

**A STUDY ON CUSTOMER SATISFACTION TOWARDS BAJAJ
BIKE**



Submitted in partial fulfillment of the requirement for the reward of

BACHELOR OF COMMERCE

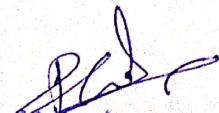
By **ADITYA PATIL**
C2060801



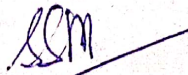
BACHELOR OF COMMERCE

**G. P. PORWAL ARTS, COMMERCE & V. V. SALIMATH SCIENCE
COLLEGE, SINDAGI - 586128**

RANI CHANNAMMA UNIVERSITY, BELAGAVI


Head

Dept. of Commerce
G.P.P. Arts, Commerce & V.V.S. Science
College, SINDAGI-586128



Coordinator IQAC
G. P. PORWAL ARTS, COM &
V. V. SALIMATH Sc. College,
SINDGI-586128.



Principal,
G. P. Porwal Arts, Com &
V. V. Salimath Sc. College
SINDGI-586128. College Code: 5234

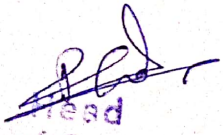
DECLARATION

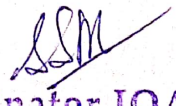
ADITYA PATIL (C2060801). Hereby declare that the Project Report entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS BAJAJ BIKE done by me under the guidance of Prof **PRAKASH TEJU RATHOD, G. P. PORWAL ARTS, COMMERCE & V. V. SALIMATH SCIENCE COLLEGE** is submitted in partial fulfillment of the requirements for the award of Bachelor of commerce degree.

PLACE: SINDAGI

ADITYA PATIL




Head
Dept. of Commerce
G.P.P. Arts, Commerce & V.V.S. Science
College, SINDAGI-586128


Coordinator IQAC
G. P. PORWAL ARTS, COM &
V. V. SALIMATH Sc. College,
SINDGI-586128.


Principal,
G. P. Porwal Arts, Comm &
V. V. Salimath Sc. College
SINDGI-586128. College Code: 523

ACKNOWLEDGEMENT

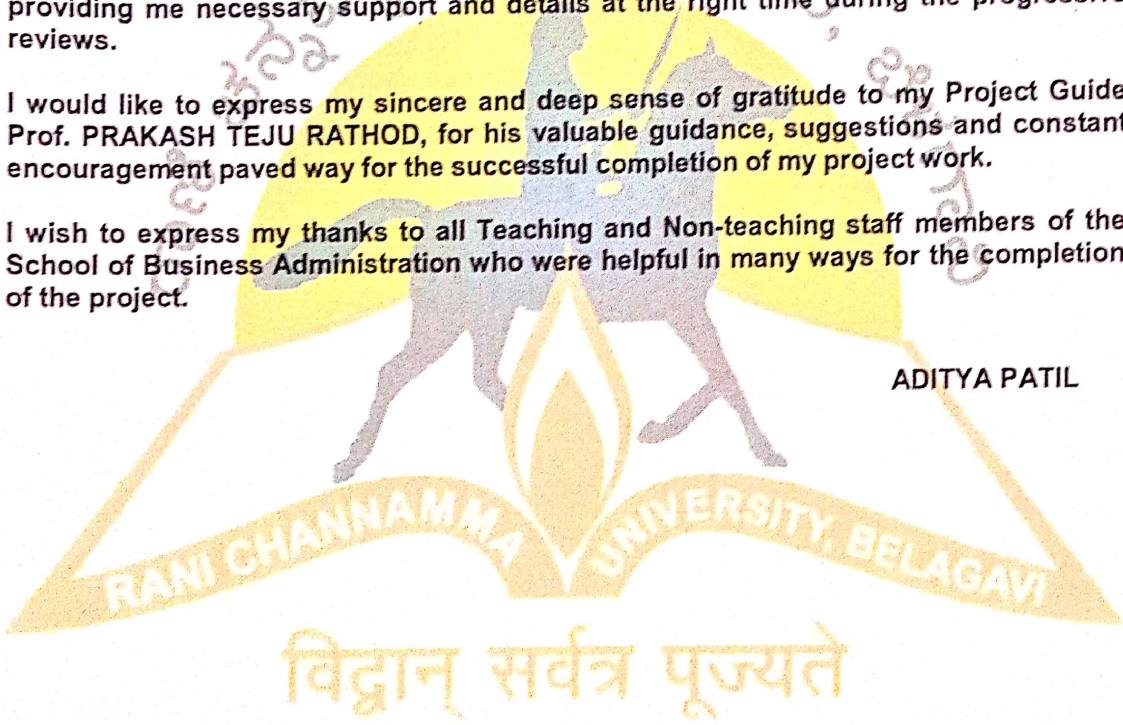
I am pleased to acknowledge my sincere thanks to G. P. PORWAL ARTS, COMMERCE & V. V. SALIMATH COLLEGE for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

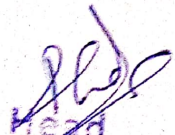
I convey my sincere thanks to Prof. PRAKASH TEJU RATHOD, Head of Commerce for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide Prof. PRAKASH TEJU RATHOD, for his valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the School of Business Administration who were helpful in many ways for the completion of the project.

ADITYA PATIL




Head
Dept. of Commerce
G.P. Arts, Commerce & V.V. Science
College, SINDAGI-586128


Coordinator IQAC
G. P. PORWAL ARTS, COM &
V. V. SALIMATH Sc. College,
SINDGI-586128.


Principal,
G. P. Porwal Arts, Comm &
V. V. Salimath Sc. College
SINDGI-586128. College Code: 52

CHAPTER -5

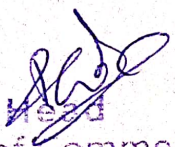
FINDING & SUGGESTION AND CONCLUSION

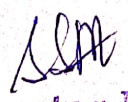
Based on the analysis and discussion on primary data in the previous chapter Finding Suggestion and Conclusion of the study in logical manner.

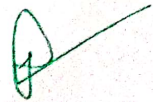
5.1 FINDING

From the questionnaires, the following points are found and noted

- ❖ 33% of the respondent fall under age group of 26-35
- ❖ 67% of the respondents are married
- ❖ 47% of the respondents are graduate
- ❖ 52% of the respondents are doing Business
- ❖ 53% of the respondents are in the income group of 5001-10000
- ❖ 57% of the respondents are in the credit basis
- ❖ 87% of the respondents are male
- ❖ 66% of respondents are pulsar
- ❖ 52% of the respondent are relative and friends
- ❖ 32% of respondent are in price and brand image


Head
Dept. of Commerce
G.P.P. Arts, Commerce & V.V.S. Science
College, SINDAGI-586128

38

Coordinator IQAC
G. P. PORWAL ARTS, COM &
V. V. SALIMATH Sc. College,
SINDGI-586128.


Principal,
G. P. Porwal Arts, Comm &
V. V. Salimath Sc. College
SINDGI-586128. College Code: 52

- ❖ 57% of respondent in satisfied
- ❖ 68% of respondent in affordable
- ❖ 52 % of respondent in motivate
- ❖ 22% of respondent in tyre
- ❖ 56% of respondent in good in service
- ❖ 97% of respondent in yes to purchase
- ❖ 42% of respondent in 1-3 year in duration
- ❖ 64% of respondent in satisfied in problem solving

5.2 SUGGESTIONS

- To increase the sale of Bajaj, they should concentrate on mileage.
- The company should concentrate on after sale service.
- To improve the sales, some more advertisement is necessary.
- The company will have to give better education about Bajaj to customers who purchase the vehicle.
- To increase the sale of Bajaj bike, some more price reduction to be offered to the customers.

Head
Dept. of Commerce
G.P.P. Arts, Commerce & V.V.S. Science
College, SINDAGI-586128

Coordinator IQAC
G. P. PORWAL ARTS, COM &
V. V. SALIMATH Sc. Colle..
SINDGI-586128.

Principal,
G. P. Porwal Arts, Comr
V. V. Salimath Sc. Colle
SINDGI-586128. College Cod

5.3 CONCLUSION

This study was done for Bajaj motors to analyse the customer satisfaction towards Bajaj bike. The study reveals the following conclusions.

This study is useful for bajaj motors to understand the behavior pattern of customers.

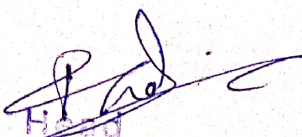
The suggestions emerged from the study if put into action will flourish in the near future

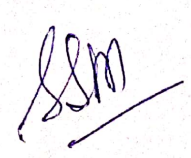
REFERENCE

- Hawkins, Best, Coney. CPhilip kilter: Marketing manager New Delhi, Prentice Hall of India (p) Ltd, 11th edition, 2001.
- Kothari C. R. Research methodology, New Age international (p) Ltd, New Delhi 2004.
- Customer Satisfaction, TATA McGraw Hill, New Delhi, 2005.

WEBSITES

- [Www. Bajaj company.com](http://Www.Bajaj company.com)


Head
Dept. of Commerce
G.P.P. Arts, Commerce & V.V.S. Science
College, SINDAGI-586128


Coordinator IQAC
P. PORWAL ARTS, COM &
V. SALIMATH Sc. College,
SINDGI-586128.


Principal,
G. P. Porwal Arts, Comm &
V. V. Salimath Sc. College
SINDGI-586128. College Code: 52