

Consumer behaviour towards jet airways essay

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The two wheeler industry is one of the most vibrant industry in the Indian market. According to the figures published by SIAM, it holds a domestic market share of 76% (2010-2012) in the automobile sector. Two wheeler sections in India have witnessed one of the more impressive levels of growth vis-a-vis other segments of the automobile. Among the leading manufacturers who have made them recognized on the Indian roads with the presence of their two wheelers are Bajaj Auto, Hero Motors, TVS Motors, Yamaha Motors, Honda Motors and Kinetic Motors. An important aspect that relates to all such leading manufacturers of the Indian two wheelers is that besides being the leaders in the Indian two wheeler market , their product profile includes contemporary and sleek designed two wheelers that are gradually being accepted in the global markets too Every two wheeler company in India has managed to maintain a number of models in sync with their competition and every customer purchase is dependent on many factors which are beyond the product alone. Today, the major run for players in the two wheeler industry is not only for sales but more meticulously towards offering better service in the form of after-sales service. The competition starts in the concept of after sales service being delivered by the two wheeler company.

So it has become the order of the day for two wheeler giants to infuse worthy capital into the service wing for better customer satisfaction and good word of mouth because both the entities have a compounding effect on the sales of the company. Companies like Bajaj Auto Ltd – one of the oldest and more popular faces of the Indian two wheeler came into vogue in the 1940's and has its major plant located at Pune while a new plant has come

up at Pantnagar in Uttaranchal. Its product profile includes a range of two wheelers including scooters and motorcycles. The motorcycles include models like Bajaj Platina, Bajaj Avenger dts-I, Bajaj Pulsar dts-I, Bajaj CT 100, Bajaj Discover, Bajaj Pulsar 220 dts-Fi. Bajaj Auto has a huge network of dealers and service centers spread all over the country that helps the potential consumers in identifying the best possible two wheelers specifying their requirements.

In addition to this, the company has a tie-up with dealers and loan providers and under its own scheme of Bajaj finance, helps getting the loans for the purpose of different Bajaj two wheelers. Objectives Of The Study 1. To study about the customer expectation, satisfaction with regards to after sales service by service growth analysis. 2.

To identify the areas of improvement for Bajaj two wheeler after sales service.