

A STUDY ON CUSTOMER SATISFACTION ABOUT THE ORGANIZATION AND IMPACT ON ITS COMPANY POLICY AT TKRA BAJAJ PVT. LTD, SALEM

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Abstract— Customer satisfaction is not merely a metric but a guiding principle that businesses must prioritize to thrive in today's competitive landscape. It encapsulates the holistic experience a customer has with a brand, encompassing every touchpoint from initial awareness to post-purchase support. At its core, customer satisfaction hinges on the alignment between customer expectations and the actual experience delivered by the business. In the modern business environment, where choices abound and customer loyalty is increasingly elusive, ensuring high levels of customer satisfaction has become imperative. This involves a multifaceted approach that begins with understanding customer needs, preferences, and pain points. Through market research, data analytics, and direct customer feedback, businesses can gain invaluable insights into what drives satisfaction and loyalty among their customer base. Once armed with this understanding, businesses can focus on delivering exceptional value at every interaction. This entails not only providing high-quality products or services but also offering seamless and personalized experiences that resonate with customers on an emotional level. From user-friendly interfaces to proactive customer support, every aspect of the customer journey must be optimized to delight and exceed expectations. Central to the pursuit of customer satisfaction is a culture of continuous improvement. By soliciting feedback, analysing customer behaviour, and benchmarking against industry best practices, businesses can identify areas for enhancement and innovation. Whether through product innovation, process optimization, or service enhancements, the goal is to evolve in tandem with changing customer preferences and market dynamics. Moreover, businesses must prioritize transparency and accountability in their dealings with customers. Honesty, integrity, and ethical conduct build trust and credibility, fostering long-term relationships based on mutual respect and mutual benefit. When customers feel valued, respected, and heard, they are more likely to become brand advocates, championing the business to their peers and networks.

Keywords: Customer Satisfaction Experience Expectations Quality Service Personalization Feedback Loyalty Value Engagement Relationship Trust Consistency Improvement Innovation Transparency Accountability Communication Retention.

1.INTRODUCTION

In a world where customers have abundant choices at their fingertips, their satisfaction can make or break a business. Satisfied customers not only return for repeat purchases but also become brand advocates, spreading positive word-of-mouth and attracting new customers. On the flip side, dissatisfied customers can quickly tarnish a company's reputation, leading to lost revenue and diminished market share. Understanding what drives customer satisfaction is key. It's not just about delivering a product or service—it's about exceeding expectations at every touchpoint of the customer journey. This includes aspects like product quality, customer service responsiveness, ease of purchase, and post-sale support. Businesses that prioritize customer satisfaction often enjoy numerous benefits, such as increased customer loyalty, higher retention rates, improved brand reputation, and ultimately, greater profitability. Moreover, satisfied customers are more

likely to provide valuable feedback, enabling companies to continuously refine their offerings and stay ahead of the competition. In this exploration of customer satisfaction, we'll delve into various strategies and best practices for measuring, managing, and enhancing customer satisfaction levels. From leveraging technology to personalize experiences to fostering a customer-centric culture within your organization, we'll uncover actionable insights to help you delight your customers and drive sustainable business growth. So, let's embark on this journey together and unlock the power of customer satisfaction.

2. OBJECTIVE OF THE STUDY

- To know the Customer satisfaction the Bajaj pulsar bike in Salem.
- To determine the effects of the company image on the sales.
- To understand the customer satisfaction level towards features and services offered by Bajaj auto ltd.
- To identify the expectation that should be satisfied by Bajaj two wheelers to increase customer satisfaction.
- To render suggestion towards Bajaj two wheelers.

3. SCOPE OF THE STUDY

- This study is useful for me as well as for the company for identifying the customer satisfaction level towards Bajaj pulsar in Salem. And also this study helps me to create and maintain a good relationship between the customer and the management. Because of this study the company may know what the customer is looking for and also know to satisfy him regarding pulsar bike.
- The research selected only three model vehicles from Bajaj Auto (ltd). Primary data have been collected from 150 respondents in of Salem.

4. LIMITATION OF THE STUDY

This study is mainly based on the customer satisfaction, but the customer satisfaction will always be changing in nature, when buyer buys a particular bike sometimes, we can't get correct data by them. Most of the time company face some should face aggressive customers, they should be happy since company will provide best service to customer.

5. REVIEW OF LITERATURE

P. Rajitha 2018 customer satisfaction and business in Bajaj Auto Ltd. Customer satisfaction is a feeling of pleasure or dissatisfaction resulting from equating a product's performance or outcome in relation to their expectation. Any business has to list external consumers and stakeholders. A number of readings have shown that the long-term victory of a corporation is closely associated to its ability to create and maintain loyal and satisfied customers. In general, satisfaction is a person's feeling of liking or displeasure caused by perceived performance in relation to expectation.

Dr. Katta Ravindra In a break neck competition, everyone is busy with their different activities and commitment towards their work and customers are giving importance for time save more over time. Emphasis is increasing in globalization at the same time work culture is also increasing. In addition to these, some of the countries facing transport problems like lack of metallic road sand lack of Government transport facilities especially in least developing countries particularly incurable as. In these circumstances, customer depending on own transport and purchased their own vehicles like motorbikes.

J. Vignesh Kumar The Indian automobile industry is faced with tough competition because of the entry of many automobile companies. Customer satisfaction being the key element for success in business has emerged as a major concern for any industry. Six sigma is a way to measure the probability of manufacturing a product or generating a service with zero defects. The concept of Six Sigma introduces a new standard of measuring Defects per Million Opportunities (DPMO) instead of defects in percentage or in thousands of opportunities.

R. Kausalya In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. "Within organizations, customer satisfaction ratings can have powerful effects. They focus employees on the importance of fulfilling customers' expectations. Furthermore, when these ratings dip, they warn of problems that can affect sales and profitability

6. UNPACKING CUSTOMER SATISFACTION: A CRITICAL EXAMINATION

Limitations of Traditional Metrics:

One of the primary critiques of customer satisfaction lies in the reliance on traditional metrics such as Net Promoter Score (NPS) and Customer Satisfaction Score (CSAT). While these metrics offer quantifiable insights, they often oversimplify

the customer experience, failing to capture the nuances of emotional engagement and long-term loyalty. Additionally, the binary nature of NPS (promoters vs. detractors) overlooks the spectrum of customer sentiment, leading to an incomplete understanding of satisfaction levels.

The Influence of Expectations:

Customer satisfaction is inherently tied to customer expectations, making it a moving target for businesses. Meeting or exceeding expectations can result in satisfaction, but as expectations evolve, so do the benchmarks for satisfaction. This raises questions about the sustainability of satisfaction-driven strategies and the need for continual adaptation to shifting consumer preferences.

The Role of Context and Circumstance:

Customer satisfaction is not solely determined by the quality of products or services; it is also influenced by external factors such as personal circumstances, cultural norms, and situational context. A customer who experiences exceptional service during one interaction may still harbour dissatisfaction if subsequent encounters fall short of expectations. This highlights the importance of consistency and holistic customer experiences beyond individual touchpoints.

The Illusion of Loyalty:

While satisfied customers may exhibit repeat purchase behaviour, true loyalty goes beyond mere satisfaction. Loyalty is built on trust, emotional connection, and shared values a deeper bond that transcends transactional satisfaction. Focusing solely on satisfaction metrics may lead businesses to overlook the relational aspects of customer loyalty, risking churn despite high satisfaction scores.

Implications for Businesses:

Businesses must approach customer satisfaction with a critical lens, recognizing its limitations and addressing the underlying drivers of loyalty and advocacy. This entails a shift from transactional interactions to holistic relationship-building, prioritizing empathy, authenticity, and continuous improvement. Moreover, businesses must embrace agility and innovation to stay ahead of evolving customer expectations, recognizing that satisfaction is a dynamic interplay between perception and reality.

The Impact of Technology:

In today's digital age, technology plays a pivotal role in shaping customer satisfaction dynamics. While advancements in technology have provided businesses with unprecedented opportunities to enhance customer experiences, they have also introduced new challenges. The rise of social media and online review platforms has empowered customers to amplify their voices and hold businesses accountable for their actions. A single negative experience can quickly escalate into a public relations crisis, underscoring the importance of proactive reputation management and responsive customer service strategies

7. THE EVOLUTION OF CUSTOMER EXPECTATIONS:

Customer expectations are constantly evolving, driven by factors such as technological advancements, socio-cultural shifts, and competitive pressures. What was considered exceptional service yesterday may become the new standard tomorrow. Consequently, businesses must remain agile and responsive, continually innovating to meet and exceed evolving customer expectations. Failure to adapt risks falling behind competitors and losing relevance in the eyes of increasingly discerning customers.

Technological Advancements:

The rapid advancement of technology has revolutionized the way customers interact with businesses. From the convenience of online shopping to the instant gratification of same-day delivery services, technology has raised the bar for customer expectations. Today's customers expect seamless omnichannel experiences, personalized recommendations, and real-time support across various digital platforms. Businesses that fail to embrace emerging technologies risk falling behind and alienating tech-savvy consumers.

Shift Toward Personalization:

In an era of information overload, customers crave personalized experiences that cater to their unique preferences and needs. From tailored product recommendations based on past purchases to customized marketing messages that resonate

on a personal level, personalization has become a cornerstone of modern customer expectations. Businesses that can anticipate and fulfil individual customer preferences stand to gain a competitive edge in a crowded marketplace.

Emphasis on Convenience:

Busy lifestyles and hectic schedules have fuelled the demand for convenience in every aspect of the customer journey. Whether it's frictionless checkout processes, hassle-free returns, or on-demand services, customers prioritize convenience above all else. Businesses that streamline processes, eliminate pain points, and offer flexible solutions to accommodate customer preferences are more likely to earn loyalty and repeat business.

Heightened Focus on Transparency and Trust:

In an age of misinformation and distrust, customers place a premium on transparency and authenticity. They expect businesses to be transparent about their practices, pricing, and policies. Moreover, they value brands that demonstrate integrity, social responsibility, and ethical behaviour. Building trust requires open communication, accountability, and a commitment to delivering on promises. Businesses that prioritize transparency and cultivate trustful relationships with customers can foster long-term loyalty and advocacy.

Demand for Seamless Integration:

As the lines between online and offline channels blur, customers expect seamless integration across all touchpoints. Whether they're browsing products online, visiting a physical store, or engaging with customer service representatives, customers expect consistent experiences that seamlessly transition between channels. Businesses that can provide cohesive, omnichannel experiences that meet customers wherever they are in their journey stand to forge stronger connections and drive greater satisfaction.

8.SUGGESTIONS

- The suggestion mainly focusing that enhancement customer satisfaction TKRA BAJAJ(P) LTD.
- Since 12% of customer are mostly using the bike for above 3 years. Company should take necessary action to find out the reason.
- Majority of private employees are using pulsar bike. Company can make advertisement or provide loan facilities of customers.
- Most customers are unaware about the bike through dealership. Company should make more advertisement through dealership.
- Company might fix reasonable price in order to attract the new customers.
- Company might concentrate and provide more costly models for attract high in come people.
- Company might focus more attention to advertisements activates.
- Company can implement high level technology to attract more customers.
- To established more service center.

9. CONCLUSION:

From this research work done in Bajaj pulsar in Salem city. The respondents are highly satisfied with the present Bajaj pulsar bike. The reason in because of their brand image and style of the bike and the comfort and also the free services provided by them. But there are few respondents who are not satisfied with the price. So the company should look on the price also. When compared to all Bajaj bikes, Bajaj pulsar is sold many, because the main thing is; it is very familiar to all the people when compared with all other Bajaj bike

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