



SATISFACTION OF CONSUMERS REGARDING BAJAJ PULSAR MOTOR BIKE - A STUDY IN COIMBATORE DISTRICT

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Cite This Article: Dr. A. M. Askar Ali Jinna, "Satisfaction of Consumers Regarding Bajaj Pulsar Motor Bike - A Study in Coimbatore District", *International Journal of Interdisciplinary Research in Arts and Humanities*, Volume 10, Issue 1, January - June, Page Number 21-24, 2025.

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Abstract:

Mobility, especially in terms of transportation defines success of a nation or a community. Before the British laid foundations for railway tracks in India to infuse mass transportation in the country, affluent people had the luxury of being driven around in cars and the lower and upwardly mobile populous were dependent on carts pulled by bullocks and horse carriages until the introduction of pedal bicycles. The evolution of pedal powered cycle into a motor powered two wheeler helped people move faster and further. People could move out of rural India and move towards the big cities hoping to find new jobs and starting new businesses in a new, emerging India. The first bike commissioned in India was the 350 cc powered Bullet manufactured in England and assembled in Madras (now Chennai) by the Royal Enfield UK company. Back then Royal Enfield was a British company. The rugged Bullet was ordered by the Indian Army. The tough build quality and broad wheel base helped the Jawans ride through tough terrains in the north and eastern parts of India with relative ease.

Key Words: Two Wheeler, Royal Enfield, Pedal Bicycles

Introduction:

Customer satisfaction has been a major goal for business organizations for many years and that loyal customers contribute to the company's profitability by spending more on the company's products and services, In recent decades importance of customer satisfaction has increased and thus many organization have considered measuring customer satisfaction as a parameter. There are many factors that affect customer satisfaction. These factors include friendly employees, courteous employees, knowledgeable employees, helpful employees, accuracy of billing, billing timeliness, competitive pricing, service quality, good value, billing clarity and quick service.

Improving customer satisfaction is a goal sought by many businesses. In fact, some companies evaluate their salespeople based on how well they satisfy their customers; in other words, not only must the salespeople hit their sales targets, they have to do so in ways that satisfy customers. A business that focuses exclusively on customer satisfaction runs the risk of becoming an undifferentiated brand whose customers believe only that it meets the minimum performance criteria for the category. Long-term customer retention in competitive markets requires the supplier to go beyond mere basic satisfaction and to look for ways of establishing ties of loyalty that will help ward off competitor attack. Though customer satisfaction does not guarantee repurchase on the part of the customers but still it plays a very important part in ensuring customer loyalty and retention. In a competitive market place where businesses compete for customers; customer satisfaction is seen as a key differentiator. Businesses who succeed in these cut-throat environments are the ones that make customer satisfaction a key element of their business strategy.

There are four major aspects which lead to the success of the two-wheelers in India

- Top quality, international standard manufacturing technologies
- Upwardly mobile, high earning youth
- Easy access to two wheeler loans
- Reduction in taxes and duties

Significance of Consumer Satisfaction:

Customer satisfaction has been a major goal for business organizations for many years and that loyal customers contribute to the company's profitability by spending more on the company's products and services, In recent decades importance of customer satisfaction has increased and thus many organization have considered measuring customer satisfaction as a parameter. There are many factors that affect customer satisfaction. These factors include friendly employees, courteous employees, knowledgeable employees, helpful employees, accuracy of billing, billing timeliness, competitive pricing, service quality, good value, billing clarity and quick service.

Statement of the Problem:

Indian manufacturers have dabbled with making motorcycles which run on all mass market fuels available, such as diesel, petrol, CNG and now with advances in battery technology, there are a few brands (local) which are about to pioneer electric mobility for the masses. Two wheelers have become one among Indian families. Indians love for the freedom and mobility the two wheeler offers has woven an emotional bond between the machines and Indian families themselves. We always depend on those fabulous two wheels to take us from home to office or on cool rides to the country side during weekends and long holidays. Two wheelers represent tremendous value for money, mainly due to its low cost (when compared to cars), significantly higher mileage, easy repayment options, and high standard of engine technology improves longevity of the machines.

Objectives of the Study:

- To suggest measures to improve the performance of Bajaj Pulsar motor bike.

Ranking of the Improvements Needed in Bajaj Pulsar Motor Bike:

The Bajaj Pulsar motorbike may require improvement in certain aspects like price, safety, style, colour, comfort and mileage. Hence the respondents are asked to rank the improvements needed in the order of preference. The following table shows the same

S.No	Attributes	Number of Respondents						Total Score
		1	2	3	4	5	6	
1	Price	53	45	52	112	69	183	514
2	Safety	25	39	61	95	155	139	514
3	Comfort	172	95	75	107	54	11	514
4	Style	139	132	95	80	58	10	514
5	mileage	45	54	89	69	139	118	514
6	Colour	80	149	142	51	39	53	514
Total		514	514	514	514	514	514	514

Source: Primary data:

The ranks given by the respondents are analyzed by the researcher by applying Henry Garrett's Ranking Technique.

Garrett's Formula:

$$\text{Percentile position} = 100 (R_{ij} - 0.5) / N_j$$

Where R_{ij} = Rank given for the i variable by the j respondents.

N_j = Number of variables ranked by the j respondents.

Garrett's Ranking Percentile Position - Ranking of the Improvement Needed Bajaj Pulsar Motor Bike:

S.No	Percentile Position	Garrett's Table	Price	Safety	Comfort	Style	Mileage	Colour
1	$100 * 0.5 / 6 = 8.30$	77	$77 \times 53 = 4081$	$77 \times 25 = 1925$	$77 \times 172 = 13244$	$77 \times 139 = 10703$	$77 \times 45 = 3465$	$77 \times 80 = 6160$
2	$100 * 1.5 / 6 = 25.0$	63	$63 \times 45 = 2835$	$63 \times 39 = 2457$	$63 \times 95 = 5985$	$63 \times 132 = 8316$	$63 \times 54 = 3402$	$63 \times 149 = 9387$
3	$100 * 2.5 / 6 = 58.33$	54	$54 \times 52 = 2808$	$54 \times 61 = 3294$	$54 \times 75 = 4050$	$54 \times 95 = 5130$	$54 \times 89 = 4806$	$54 \times 142 = 7668$
4	$100 * 3.5 / 6 = 58.33$	46	$46 \times 112 = 5152$	$46 \times 95 = 4370$	$46 \times 107 = 4922$	$46 \times 80 = 3680$	$46 \times 69 = 3174$	$46 \times 51 = 2346$
5	$100 * 4.5 / 6 = 75.0$	37	$37 \times 69 = 2553$	$37 \times 155 = 5735$	$37 \times 54 = 1998$	$37 \times 58 = 2146$	$37 \times 139 = 5143$	$37 \times 39 = 1443$
6	$100 * 5.5 / 6 = 91.67$	23	$23 \times 183 = 4209$	$23 \times 139 = 3197$	$23 \times 11 = 253$	$23 \times 10 = 230$	$23 \times 118 = 2714$	$23 \times 53 = 1219$
Total			21638	20978	30452	30205	22704	28223

Source: Primary data

Consolidate Table - Ranking of the Improvements Needed in Bajaj Pulsar Motor Bike:

S.No	Attribute	Total Score	Average Score	Rank
1	Price	21638	42.1	V
2	Safety	20978	40.81	VI
3	Comfort	30452	59.25	I
4	Style	30205	58.76	II
5	Mileage	22704	44.17	IV
6	Colour	28223	54.91	III

Source: Primary data

It is clear from the Garrett's Ranking analysis that 'Comfort' (59.25) is the most important improvement needed in Bajaj Pulsar motorbike followed by style (58.76), colour (54.91), Mileage (44.17), Price (42.10) and safety (40.81).

Awareness of Consumers Regarding Different Models of Bajaj Motor Bike:

There are different models of motorbike offered by Bajaj Company. The researcher has attempted to find out whether the respondents are aware of the models. The following Table shows the same.

S.No	Awareness	No. of Respondents	Percentage
1	Aware	274	54
2	Not aware	240	46
Total		514	100

Source: Primary data

Out of the 514 respondents, 274 respondents (54 percent) are aware of the different models of Bajaj motorbikes and 240 respondents (46percent) are not aware of the different models of Bajaj motorbikes available in the market.

General Satisfaction of Consumers Regarding Bajaj Pulsar Motor Bikes:

The general satisfaction of consumers regarding Bajaj Pulsar motorbike is analyzed by the researcher and presented in the following Table:

S.No	Comment	No. of Respondents	Percentage
1	Highly Satisfied	86	17
2	Satisfied	299	59
3	Neutral Opinion	44	9
4	Un Satisfied	55	10
5	Highly Un Satisfied	30	5
Total		514	100

Source: Primary data

The study clearly shows that out of the 514 respondents, 299 respondents (59 percent) are satisfied with Bajaj Pulsar Motorbike, 86 respondents (17 percent) are highly satisfied, 55 respondents (10 percent) are unsatisfied, 44 respondents (9 percent) have neutral opinion and the remaining 30 respondents (5 percent) are highly unsatisfied.

Relationship Between Marital Status of Consumers and Awareness of Consumers Regarding Different Models of Bajaj Motorbike:

The researcher has attempted to find out the relationship if any, existing between marital status of consumers and their awareness of different models of Bajaj Pulsar motorbike. The following table presents the same.

Marital Status Vs Awareness of Consumers Regarding Different Models of Bajaj Motorbike:

S.No	Awareness	Marital	%	Un Marital	%	Total	%
1	Aware	91	32	183	80	274	43
2	Unaware	193	68	47	20	240	57.1
	Total	284	100	230	100	517	100

Source: Primary data

Chi Square:

Null Hypothesis HO7:

There is no association between marital status of consumers and awareness of consumers regarding different models of Bajaj Motorbikes

Yule Coefficient of Association:

Let A denote marital consumers

α denote unmarried consumers Let B denote awareness

β denote unawareness

$$Q = \frac{(AB)(\alpha\beta) - (A\beta \times \alpha B)}{(AB)(\alpha\beta) + (A\beta \times \alpha B)}$$

Association of Attributes - Marital Status Vs Awareness Consumers Regarding Different Models of Bajaj Motor Bike:

	A	a	Total
B	(AB) 91	(aB) 183	B 274
β	(A β) 193	($\alpha\beta$) 47	β 240
Total	A 284	a 230	

$$Q = \frac{(91 \times 47) - (193 \times 183)}{(91 \times 47) + (193 \times 183)}$$

$$= \frac{4277 - 35319}{4277 + 35319}$$

$$= \frac{31042}{39596} - 1$$

Inference:

The hypothesis is accepted. There is association between marital status of consumers and awareness of consumers regarding different models of Bajaj motorbike.

Findings:

- Out of 514 respondents, 289 respondents (56.2 percent) stated that Brand ambassadors are necessary for sales promotion of Bajaj Pulsar motorbike, 124 respondents (24.1 percent) stated that Brand ambassadors are highly necessary, 59 respondents (11.5 percent) stated that Brand ambassadors are unnecessary, 22 respondents (4.3 percent) have no opinion about it and remaining 20 respondents (3.9 percent) stated that brand ambassadors are waste.
- Out of the 514 respondents, 257 respondents (50 percent) recommend Film Star as brand ambassador for sales promotion of Bajaj Pulsar motorbike, 188 respondents (36.6 percent) recommend Sportsman as brand ambassador, 38 respondents (7.3 percent) recommending Social Activist as brand ambassador, 28 respondents (4.3 percent) recommend Politician as brand ambassador and the remaining 9 respondents (1.8 percent) recommend some their person.
- It is clear from the Garrett's Ranking analysis that 'Comfort' (59.25) is the most important improvement needed in Bajaj Pulsar motorbike followed by style(58.76),colour(54.91),Mileage(44.17),Price(42.10)andsafety(40.81).
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- The study clearly shows that out of the 514 respondents, 299 respondents (59 percent) are satisfied with Bajaj Pulsar Motorbike, 86 respondents (17 percent) are highly satisfied, 55 respondents (10 percent) are unsatisfied, 44 respondents (9 percent) have neutral opinion and the remaining 30 respondents (5 percent) are highly unsatisfied.
- There is association between marital status of consumers and awareness of consumers regarding different models of Bajaj motorbike.

Conclusion:

The tastes and preferences of consumers are varied and diverse from one another; they have different consumption patterns and consumption behavior. The marketer helps satisfy these needs and wants through product and service offerings. For a firm to survive, compete and grow, it is essential that the marketer identifies these needs and wants, and provides product offerings more effectively and efficiently than other competitors. A comprehensive yet meticulous knowledge of consumers and their satisfaction in purchasing Bajaj Pulsar motorbike is essential for a marketer to exist and penetrate in the market.

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