

## UNVEILING BAJAJ MOTORS: ANALYZING CUSTOMER FEEDBACK

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### ABSTRACT

*Customer satisfaction is a critical measure in marketing, indicating the degree to which a company's offerings meet customer expectations. This research article focuses on investigating and improving customer satisfaction within Bajaj Motors Ltd., a significant player in India's two-wheeler industry. The study aims to evaluate satisfaction levels, collect feedback for enhancements, and explore customer preferences regarding occasional discounts/free gifts. Employing descriptive research methodology, data is gathered through questionnaires distributed to 88 Bajaj Auto Ltd. customers in Bidar. The findings provide insights into customer perceptions of various Bajaj motorcycle models, encompassing performance, reliability, fuel efficiency, comfort, and value for money. While discernible satisfaction trends emerge, caution is warranted due to unspecified sample sizes, the absence of demographic data, and the use of online methodology. Future research should broaden its scope by including representative samples and demographic details to ensure reliability. Recognizing individual preferences and needs is crucial, emphasizing tailored marketing strategies and deeper consumer insights. By addressing limitations through larger sample sizes, demographic insights, and a nuanced understanding of model preferences, Bajaj Motors Ltd. can enhance customer satisfaction and reinforce its brand position in the competitive market landscape.*

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**Keywords:** Customer Satisfaction, Bajaj Motors Ltd., Research Article, Descriptive Research Methodology, Customer Perceptions, Motorcycle Models, Qualitative and Quantitative Analysis, Market Dynamics, Service Quality, Customer Feedback.

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### Introduction

In the realm of marketing, "customer satisfaction" serves as a vital metric, indicating how well a company's products and services meet or exceed customer expectations. It's integrated into business strategies as a crucial performance indicator, guiding efforts to align offerings with customer needs. Managing customer satisfaction effectively requires reliable measures, as satisfaction levels can influence brand loyalty and word-of-mouth marketing, impacting sales and profitability. This research article focuses on understanding and enhancing customer satisfaction within the company. Meanwhile, motorcycles, versatile vehicles with diverse applications, contribute significantly to economies worldwide. From transportation and recreation to emergency services and tourism, motorcycles play multifaceted roles. The Indian two-wheeler industry, for example, has evolved significantly, experiencing growth spurred by factors like affordability and technological advancements. Moreover, motorcycles have transformative effects on economic development, generating employment, improving accessibility, and stimulating infrastructure development, particularly in rural areas.

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**Objective of the Study**

- Understand customer satisfaction levels regarding features and services offered by Bajaj Motors Ltd.
- Gather customer feedback for enhancing satisfaction.
- Investigate customer preferences towards occasional discounts/free gifts offered by Bajaj Motors.

**Literature Review**

S. No.	Title of the Paper	Author	Objectives	Observation
1	"Value of innovation in a company: case of bajaj auto ltd"	Dinesh Chandrasekar and Chaudhry Saqib Mehmood	To assess the significance of innovation in contributing to the overall value, competitiveness, and market position of Bajaj Auto Ltd.	The study on the value of innovation at Bajaj Auto Ltd. is that innovation significantly contributes to the company's competitiveness, market position, and overall value, particularly through advancements in product design, manufacturing processes, market strategies, and a supportive organizational culture.
2	"Bajaj auto limited: synergizing product engineering and market engineering initiatives"	Asian case research journal	To analyze how Bajaj Auto Limited effectively integrates product engineering and market engineering to strengthen its competitive advantage in the automotive industry.	The article on Bajaj Auto Limited's strategies is that the effective integration of product engineering and market engineering has led to the development of innovative, market-driven products, resulting in increased market share, improved customer satisfaction, and sustainable growth for the company.
3.	"Market analysis and performance evaluation of twowheeler (scooter) products"	Dr. H.C. Purohit	To analyze market dynamics and performance metrics of twowheeler scooter products, providing insights into emerging trends, consumer preferences, and factors influencing sales and growth in the specified period.	The article on the market analysis and performance evaluation of two-wheeler scooter products is that comprehensive data analysis reveals insights into market trends, consumer preferences, and external factors influencing scooter sales, providing valuable guidance for manufacturers, marketers, and industry analysts.
4	"Customer's attitude and preference towards bajaj pulsar in erode district"	Thangam and Karthikeyan	To discern the factors influencing consumers' perceptions and choices regarding the Bajaj Pulsar motorcycle in Erode District through a mixedmethod approach combining qualitative and quantitative methodologies.	The study conducted by Thangam and Karthikeyan is the identification of significant determinants influencing consumers' attitudes and preferences towards the Bajaj Pulsar motorcycle in Erode District, encompassing factors such as brand reputation, product quality, pricing, design aesthetics, after-sales service, and peer influence.

5	"Marketing of two-wheeler in Tirunelveli district: a study with reference to market potential of Bajaj auto ltd"	Dr. M. Manohar and Dr. N. Moorthy	The analysis of factors influencing market dynamics and consumer preferences within the two-wheeler segment in Tirunelveli District, particularly focusing on Bajaj Auto Ltd's marketing strategies and market potential, providing valuable insights for stakeholders in the automotive industry to enhance market penetration and profitability in the region.	The analysis of factors influencing market dynamics and consumer preferences within the two-wheeler segment in Tirunelveli District, particularly focusing on Bajaj Auto Ltd's marketing strategies and market potential, providing valuable insights for stakeholders in the automotive industry to enhance market penetration and profitability in the region.
6	"Customer perception with motor cycles"	Dr Vijay Lakshmiathan and B. Jayachitra	To explore the factors influencing customer perceptions of motorcycles, including brand image, product features, pricing, and after-sales service, through a mixed-method approach incorporating qualitative and quantitative techniques.	The identification of critical determinants, such as brand reputation, product quality, pricing competitiveness, design aesthetics, and after-sales support, that significantly influence customer perceptions and preferences regarding motorcycles, providing valuable insights for motorcycle manufacturers to enhance their market competitiveness.
7	"a study on sales service and customer satisfaction of Bajaj bikes"	Nikhil and Mr. B. Sreekanth	To assess the effectiveness of Bajaj's sales service initiatives and their impact on customer satisfaction, aiming to comprehend the factors influencing customer perceptions and experiences with Bajaj motorcycles.	The comprehensive assessment of Bajaj's sales service initiatives and their impact on customer satisfaction, highlighting areas for improvement and opportunities to enhance customer loyalty in the competitive motorcycle
8	"Content analysis of tourist opinions regarding Tourism Quality (TOURQUAL) using text mining techniques on online reviews"	Risca Septi Widyawati, Herry Irawan, and Astri Ghina	To explore and understand the sentiment and perceptions of tourists towards Borobudur as a tourism destination through content analysis of online reviews using text mining techniques.	The tourists generally hold positive sentiments towards Borobudur as a tourism destination, emphasizing its historical significance and cultural richness, while also identifying areas for improvement in infrastructure and facilities.
9	"Consumer Buying Behaviour with Reference to Bajaj Auto Ltd"	Bhadrapa Haralayya	To gain insights into the factors influencing consumers' purchasing decisions regarding Bajaj Auto Ltd.'s products, particularly	The factors such as brand reputation, product quality, pricing, promotional activities, distribution channels, and customer service experiences significantly influence

			focusing on motorcycles and three-wheeler vehicles, through a combination of qualitative and quantitative methods.	consumer buying behavior concerning Bajaj Auto Ltd., providing valuable insights for optimizing marketing strategies and enhancing consumer engagement and loyalty.
10	"Study on Customer Perceptions Guru Basava Motors, Bidar"	Bhadrapa Haralayya	To understand the factors influencing customers' perceptions and satisfaction levels regarding the services provided by Guru Basava Motors in Bidar, employing a mixed-method approach comprising both qualitative and quantitative methods.	The identification of strengths and weaknesses of Guru Basava Motors in delivering satisfactory services to its customers, highlighting areas for improvement such as enhancing service quality, streamlining processes, addressing customer complaints effectively, and improving overall customer experience.

### Methodology

The study focuses on comprehensively understanding customer satisfaction towards Bajaj Two-Wheeler

Bikes, initiated with the project titled: "BAJAJ MOTORS: A COMPREHENSIVE ANALYSIS THROUGH CUSTOMER REVIEWS". It aims to reveal customer mindsets, identify potential pitfalls, and enhance product offerings based on satisfaction levels. Objectives encompass assessing satisfaction levels, exploring service range, gathering feedback for improvements, identifying areas needing enhancement, evaluating feature modifications, pricing perceptions, purchase influences, and attitudes towards discounts. The scope is confined to analyzing customer satisfaction specifically related to Bajaj bikes, offering insights for service enhancement, public awareness, and market goodwill. Employing descriptive research methodology, data is collected via questionnaires from primary sources and supplemented by secondary data from various sources. The study utilizes simple random sampling with a sample size of 88 Bajaj Auto Ltd. customers in Bidar. Hypotheses posit that customer satisfaction significantly influences repurchase intention and fosters long-lasting relationships, crucial for business sustainability.

### Findings and Suggestions

The survey findings reveal a mixed sentiment among respondents regarding various models of Bajaj motorcycles. For instance, the Pulsar 220F garnered significant dissatisfaction, with 66.7% rating it poorly or below average, likely due to perceived issues with its outdated design, performance, and features. Conversely, the Pulsar NS 200 received high satisfaction ratings, with 72% of respondents being very satisfied, particularly regarding its handling. However, caution is warranted due to unspecified sample sizes and demographic data, impacting the interpretation of results. Similarly, perceptions of models like the Pulsar RS 200 and Dominar 400 varied, with differing opinions on performance, handling, and comfort levels. While most respondents viewed the Bajaj Platina 100 ES favorably for its fuel efficiency and value for money, limitations such as the lack of demographic data and potential biases from online surveys underscore the need for further research to ensure the reliability and accuracy of the findings.

### Conclusion

The pie chart survey offers insights into respondent perceptions of various Bajaj motorcycle models, covering performance, reliability, fuel efficiency, comfort, and value for money. While overall satisfaction trends are apparent across models, caution is warranted due to unspecified sample sizes, lack of demographic data, and online methodology. To ensure more robust insights, future studies should broaden their scope, encompassing representative samples and demographic details for a reliable foundation. Additionally, recognizing individual preferences and needs is crucial, necessitating attention to dissatisfied minority concerns for continuous improvement. The varied opinions on specific models underscore the importance of tailored marketing approaches and deeper consumer insights. Understanding which models receive the highest recommendations and why can inform strategies aimed

at enhancing brand advocacy and market penetration. By addressing limitations through larger sample sizes, demographic insights, and a nuanced understanding of model preferences, Bajaj can strengthen customer satisfaction and solidify its brand position in the competitive market landscape.

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