

A STUDY ON CUSTOMER PERCEPTION TOWARDS BAJAJ PLATINA WITH SPECIAL REFERENCE TO AADHITYA MOTORS IN COIMBATORE

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ABSTRACT

The ranks customers place for choosing products are: reliability and durability and easy maintenance, service, a trusted brand name and low price etc. The quality of a product has a consider impact towards its performance, thus it is linked to a customer's worth and satisfaction. They People prefer the motorbike over a four-wheeler car, because of former is economical and affordable. There are a lot of motorbike companies in the market and currently thus there is a huge competition among the players. As a result people also have a set of choices and preference over a company or a brand. The keeping in consideration that the people have a criteria of a preference in the minds of before they go to the purchase of a motorbike, the researcher has tried to get summate some of the factors which people evaluate before they actual purchase. Through survey the paper has tried to explore a real order of preference which customers placed and rank of some important factors, which play an important role of making the final purchase decision and towards a two-wheeler.

Keywords: Consumer Durables, Performance, Features and Product preference, Service Benefits.

I. INTRODUCTION

Aadhitya Motors authorized the dealer for Bajaj Company for the ramanathapuram .The present aim of examining the "Customer perception Level Bajaj PLATINA" Bike ramanathapuram The importance of the emphasized fact of Customer "Perception on person feelings (or) disappointment resulting from the comparing a products performance in the relation to the his/her expectations".They measured the Customer perception level &research survey was conducted by with sample size of the 100. The information is the collected with the help of questionnaire and through personal interview and study is the revealed that the most of customer are the satisfied with the Bajaj PLATINA. Bike Project is under the taken aims at measuring the customer perception level of the Bajaj PLATINA Bike in ramanathapuram.

Bajaj PLATINA Bike has been launched by the Bajaj Company and there is a need to measures perception level of the Bajaj PLATINA Bike in the ramamathapuram. The benefit of study is to make that strategic decision about which the characteristics and factors in the service like price of the vehicle and cost an mileage delivery time, attitudes of service provider and cost of spares. Considering all they above points of examining whether the customers are satisfied with the Bajaj PLATINA Bike if the performance is matche the expectation of the customers are satisfied with the performance exceeds and expectation the customers are is highly satisfied or the delighted Bajaj auto holdings ltd. (BAHL) is a wholly the owned subsidiary of the BAL engaged in the business of the investment in shares, debentures and other securites. Bajaj Auto Hodings Ltd. (BHEL) is a wholly owned the subsidiary of the BAL engaed in the business of the investment in shares and debentures and other securities. Bajaj Auto Finance Ltd. (BHFL) has ceased to be subsidiary the after its IPO if 4.175mn shares of Rs10 each at a premium of Rs80 in may the 1994 BAL, along with the subsidiary BHFL engages in the financial service and investment activities. The company is planning to increase its branch network in the country by 33% over the next one year i.e from 40% in the fiscal to 60%.

II. RESEARCH METHODOLOGY

Research Design	: Research design used Descriptive research.
Sample Size	: 100 Responents of Aadithya Bajaj PLATINA, Coimbatore.
Primary data	: well- structured questionnaire.
Secondary data	: Books, journals, magazines, and websites.
Statistical tools used	: Simple Percentage, Chi-Square, One way-anova.

Objectives of Study

- To the Study of Customer Perception level for Bajaj PLATINA Bike.
- The features influencing and customer during the purchase of the Bajaj PLATINA Bike.
- The ascertain whether they Customer are satisfied with the existing service from the Show Room.
- To the Study of promotional Mix and adopted by the show room.

Limitations of Study

- The Customer are very busy and some of them are not ready to co-operate with me.
- The time and resources are major constraint's, it was difficult to conduct an exclusive survey.
- Since the sample size was limited, the study of confined to the small group of dealers.
- The information of provided by the respondents is spontaneous and they may not be consistent

III. DATA ANALYSIS

CHI Square Test

Step 1: Formulation of Hypothesis

H1:There is significant difference between gender of the respondents and interest on adopting new technology

Step 2: Finding Calculated Value

Test Statistics		
	Gender	New tech
Chi-Square	14.000 ^a	22.000 ^b
df	2	3
Asymp. Sig.	.001	.001

Step 3: Intrepretation

In the above Chi square test Significant value is 0.000 which is lower than table value 5%,Alternate hypothesis is accepted. So there is significant associate between gender of the respondents and interest on adopting new technology

Hence it is inferred that gender of the respondents is an influencing factor towards interest on adopting new technology

One Way Anova

Step 1: Formulation Of Hypothesis

H2:There is a significant the relationship between the gender of the respondents and their percpion towards equipment currently

Step 2: Finding Calculated Value

ANOVA					
Gender					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.449	4	.127	.118	.892
Within Groups	49.051	45	1.054		
Total	49.500	49			

Step 3: Interpretation

In the above anova test significant value is 0.892 which is greater than table value 5% alternate hypothesis is rejected. So there is no significant difference between the gender of the respondents and their perception towards equipment currently.

Hence, The gender of the respondents is not an influencing factor on their perception towards equipment currently.

IV. FINDINGS

- 52% of the customers are satisfied with the information provided by the mechanics while delivering the bike for the first time.
- The Bajaj PLATINA customers are satisfied with the price i.e. 72%.
- Engine and performance of the vehicle perception is 45%.
- 52% of the customers are satisfied with the maintenance and cost 35% of them are not satisfied, with the maintenance cost level.
- They are highly satisfied with the Aesthetics (color, style) of the Bajaj PLATINA.
- The cost of the said that cost of the spares are quite affordable 55% of the customer are satisfied with the cost of spares.
- This study states that 64% of the customers are not satisfied with the warranty service provided by the showroom.
- The customers are satisfied with the delivery time, availability of spare and attitudes of their service providers.
- But they are not fully satisfied with complaint handling procedure at Adithya motors only average customers are satisfied.
- Happy for the showroom is that 58% of the customers are highly satisfied that with Bajaj PLATINA bike.
- From the market research and it has been observed that 64% of the customers are highly satisfied with the mileage of the bike.

V. SUGGESTIONS

- The dealer can convince the non-users by taking measures like advertising and sales people.
- The Diploma Holder mechanics should be recruited in the show room service centre. More & More promotional measures should be taken to increase the sales.
- The warranty service provided by the dealers should improve they can give the better service in the time of warranty periods.
- The complaint solving procedure should be improved and after service of the bike mechanics may get the feedback from the customers about the bike.

VI. CONCLUSION

By seeing the performance of the Bajaj PLATINA vehicle and service provided by the Adithya motors, I conclude the wide market and bright future are for its sales. And also in the current market it is one of the leading vehicles. The distribution and availability of the vehicle in the Coimbatore District as to be improved because of the competing of the vehicle like Hero Honda, TVS are the very high market share.

As per the showroom is concerned is having the good prospects in near future it is providing the good service and majority of the people are satisfied with the Bajaj company vehicle.

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