative word of mouth is more likely to occur that positive word of mouth on the other hand, Holmes and Left (1977) found that satisfied customers participate in word of mouth (worn) communication is greater extend than dissatisfied customer.

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Marketers should satisfy their target customers needs and wants. Therefore marketers must study their target customers wants, perception preferences and their buying behaviors. Such study will definitely provide dues for developing new products; product features, prices, channels messenger, and other marketing mix elements.

#### REVIEW OF LITERATURE

Satisfaction depends on a comparison of pre-purchase expectations to

- Richard Oliver

Satisfaction is a kind of stepping away from an experience and evaluating it one could have a pleasurable experience that caused dissatisfaction because ever through pleasurable, it was not as pleasurable it was supposed or expected to be so satisfaction, dissatisfaction isn't an emotion, it's the evaluation of an emotion.

- H. Keith Hunt

Satisfaction is a person's feelings of pleasure or disappointment resulting, from comparing a products perceived performance (or outcomes) in relation to his to her expectations.

- Philip Kotler

## RESEARCH METHODOLOGY

### PERIOD OF THE STUDY

The study was undertaken during Jan - March, 2016.

### RESEARCH DESIGN

The researcher used exploratory and descriptive cum diagnostic research methods.

### EXPLORATORY RESEARCH

Exploratory research is a preliminary phase and is absolutely essential to obtain the proper definition of problems.

### DESCRIPTIVE RESEARCH

Descriptive research studies which are concerned with describing the characteristics of a particular individual or of a group.

### DIAGNOSTIC RESEARCH

Diagnostic research follows depth approaches to reach the basis casual relations such studies usually go deep into the causes to things or events that interest us. Using very deep data gathering devices.

### OBJECTIVES

- To study the socio demographic factors of customers.
- To identify the factors that influence to purchase of Bajaj two wheeler
- To analyse the satisfactory level of customers about the Bajaj two- wheeler in the study area.

### RESEARCH HYPOTHESIS

- There is a significant association between age' and satisfaction of two- wheeler (Bajaj).
- There is a significant association between area of residency and attraction of media.

### PILOT STUDY

In order to know the feasibility of carrying out the research, researchers approached and contacted various officials and to get detailed discussion regarding the topic. It helps the research to get an idea about the reach problem.

### SAMPLE DESIGN

The sample design chosen by research for the study is convenience sampling, convenience sample is one selected purposively in such as way that tile demographic characteristics of interest we represented is the sample is the same proportion as they are is the population. The size of the sample units are 110 persons selected for this study.

## SOURCE OF DATA COLLECTION

### PRIMARY DATA

Primary data means first and fresh data should collected with help of the questionnaire.

### SECONDARY DATA

Secondary data was collected from the annual reports and brochures of Bajaj auto mobiles.

### STATISTICAL TOOLS USED

- Percentage analysis
- Chi - square test

### COMPANY PROFILE

The Bajaj Group is amongst the top 10 business houses in India. Its footprint stretches over a wide range of industries, spanning automobiles (two-wheelers and three-wheelers), home appliances, lighting, iron and steel, insurance, travel and finance. The group's flagship company, Bajaj Auto, is ranked as the world's largest two and three wheeler manufacturer and the Bajaj brand is well- known in over a dozen countries in Europe, Latin America, the US and Asia. Founded in 1926, at the height of India's movement of independence the British, the group has an illustrious history. The integrity, dedication, resourcefulness and determination to succeed which are characteristics of the group today, are often traced back to its birth during those days of relentless devotion to a common cause. Jammalal Bajaj, founder of the group, was a confident and disciple of Mahatma Gandhi. In fact, Gandhiji had adopted him as his son. This close relationship and his deep involvement in independence of movement did not leave Jammalal Bajaj with much time spend on his newly launched business venture.

His son, Kamalnayan Bajaj, then 27, took over the reins of business in 1942. He too was close to Gandhiji and it was only after Independence in 1947, that he was able to give his full attention to the business. Kamalnayan Bajaj not only consolidated the group, but also diversified into various manufacturing activities. The present Chairman and Managing Director of the group, Rahul Bajaj, took charge of the business in 1965. Under his leadership, the turnover of the Bajaj Auto the flagship company has gone up from Rs. 72 million to Rs. 46.16 billion (USD 936 million), its product portfolio has expanded from one to and the brand has found a global market. He is one of India's most distinguished business leaders and internationally respected for his business acumen and entrepreneurial spirit.

### BUSINESS DESCRIPTION

Bajaj Auto Limited. The Groups' principal activity is to manufacture two and three wheeler vehicles. Other activities of the group include insurance and investment business. The group operates in three segments, are automotive, insurance and investment and others. It has a network of 498 dealers and over 1,500 service dealers and 162 exclusive three-wheeler spread across the country.

## BAJAJ AUTO LIMITED - EARNING & DIVIDEND ANALYSIS

This detailed Report provides and Earnings and Dividends history for Bajaj Auto Limited. Tabular results include up to a ten- year history of "as reported" Earnings per Share and Dividends per share and Dividends per share plus a calculation of the amount of earnings paid out over the year in "dividends (i.e. Payout Ratio). Earnings and Dividends are presented on both a Quarterly and Annual basis. An annual Percent Charge factor is calculated both Earnings and Dividends.

Exchange: BOM  
Major Industry: Financial  
Sub industry : Other Finance Services  
Country : India  
Employees: 801

### BUSINESS DESCRIPTION

Bajaj Auto Finance Ltd. The Group's principal activity is to provide for purchase of automobiles, consumer durables and personal computer. It also provides personal loans. The Group operates through 102 branch offices.

### BAJAJ AUTO LIMITED - PRICE ANAL YSIS

This Report features upto a ten-year record of the equity Price history for Bajaj Auto Limited. Tabular results include the High, Low and Closing price for the quarter. There is also a calculation of percentage change in price for both quarterly and annual periods. Price values are adjusted for stock splits and dividends. Bajaj Auto Limited. The Groups' principal activity is to manufacture two and three wheeler vehicles. Other activities of the group include insurance and investment and others. It has a network of 498 dealers and over 1,500 service dealers and 162 exclusive three-wheeler dealers spread across the country.

### BAJAJ AUTO LIMITED - SALES ANALYSIS

#### BUSINESS DESCRIPTION

This Report provides a comprehensive Sales and Marin summary analysis for Bajaj Auto Limited Tabular results include up to a ten year history on Sales, EBITDA (Earnings before Interest, Taxes, Depreciation and Amortization), Income before Extraordinary Items and number of Employees. Additional ratios are included for sales growth, earnings and income as a percent of sales and Sales per Employee. Bajaj Auto Limited. The Groups' principal activity is to manufacture two and three wheeler vehicles. Other activities of the group include insurance and investment business. The group operates in three segments, which are Automotive, Insurance and investment and others. It has a network of -498 dealers and over 1,500 service dealers and 162 exclusive three-wheeler dealers spread across the country.

#### FORGING UNIT

Fully equipped with all the facilities, forging plant at Gurgaon. The plant was established in Year 2000 and started its commercial production in the year 2001. ISO 9001: 2000

certified from TUV and in process in obtain TS 16949 and ISO 14001.

#### CASTING UNIT

This is an upcoming unit of Bajaj Motors Ltd. At Bhora Kalan, Binola Industries area, Gurgaon, India spread over an area of 6 cores in the process of backward integration. The specialization of Bajaj Motors Casting Plant is Shell Moulding casting and perhaps this is the largest plant in its category in entire Northern India.

#### POLICIES

#### QUALITY POLICY

Bajaj Motors Ltd. is committed to provide value added products to its customers by ethical working, enhancing core competency of its team, continual improvement in the system involving total employees maintaining external and internal customer concepts.

#### DATA ANALYSIS AND INTERPRETATION

**Table 1. Distribution of Respondents on The Basis of Residency**

S.No	Area of Residency	No. of respondents	Percentage
1.	Village	35	31.82
2.	Town	75	68.18
	Total	110	100

Source: Primary data

From the above table shows that 68.18% of respondents belong to town area and 31.82% of respondents belong to village area. Therefore majority of the respondents belong to town area only.

**Table 2. Disrblution of respondents on the basis of gender**

S.no	Gender	No. of Respondents	Percentage
1.	Male	95	86.36
2.	Female	15	13.64
	Total	110	100

Source: Primary data

From the above table reveals that 86.36% of respondents belong to the Male category and 13.64% of respondents belong to the female category. Therefore majority of the respondents belong to the male category.

**Table 3. Distribution of respondents on the basis of age**

S.no	Age	No. of Respondents	Percentage
1.	Below	5	4.54
2.	21-30	59	53.64
3.	31-40	22	20.00
4.	41-50	15	13.64
5	Above51	9	8.18
	Total	110	100

Source: Primary data

From the above table shows that 53.64% of respondents belong to 21-30 years of age, 20% of respondents belong to 31-40 years of age, B.64%, of respondents belong to above 41-50 years of age, 8.18% of respondents belongs to above 51 years of age, 4.54% of respondents belong below 20 years of age. Hence majority of the respondent belong to 21-30 years of age.

**Table 4. Distribution of respondents on the basis of educational qualification**

S.no	Educational Qualification	No of Respondents	Percentage
1.	Uneducated	1	0.91
2.	SSLC	23	20.91
3.	HSC	12	10.91
4.	UG	45	40.91
5.	PG	29	26.36
	Total	110	100

Source: primary data

From the above table reveals that 40.91 % of respondents belong to UG. degree, 26.36% of respondents belong to P.G. degree, 20.91% of respondent belong to SSLC, 10.91% of respondents belong to HSC, 0.91 % of respondents belong to uneducated. Therefore, majority of the respondents belong to UG degree only.

**Table 5. Distribution of respondents on the basis of occupation**

S.No	Area of Residency	No. of Respondents	Percentage
1.	Govt. employees	12	10.91
2.	Private employees	54	49.09
3.	Students	14	12.73
4.	House wife	5	4.54
5.	others	25	22.73
	Total	110	100

Source: primary data

From the above table shows that 49.09% of respondents are private employees, 22.73% of respondents belong to other occupations, 12.73% of respondents are students, 10.91% of respondents are government employees and 4.54% of respondents are house wife. Therefore majority of the respondents belong to private employees.

**Table 6. Distribution of respondents on the basis of annual income**

S.no	Annual income	No of Respondents	Percentage
1.	Rs.50,000	40	36.36
2.	Below Rs 50,000	22	20.00
3.	Rs.1,00,000	24	21.82
4.	Above Rs.1,00,000	16	14.55
5.	Rs.1,50,000 to Rs.2,00,000	8	7.27
	Total	110	100

Source: Primary data

From the above table shows that 36.36% of respondents belong to the income of Rs. 50,000, 21.82% of respondents belong to the income of Rs. 1,00,000, 20% of respondents belong to the income of below 50,000, 14.55% of respondents belong to the income of above Rs. 1,00,000 and 7.27% of respondents belong to the income of Rs. 1,50,000 to Rs. 2,00,000. Therefore majority of the respondents belong to the Annual income of Rs. 50,000 only.

**Table 7. Distribution of respondents on the basis of marital status**

S.no	Marital Status	No. of Respondents	Percentage
1.	Married	62	56.36
2.	Unmarried	48	43.64
	Total	110	100

Source: primary data

From the above table shows that 56.36% of respondents belong to 'married and 43.64% of respondents belong to unmarried. Therefore majority the respondent belong to married.

**Table 8. Distribution of respondents on the basis of cost of two wheeler**

S.no	Cost of two wheeler	No of Respondents	Percentage
1.	Low	13	11.82
2.	Moderate	65	59.09
3.	High	32	29.09
	Total	110	100

Source: Primary data

From the above table shows that 59.09% of respondents belong to cost of two wheeler is moderate, 29.09% of respondents belong to cost of two wheeler is high and 11.82% of respondents belong to cost of two wheeler is low. Therefore majority of the respondents belong to moderate.

**Table 9. Distribution of respondents on the basis of usage of two wheeler**

S.No	Usage of Two wheeler	No. of Respondents	Percentage
1.	0-2 years	46	41.82
2.	3-5 years	34	30.91
3.	6-8 years	12	10.91
4.	Above 9 years	18	16.36
	Total	110	100

Source: Primary data

From the above table shows that 41.82% of respondents belong to 0 to 1 years, 30.91% of respondents belongs to 3 to 5 years, 16.36% of respondents belong to above 9 years and 10.91 % of respondents belong to 6 to years. Hence majority of the respondents belong to 0 - 2 years.

**Table 10. Distribution of respondents on the basis of selection of two wheeler**

S.No	Selection of two wheeler criteria	No. of Respondents	Percentage
1.	Price	49	44.55
2.	Quality	20	18.18
3.	Comfort and Fuel efficiency	28	25.45
4.	Style and pick up	13	11.82
5.	Others	-	-
	Total	110	100

Source: Primary data

From the above table shows that 44.55% of two-wheeler prefers for price, 25.45% of two-wheeler prefers for comfort and fuel efficiency, 18.18% If two-wheeler prefer for quality. 11.82% of two-wheeler prefers for hence majority of respondents belongs to price only.

**Table 11. Distribution of respondents on the basis of attraction of media**

S.No	Attraction of media	No of Respondents	Percentage
1.	Television Advertisement	35	31.82
2.	Magazine	15	13.64
3.	Friends and relatives	44	40.00
4.	Show rooms	12	10.91
5.	Others	4	3.63
	Total	110	100

Source: Primary data

**Table 12. Distribution of respondents on the basis of scheme of payment**

S.No	Scheme of Payment	No of Respondents	Percentage
1.	Installment scheme	38	34.55
2.	Out right payment	72	65.45
	Total	110	100

Source: Primary data

From the above table reveals that 40% of the respondents belong to influence the purchase decision of their friends and relatives, 31.82% of respondents influence by television, 13.64% respondent of influence by magazine, 10.91% of respondents belong to the show rooms, 3.63% and other respondents belong to the others. Hence, majority of the respondents influence by their friends and relatives.

**Table 12. Distribution of respondents on the basis of scheme of payment**

S.No	Scheme of Payment	No of Respondents	Percentage
1.	Installment scheme	38	34.55
2.	Out right payment	72	65.45
	Total	110	100

Source: Primary data

From the above table shows that 65.45% of respondents pay the amount in out right payment and 34.55% of respondents follows installment! Scheme. Therefore majority of the respondent belong to pay the amount in out right payment.

**Table 13. Distribution of respondents on the basis of maintenance cost of two-wheeler**

S.No	Maintenance cost	No of Respondents	Percentage
1.	High	69	62.73
2.	Low	41	37.27
	Total	110	100

Source: Primary data

From the above table shows that 62.73% of respondents belong to high maintenance of cost and 37.27% of respondents belong to low maintenance of cost. Therefore majority of the respondent belong to high maintenance of cost only.

**Table 14. Distribution of respondents on the basis of satisfaction of sales service**

S.No	Satisfaction of Sales service	No of Respondents	Percentage
1.	Yes	66	60
2.	No	44	40
	Total	110	100

Source: Primary data

From the above table shows that 60% of respondents are satisfied by dealers of sales service and 40% of respondents are not satisfied by the dealer service. Therefore majority of the respondents satisfied by the dealers of the service.

**Table 15. Distribution of respondents on the basis of suggestion of model**

S.No	Suggestion of model	No of Respondents	Percentage
1.	Yes	85	77.27
2.	No	25	22.73
	Total	110	100

Source: Primary data

From the above table shows that 77.27% of respondents suggested that model to their friends and relatives and 22.73% of respondents are not suggested the model to their friends and relatives.

**Table 16. Distribution of respondents on the basis of fuel efficiency of two-wheeler**

S.No	Fuel efficiency	No. of Respondents	Percentage
1.	Below 40 km per 1 lit	22	20.00
2.	41 km -50 km 1 lit	40	36.37
3.	51 km- 60 km per 1 lit	31	28.18
4.	61 km – 70 km per 1 lit	17	15.45
	Total	110	100

Source: Primary data

Hence, majority of the respondents suggested the model to their friends and relatives. From the above table shows that 36.37% of respondents belong to 41 km-50 km per lit, 28.18% respondents belongs to 51 km - 60 km per 1 lit, 10% respondents belong to below 40 km per 1 lit, 15.45% respondents belong to 61 km- 70 km per 1 lit. Therefore majority of the respondents belongs to 41 - 50 kmper 1lit.

**Table 17. Distribution of respondents on the basis of satisfaction of two-wheeler**

S.No	Satisfaction of two-wheeler	No. of Respondents	Percentage
1.	Good	45	40.91
2.	Average	63	57.27
3.	Poor	2	1.82
	Total	110	100

Source: Primary data

From the above table shows that 57.27% of respondents belong to satisfaction of two wheeler is average, 40.91% of respondents belong to satisfaction of two wheeler is good and 1.82% of respondents belongs to satisfaction of two wheeler is poor. Therefore majority of the respondents belongs to average satisfaction of two-wheeler

**Association Between Age And Satisfaction of Two Wheeler (Bajaj)**

Age	Satisfaction of two wheeler			Statistical inference
	Good	average	poor	
Below 20	-	6	-	CV=14.202 TV=15.5 CV<TV Not Significant
21-30 years	20	35	-	
31-40 years	13	11	2	
41-50 years	7	7	-	
Above 51 years	5	4	-	

Degrees of freedom = (r-1) (c-1)

= (5 - 1) (3 - 1)

= 8

8 at 5% level of significance.

**INFERENCE**

Above There is no significant association between age and satisfaction of two wheeler. Hence accept the null hypothesis.

Inference There is no significant association between area of residency and Hence accept the null hypothesis.

**ASSOCIATION BETWEEN AREA OF RESIDENCY AND ATTRACTION OF MEDIA**

Aria of Residency	Attraction of Media					Statistical inference
	Television	Magazine	Friends & relatives	Show rooms	others	
Village	10	3	20	3	-	CV= 6.883 TV= 9.49 CV<TV
Town	25	12	24	9	4	Not significant

Degrees of freedom = (r-1) (c-1)

= (2 - 1) (5 - 1)

= 4

4' at 5% level of significance.

**FINDINGS SUGGESTIONS AND CONCLUSIONS**

**FINDINGS RELATED TO SOCIO - DEMOGRAPHIC FACTORS**

- Majority of Respondents belong to town area (68.18%)
- Majority of Respondents belong to the Gender of Male (86.36%)
- Majority of Respondents belong to the age group of 21 - 30 years (53.64%)
- Majority of Respondents are having the educational qualification of V.G. degree (40.91 %)
- Majority of Respondents are belong to the occupation of private employees (49.09%) Majority of Respondents are receive the income of Rs. 50,000 (36.36%)
- Majority of Respondents are married (56.36%).

**FINDINGS RELATED TO HYPOTHESIS**

**Research Hypothesis: 1**

There is a significant association between age and satisfaction of two wheeler.

**Null Hypothesis**

There is no significant association between age and satisfaction of two wheeler.

**Statistical test used**

Chi-square test was used.

**Finding**

There is no significant association between age and satisfaction of two

**Wheeler**

Hence null hypothesis is accepted.

**Research Hypothesis: 2**

There is a significant association between area of residency and attraction of media.

**Null Hypothesis**

There is no significant association between i area of residency and attraction of media.

**Statistical test used**

Chi - square test was used.

**Finding**

There is no significant association between' area of residency and attraction of media.

**HENCE NULL HYPOTHESIS IS ACCEPTED.**

**SUGGESTIONS**

- It is suggest that bajaj two wheeler improve its quality, style to attract the more customers.
- It is suggest that to give more advertisement on television and magazine to influence the customer to purchase the bajaj two wheelers more.
- It is suggest that to provide installment payment scheme. So that the product can attract the customers easily.
- It is suggest the company should concentrate more on cost of maintenance.
- It is suggest that the company should concentrate more on the mileage of Bajaj two wheelers, because the customers are dissatisfied about mileage.

**Conclusion**

This research study was conducted with the aim to find the satisfactory level of customers in Bajaj two wheelers in Cumbum Town, Theni District and it is found that most of the customers are satisfied with the bajaj two wheelers. Although, if the company can change the product style and reduce the cost of the product can be attracted by more customers and get full satisfaction.

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