

**“A Study of Customer Satisfaction
towards BAJAJ PULSAR BIKES
Ahmednagar”**

PROJECT REPORT



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**In Partial Fulfillment For Third Year In Bachelor Of Bussiness Administration
Savitribai Phule Pune University.**

AT

**Mula Education Society's
Arts ,Commerce And Science College Sonai.**

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CERTIFICATE

This is to certify that **Telore Pooja Sanjay** bearing the **Register No. BB178925** of VI Semester BBA has carried out the Project Work entitled **“A Study of Customer Satisfaction towards BAJAJ PULSAR BIKES Ahmednagar”**

under guidance of **Proff.Mr.Sayyad Liyakat.R**

as part of **her** curriculum activity as per the norms for obtaining Degree in Bachelor of Business Administration from Arts Commerce and Science college sonai, Ahmednagar during the Academic year 2020-2021.

**Project Guide
Examiner**

Proff.Mr.Sayyad.Liyakat.R

External Examiner

Internal

Place: Sonai

Date: 28/05/2021

DECLARATION

I hereby declare that the project work
entitled **“A Study of Customer
Satisfaction towards BAJAJ
PULSAR BIKES Ahmednagar”**

is the result of my own study done under the supervision and guidance of
Proff.Mr.Sayyad Liyakat.R

Assistant Professor, Department of Commerce, Arts Commerce and
Science college sonai, Ahmednagar Sonai – 414105 and I further declare
that the findings in this project report are independent study done by me
and it has not been submitted earlier to any University/Institution for the
award of any other course.

Telore .P.A
Telore Pooja Sanjay

Place: Sonai

Date: 28/05/2021

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INTRODUCTION

Customer satisfaction, a business term, is a measure of how products and services supplied by a company meet customer expectation. It is seen as a key performance indicator within business and is part of the four perspectives of a Balanced Scorecard.

In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy.

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

"**Customer satisfaction**" is the important statement of the problem in this project.

Measuring customer satisfaction

Customer satisfaction refers to the extent to which customers are happy with the products and services provided by a business. Customer satisfaction levels can be measured using survey techniques and questionnaires. Gaining high levels of customer satisfaction is very important to a business because satisfied customers are most likely to be loyal and to make repeat orders and to use a wide range of services offered by a business.

OBJECTIVES

1. The objective of the study is “Company image Bajaj and Survey research to measure customer satisfaction towards Bajaj Pulsar”.
2. To determine the effects of the company image on the sales.
3. To understand customer attitude towards Bajaj motorcycles.
4. To measure customer satisfaction of Bajaj pulsar motorcycle owners.
5. To know the tastes and preferences of people of when it comes to Pulsar bikes.
6. To find the reasons for buying Pulsar motorcycle.

COMPANY PROFILE

Bajaj Auto is a major Indian vehicle manufacturer started by Jamnalal Bajaj from Rajasthan in the 1930s. It is based in Pune, Maharashtra, with plants in Chakan (Pune), Waluj (near Aurangabad) and Pantnagar in Uttaranchal. The oldest plant at Akurdi (Pune) now houses the R&D centre Ahead. Bajaj Auto makes and exports automobiles, scooters, motorcycles and the auto rickshaw.

The Forbes Global 2000 list for the year 2005 ranked Bajaj Auto at 1,946. It features at 1639 in forbes 2011 list.

Bajaj Auto came into existence on 29 November 1945 as M/s Bachraj Trading Corporation Private Limited. It started off by selling imported two- and three-wheelers in India. In 1959, it obtained license from the Government of India to manufacture two- and three-wheelers and it went public in 1960. In 1970, it rolled out its 100,000th vehicle. In 1977, it managed to produce and sell 100,000 vehicles in a single financial year. In 1985, it started producing at Waluj near Aurangabad. In 1986, it managed to produce and sell 500,000 vehicles in a single financial year. In 1995, it rolled out its ten millionth vehicle and produced and sold one million vehicles in a year.

BAJAJ PULSAR

Bajaj Pulsar is a motorcycle brand owned by Bajaj Auto in India. The two wheeler was developed by the product engineering division of Bajaj Auto in association with motorcycle designer Glynn Kerr Tokyo R&D. Currently there are four variants available -with engine capacities of 135 cc, 150 cc, 180 cc and 220 cc. Previously it was also offered with a 200 cc DTS-i oil cooled engine, which now has been discontinued. More than a million units of Pulsar were sold

by November 2005. 2009, sales of more than Pulsar is the leader in the 150 cc segment in India with a market share of 43%.

Company Profile:

Founder	Jamnallal Bajaj
Year of Establishment	1926
Industry	Automotive - Two & Three Wheelers
Business Group	The Bajaj Group
Listings & its codes	BSE – Code: 500490; NSE - Code: BAJAJAUTO
Presence	Distribution network covers 50 countries. Dominant presence in Sri Lanka, Bangladesh, Columbia, Guatemala, Peru, Egypt, Iran and Indonesia.
Joint Venture	Kawasaki Heavy Industries of Japan
Registered & Head Office	Akurdi , Pune – 411035, India Tel.: +(91)-(20)-27472851 Fax: +(91)-(20)-27473398
Works	<ul style="list-style-type: none"> • Akurdi, Pune 411035 • Bajaj Nagar, Waluj Aurangabad 431136 • Chakan Industrial Area, Chakan, Pune 411501
E-mail	rahulbajaj@bajajauto.co.in
Website	www.bajajauto.com

RESEARCH METHODOLOGY

Survey research is the systematic gathering of information from respondents for the purpose of understanding and/or predicting some aspects of the behaviour of the population of interest. It is the most common method of collecting primary data for marketing decisions. Survey research is concerned with administration of questionnaires (interviewing). The survey research must be concerned with sampling, questionnaire design, questionnaire administration and data analysis. The administration of questionnaire to an individual or group of individuals is called an interview. A questionnaire is simply a formalized set of questions for eliciting information. As such, its function is measurement and it represents the most common form of measurement in marketing research. The report has been prepared as per the information obtained from two sources. They are:

1. Primary data
2. Secondary data

Primary data:

1. Structured questionnaire

Secondary data:

1. Data from various magazines especially bike magazines.
2. Internet.

Sampling plan :

Data collected has been analyzed and interpreted by percentage system and presented in pie charts.

Sampling frame :

Customers visiting showrooms for servicing their pulsar motorcycles.

Sampling unit:

Motorcycles owners esp. Bajaj Pulsar motorcycle owners

Sampling method:

Desired sample size:

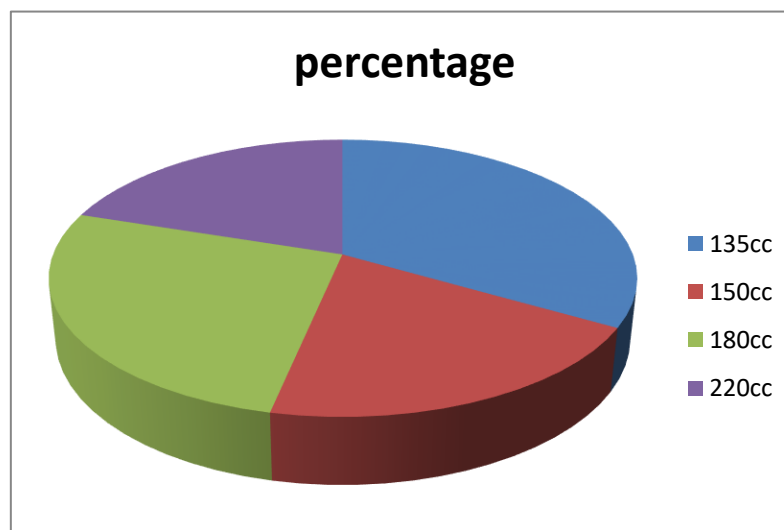
A sample size of 30 motorcycle owners was specified.

FACTS & OBSERVATIONS

1. Which category of Pulsar motorcycle do you own?

Table

Response	% of customers	No. of customers	% of customers
135cc	33.33	10	
150cc	20	06	
180cc	26.66	08	
220cc	20	06	
Total	100 %	30	



Interpretation / Analysis:

According to my survey, out of 30 respondents, 33.33 % of the people own Pulsar 135cc category most, then 180cc with around 26.66 % followed with 150cc & 220cc with 20% for both.

2. Choose reasons for selecting Bajaj Pulsar?

Table

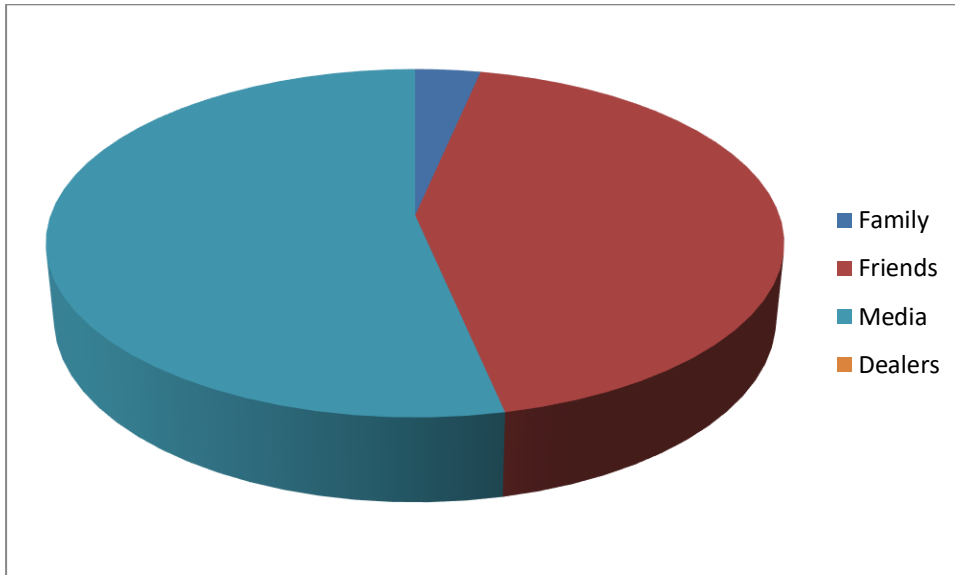
Response	% of customers	No. of customers
Style	16.66	05
Brand image	13.33	04
Mileage	36.66	11
Pick up	16.66	05
Price	10	03
Resale value	10	03
Popularity	3.33	01
Comfort	3.33	01
Low maintenance	0	00
Safety	3.33	01
Total responses	100	30

Interpretation / Analysis:

Most of respondents chosen the reason for selecting Bajaj Pulsar is its mileage.

3. What was the source of information for the purchase of Bajaj Pulsar motorcycle?

Response	No of customers	% of customers
Family	01	3.33
Friends	13	43.33
Media	16	53.33
Dealers	00	00
TOTAL	30	100



4. What innovations would you like to see in Bajaj Pulsar motorcycle?

Interpretation / Analysis:

Respondents want innovations like wide tyres, looks, better styling, improved handling, better disc braking system & more pick up in Pulsar bike.

5. How would you rate Bajaj Pulsar in terms of its mileage?

- a. Excellent b. Good c. Bad d. Very Bad**

Interpretation / Analysis:

Majority of the respondents rate Bajaj Pulsar in terms of its mileage is excellent and good.

6. From how many years do you own the bike?

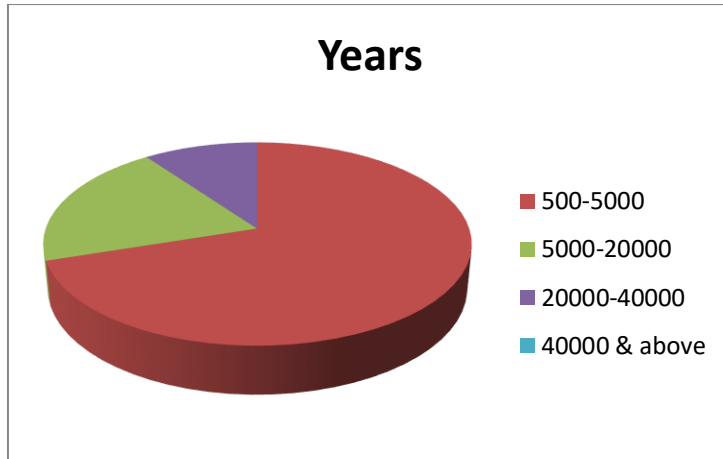
years	No of customers	% of customers
0-1	18	60
1-2	07	23.33
2-4	05	16.66
4 & above	00	00
TOTAL	30	100

Interpretation / Analysis:

Above table clearly shows us that most of the respondents owns bike for less than a year.

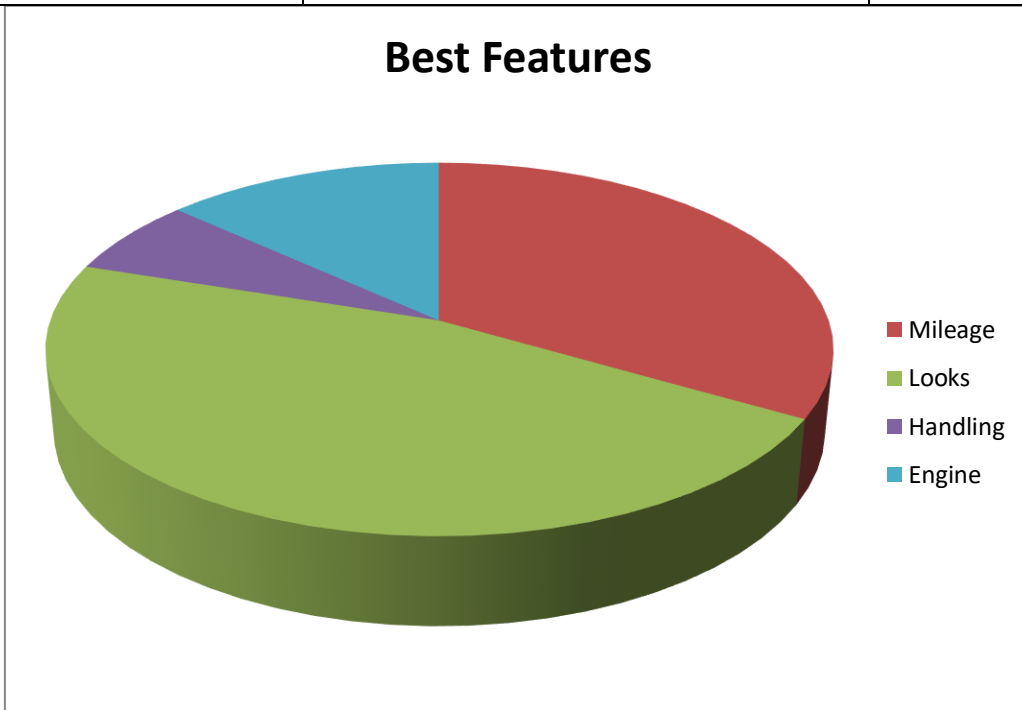
7. How much kilometres (kms) have you travelled up to date?

years	No of customers	% of customers
500-5000	21	70
5000-20000	06	20
20000-40000	03	10
40000 & above	00	00
TOTAL	30	100



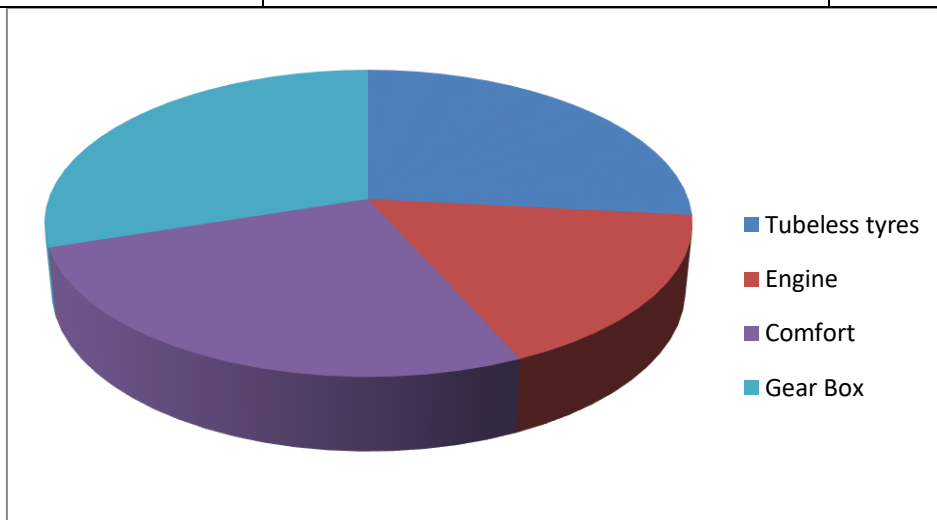
8. Which is the best feature of the bike?

Features	No of customers	% of customers
Mileage	10	33.33
Looks	14	46.66
Handling	02	6.66
Engine	04	13.33
TOTAL	30	100



9. What is the disadvantage of bike?

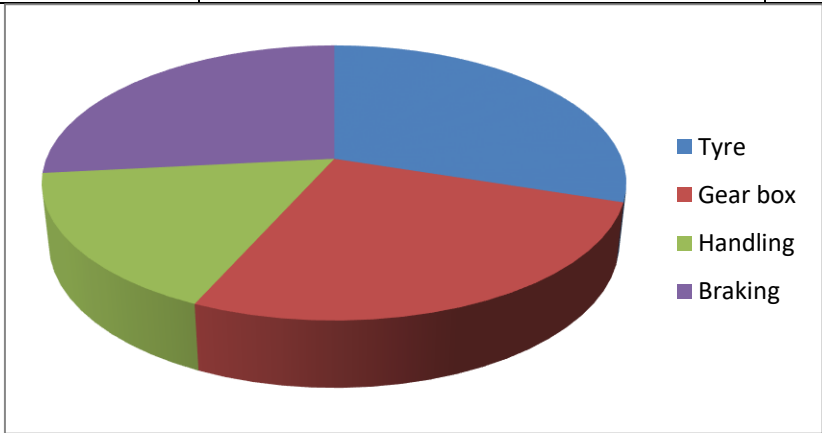
	No of customers	% of customers
Tubeless tyres	08	26.66
Engine	05	16.66
Comfort	08	26.66
Gear Box	09	30
TOTAL	30	100



Interpretation / Analysis:- Most of the respondents found gear box a big disadvantage in a bike.

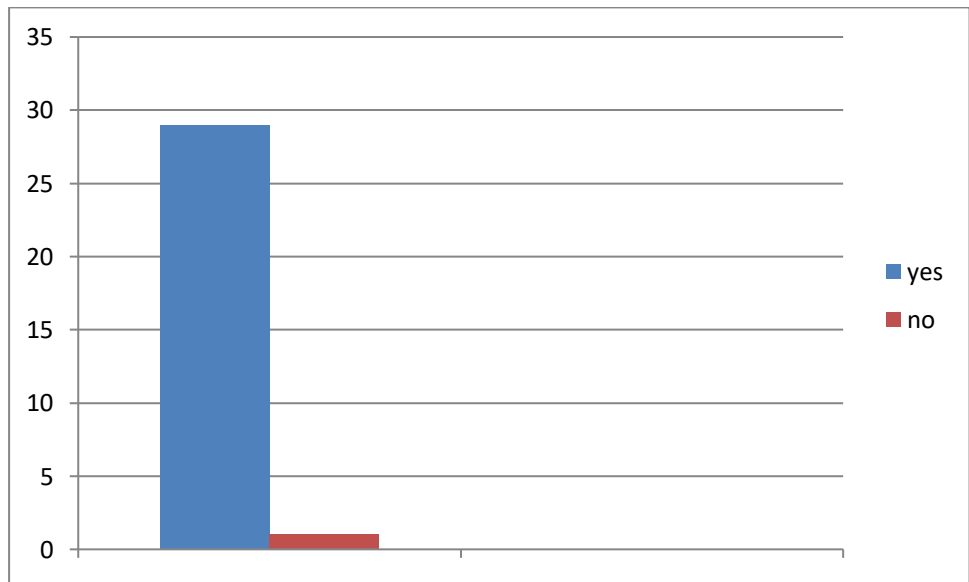
10. What is one thing you want to improve in bike?

	No of customers	% of customers
Tyre	09	30
Gear box	08	26.66
Handling	05	16.66
Braking	08	26.66
TOTAL	30	100



Interpretation / Analysis:- Majority of respondents want to improve tyres in a bike.

11. Are you satisfied with the service by Bajaj?



Interpretation / Analysis:- 96% of respondents said that they are satisfied with the service provided by Bajaj.

Conceptual Relevance

This study made us to understand the demand and factors which affect the buying preference of a consumer. They always take care of customer taste out of the 4 'P's of marketing price, product plays very important role though promotion doesn't play that much important role because in our survey we found that the least factor which affects the consumer to pulsar bikes was promotion, but another fact is that consumers preference is always quality and prices of the bike.

This company is majorly influenced by price factor as in this field too many competitors are ready to occupy the market share as consumer taste and preference vary according to various factor so by understanding the consumer need we must fix the competitive price.

The pie chart creates a visual model, which people can use when comparing different data sets. Using different colors, pie charts divide information into sections resembling pie slices which is accompanied by a number of percentages, and its size changes accordingly. Graphs and charts condense large amounts of information into easy-to-understand formats that clearly and effectively communicate important points.

In the near future consumers desires more and more bikes to be introduced in the market and at the same time they should maintain quality because most of the consumers prefer pulsar bike by quality and price.

CONCLUSIONS

During the live project we found that so many people and officials prefer pulsar bikes because of mileage and its styling. Some of the office going people and students prefer pulsar because of its easy handling too.

People preference to pulsar bikes is rapidly increasing because of less price and satisfactory after-sale service.

LIMITATIONS OF THE STUDY:

1. The responses given by the respondents may not be true.
2. The respondents may be careless in responding to the questionnaire.
3. The respondents may be illiterate.

ANNEXURE
QUESTIONNAIRE

NAME:
AGE:
OCUPATION:
INCOME :

1. Which category of Pulsar motorcycle do you own?

- a. 135cc
- b. 150cc
- c. 180cc
- d. 220cc

2. Choose reasons for selecting Bajaj Pulsar?

- a. Style
- b. Brand image
- c. Mileage
- d. Pickup
- e. Price
- f. Resale value
- g. Popularity
- h. Comfort
- i. Low maintenance
- j. Safety

3. What was the source of information for the purchase of Bajaj Pulsar motorcycle?

- a. Family
- b. Friends
- c. Media
- d. Dealers

4. What new /innovation would you like to see in Bajaj Pulsar motorcycle?

5. How would you rate Bajaj Pulsar in terms of its mileage?

- a. Excellent
- b. Good
- c. Bad
- d. Very bad

6. From how many years do you own the bike?

- a. 0-1
- b. 1-2
- c. 2-4
- d. 4 & above

7. How much Kilometres (kms) have you travelled up to date?

- a. 500-5000
- b. 5000-20000
- c. 20000-40000
- d. 40000 & above

8. Which is the best feature of the bike?

- a. mileage
- b. looks
- c. handling
- d. engine

9. What is the disadvantage of bike?

- a. tubeless tyre
- b. engine
- c. comfort
- d. gear box

10. what is the one thing you want to improve in bike?

- a. tyre
- b. gear box
- c. handling
- d. braking

11. Are you satisfied with the service provided by Bajaj?

- a. Yes
- b. No

REFERENCE

1. www.Bajajauto.com
2. www.Overdrive.com

Thank You