

# A COMPARATIVE STUDY ON BAJAJ PULSAR 150 CC AND TVS APACHE150 CC IN COIMBATORE CITY

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**ABSTRACT:** *Consumers are the focus of marketing effort. The modern marketing concept spells out the real significance of the marketing mix are highly integrated with one other. They are seen through the eyes of the customer and are coordinated, so as to produce the best benefits and optimum satisfaction for the customer. As the today companies are facing through competition. The customers have a wide choice of brands to select from, in order to survive the competition. The companies have to do a better job of meeting/satisfying customer's needs. The auto mobile manufactures and marketers are also no exceptions from the scenario. Customers from their expectation on the basis of messages received from servers, friends and other information sources, if the server exaggerates the benefits customers will experiences disconfirmed expectation. Which lead to the dissatisfaction the larger the gap between and performance the grater will be the customer's dissatisfaction. Some customers magnify the gap when the product is not perfect and they are highly dissatisfaction other customers minimize the gap and are less satisfied. A customer's centered organization makes it easy for its customer to delivers suggestion and complaints; it will effectively inform the companies. These information flows, provide the companies with many good ideas and enable them to act more rapidly to resolve problem.*

**Keywords:** Consumers, Customers, Companies, Manufacturers, Marketers.

## INTRODUCTION:

Consumers are the focus of marketing effort. The modern marketing concept spells out the real significance of the marketing mix are highly integrated with one other. They are seen through the eyes of the customer and are coordinated, so as to produce the best benefits and optimum satisfaction for the customer. As the today companies are facing through competition. The customers have a wide choice of brands to select from, in order to survive the competition. The companies have to do a better job of meeting/satisfying customers needs. The auto mobile manufactures and marketers are also no exceptions from the scenario.

## HIGHLY SATISFIED CUSTOMERS

- ❖ Stays local for a long period.
- ❖ Buys more as the company introduces new product and upgrade existing products.
- ❖ Talks favorably about the company and its product.
- ❖ Pay less attention to competing brands and advertising and is less sensitive to price.
- ❖ Offer product /service ideas to the company.

## SIX ELEMENTS FOR KEEPING CUSTOMERS SATISFIED

- ❖ Quality of product.
- ❖ Fair price.
- ❖ Excellent customers handling skills.
- ❖ Efficient delivery.
- ❖ Effectiveness of economical after sales services.
- ❖ Serious considerations of customer's complaint.

## IMPORTANT OF CUSTOMER SATISFACTION

- ❖ Find out the causes for dissatisfaction.
- ❖ To stimulate better relationship of customers complaints.
- ❖ To diagnose potential problems.

## INTRODUCTION ABOUT THE COMPANY

BAJAJ PULSAR was founded in 1945 as a steel trading company; they entered automotive manufacturing in 1947 to bring the iconic Willys Jeep onto Indian roads. Over the years, they have diversified into many new businesses in order to better meet the needs of their customers. They follow a unique business model of creating empowered companies that enjoy the best of entrepreneurial independence and Group-wide synergies. This principle has led their growth into a multinational group with more than 2, 00,000 employees in over 100 countries across the globe.

The TVS group was established in 1911 by Sheri. T. V. Sundaram Iyengar. As one of India's largest industrial entities it epitomizes Trust, Value and Service. It all began way back in 1984 when Sandaram Clayton Limited (A TVS Group Company) introduced its 50 CC mopeds in the arena of road racing, notching up unbelievable speeds of 105 kmps. Since then, there has been no looking back for TVS Motor

Company. TVS Racing was established in 1987 with the objective of improving the performance of its bikes. Over the years it has provided valuable data, design inputs, development of reliable motorcycle models, excellent vehicle dynamics & handling etc. The true evidence of it is seen in today's TVS Victor and TVS Fiery. Today, there are over thirty companies in the TVS Group, employing more than 40,000 people worldwide. With steady growth, expansion and diversification, TVS commands a strong presence in manufacturing of two-wheelers, auto components and computer Peripherals.

### OBJECTIVES OF STUDY

- ❖ To find out the important factors that influence the customers regard in BAJAJ PULSAR & TVS Apache.
- ❖ To study effectiveness of service provided.
- ❖ To find out the problems faced by the customers with BAJAJ PULSAR & TVs apache.
- ❖ To determine the additional services if any required by the customer.

### SCOPE OF THE STUDY

- ❖ The scope of the study is to the customer buying behavior of the respondents in awareness level of the customer.
- ❖ The scope is the services of the advertising media as well as celebrity has made an effect on the customer or not and how much.
- ❖ The study also allows knowing the future prospects of the company and where it is at present in the market.

### RESEARCH METHODOLOGY

Research is an enquiry or examination to discover new information or relationship to expand and to verify existing knowledge. Research methodology gives the specific method used in studying the details of the sample size section population sampling techniques and areas of study data collection and tools and analysis.

#### The Location

Survey was conducted in Coimbatore.

#### Population

Customers of "BAJAJ PULSAR & TVS apache" are considered as the population for the study.

#### Sample Size

Sample was 200. It was decided arbitrarily. The target groups of the respondents are users of the BAJAJ PULSAR & Apache bikes. The limitations of the time energy and research facilities compelled the limit the size 200.

#### Sampling

A sample definite plan for obtaining as sample from a given population. It refers to the technique or the procedure the researcher would adopt in selecting items for sample.

#### Sample Technique

The survey based on random as well as convenience method of sampling.

#### Period of Study

The study was conducted during the year 2014 - 2015. The field work was carried out during the month of Dec 2014 – Mar 2015.

#### Collection of Data

The collection of data is classified in two types

- ❖ **Primary data**
- ❖ **Secondary data**

### LIMITATION OF STUDY

- ❖ The feeling of the reason dot in inconstant so if is not a real result of real opinion
- ❖ For the want to times the study is continues to Coimbatore city and sample size was just 200
- ❖ Since thesis study is continues to a particular region and therefore the conclusion is restricted to the condition prevailing in the area only

### DATA ANALYSIS:

#### CHI SQUARE:

#### HYPOTHESIS – I

The following null hypothesis were framed and significance of these were tested with **chi square** test with 5 per cent level of significance

$H_0$ : There is no relationship between the gender of the respondents and about fulfill their expectation

$H_1$ : There is relationship between the gender of the respondents and about fulfill their expectation.

#### GENDER OF THE RESPONDENTS AND ABOUT FULFILL THEIR EXPECTATION

S.NO	CALCULATED VALUE	TABLE VALUE	DEGREE OF FREEDOM	RESULT OF 5% LEVEL
1.	2.3	5.421	1	No Significant

Hence it may be concluded from the statistical analysis that the test proved significant and hence the null hypothesis should be rejected at 5% level. There is no relationship between the gender of the respondents and about fulfill their expectation.

**ANOVA:****“RELATIONSHIP BETWEEN PROBLEM FACED AND WHETHER YOU ARE SATISFIED WITH DEALER SERVICES”****Null hypothesis:**

There is no significant relationship between problem faced and whether you are satisfied with dealer services

SOURCE OF VARIANCE	SUM OF SQUARE	DEGREE OF FREEDOM	MEAN SQUARE	VARIANCE RATIO (F-RATIO)	5% FACTOR LIMIT
Between columns	1568	1	1568	4.02	F(1,3)=10.13
Between rows	1402	3	467.33	1.20	F(3,3)= 9.28
Residual	1168	3	389.33		

**Between Columns:**

Calculated value	- 4.02
Table value	- 10.13
Level of significance	- 5 %

The calculated value of 4.02 is less than the table value of 10.13 at 5% level of significance. So the null hypothesis is rejected. There is significant relationship between problem faced and whether you are satisfied with dealer services

**Between Rows:**

Calculated values	- 1.20
Table value	- 9.28
Level of significance	- 5 %

The calculated value of 1.20 is less than the table value of 9.28 at 5% level of significance. So the null hypothesis is rejected. There is significant relationship between problem faced and whether you are satisfied with dealer services.

**FINDINGS:**

- ❖ Hence it may be concluded from the statistical analysis that the test proved significant and hence the null hypothesis should be rejected at 5% level. There is no relationship between the gender of the respondents and about fulfill their expectation.
- ❖ Hence it may be concluded from the statistical analysis that the test proved significant and hence the null hypothesis should be rejected at 5% level. There is relationship between the type of wheels and kilometer do you travel.

**SUGGESTIONS:**

- ❖ The company can increase the sales by doing a better job of meeting and satisfying customer needs.
- ❖ The companies should deliver performance to much customer expectations.
- ❖ The companies must pay closer attention to their customer defection rate.
- ❖ Customer's satisfaction should be measured regularly by telling customer complaints.
- ❖ The marketing executive should be well trained, so that the quality of service provided is good.

**CONCLUSION:**

Long term relationship with valued customer distribution, dealers and suppliers are accomplished by promising and delivering high quality, goods and service and other price to other parties over time.

Apart from few benefits the company has taken immense care in maintaining a good level of satisfaction of customer, if the company adopts few changes, it can future improve the satisfaction level

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