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A Study on Customer Satisfaction for Burgman Scooter in Trichy District

P. Jarina Begam

Assistant Professor

PG & Research Department Commerce (SF - WOMEN)

Jamal Mohamed College (Autonomous)

Affiliated to Bharathidasan University

Trichy – 20

O. Thasneem

PG Student

PG & Research Department Commerce (SF - WOMEN)

Jamal Mohamed College (Autonomous)

Affiliated to Bharathidasan University

Trichy – 20

Abstract

This study explores customer satisfaction regarding Burgman scooters in the Trichy district. The objectives are to assess the level of customer satisfaction and identify the factors influencing it. Using primary data collected through a structured questionnaire, the study examines key satisfaction metrics, including product quality, performance, after-sales service, and cost effectiveness. The findings highlight significant factors contributing to customer satisfaction and areas requiring improvement. The study offers valuable insights for manufacturers and dealers to enhance customer experience and brand loyalty.

Keywords: Customer satisfaction, Burgman scooter, Trichy district, influencing factors, product performance.

I.INTRODUCTION

Customer satisfaction is a critical aspect of any business, especially in industries that rely on mobility and convenience, such as the scooter market. With the growing demand for eco-friendly and cost-effective transportation solutions, scooters have emerged as a popular choice among urban commuters. They cater to a wide range of consumers, from young professionals to students and environmentally conscious individuals. In such a competitive and fast-growing industry, ensuring customer satisfaction is key to maintaining brand loyalty, encouraging repeat purchases, and fostering positive word-of-mouth.

Customer satisfaction in the scooter industry encompasses several dimensions, including product quality, performance, safety, design, affordability, and after-sales service. A satisfied customer perceives the product as meeting or exceeding their expectations, whether in terms of the scooter's fuel efficiency, electric battery life, ease of use, or stylish appearance. Companies that successfully address the diverse needs and preferences of their customers are more likely to thrive in this competitive market.

One of the primary factors influencing customer satisfaction is the scooter's functionality and reliability. Customers expect their scooters to perform seamlessly under various conditions, offering a smooth and safe riding experience. Features such as powerful engines, efficient brakes, and durable tires contribute significantly to overall satisfaction. Additionally, the increasing popularity of electric scooters has highlighted the importance of battery performance and charging convenience in shaping customer perceptions.

Meaning of Customer Satisfaction:

Customer satisfaction refers to the degree to which a product or service meets or exceeds the expectations of customers. It is a critical metric for businesses as it reflects the quality of their offerings and the effectiveness of their customer service. Satisfied customers are more likely to remain loyal, make repeat purchases, and recommend the product or service to others, contributing to the overall success and reputation of the business. Customer satisfaction is influenced by various factors, including product quality, price, service delivery, brand image, and the overall experience a customer has during their interaction with the company.

A high level of customer satisfaction indicates that the business is meeting customer needs and delivering value, while low satisfaction levels may suggest gaps in quality, service, or customer engagement. Measuring customer satisfaction often involves gathering feedback through surveys, reviews, and direct interactions.

This feedback helps businesses identify areas for improvement and tailor their products or services to better align with customer expectations. For example, factors like ease of use, durability, and after-sales service significantly impact a customer's perception of a product or service.

Customer Satisfaction towards Burgman Scooter:

The Suzuki Burgman scooter, a part of Suzuki's premium two-wheeler lineup, has gained considerable popularity in the scooter market due to its advanced features, elegant design, and reliable performance. Customers purchasing a Burgman scooter typically seek a blend of luxury, comfort, and practicality, making it a popular choice for urban commuters and long-distance riders alike. Customer satisfaction for the Burgman scooter can be analyzed based on its design, performance, features, pricing, and after-sales service.

Design and Comfort:

One of the standout features of the Suzuki Burgman is its maxi-scooter-inspired design. Its sleek and aerodynamic styling, along with a well-padded and spacious seat, ensures comfort for both the rider and the pillion.

Performance and Handling:

The Burgman scooter is equipped with a refined engine that delivers smooth power delivery and impressive mileage. Whether it's the 125cc Burgman Street or the more powerful international variants, the scooter offers a balance of power and fuel efficiency, making it ideal for daily commutes.

Features and Technology:

Suzuki has packed the Burgman scooter with a host of advanced features. The fully digital instrument cluster, USB charging port, and ample storage space, including an under-seat compartment and front glove box, have been well-received by customers.

Pricing and Value for Money:

Pricing plays a crucial role in customer satisfaction, and Suzuki has positioned the Burgman competitively within its segment.

After-Sales Service and Brand Trust:

Suzuki's extensive dealership network and efficient after-sales service have also contributed to customer satisfaction.

Areas for Improvement:

While the Burgman scooter has received positive feedback, there are areas where customers feel improvements are needed.

Objectives of the Study

1. To assess the level of customer satisfaction towards Burgman Scooter.
2. To identify the factors that influence customer satisfaction towards Burgman Scooter.
3. To study the features of customer satisfaction towards Burgman Scooter.

Importance of the Study

In today's world two-wheelers are part and partial of the common man and are a very essential part of our life. Customer Satisfaction can be defined in different ways – as a comparison of previously held expectations with perceived product or services performance. It changes in the market strategies to boost the sale of a company. Modification of traditional sales strategy. Lifestyle of customers are changing and buying behaviour changes as the brand are coming more and also buying habits are also changing.

The consumers are focus the activity of the company's marketing orientation, a research on the consumers' needs and their satisfaction is of a greater significance, and to develop a suitable strategy leading to a higher consumer's satisfaction.

Needs of the Study

- To understand the satisfaction level of the customer regarding the Burgman Scooter and also the service provided by them at various level, to understand what are the customer requirement and improvement required by them in service and product.
- In this research study the customer satisfaction of the burgman scooter after bought and perception towards the brand and on which basis they look and consult before buying the two-wheeler is taken up.
- This type of research is essential for assessing because the two-wheelers are increasing rapidly and youth of today mostly preferred their own two-wheelers which are useful in all aspects.

Review of Literature:

KT Srinivas, 2013: The Present study is made an attempt to know the customer satisfaction of Hyundai motor cars i20 in Bangalore city. To achieve the aforesaid objective by using Convenience sampling data is gathered from 120 users' respondents.

From the present study it is found that large number of respondents feels the reason for opting Hyundai i20 car is value for money. And customers are satisfied with driving and comfort as excellent for Hyundai i20 cars. An effort of the Advertisement of the company is reaching the customers. It is found that large numbers of respondents have indicated that quick delivery followed by individual attention as important factors which make Hyundai as an effective outlet.

K Natarajan, K Soundararajan, J Jayakrishnan, 2013: The replacement market demand depends on the total population of vehicle on road, road conditions, vehicle scrapping rules, overloading norms for trucks, average life of tyres and prevalence of tyre retreading. The main category of tyre produced in the country is that of Truck & Bus tyres. Indian tyre industry, comprising of 40 companies (47 factories) in the organized and unorganized sector, account for over 80% of industry turnover and have a well-diversified product-mix and presence in all three major segments, i.e., Replacement Market, Original Equipment Manufacturers (OEM's) and Exports. This paper focused to study the purchasing behaviour of Heavy and Light Commercial vehicles owners in Replacement tyres.

DugganiYuvaraju, S Durga Rao, 2014: Customer satisfaction is a feeling of pleasure or disappointment resulting from comparing a products perceived performance or outcome in relation to his or her expectations. In this paper we found that 60% of respondents to know the advertisement of Honda Bike through media, 90 percent of the respondents were completely satisfied with the mileage and performance of the bike, 73% of respondents are satisfied with pickup of the Honda Bike, 56% of the respondents are attract the quality of the service to choose this bike, 50% of the respondents are satisfied with the design of the bike, 54% of the respondents considered the price of the Honda, 60% of the respondents felt the explanation to be "excellent". According to the chi-square test find that there is significance difference between the preferable factors like mileage, pickup, price and design.

JR Anstrom 2016: The global market for motorcycles is forecast to reach \$85 billion by 2015(King, 2013). Likewise, the global market for material handling equipment is projected to exceed\$122 billion by 2018, of which industrial trucks make up a large portio(Companiesandmarkets.com, 2014). These two markets are significantly smaller than the global automotive market and therefore present lower barriers to market entry for early adoption of emerging fuel cell technology. Battery electric motorcycles are growing in market share compared to their combustion

Federico Cavallaro, Olga Irranca Galati, Silvio Nocera 2019: About half of the total nights spent in the EU is related to tourism concentrated in coastal destinations.

Despite the numerous positive impacts, this form of tourism produces also negative externalities; the mobility to reach/leave and to move within a destination is responsible for a relevant part of them. However, specific measures addressing the issue of tourism transport in coastal areas are still rare; that is also due to the fact that decision makers lack adequate tools for their selection.

Area of the Study

The study focuses on customer satisfaction with Burgman scooters, targeting a specific geographic region, such as urban or semi-urban areas, where the scooter is popular. It also considers demographic factors like age, income, and occupation, aiming to assess satisfaction among commuters, college students, and professionals who use the scooter for daily transportation. The scope includes evaluating the product's features, such as performance, design, comfort, and aftersales service, within the chosen area.

Significants of the Study

The Suzuki Burgman Scooter holds significant importance for the various reasons, depending on its features and usage. Here are some key highlights:

Premium Maxi-Scooter Design

- The Burgman series is known for introducing the concept of maxi-scooters, blending the comfort and features of a motorcycle with the convenience of a scooter.
- Its modern, aerodynamic styling appeals to urban riders seeking sophistication.

Comfort and Practicality

- Designed for long-distance comfort, it offers spacious seating, a relaxed riding posture, and large footrests.
- The ample under-seat storage and additional compartments make it practical for commuters and touring riders.

Performance

- With engines ranging from 125cc to 650cc, the Burgman series caters to a wide variety of riders, from daily commuters to enthusiasts seeking highway capabilities.
- Its smooth engine performance and efficient fuel economy balance power and practicality.

Technological Features

- Models often feature advanced tech like ABS, digital instrument clusters, LED lighting, and smart key systems.

- Some higher-capacity models offer cruise control, large windshields, and even heated grips for enhanced usability.

Urban and Touring Versatility

- The Burgman is ideal for city commuting due to its compact dimensions and ease of manoeuvrability.
- Its comfort and stability also make it a viable option for long-distance travel.

Cultural Impact

- The Burgman has helped redefine scooters, elevating them from basic city transportation to a premium lifestyle product.
- It has inspired a trend of more comfortable, feature-packed scooters in the global market.

Global Popularity

- Widely embraced in markets like Europe, Asia, and North America, the Burgman series is a benchmark in the maxi-scooter category.
- The Suzuki Burgman remains a favourite for riders who value style, practicality, and performance in a scooter. It has redefined urban mobility and created a loyal global following.

Limitation of the Study

- The sample size may not cover the entire population of Burgman Scooter owners in the district, which could affect the accuracy of the result.
- The study was conducted within a limited time frame, which may have impacted the depth of analysis and data collection.
- Customer preferences and satisfaction levels may change over time due to new product launches, market trends, or service updates, which the study may not account for

Scope of the Study:

- The scope of this study on customer satisfaction with the Burgman scooter is focused on understanding the factors that influence customer satisfaction and loyalty. The research aims to explore the demographic characteristics of Burgman scooter owners, their satisfaction levels with the product, and the key factors that drive their loyalty.
- The study will also analyse the relationship between customer satisfaction and loyalty, providing insights on how Suzuki can improve customer satisfaction and loyalty. Geographically, the study will focus on Burgman

scooter owners in a specific region or country, and will cover a period of six months. The research will employ a mixed-methods approach, combining both quantitative and qualitative data collection and analysis methods.

- This approach will enable the researcher to gather both numerical data and narrative insights, providing a comprehensive understanding of customer satisfaction and loyalty. The quantitative data will be collected through an online survey, which will be administered to a sample of Burgman scooter owners. The survey will include questions on demographic characteristics, satisfaction levels, and loyalty.
- The qualitative data will be collected through in-depth interviews with a subset of survey respondents. The interviews will provide narrative insights into the experiences and perceptions of Burgman scooter owners. The findings of this study will provide valuable insights for Suzuki to improve customer satisfaction and loyalty, ultimately enhancing the competitiveness of the Burgman scooter in the market.
- By understanding the factors that influence customer satisfaction and loyalty, Suzuki can develop targeted marketing strategies and product improvements that meet the needs and expectations of its customers. This will enable the company to build a loyal customer base, drive sales growth, and maintain a competitive edge in the market.
- The study's findings will contribute to the existing literature on customer satisfaction and loyalty in the automotive industry, providing insights for other manufacturers and researchers. Overall, this study will provide a comprehensive understanding of customer satisfaction and loyalty among Burgman scooter owners, and will inform strategies for improving customer satisfaction and loyalty.

II.CONCLUSION

Customer satisfaction is a fundamental aspect of business success. It reflects how well a company meets customer expectations and delivers value. By prioritizing customer satisfaction, businesses can build lasting relationships, foster loyalty, and gain a competitive edge in the market. Whether through product quality, exceptional service, or personalized experiences, ensuring customer satisfaction remains a top priority for businesses aiming to thrive in today's dynamic and customer-centric world.

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