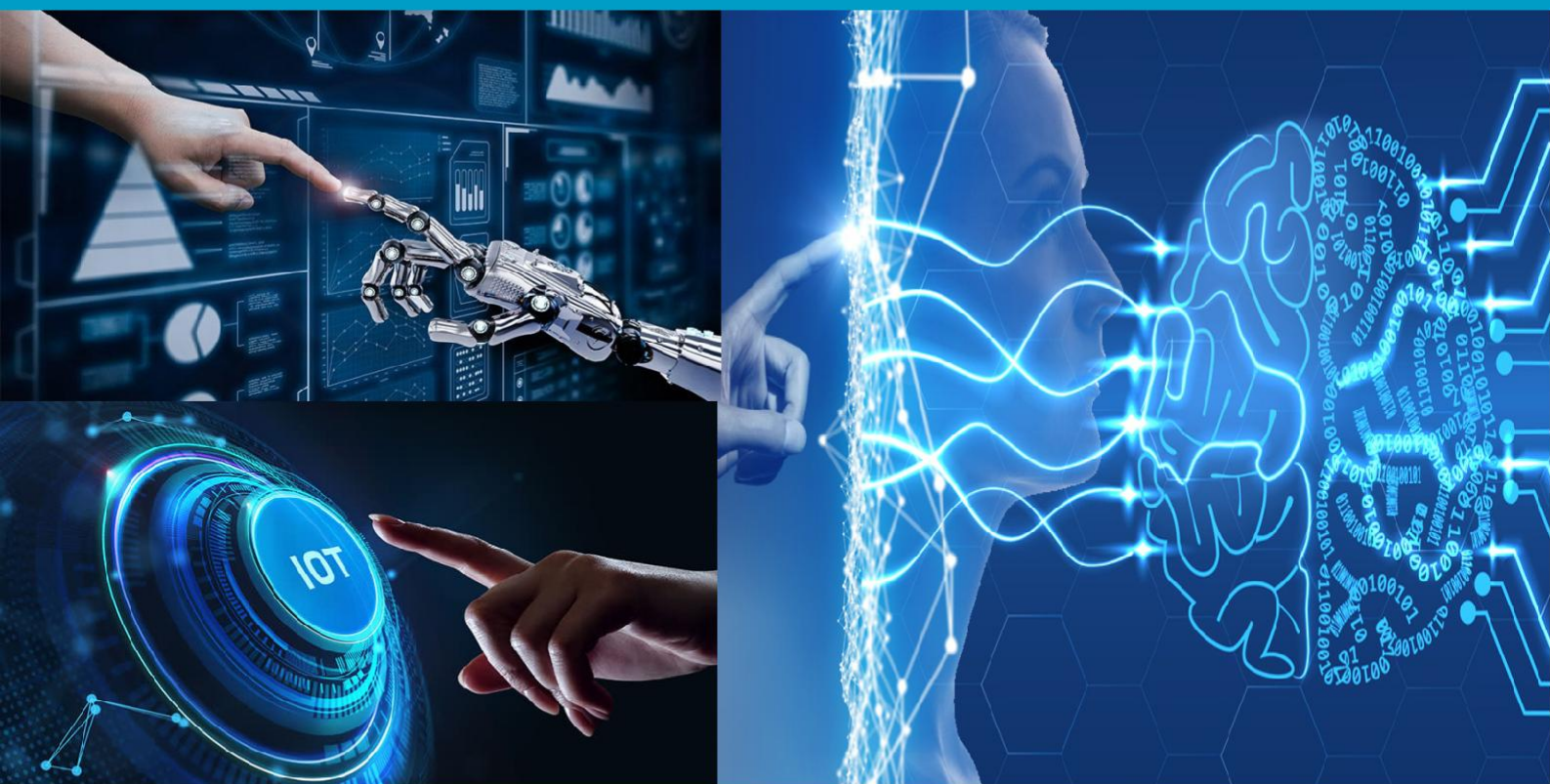




INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH

IN SCIENCE, ENGINEERING, TECHNOLOGY AND MANAGEMENT

Volume 10, Issue 5, May 2023



INTERNATIONAL
STANDARD
SERIAL
NUMBER
INDIA

Impact Factor: 7.580



+91 99405 72462



+9163819 07438



ijmrsetm@gmail.com



www.ijmrsetm.com



A Study On Buyer Satisfaction And Behaviour Of Bajaj Automobile Platina H Gear (110CC) With Special Reference dharapuram

N. Sathya Narayanan, Prof. Ms. k. Arulini ,

PG Student, Department of Management studies, Nandha Engineering college (Autonomous), Erode, Tamil Nādu, India

Assistant professor , Department of Management studies, Nandha Engineering college (Autonomous), Erode, Tamil Nādu, India

ABSTRACT : This topic is selected in order to Study and identify the Customer Satisfaction Level of Platina 110 H Gear in Coimbatore city. A questionnaire was prepared consisting of 16 questions. Around 100 respondents were questioned. The questionnaire circulation covered customers of Platina 110 H Gear in Coimbatore City. A descriptive study was undertaken. Simple Random Sampling technique was used. Simple percentage analysis and chi square method was used. In this project the following were researched and studied in detail. The Customers attitude towards Platina 110 H Gear to determine the effects of the company image on the sales and also to find the reason for buying pulsar motorcycle.

I. INTRODUCTION

Customer satisfaction is the measure of how well a product or service meets the expectations and needs of its customers. It is an essential component of business success because satisfied customers are more likely to become loyal, repeat customers and to recommend the product or service to others.

Customers expect high-quality products or services that meet their needs and expectations. Products or services that consistently meet or exceed customer expectations can lead to higher levels of customer satisfaction. Effective customer service can significantly impact customer satisfaction. Customers expect to receive prompt, courteous, and knowledgeable assistance when they have a question or need help with a product or service. Customers expect products or services to be priced fairly and competitively. Pricing that is too high or too low compared to competitors can negatively impact customer satisfaction. Customers expect products or services to be easily accessible and convenient to use. This can include things like availability, delivery options, and ease of use.

II. STATEMENT OF THE PROBLEM

Despite Balaji Automobile's reputation for quality products and services, there are indications of declining customer satisfaction levels. The company declining customer satisfaction levels. The company has received complaints about the quality of its after-sales service and customer support. Additionally, customers have reported long waiting times for vehicle repairs, leading to dissatisfaction and a decline in customer loyalty.

III. OBJECTIVES OF THE STUDY

- ❖ To study the socio-economic characteristics of respondents.
- ❖ To study the factors influencing for selection of Bajaj Platina 110 H-Gear model.
- ❖ To know the customers preference towards Bajaj Platina 110 H-Gear.
- ❖ To know the customers opinion about the Brand Image of Bajaj Platina 110 H-Gear.

IV. SCOPE OF THE STUDY

This study is useful for me as well as for the company for identifying the Customer satisfaction level toward Bajaj Platina 110 H-Gear, in Coimbatore city. For company, to identify the customer attitude towards Bajaj Platina 110 H-Gear. And also, this study helps me to create and maintain a good relationship between the customer and the management. Because of this study, the company may know what the customer is looking for and also how to satisfy him regarding Bajaj Platina 110 H-Gear bike.



V.LIMITATIONS OF THE STUDY

- ❖ Since the project duration was limited to Two months an elaborate study was not possible.
- ❖ Study was limited in Coimbatore City.
- ❖ The sample size was limited to 100 customers of Platina 110 H Gear NS 200 in Coimbatore City.
- ❖ During the survey most of the respondents contacted had newly purchased the motorcycle thus they could not respond accurately

VI.LITERATURE REVIEW

Angel Saral Rose (2018), made a study on "Marketing performance of two-wheelers in Vijay Auto Agency, Tirunelveli. District" has found that seventy four percent of respondents consider incidental positive opinion on loan arrangements. Seventy eight percent of respondents have positive opinion on the appearance of shop front. Forty percent of the respondents have good satisfaction followed by thirty two percent of respondents being highly satisfied with regard to reception of customers by Vijay Auto Agency.

In another study by **Santhosh kumari (2017)**, entitled "Consumer buying behaviour in two-wheeler industry, with special reference to Bajaj motorbikes", identified that 88.5 percent of the respondents are aware of the various brands of two-wheelers available in the market through watching T.V and reading newspapers or magazines. Majority (93.35percent) of these respondents can recall and evaluate the alternatives before they purchase

VII.RESEARCH METHODOLOGY

Research is an original contribution to the existing stock of knowledge making for its advancement. It is the pursuit of truth with the help of study, observation, comparison and experiment. In short, the search for knowledge through objective and systematic method of finding solution to a problem is research.

A research method refers to the methods the researchers use in performing research operations. Research Methodology is a way to systematically solve the research problem. By research methodology not only the research methods are considered but also the logic behind the methods used in the context of the research study and explanations are given on why a particular technique is used

VIII.RESEARCH DESIGN

- Research objective: The objective of the study is to identify the factors that affect customer satisfaction at Balaji Automobile and to provide recommendations to improve customer satisfaction levels.
- Research method: The study will use a quantitative research method to collect data through a structured survey questionnaire. The questionnaire will be designed to measure customer satisfaction levels and identify factors that affect customer satisfaction.
- Sampling method: A probability sampling method will be used to select a representative sample of Balaji Automobile's customers. The sample size will be determined using a confidence interval of 95% and a margin of error of 5%.
- Data collection: The survey questionnaire will be administered to the selected customers through various methods, such as face-to-face interviews, online
- Data analysis: The data collected will be analysed using statistical methods, such as descriptive statistics, correlation analysis, and regression analysis, to identify the factors that affect customer satisfaction. The results of the analysis will be presented using tables, charts, and graphs
-

IX.TYPES OF RESEARCH

The research type used in this study is Descriptive, which is used to describe characteristics of a population or phenomenon being studied.

X.SAMPLE DESIGN

Sampling design for a survey refers to the process of selecting a subset of individuals or units from a larger population that is representative of the entire population. The sampling design determines how the sample is selected and how many individuals or units are included in the survey. The sampling design is crucial to ensure that the survey results are valid and can be generalized to the entire population. The two main types of sampling designs for surveys are probability sampling and non-probability sampling.



DATA COLLECTION

Data collection is the process of gathering information or data from various sources, such as surveys, interviews, observation, and secondary data sources. The purpose of data collection is to obtain accurate and reliable information to answer research questions or to solve a specific problem

Primary Data Source

Primary data sources refer to the original or firsthand information collected directly from individuals or sources for a specific research study or project. Primary data sources are often used in research studies to answer specific research questions or to gather information that is not available from secondary sources.

Secondary Data Source

Secondary data sources refer to data that has already been collected and published by others for a different purpose than the current research project. Secondary data can be obtained from a variety of sources, such as government agencies, academic institutions, research organizations, and commercial data providers.

XI.SIZE OF THE SAMPLE

The sample size is 140

XII.TOOLS USED

Simple percentage analysis is the method to represent raw streams of data as a percentage (a part in 100-percent) for better understanding of collected data.

FORMULA

Simple percentage

Number of respondents

Percentage analysis = $\frac{\text{Number of respondents}}{\text{Total number of respondents}} \times 100$

Chi Square:

A statistical test called chi-square is used to examine whether there is a meaningful correlation between two categorical variables. Since it is a non-parametric test, no assumptions about the distribution of the data are necessary.

Correlation:

The statistical relationship between two or more variables is referred to as correlation. Correlation, then, evaluates the strength and direction of the relationship between two variables. The Pearson's correlation coefficient, which has a range of -1 to +1, is the most widely used correlation coefficient.

XIII. ANALYSIS OF INTERPRETATION

Table 1: Age of the respondent:

		Frequency	Percent
Valid	20 -40 years	60	42.9
	40 -60 years	40	28.6
	Above 60 years	11	7.9
	Below 20 years	29	20.7
	Total	140	100.0

INTERPRETATION

The majority of the respondents were between 20-40 years old (42.9%), followed by 40-60 years old (28.6%).

TABLE NO:2 Chi square

The relationship between the age of the respondent and their opinion about the reasons to purchase Platina 110 H Gear?

Age of the respondent * What are the reasons to purchase Platina 110 H Gear?**Crosstabulation****Count**

		What are the reasons to purchase Platina 110 H Gear?			
		Brand name	Low Maintenance	Mileage	Price
Age of the respondent	20 -40 years	20	14	13	13
	40 -60 years	5	13	16	6
	Above 60 years	0	5	4	2
	Below 20 years	10	4	7	8
Total		35	36	40	29

Null Hypothesis:

H0: There is no significant relationship between the age of the respondent and their opinion about the reasons to purchase Platina 110 H Gear?

Alternative Hypothesis:

H1: There is a significant relationship between the age of the respondent and their opinion about the reasons to purchase Platina 110 H Gear?

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	16.693 ^a	9	.054
Likelihood Ratio	19.591	9	.021
N of Valid Cases	140		

INTERPRETATION

The chi-square tests conducted on this data have a Pearson chi-square value of 16.693 with 9 degrees of freedom and a p-value of 0.054, while the likelihood ratio chi-square value is 19.591 with 9 degrees of freedom and a p-value of 0.021. Since the p-values for both tests are greater than the conventional significance level of 0.05, we fail to reject the null hypothesis and conclude that there is not enough evidence to support the claim that there is a significant relationship between age and the reasons for purchasing the Platina 110 H Gear bike. However, it is important to note that the p-value for the likelihood ratio test is less than 0.05, indicating that there may be some evidence to support the alternative hypothesis that there is a relationship between the variables.

Table no3 Correlation:

The correlation between the age of the respondent and their opinion about the source of information for the purchase of Bajaj Platina 110 H Gear?

Correlations

		Age of the respondent	What was the source of information for the purchase of Bajaj Platina 110 H Gear?
Age of the respondent	Pearson Correlation	1	.024
	Sig. (2-tailed)		.777
	N	140	140
What was the source of information for the purchase of Bajaj Platina 110 H Gear?	Pearson Correlation	.024	1
	Sig. (2-tailed)	.777	
	N	140	140



Null Hypothesis:

H0: There is no significant correlation between the age of the respondent and their opinion about the source of information for the purchase of Bajaj Platina 110 H Gear?

Alternative Hypothesis:

H1: There is a significant correlation between the age of the respondent and their opinion about the source of information for the purchase of Bajaj Platina 110 H Gear?

Interpretation:

The Pearson correlation coefficient between age and the source of information for the purchase of Bajaj Platina 110 H Gear is 0.024, which is a very weak positive correlation. The p-value associated with the correlation coefficient is 0.777, which is greater than the commonly used alpha level of 0.05, indicating that the correlation is not statistically significant.

Based on this data, we fail to reject the null hypothesis and conclude that there is no significant correlation between the age of the respondent and their opinion about the source of information for the purchase of Bajaj Platina 110 H Gear. This means that age does not appear to be a factor in determining the source of information for purchasing this product.

XIV.FINDINGS

- The majority of the respondents were between 20-40 years old (42.9%), followed by 40-60 years old (28.6%).
- The largest group of respondents were students (28.6%), followed by businessmen (22.9%) and working professionals (22.1%).
- Most respondents (65%) had an income between 10001-75000.
- The highest percentage of respondents (36.4%) were undergraduate students, followed by those who had completed schooling (25.7%).
- 52.1% of respondents were aware of various series of Bajaj Platina motorcycles.
- The chi-square tests conducted on this data have a Pearson chi-square value of 16.693 with 9 degrees of freedom and a p-value of 0.054, while the likelihood ratio chi-square value is 19.591 with 9 degrees of freedom and a p-value of 0.021. Since the p-values for both tests are greater than the conventional significance level of 0.05, we fail to reject the null hypothesis and conclude that there is not enough evidence to support the claim that there is a significant relationship between age and the reasons for purchasing the Platina 110 H Gear bike. However, it is important to note that the p-value for the likelihood ratio test is less than 0.05, indicating that there may be some evidence to support the alternative hypothesis that there is a relationship between the variables.

XV.SUGGESTIONS

- Ensure that there is effective communication with customers, both before and after the sale of a product or service. This can be achieved by training staff to be more responsive to customer inquiries and concerns, providing regular updates on the status of a customer's order, and being transparent about pricing and service options.
- Ensure that products and services are of high quality and meet the customer's expectations. This can be achieved by training staff to identify and address quality issues, using high-quality materials and equipment, and offering warranties or guarantees on products and services.
- Customers appreciate prompt and efficient service. This can be achieved by streamlining the service process
- s, reducing wait times, and providing regular updates on the status of a customer's order or service request

XVI.CONCLUSION

From this research work done in Platina 110 H Gear in, Coimbatore city. The respondents are highly satisfied with the present Platina 110 H Gear bike. The reason is because of their brand image and style of the bike and the comfort and also the free services provided by them. But there are few respondents who are not satisfied with the price. So, the company should look on the price also

REFERENCES

1. "Global Automotive Consumer Study" by Deloitte, which provides insights into consumer behavior and preferences in the automotive industry across various markets. (<https://www2.deloitte.com/content/dam/Deloitte/global/Documents/manufacturing/dttl-global-automotive-consumer-study-2019.pdf>)



2. "Customer satisfaction in the automobile industry: a comparative study of Toyota and Honda" by A. Al-Hajar, which examines customer satisfaction with two major automobile brands in the Middle East. (https://www.researchgate.net/publication/319085211_Customer_satisfaction_in_the_automobile_industry_a_comparative_study_of_Toyota_and_Honda)
3. "Customer satisfaction in the automobile industry: a study of Maruti Suzuki India Limited" by V. Bhatia and N. Rani, which focuses on customer satisfaction with Maruti Suzuki India Limited, a major automobile manufacturer in India. (https://www.researchgate.net/publication/327654817_Customer_Satisfaction_in_the_Automobile_Industry_A_Study_of_Maruti_Suzuki_India_Limited)
4. "Factors affecting customer satisfaction in the automotive industry: a case study of Toyota, Thailand" by P. Larpkittavorn, which identifies factors that impact customer satisfaction with Toyota vehicles in Thailand. (https://www.researchgate.net/publication/323677843_Factors_Affecting_Customer_Satisfaction_in_the_Automotive_Industry_A_Case_Study_of_Toyota_Thailand)
5. "Exploring the determinants of customer satisfaction in the automotive industry: the role of service quality, trust, and perceived value" by S. M. Islam et al., which examines the impact of service quality, trust, and perceived value on customer satisfaction in the automotive industry. (<https://www.tandfonline.com/doi/abs/10.1080/0267257X.2020.1844784>)
6. "Measuring customer satisfaction with the after-sales service of automobile manufacturers: a case study of the Turkish automotive industry" by S. Vatansever and I. Zengin, which investigates customer satisfaction with after-sales service in the Turkish automotive industry. (https://www.researchgate.net/publication/311756389_Measuring_customer_satisfaction_with_the_after-sales_service_of_automobile_manufacturers_A_case_study_of_the_Turkish_automotive_industry)



INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH

IN SCIENCE, ENGINEERING, TECHNOLOGY AND MANAGEMENT



+91 99405 72462



+91 63819 07438



ijmrsetm@gmail.com

www.ijmrsetm.com