Customer Satisfaction towards Suzuki Gixxer Bike at Keshav Kanji Pvt. Ltd Bidar

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Abstract- Whether the buyer is satisfied after purchase depends on the offers performance in relation to the buyer expectation. In general satisfaction are a person’s feelings of pleasure or disappointment resulting from comparing a products perceived performance relation to his/her expectations. If the performance falls short of expectation, the customer is dissatisfied. If the performance matches the expectation customer is satisfied. If the performance exceeds the expectation the customer is highly satisfied. The project work has been done to find out whether a customer is satisfied or dissatisfied with a performance of Suzuki Gixxer motorcycle and also to measure the consumer’s satisfaction and provide this feedback to the company.

Indexed Terms- customers’ satisfaction towards Suzuki gixxer bikes

I. INTRODUCTION

Whether the buyer is satisfied after purchase depends on the offers performance in relation to the buyer expectation. In general satisfaction are a person’s feelings of pleasure or disappointment resulting from comparing a products perceived performance relation to his/her expectations. If the performance falls short of expectation, the customer is dissatisfied. If the performance matches the expectation customer is satisfied. If the performance exceeds the expectation the customer is highly satisfied.

• OBJECTIVES
To know customer satisfaction towards after sales service. To study customer opinion regarding behaviour of the staff during services. To study customer perception towards Suzuki motors.

• SCOPE OF THE STUDY
This will help the management to know the satisfaction levels of employees and they will take measures to increase output. This study may help the management students to prepare the own record.

• METHODOLOGY
Research technique is ways to systematically solvers arch problem it can be recognized as a science of studying how research is done scientifically. A construction questionnaire was prepared and the feedback from the employees was obtained.

II. COMPANY DESCRIPTION

Suzuki Motorcycles Pvt. Ltd. (SMIPL) specializes in the manufacturing, assembling and selling of different types of motorcycles such as Scooters, Bikes and Super Bikes. SMIPL’s manufacturing plant is located in a 10 acre land area in Gurgaon, India and has the annual Capacity of 540,000 units. The company is a subsidiary of Suzuki Motor Corporation and has its registered office in Delhi.

III. PRODUCT PROFILE

• Suzuki Access

124 cc, 53 kmpl, Petrol
Mileage | 64 Kmpl
---|---
Engine Display | 124 cc
Brakes Front | Drum
Power | 8.58 bhp @ 7000 rpm
Kerb Weight | 102 Kgs
Self-Start | Y
Wheels Type | Alloy
Tubeless Tyres | Y
Digital Fuel Indicator | Yes
Standard Warranty (Years) | 2

### SWOT ANALYSIS

#### Strengths
1. Size and scale of parent company
2. Effective Advertising Capability globally
3. High emphasis on R and D, especially in motorsport

#### Weaknesses
1. Yet to make a stronghold in the emerging markets like India

#### Opportunities
1. Two-wheeler segment is one of the most growing industries
2. Export of bikes is limited i.e. untapped international markets

#### Threats
1. Strong competition from Indian as well as international brands
2. Dependence on government policies and rising fuel prices
3. Better public transport will affect two-wheeler sales

### IV. FUTURE GROWTH PROSPECTIVE

KOLKATA: A select team of top-notch designers and engineers at Suzuki Motor Corporation's global R&D centre inside its headquarters in Hamamatsu, Japan, are working on a new line-up of motorcycles and scooters specifically for India. The team, that was formed two years ago, has just rolled out its second product the 150cc street sport bike 'Gixxer' — after the 112cc scooter 'Let's' that was launched earlier this year.

- Literature Review

1. Research Name: Nazism Husain
   Published on: 2011
   Volume no: 6, No.4, pp.561-572
   Keywords: Client desire, Human capitals, Service delivery system
   Abstract: In the present changing aggressive condition, business cannot survive. They fulfill their customer.

2. Research Name: Ms.RatiDhillon
   Published on: 2015
   Volume no: 54, pp69-82
   Keywords: After sales service, Customer satisfaction, Mobile phone industry.
   Abstract: The current study is focus on the services that customers are provided with after the product is sold and delivered to them.

3. Research Name: LadokunIssac
   Published on: 2013
   Volume no: 11, Issue4, pp54-58
   Keywords: After sales service, Warranty, Installation
   Abstract: This investigation is the effect of the customer fulfillment and support with the reference to Lghardware

### V. ANALYSIS AND INTERPRETATION

1) Number of customer having two wheelers?

<table>
<thead>
<tr>
<th>Customer</th>
<th>No. of respondents</th>
<th>percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>80</td>
<td>80%</td>
</tr>
<tr>
<td>No</td>
<td>20</td>
<td>20%</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100%</td>
</tr>
</tbody>
</table>
From the above table it is understood that 80% of the customer having their own two wheelers bike, 20% customer isn’t have their own bike

From the above graph it was that most number of the customers have their own two wheelers bike.

2) Total amount (in rs) of money expanded in 4 stroke bike by customers?

<table>
<thead>
<tr>
<th>Total amount</th>
<th>No of respondent</th>
<th>% of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>30000-40000</td>
<td>15</td>
<td>15%</td>
</tr>
<tr>
<td>40000-50000</td>
<td>13</td>
<td>13%</td>
</tr>
<tr>
<td>50000-60000</td>
<td>23</td>
<td>23%</td>
</tr>
<tr>
<td>60000-above</td>
<td>49</td>
<td>49%</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100%</td>
</tr>
</tbody>
</table>

From the above table the total expenditure of 4-stroke bike 3000-40000 is 15% 40000-50000 is 13%, 50000-60000 is 23%, and 60000 above is 49%.

From the above graph it was found that most of the respondents are spending Rs 60000 on 4 stroke bike.

3) Purpose of using Suzuki bikes with compare to its competitors?

<table>
<thead>
<tr>
<th>Purpose</th>
<th>No of respondent</th>
<th>% of respondent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office</td>
<td>27</td>
<td>27%</td>
</tr>
<tr>
<td>College</td>
<td>39</td>
<td>39%</td>
</tr>
<tr>
<td>Family</td>
<td>22</td>
<td>22%</td>
</tr>
<tr>
<td>Others</td>
<td>12</td>
<td>12%</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100%</td>
</tr>
</tbody>
</table>

From the above table it is understood that 27% of customer are using two wheeler 4 stroke bikes for office purpose, 39% of customer are using for college purpose 22% of customer using for family purpose 10% customer for other purpose.

From The Above Graph It Was Concluded Most Of The Respondents Are Purchasing Suzuki Bikes For College Purpose.

4) DIFFERENCE BETWEEN SUZUKI & ITS COMPETITORS?

<table>
<thead>
<tr>
<th>Difference</th>
<th>No of respondents</th>
<th>% of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality</td>
<td>32</td>
<td>32%</td>
</tr>
<tr>
<td>Resale value</td>
<td>19</td>
<td>19%</td>
</tr>
<tr>
<td>--------------</td>
<td>----</td>
<td>-----</td>
</tr>
<tr>
<td>Maintenance</td>
<td>13</td>
<td>13%</td>
</tr>
<tr>
<td>Brand image</td>
<td>25</td>
<td>25%</td>
</tr>
<tr>
<td>Others</td>
<td>11</td>
<td>11%</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100%</td>
</tr>
</tbody>
</table>

Analysis: From the above table it understood that 32% competitor customer look the bike because of quality look resale value, 13% customer look maintance, 25% brand image, 11% other.

Interpretation: From the above graph it was found that most of the respondent are said Suzuki offer a wide range of variety in bike.

6) Does customers satisfied with Suzuki after sale and service?

<table>
<thead>
<tr>
<th>Satisfaction</th>
<th>No of respondents</th>
<th>% No of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>55</td>
<td>55%</td>
</tr>
<tr>
<td>No</td>
<td>45</td>
<td>45%</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100%</td>
</tr>
</tbody>
</table>

Analysis: From the above table it occurs that’s 55% customer is satisfied after sales and service 45% are not satisfied after sales and service.

Interpretation: From the above graph it is found that majority of the customer is satisfied with Suzuki after sales and service compare to its competitor.

7) Would you like to change the bikes with new competitor’s features?

<table>
<thead>
<tr>
<th>Compare mileage</th>
<th>No of respondents</th>
<th>% of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>18</td>
<td>18%</td>
</tr>
<tr>
<td>Good</td>
<td>23</td>
<td>23%</td>
</tr>
<tr>
<td>Average</td>
<td>35</td>
<td>35%</td>
</tr>
<tr>
<td>Poor</td>
<td>14</td>
<td>14%</td>
</tr>
<tr>
<td>Bad</td>
<td>10</td>
<td>10%</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100%</td>
</tr>
</tbody>
</table>

Analysis: From the above table it understood that 65% customer buy a Suzuki 4 stroke bike if they provide verity of brands of bike 35% customer not be purchase Suzuki bikes if they will provide verity of bikes.
Analysis:
From the above table it understood that customer compare the mileage of Suzuki motor cycle with its competitors 18% is excellent, 23% is good, 35% is average, 14% is poor, 10% is bad.

Interpretation:
From the above graph it was that most of the respondents said that Suzuki bikes mileage is average compare to it is competitors.

VI. FINDING

• From the survey I observed maximum respondents have bought Suzuki product due to the high mileage.
• It was found that from the study maximum respondent use Suzuki two-wheeler.
• It was found that in this survey maximum respondent came to know about the Suzuki products through the television/advertisement.
• A large portion of the respondent likes Suzuki bike vehicles.
• A large portion of the respondent is happy with administration of Suzuki motors.
• Usually saw by customer as critical as the. Furthermore, subsequent to of faring they have the services and up keep through huge system.

CONCLUSION

• Consumer satisfaction is as how casing device and a distinct tested included advantage.
• A large portion of the respondent likes Suzuki bike vehicles.
• A large portion of the respondent is happy with administration of Suzuki motors.

REFERENCE

[1] Gixxer price, photos, mileage, ratings and technical specifications. ...
[2] Here are I have suzuki gixxer bike and I ride daily routine and I absorbed very happy feeling.