A STUDY ON SALES SERVICE AND CUSTOMER SATISFACTION OF BAJAJ BIKES

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ABSTRACT

In general, satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance in relation to his or her expectations. If the performance doesn't meet their expectation, the customer is dissatisfied, if the performance meets their expectations, the customer is satisfied. If the performance meets more than his or her expectation, the customer is delighted. For instance, if the customer satisfaction is rated on a scale from one to five. At a very low level of customer satisfaction, customers are likely to abandon the company. At middle levels from two to four, the customers are fairly satisfied but there is a chance to switch when a better product comes along.

The main purpose and goal of the study is to enquire about the customer preference Towards Bajaj Bikes. This project analysis of customer level satisfaction is done through the responses for various features which include vehicles price, Mileage, spare parts availability, and maintenance cost of the bike. Customer satisfaction will be based on the performance level of the product. The information gathered can be categorized as main and secondary data. Primary data is collected through questionnaire and from their response.

Keywords: Customer satisfaction, Sale service, Experience.

1 INTRODUCTION

Customer satisfaction, a term often used in business life, is the extent to which a company's products and services meet or exceed customer expectations. Customer satisfaction is defined as "the number of customers reporting of the objectives of interest to the company, its goods or services (evaluation), or the percentage of all customers". Considered an important performance factor is usually part of the Balanced Scorecard. In a highly competitive market where businesses compete for customers, customer satisfaction is seen as a key differentiator and has become a key factor in business strategy.

Customer satisfaction can have a huge impact on an organization. They focus their employees on the importance of meeting customer needs. It also warns of problems that could affect sales and profits if it drops points. These indicators measure dynamic values. When a business has loyal customers, it gets word of mouth marketing that is free and very effective.

Therefore, businesses should ensure customer satisfaction. For to do this, companies need a reliable and representative measure of satisfaction. "In researching satisfaction, firms generally ask customers whether their product or service has met or exceeded expectations. Thus, expectations are a key factor behind satisfaction. When customers have high expectation and the reality falls short, they will be disappointed and will likely rate their experience as less then satisfying."

COMPANY PROFILE

Bajaj Auto Ltd (Bajaj Auto) is an automobile manufacturer. The company designs, manufactures and sells vehicles such as two-wheeled motorcycles, three-wheeled motorcycles and commercial vehicles. The company also manufactures and sells various spare parts and accessories. Bajaj Auto has a range of entry-level, commuter and luxury commuter, sport and super sport. It has products under the brands Avenger, Pulsar, Discover, Platina, Ninja, CT, KTM, RE Compact 2S, RE60, RE Compact 4S and RE Optima. Bajaj Auto has manufacturing

facilities in the Indian states of Maharashtra and Uttarakhand. It exports two- and three-wheeled vehicles to Africa, Asia Pacific, South Asia, Latin America, the Middle East and Europe. Bajaj Auto is headquartered in Pune, Maharashtra, India.

As of 2019, Bajaj Auto has a total of 10,000 employees, 51 of whom are women (0.63%) and 25 are disabled (0.31%). In the 2012–13 financial year, it spent Rs 6.5 billion on employee benefits (equivalent to Rs 10 billion, or $130 million in 2020).

2 REVIEW OF LITERATURE

• Customer satisfaction is the feeling of satisfaction or disappointment experienced by a person after comparing the performance (result) of the product with the expected performance (Kotler 2006: 177, 2019). The extent or measure of Customer Satisfaction is customer dissatisfaction if performance is below expectations, is customer satisfied if performance is as expected, and customer is very satisfied or happy if

performance exceeds expectations (Kotler 2006: 177, 2019).

- Customer satisfaction is an attitude and decision based on experience gained. Satisfaction is the evaluation of the features or requirements of a product or service, or the product itself, which provides some satisfaction to the customer based on customer needs (Sugen, 2016). Dimensions or measures of customer satisfaction can be determined by quality, service and price.   The key to building customer loyalty is to trust the customer. (Sugeng, 2016).

- Customer satisfaction is a problem of customer response to perceived differences between   initial expectation (or other performance) before purchasing and   finding the product effective after wearing or using the   product.(Tjiptono, 2012) Previous researchers, (Afriliana et al., 2018; Librianty & Yularto, 2019; Purwanti et al., 2014; Rahayu et al.D.; Vijayanti, 2019; Unity, 2016; Zehratu'l Ritual, 2019)

- **According to Zairi (2000),** satisfaction and expectation are called satisfaction. If the product does not satisfy the customer, there will be dissatisfied people, if the product is satisfied with themselves, the customer will be satisfied after using it and people will trust the product or brand. In other words, customer satisfaction is   products or services that meet the customer's needs in terms of quality and services that they pay for. If customer satisfaction increases, they become % loyal to the product or brand and their loyalty benefits the company in terms of % profit. Customer satisfaction is part of the business that plays an important role in business .Customer satisfaction is more important in any organization because if your customers are happy with your services or products, your business will be good at.

- **Iaeobueci et al. (1994, 1995)** provided empirical definitions of service quality and customer satisfaction. They argue that good service should not be associated with   customer satisfaction, which is the main benefit of providing good service.

- **Sulek et al. (1995)** found that customer satisfaction had a positive effect on sales of man-hours in 46 retail stores. Anderson et al. (2004) found a positive association between customer satisfaction and Tobin's long-term measure of financial performance, q, for retail and supermarket chains ().

- **Babacus et al (2004)** associated customer satisfaction with product and service quality at   stores and found that product quality had six significant effects on the results at the store level. Customer satisfaction surveys often see employees as facilitators of the   sales process by providing information on price, brand and product features to users, which is important for driving conversions and helping customers navigate the store even through cross-selling items. The retail market issue is unique in that it depends on the factory and product, but this initial price data only focuses on the next.

- **Das Prasun, 2009** the customer satisfaction database is very large, containing comments on various

topics such as business, management and accounting. For example, many articles use the ACSI (American Customer Satisfaction Index) to examine customer satisfaction at the firm, business, and macroeconomic level. This article   focuses solely on customer satisfaction research and does not examine the literature examining the development of customer satisfaction survey tools because the research design could not be controlled. The principle of this research flow is that the service is better to satisfy the customer, make the work better financially, even the   development process is different.

- **Kurniawan (2010)** Customer satisfaction changes over time; It is a dynamic process. Personal opinion on a product or service working for Customer Satisfaction Leeds. In today's business world, customer satisfaction is a major concern for the future growth of the organization in order to ensure that suitable products and services are provided to the end users. In this study, based on customer research, customers are tried to understand their satisfaction when they shop in stores.

- **Churchill (1982)** Customer satisfaction the overall response to requests for a product or service based on perception, analysis, and psychological responses. According to Kottler (2000), satisfaction is the sum of features of a product or service.

- **Vavra, T.G. (1997):** Satisfaction has been generally defined as "A satisfaction post-purchase involvement with a product or services given existing buying expectations. Terry Grapentine (2019): Satisfaction is an ambiguous concept; the marketing literature does not offer a uniform definition of the satisfaction concept; satisfaction can be emotion, satisfaction can be cognition; and how to approach the satisfaction concept in applied research. Zoe Dowling (2020): Customer experience matters. People are inundated with choices for every product and services that they use and they are making decisions differently than in years gone by. Today, customer Experience (CX) is a deciding factor. Expectations are high and CX effectiveness easily makes or breaks the purchase decision.

- **Peter Gurney (2014):** Once a slow and expensive process, collecting feedback from customers is now quick, simple and relatively cheap with the widespread availability of online survey tools and reporting systems. Companies collect ratings and feedback at every point of contact, phone calls, e-mails, web visits and point-of-sale purchase. This information is a valuable and necessary component of any voice of the customer (voc) program. Bardia Alimohamad; Narsin **Khorshidi (1980):** In beginning of 1980"s, a majority of business sectors were suffering from high operating costs and inefficiencies which were a big loss to these sectors. These inefficiencies and lack of effectiveness were consequently producing high levels of customer dissatisfactions as well.

- **Elinor Johnson(1984):** This study is based upon the premise that creating value is the basis for all the businesses. The research problem and ultimate purpose of the study is to determine how customer perceived value can be improved at the Liberty Program, Neples Italy.

- **Schiffman and kanuk (2004):** "The Individual opinion of performance of the product and service in respect expectations"

- **Mohammed Alam; Atiqur Rahman Khokhar(2006):** The banking services have been dynamic during the last decade due to the advent of the Internet in banking sector. One of the most vital challenges of the Internet as a service delivery channel is providing and maintaining service quality. Service quality is an

input of customer trust which becomes satisfaction and lead to loyalty as an output.

- **Ina Landa(1986):** Research Question/Purpose: Due to Environmental legislation, economic influences increasing concern about the environment among the general public, today"s businesses are becoming more committed to environmental issues. Some enterprises yet implemented a green strategy.

- **Maria Hanson; Gunilla Hansson(2003):** How shall effective and satisfactory replenishment planning and information sharing be designed to improve the security of consumer satisfaction? In which areas is it most essential to do changes in order to come closer to a more desirable replenishment planning and information sharing situation in the food supply chain? Purpose: The Purpose of this master thesis is to provide propositions for improving replenishment planning and information sharing in the food supply chain in order to improve the consumer satisfaction. Method: The background to this master thesis led us to be nominalises and functionalists with a systems approach.

- **Laleh Nosrati(1993):** The daily growth of the internet and e-commerce has changed the way of marketing and selling products and services. As a result of development in electronic information resources and the evolution of the "Digital age" product sellers and information service providers face many new challenges.

- **Robert Walker (2018):** The concept of customer satisfaction has reached an inflection point. As an industry, we must move away from rote "Report Card" thinking to nimble feedback systems that support real-time response and intervention. Some companies have already pivoted to this new reality; most have not and risk being left behind. Lets approach to one of rapid response based on a customer response system or CRS. If you already have customer satisfaction program in place, consider these ideas to compare and improve the effectiveness of your company"s program:- 1) management buy-in 2)Key touch points 3)link measures to processes 4) minimize feedback time lag 5) strike a balance 6) Append transactional data

- **Saadullah khan(1994):** In the world of banking, the development in information technology has an enormous effect on development of more flexible payment methods and more-user friendly banking services. Electronic banking services are new, and the development and diffusion of these technologies by financial institutions is expected to result in a more efficient banking system.

- **Parmita Saha; Yanni Zhao (2005):** In the last few years we have witnessed a substantial growth of internet-based services, both from pure internet businesses and from traditional companies that are developing online services. One of the key challenges of the Internet as a services delivery channel is how they manage service quality, which holds a significant importance to customer satisfaction.

- **Mojdeh Ghezelayagh (1995):** Banking, one of the most information intensive sectors, is an ideal domain for the successful development of e-commerce. The present study focuses on ecommerce opportunities for improving customer services in the Iran Banking sector.

- **Tse and Wilton (1988):** Characterized "The client perception to the evaluation of perceived inconsistency between their expectations and the actual presentation of the product or service as supposed to be delivered after utilization".

- **Howard and Shethin (1969):** "The buyer's mental state of being effectively or ineffectively pleased

for the sacrifices he has undergone".

- **Ali Dehghan (1999):** The purpose of this research was to gain a better understanding of the service quality dimensions that affect customer satisfaction from customer perspective. Based on a detailed review, a frame of reference was developed. Some service quality dimensions were selected to be tested in CCG CO operations.

- **Abhijeet Singh and Brines kumar (2011):** Hero Honda Motors ltd seriatim a program called Good life identification to link incentive with an goal to create an modern situation for interface among Hero Honda customers. Members of this program are given a charismatic card in which all in sequence is store and this certificate is swipe when by means of any provision on a showroom.

- **Biswajit Mahanoy and Virupaxi Baroda (2006):** The achievement of bike producer in India relies upon the good to go improvement gain by them all through after deals administration and give and keep up client happiness despite fast modify in novelty is a difficult assignment, which can be plagued by suitable toting up of maximum and overhauling of specific Manpower and spotlight on the CRM programs.

3 RESEARCH METHODOLOGY

3.1 SCOPE OF THE STUDY

The study helps in findings out the level of customer satisfaction of Bajaj Bikes. The scope is confirmed only to examine the "Customer satisfaction" with reference to Bajaj Bikes and to find possible remedies to contract and neutralize their competition. The Study helps to know the feedback and suggestions from the customers. It also explained the benefits required by the company as a result of services, it has also studies the level of customer has regarding the service provided by them.

3.2 Research Objectives:

➢ To identify the factors that influencing on consumer decision making towards Bajaj two wheeler purchases.

➢ To analyze customer opinion regarding the marketing strategy of Bajaj bikes.

➢ To understand the customer satisfaction level toward features and services offered by Bajaj.

➢ To analyze the source of information for the purchase of Bajaj bike.

➢ To study and understand the areas which are need to be improved.

3.3 DATA COLLECTION:

The measures to be used in the proposed study will be primarily adapted from previous researchand will be modified to fit the context of the proposed study. As the study will adopt a quantitative empirical approach, a survey questionnaire will be used as a method of data collection to test the hypothesis. The use of the Likert – type scale with anchors from "Stronglydisagree" to "Strongly agree" will be applied to analyze the perception of investors.

Universe and Sample of the Study

The data collection will be conducted in the State of Andhra Pradesh between the periods of April 2023 to May 2023 for the last 2 months.

Primary sources: A primary source is an original object or document - the raw material or first-hand information, source material that is closest to what is being studied. In this research primary data is generated through **questionnaire**.

Data collection method for Primary sources

The following method are widely used for data collection:

- Survey method.

Survey method: In this research Survey method was used for collection of data through interaction with consumers with the help of framed questionnaire.

Secondary sources: Secondary data are data which have already been collected for purposes. In this research secondary data is being collected through **Internet, Journals and Research papers.**

Sampling Design

Population: Researchers should define the population they want to study, which in this case, would be individuals who buy gold as an investment.

Sampling Method: Researchers should select a sampling method that is appropriate for the study's objectives and research questions. Probability sampling methods such as simple random sampling or stratified sampling would be ideal for this study.

Sample Size: Researchers should determine an appropriate sample size that will allow them to generalize their findings to the target population. A larger sample size is generally better for increasing the study's accuracy and reducing the margin of error.

Sampling Frame: The sampling frame refers to the list of individuals from which the sample will be selected. Researchers should ensure that the sampling frame is accurate, comprehensive, and up-to-date.

3.4 RESEARCH HYPOTHESIS

Null Hypothesis (H0): There is no significant relationship between the gender of customers and their satisfaction with the sales service of Bajaj Bikes.

Alternative Hypothesis (H1): There is a significant relationship between the gender of customers and their satisfaction with the sales service of Bajaj Bikes.

3.5   LIMITATIONS OF THE STUDY

The study is mainly based on the customer satisfaction, but the customer satisfaction will always changing in nature, when buyer is busy in a particular bike sometimes we can't get correct data by them. Most of the time company face some aggressive customers. They should be happy since company will provide best service to customer.

- Most of the information is collected through questionnaire.
- The geographical constraint of the study had been limited to particular region.
- The information has not been appropriately completed by respondents.
- This study is done with limited particular number of respondents.

4   DATA ANALYSIS AND INTERPRETATION

CHI-SQUARE TEST:

For hypothesis 1:

How was your experience so far * How would you rate Bajaj's sales service Cross tabulation

Count

		How would you rate Bajaj's sales service				Total
		excellent	Good	20. How would you rate Bajaj's sales service	Average	
		8	0	0	0	0	8
How was your experience so far	Highly satisfied	0	14	19	0	10	43
	10.How was your experience so far?	0	0	0	1	0	1
	Satisfied	0	27	39	0	19	85
	Average	0	23	24	0	24	71
Total		8	64	82	1	53	208

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	419.799a	16	.000
Likelihood Ratio	84.022	16	.000
N of Valid Cases	208		

a. 16 cells (64.0%) have expected count less than 5. The minimumexpected count is .00.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	1.421	.000
	Cramer's V	.710	.000
	Contingency Coefficient	.818	.000
N of Valid Cases		208	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.
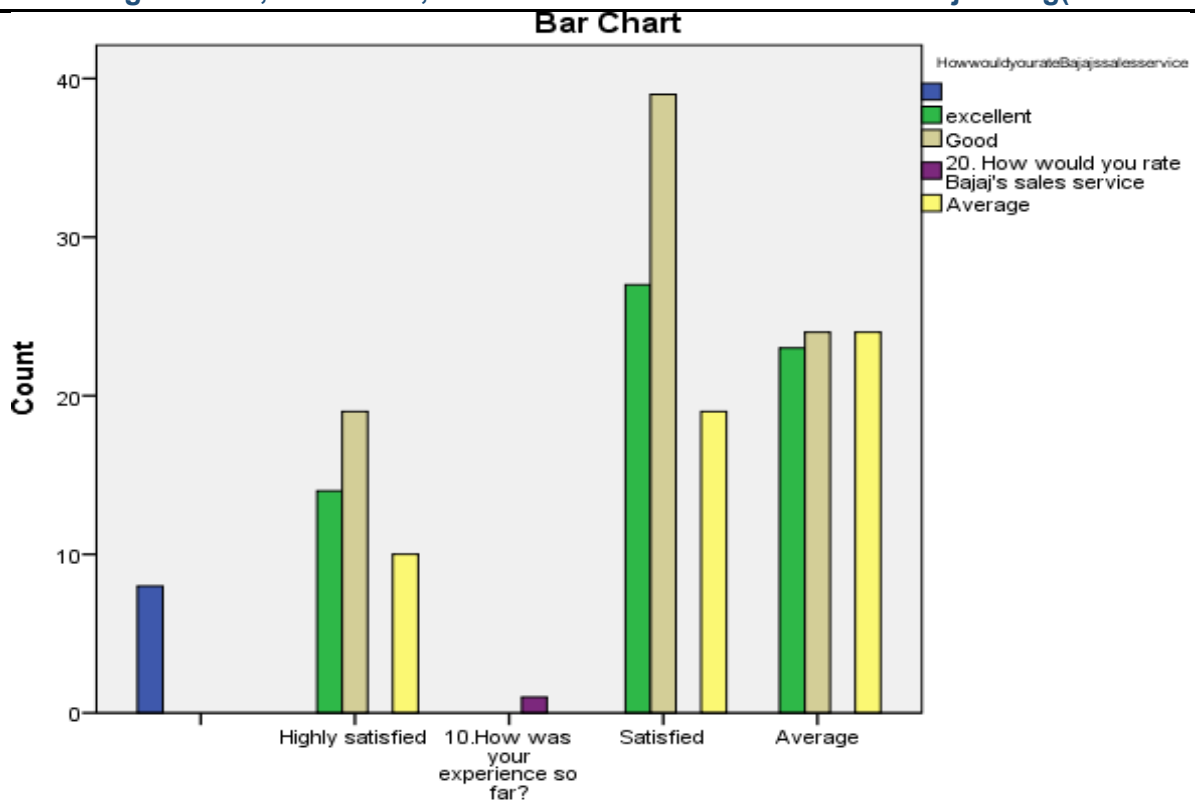
INTERPRETATION:

• The chi-square tests conducted yielded highly significant results, as indicated by the extremelylow p-values (less than .001) for both the Pearson Chi-Square test and the Likelihood Ratio test. This suggests that there is a strong association or relationship between the variables beinganalyzed.

• From the systematic measures table, The Phi coefficient, with a value of 1.421, is a measure ofthe strength and direction of association between the two variables. A Phi coefficient of 1 indicates a perfect association, while a value of 0 indicates no association. In your case, the Phicoefficient suggests a strong association between the variables.

• Cramer's V, with a value of 0.710, is another measure of association that takes into account thesample size. It ranges from 0 to 1, with a value of 1 indicating a perfect association. Similar toPhi, the value of Cramer's V in your analysis indicates a strong association between the variables.

• The Contingency Coefficient, with a value of 0.818, is yet another measure of association thatranges from 0 to 1, where 1 indicates a perfect association. The value obtained in your analysissuggests a high degree of association between the variables.

•   In all three measures, the p-values were found to be extremely low (less than .001),

indicating that the associations observed are highly statistically significant.

For hypothesis 2:

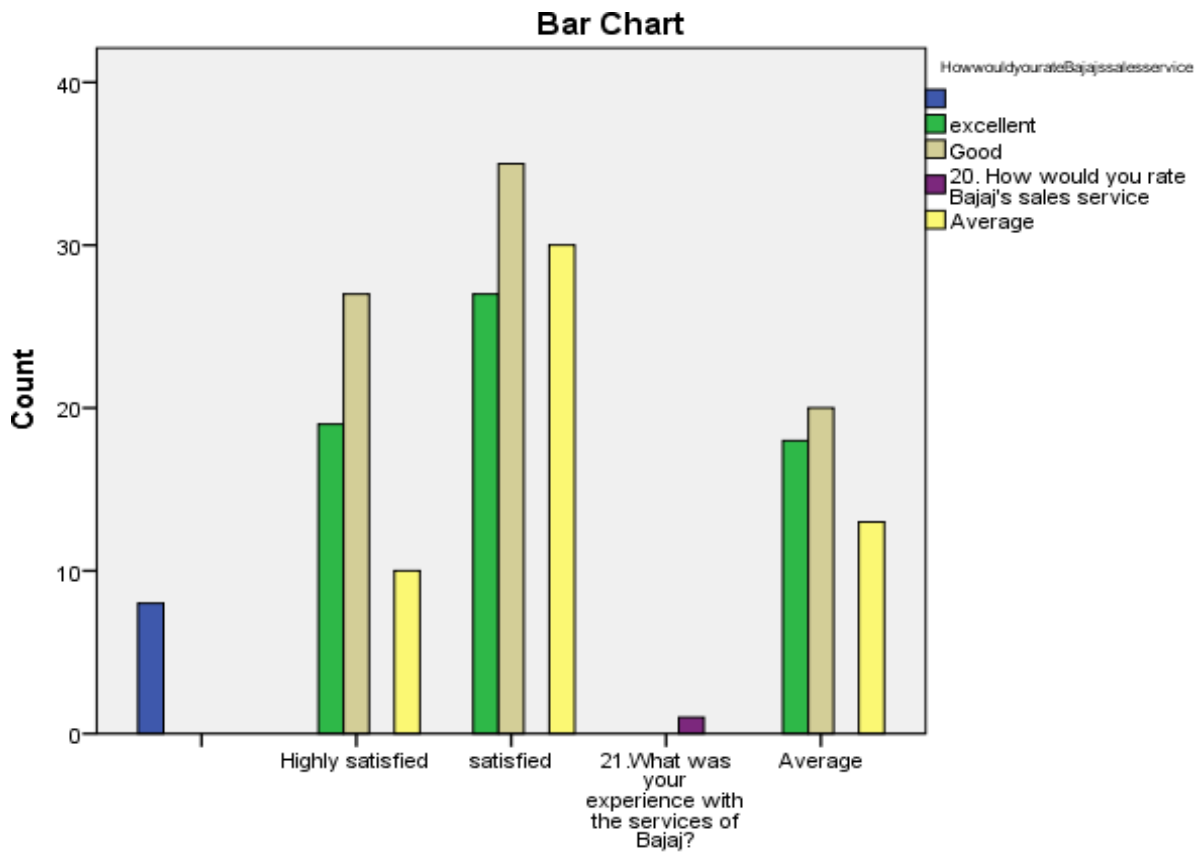**What was your experience with the services of Bajaj * How would you rate Bajaj's sales service Cross tabulation**

Count

			How would you rate Bajaj's sales service				Total
			excellent	Good	20. How would you rate Bajaj's sales service	Average	
What was your experience with the services of Bajaj	21.What was your experience with the services of Bajaj?		8	0	0	0	0	8
	Highly satisfied	0	19	27	0	10	56
	Satisfied	0	27	35	0	30	92
		0	0	0	1	0	1
	Average	0	18	20	0	13	51
Total		8	64	82	1	53	208

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	420.447a	16	.000
Likelihood Ratio	84.768	16	.000
N of Valid Cases	208		
a. 16 cells (64.0%) have expected count less than 5. The minimum expected count is .00.			

Bar Chart

Whatwasyourexperiencewiththeservicesofbajaj

Symmetric Measures			
		Value	Approx. Sig.
	Phi	1.422	.000
Nominal by Nominal	Cramer's V	.711	.000
	Contingency Coefficient	.818	.000
N of Valid Cases		208	
a. Not assuming the null hypothesis.			
b. Using the asymptotic standard error assuming the null hypothesis.			

INTERPRETATION:

- The chi-square tests you conducted resulted in highly significant values, as indicated by theextremely low p-values (less than .001) for both the Pearson Chi-Square test and the

- Likelihood Ratio test. This implies that there is a strong association or relationship betweenthe variables being analyzed.

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- The Contingency Coefficient, with a value of 0.818, is yet another measure of association thatranges from 0 to 1, where 1 indicates a perfect association. The value obtained in your analysissuggests a high degree of association between the variables.

- In all three measures, the p-values were found to be extremely low (less than .001), indicatingthat the associations observed are highly statistically significant.

5 FINDINGS

- Based on these findings, it can be concluded that respondents have mixed opinions regarding the model of Bajaj bikes compared to other bikes. While a significant portion considers them good, there is also a substantial number of respondents who believe that there is room for improvement in the model of Bajaj bikes.

- Based on these findings, it can be concluded that the majority of respondents perceive the maintenance of their bike to be affordable. However, a notable portion still considers it to be expensive.

- Based on these findings, it can be concluded that a significant majority of respondents would be willing to participate in an exchange mela and consider exchanging their bike

- Based on these findings, it can be concluded that a majority of respondents would recommend Bajaj bikes to their friends, family, or others.

6 Suggestions

• For Bajaj's sales to increase, they need to focus on mileage.

• The company should give importance to after-sales service.

• More advertising is required to increase sales.

• Companies need to better educate their car buyers about Bajaj.

• Discounts should be provided to customers to increase Bajaj bike sales.

7 Conclusion

- Bajaj Bikes has demonstrated a strong commitment to customer service. The company has invested in training its staff to provide prompt and helpful assistance to customers, ensuring that their needs and concerns are addressed effectively.

- Bajaj Bikes has shown responsiveness and willingness to resolve customer issues promptly. The company has implemented efficient complaint resolution processes, which have contributed to a positive perception of their customer service.'

- The study suggests that Bajaj Bikes should continue to prioritize customer feedback and incorporate it into their decision-making processes. Regularly collecting and analyzing customer feedback will help the company identify areas for improvement and maintain a customer-centric approach.

- Building long-term relationships with customers is vital for customer satisfaction and brand loyalty. Bajaj Bikes should focus on enhancing customer engagement initiatives, such as loyalty programs, personalized offers, and after-sales services, to strengthen their connection with customers.

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