



A STUDY ON CUSTOMER PREFERENCE TOWARDS BAJAJ PULSAR WITH PREFERENCE TO COIMBATORE CITY

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ABSTRACT:

The main purpose and goal of the study is to enquire about the customer preference Towards Bajaj Pulsar. The analysis of customer level satisfaction is done towards vehicles price, Mileage, spare parts availability, and maintenance cost. The satisfaction of the customer Depends on the performance of the product's delivery. If the performance of the product Goes low then the customers will be disappointed. If the performance reaches its Expectation level, the buyer will be satisfied. If the performance is more than what is Expected the buyer is delighted. The exploration information gathered can be called main And secondary data. The primary data is gathered by questionnaire mode. The sample Size is a count of individual samples or observations in any statistical setting, such as a scientific experiment or a public opinion survey. Though a relatively straightforward concept, choice of sample size is a critical determination for a project. Too small a sample yields unreliable results, while an overly large sample demands a good deal of time and resources.

CHAPTER I

INTRODUCTION

A customer (sometimes known as a client, buyer, or purchaser) is the recipient of a goods, services, product, or idea, obtained from a seller, Vendor, or supplier for monetary or other consideration. Customers are generally categorized into two types. An Intermediate customer or trade customer who is a dealer that purchases goods for resale. An ultimate customer who does not in turn re-sell the things brought but either passes them to the customer or actually is the customer. Customer preference, a business term, is a measure of how products and services supplied by a company meet customer expectations. It is seen as a key performance indicator within business and is part of the four perspectives of a Balanced Scorecard. In a competitive market place where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy.

India is the one of the largest manufacturers of two wheelers in the number of two wheelers produced and domestic sales respectively. This distinction was achieved due to variety of reasons like restrictive policies followed by the government of India towards the passenger car industry, rising demand for personal transport, inefficiency in the public transport system etc. Today in Indian market more than 2 billion of two wheelers are in use and a vast number are being produced daily.

Scope of the study

- 1.The study is aimed at identifying the level of consumer perception towards two-wheelers' effect on customers' buying behavior.
- 2.The outcome of the study makes clear that the perception about the Bajaj Pulsar holds in the place of mind of the customers.

Objectives of study

- 1.To find out the major factor that influences the customer while buying a product.
- 2.To estimate the attitude of the young generation towards Bajaj Pulsar.
- 3.To know about the student's perception towards pulsar bikes.

Research design

A research design is purely and simply a basic framework or plan for study that guides the collection of data and analysis of the data. In this study ,the researcher has adopted descriptive research design in collection and analyzing the data.

Nature of study

The study is descriptive in nature.

Nature of data

Primary and secondary data is collected in order to obtain relevant information to conduct the research.

Primary data: A primary data is a data, which is collected afresh and for the first time, and thus happens to be original in character. The primary data with the help of questionnaires were collected from various investors.

Secondary data: Secondary data consist of information that already exists somewhere, have been collected. Secondary data is collected from company websites, other websites.

Sources of data

Data was collected through both primary and secondary data sources.

CHAPTER II REVIEW OF LITERATURE

Mahapatra, Kumar and Chauhan (2010) studied on “customer satisfaction, dissatisfaction on small size passenger cars in India with the main objectives to examine the satisfaction and impact on future purchase decision and explore the performance of different attributes and they revealed from this study that customers are highly satisfied with the performance of attributes like pickup, wipers, etc. and other attributes like pollution, engine, quietness, battery performance, and pick up influence the consumer future purchase decisions and consumer give the more importance of these factors.

Kuroki and Parch (2011) revealed a study on “customer satisfaction with reference to Tata NANO, car in Pune city” with the objectives to determine the consumer satisfaction towards Tata NANO, to study the gap analysis and to find out the impact of fire incidence on NANO car users. They concluded from the study that NANO car customers are not satisfied with the performance and waiting period of the car but they are satisfied with the safety of car and fire incidence report that has an impact on the customer satisfaction.

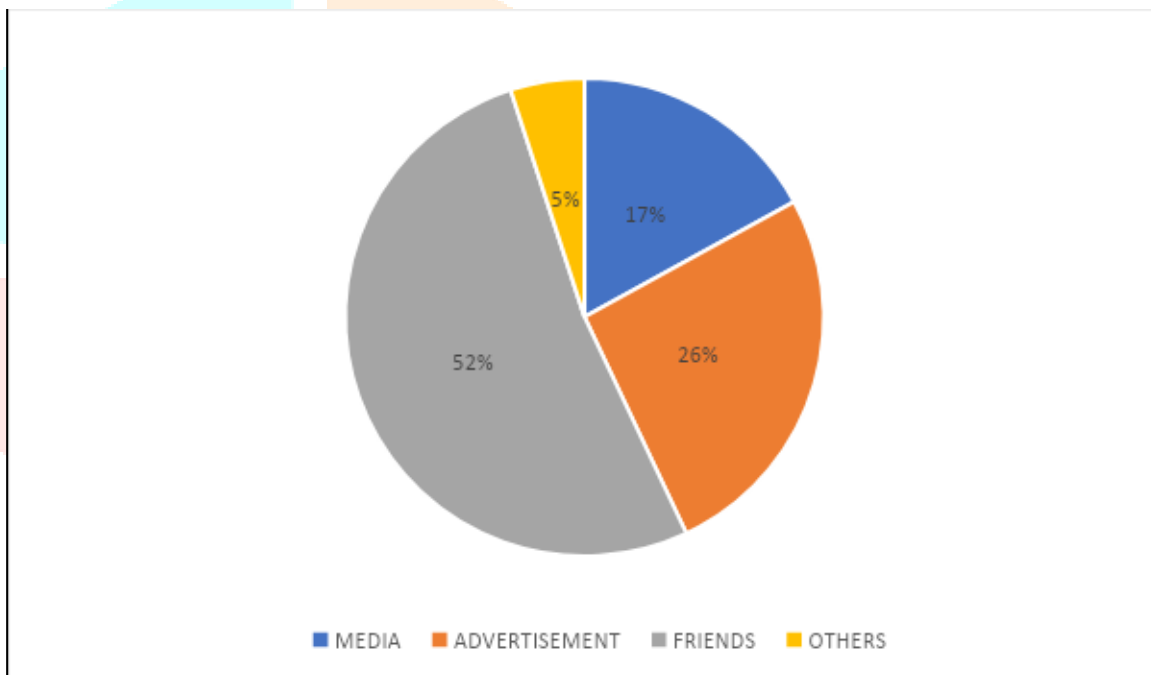
Sharma, Kiran Sharma and khan (2011) studied “analysis of customer satisfaction of Tata motors in Rajasthan with the objectives to find the satisfaction among the customers, market performance and market position of Tata motors. They find that 73% people feel that satisfaction is affordable whereas 12% do not agree, 74% believe that attractive discounts are offered but 26% are not satisfied with the discount offered, but the overall opinion about Tata motors is very good.

CHAPTER III

ANALYSIS AND INTERPRETATION

3.1. TABLE SHOWING SOURCE OF INFORMATION OF BAJAJ PULSAR

OPTIONS	NO OF RESPONDER	PERCENTAGE
FAMILY	9	17.65
MEDIA	7	13.73
ADVERTISEMENT	11	21.57
FRIENDS	22	43.14
OTHERS	2	3.92



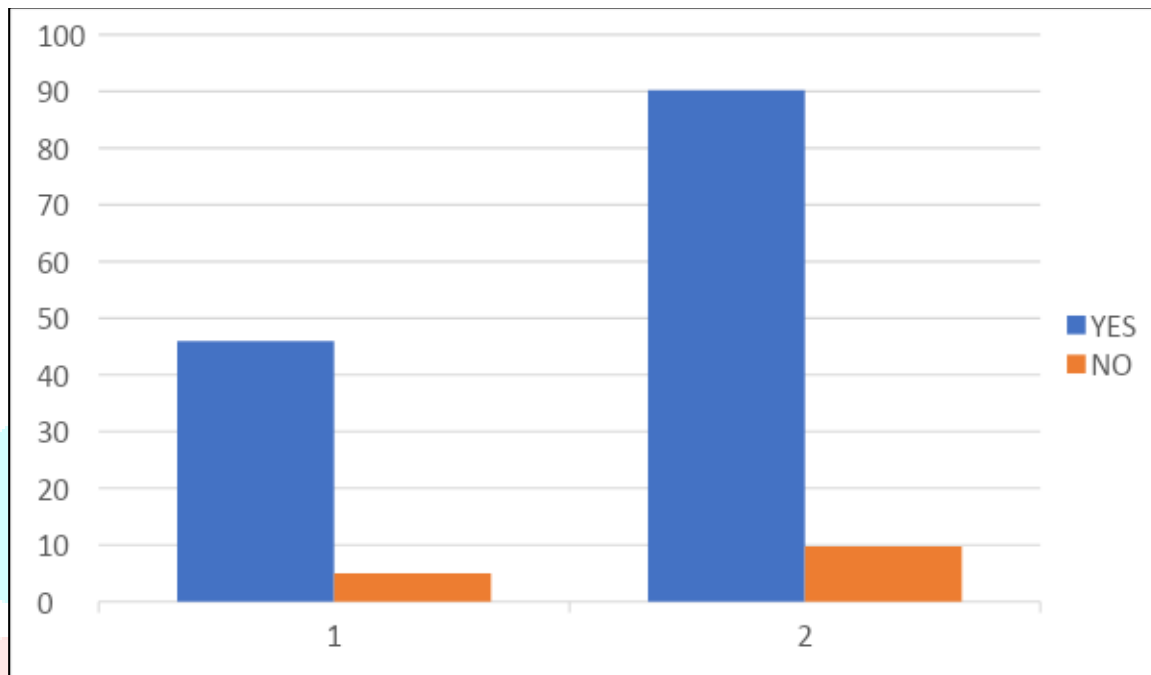
INTERPRETATION:

The above study shows that 17% of the respondents are family, 13.7% of the respondent is media, 21.5% of the respondent is advertisement, 43% of the respondent is friends and 3.9% of the respondents are others.

INFERENCE: Inferred majority of 43% of the respondent is friends

3.2. TABLE SHOWING DO YOU LIKE BAJAJ PULSAR

OPTION	NO OF RESPONDER	PERCENTAGE
YES	46	90.20
NO	5	9.80

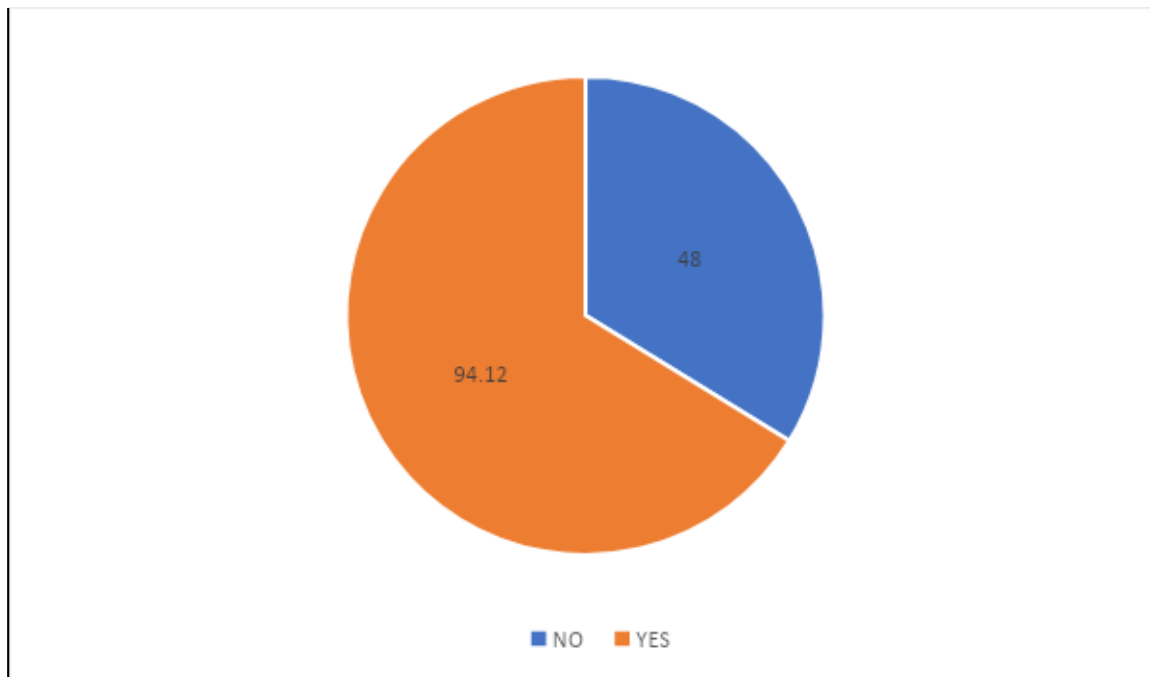


INTERPRETATION: The above study shows that 90.2% of the respondents in yes, 9.8% of the respondent is no.

INFERENCE: Inferred majority of 90.2% of the respondent is yes

3.3. TABLE SHOWING THAT ARE YOU AWARE OF VARIOUS SERIOUS OF BAJAJ PULSAR

OPINION	NO OF RESPONDER	PERCENTAGE
YES	48	94.12
NO	3	5.8



INTERPRETATION: The above study shows that the 94.1% of the respondents is yes, 5.8% of the respondents is no.

INFERENCE: Inferred majority of 94.1% of the respondent is yes

CHAPTER IV

Findings

- Majority **43.14%** of the respondents are the source of information of **FRIENDS**
- Majority **90.20%** of the respondents are the likes of **YES**
- Majority **94.12%** of the respondents are the various of serious **YES**

Suggestions

Bajaj Pulsar so far appeal and attract males more than females, steps should be taken to attract females to words the bikes and encourage them to see Bajaj Pulsar as a suitable option for them.

The bikes recently introduced by Bajaj Pulsar are mostly concerned about youth, so many suggested they should also consider the middle aged people while manufacturing.

Some of the respondents feel that they can improve the after sales services of Bajaj Pulsar. So it will be helpful and easy for the customers.

Conclusion

In the present scenario, the Indian bike industry has been a fantastic development in the nation. Bikes are a huge range of collections available in the market known for the latest innovation and enhanced mileage Indian bikes remain for style and class for everybody in India. The study emphasizes on, to identify which particular Bajaj Pulsar has more image in the market. And also to know the market share and to analyze the level of preference for a model of Bajaj Pulsar. For this study 4 factors are taken into consideration; those are social, cultural, psychological, and respectively on customer perception. By this study, the researcher was able to find out that there will be a significant relationship between those factors. So it found there is an extremely positive impact on consumer perception on Bajaj Pulsar and it has a more Image in the market.

