

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 solve a 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

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 cansurvive
 They fulfil their customer.

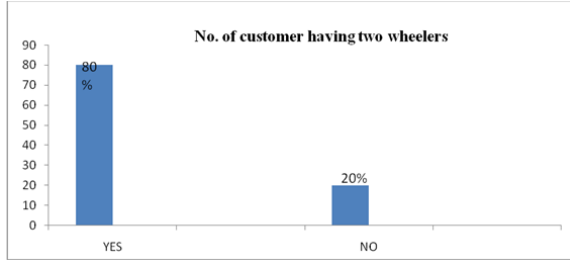
2 Research Name: Ms.RatiDhillon
 Published on: 2015
 Volume no: 54, pp69-82
 Keywords: After sales service, Customer satisfaction, Mobile phone industry.
 Abstract: The current study is focus on the services that customers are provided with
 After the product is sold and delivered to them.

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
 Fulfilment and support with the reference to Lghardware

V. ANALYSIS AND INTERPRETATION

- 1) Number of customer having two wheelers?

Customer	No. of respondents	percentage
Yes	80	80%
No	20	20%
Total	100	100%



Analysis:

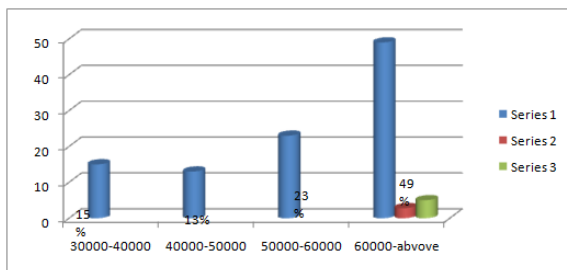
From the above table it is understood that 80% of the customer having their own two wheelers bike, 20% customer isn't have their own bike

Interpretation:

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 expended in 4 stroke bike by customers?

Total amount	No of respondent	% of respondents
30000-40000	15	15%
40000-50000	13	13%
50000-60000	23	23%
60000-above	49	49%
Total	100	100%



Analysis:

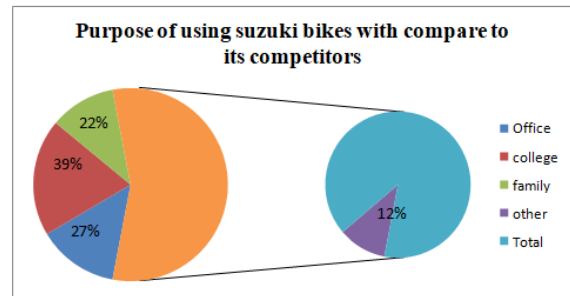
From the above table the total expenditure of 4-stroke bike 3000-40000 is 15% 40000-50000 is 13% 50000-60000 is 23%, and 60000 above is 49%

Interpretation:

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?

Purpose	No of respondent	% of respondent
Office	27	27%
College	39	39%
Family	22	22%
Others	12	12%
Total	100	100%



Analysis:

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

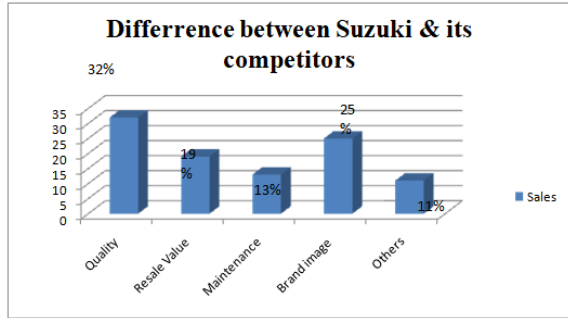
Interpretation:

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

4) DIFFERENCE BETWEEN SUZUKI & ITS COMPETITORS?

Difference	No of respondents	% of respondents
Quality	32	32%

Resale value	19	19%
Maintenance	13	13%
Brand image	25	25%
Others	11	11%
Total	100	100%



Analysis:

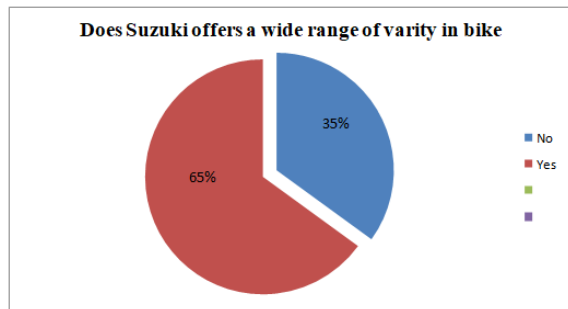
From the above table it understood that 32% competitor customer look the bike because of quality look resale value,13% customer look maintance,25%, brand image,11% other

Interpretation:

From the above graph it was found that Suzuki is difference then competitors in terms of quality.

5) Does Suzuki offers a wide range of variety in bikes?

Offers	No of respondents	% respondents
Yes	65	65%
No	35	35%
Total	100	100%



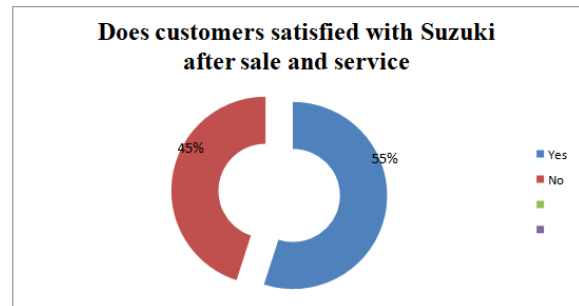
Analysis: From the above table it understood that 65% customer buy a Suzuki 4 stroke bike if they provide verity of brands of bike 35% customer not be

purchase Suzuki bikes if they will provide verity of bikes

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?

Satisfaction	No of respondents	%No of respondents
Yes	55	55%
No	45	45%
Total	100	100%



Analysis:

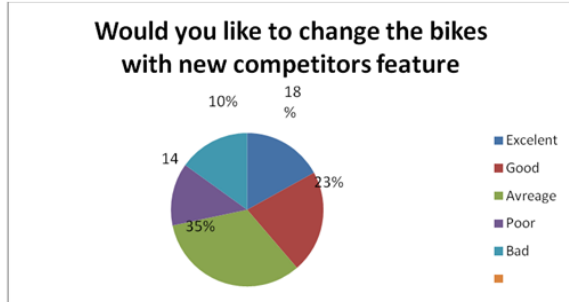
From the above table it occurs that's 55% customer is satisfied after sales and service 45% are not satisfied after sales and service.

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?

Compare mileage	No of respondents	% of respondents
Excellent	18	18%
Good	23	23%
Average	35	35%
Poor	14	14%
Bad	10	10%
Total	100	100%



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.

- Usually saw by customer as critical as the .Furthermore, subsequent to of faring they have the services and up keep through huge system.
- In Bidar city, contrasted with different organizations, Suzuki is a high rpositioninthecity, so the association ought to make progress toward keeping up that situation

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