# A Presentation on "A Study on Customer Preference and Satisfaction towards Bajaj Bikes"

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# Introduction of Customer Preference and Satisfaction

#### Customer Preference

Consumer preference means a consumer likes one thing over another. The preference of the consumer is the result of the behavior they show during searching, purchasing, and disposing the product.

#### Customer Satisfaction

Customer satisfaction measures how well the expectations of a customer concerning a product or service provided by your company have been met. Customer satisfaction is important because it provides marketer and business owners with a metric that they can use to manage and improve their businesses.

# INDUSTRY PROFILE

# a. Global Level

- India is the 2<sup>nd</sup> largest two-wheeler market and 4<sup>th</sup> largest commercial vehicle market.
- The world's largest market for two-wheelers is China.
- Other large markets in the region are Japan, Indonesia, Vietnam and Taiwan.
- The global two-wheeler manufacturing industry grew by 3.3% in 2013 to reach a value of \$61.5billion.
- North America; which saw a decline in production volume of over 20% in 2013.
- Honda's sales is increased by 9.9%; mainly due to higher sales in India, Thailand etc. while lower sales in Brazil.

# b. National Level

- Two-wheeler industry started early 50s and manufacturing scooters.
- Bajaj auto and HERO MotoCorp sales went to decrease while Honda Motorcycle sales has increased.

# c. State Level

- Sales of two-wheeler in between April and September went down to 15%.
- In previous, sales of two-wheeler in Gujarat is 65000 to 70000 units per month.
- Now, average has come down around 50000 to 55000 units per month.
- Bajaj auto has good response from Rural market.

# d. PESTEL Analysis

 Employment laws Tax policy Political Political stability Inflation rate Exchange rates Economical Interest rates Safety Popularity Social

# Conti.....

Technological

- Technological change
- R&D activity

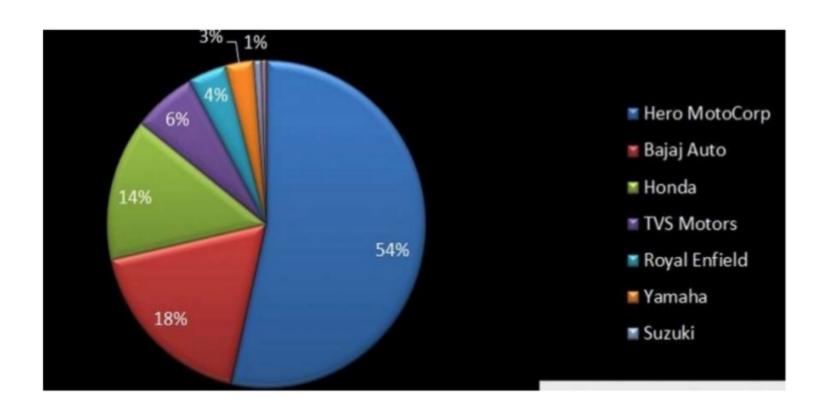
Environmental

 The environmental factors don't play a vital role in the two-wheeler market. But the time has changed and people are more eco-friendly.

Legal

 New rules and regulations like Helmet, Driving Licence for riding two-wheelers.

# e. Current Trend



# f. Major Players

- Hero MotoCorp Ltd.
- Honda Motor Company Ltd.
- Suzuki Motor Corporation Ltd.
- Bajaj Auto Ltd.
- TVS Motor Company Ltd.
- Yamaha Motor Company Ltd.
- Royal Enfield Company Ltd.
- Mahindra Two-wheelers Ltd.
- Harley-Davidson Company Ltd.
- Piaggio

# g. Major Offering

- 1. Sports bikes
- Sport touring bikes
- Cruiser bikes
- 4. Touring bikes
- 5. Dual-sport bikes
- 6. Standards bikes
- 7. Off-road or Dirt bikes

# COMPANY PROFILE

# **Company Profile of Bajaj Auto**



Туре	Public company	
Industry	Two-wheeler Automobile Industry	
Year of establishment	November 29, 1945 (Pune, Maharashtra, India)	
Founder	Jamnalal Bajaj	
Key people	Rahul Bajaj (Chairman) Rajiv Bajaj (Managing Director)	
Headquarter	Pune, Maharashtra, India	
Presence	Distribution network covers 50 countries Dominant presence in Sri Lanka, Peru, Bangladesh, Iran, Indonesia etc.	

#### VISION

 "To attain world class Excellency by demonstrating value added products to customers"

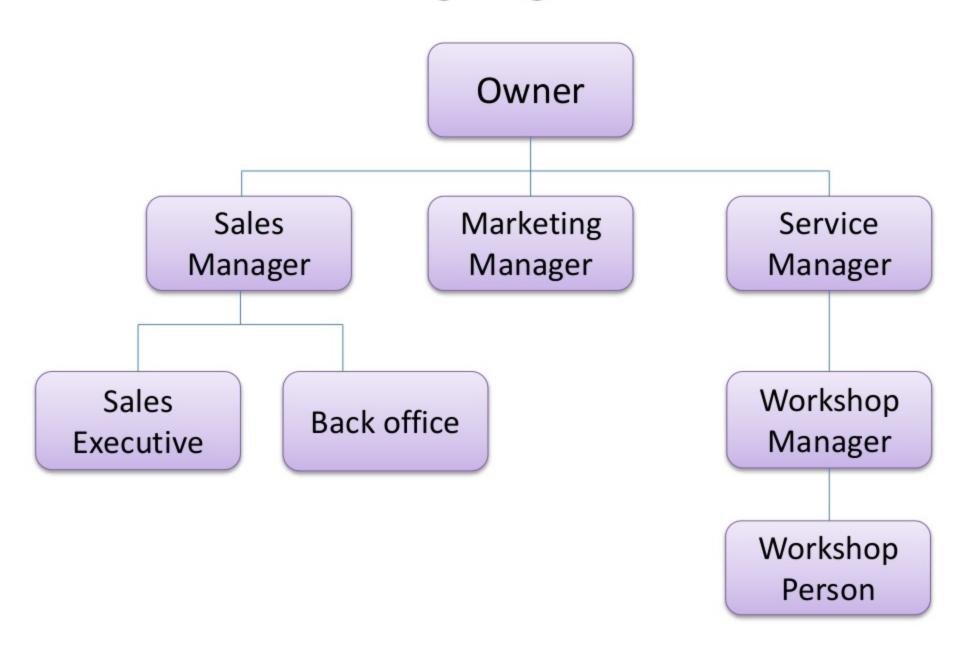
#### **MISSION**

 "Focus on value based manufacturing continual improvement total elimination wastes pollution free and safe environment"

# **Company Profile of Shivam Bajaj**

Company Name	Shivam Bajaj
Year of establishment	1 <sup>st</sup> Nov, 2013
Address	FF-1, Mansarovar Heights, opp. Bhaktidham Temple, Puna Kumbhariya road, Puna patiya, Surat-395010
Owner name	Mr. Dharmeshbhai Palsanawala Mr. Hirenbhai Patel
Authorized dealer	Bajaj Auto Limited
No. of employees	30

# Organogram



# **SWOT Analysis**

## Strength

- Highly experienced management
- Widespread distribution network
- Good experienced workers
- Excellent marketing
- Good reputation in market

### Opportunities

- Cheaper variants for tapping more in the rural segment
- Premium sport bikes for urban areas
- Constant growth in two-wheeler segment

#### Weakness

- After sales service is very poor
- Lag in distribution of products or payment delays

#### Threats

- Cheaper imports from countries like China
- Other motorcycles players have a strong brand presence

# REVIEW OF LITERATURE

Year	Author Name	Topic	Findings
2014	Mrs. G. Mahalakshami	Satisfaction on two- wheelers	Buyers prefer two-wheelers for their riding comfort and satisfied with their services.
2013	V. Devki & Dr. H. Balakrishnan	Preference towards Hero two-wheelers	Majority of them are give more importance to price and prefer middle ranged bike.
2011	Kerav Pandya & H. J. Jani	Satisfaction among two-wheelers users	Factor that affect consumer purchase is style and power.
2014	Ms. Ameer Asra Ahmed & Dr. M.S. Ramachandra & Mr. Siva Nagi Reddy	Satisfaction level to- wards Royal Enfield	Youngers are more prefer Royal Enfield bullet; and they are satisfied with overall performance.
2004	Sagar and Chandra	Preference towards small cars	Consumers prefer cars for their design and advance technologies.
2013	Mrs. Beena John & Dr. S. Pragadeeswaran	Preference towards small cars	Demographic variables are indirectly influenced and Price quality is influenced customer for purchasing cars.

# RESEARCH METHODOLOGY

#### a. Problem Statement

In today's intensely competitive environment, companies today are constantly looking for ways to attract customers by having a better understanding of changing customer preferences. Therefore this study has been conducted to find the Customer Preference and Satisfaction towards Bajaj Bikes.

# b. Research Objective

- To ascertain the customer preference and satisfaction towards the Bajaj bikes.
- To determine which is/are the most attractive attribute/attributes for purchasing Bajaj bikes.
- To find the areas of improvement of the Bajaj bikes.
- To know the respondents problems towards Bajaj bikes.
- To study association between demographic variables and different attributes of Bajaj bikes.