

**CHAPTER - VII**  
**CONCLUSIONS AND SUGGESTIONS**

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**7.1 BRAND PREFERENCES:**

When probed into the motives behind purchasing of Bajaj two-wheelers, it was found that two attributes, i.e. fair average and durability, dominated the purchasing decision. It was followed by the aspect of imitation, proper service and resale value. It was found that 23% responses were listed in favour of proper services. It appeared that proper service did not form a dominant attribute in case of Bajaj two-wheelers. There was a sufficient room for making this aspect popular in the buyers' decision-making.

**7.2 WARRANTY PERIOD AND SERVICES:**

Bajaj Auto Limited had given the warranty in respect of the vehicles manufactured by them. The Company had promised to replace or repair the damaged parts free-of-charge within 180 days or 6400 kms. run, whichever event occurs earlier from the date of purchase. The Company had not given warranty of proprietary parts. The respondents in the District had argued to receive maximum benefits from the Company. Six months' warranty period is insufficient



other respondents had ignored that the use of non-genuine spares could cause irreparable damage and shorten its life and thus increase the cost of maintenance.

#### **7.5 USE OF NON-GENUINE SPAREPARTS:**

Most of the respondents had denied having used non-genuine spareparts on their vehicle. Though these low-cost non-genuine spareparts were available in the area in bulk quantity, the refusal from the customers had been observed by the researcher to use non-genuine spareparts. It was also observed that the authorised dealers sold the genuine spares at high prices, which were expensive to the average consumer. The attitude in using non-genuine spareparts was only in the rural residents in general and among clerks in particular. The respondents were aware that spurious (non-genuine) spareparts were similar in shape but often inferior in quality of material and workmanship.

#### **7.6 EXPERIENCE OF MISHANDLING AND DISSATISFACTION:**

The only trouble the respondents experienced was loosening of spokes, breakage of the mirror-glass, crashing out colour causing light damage to the vehicle. Some of the respondents, especially those who reside in the rural

area, were unable to avail of all the three free services at authorised service station. This caused them great inconvenience. The Company had taken necessary steps to decrease the occasions of spoilage and protect the customers by appointing a trained staff at the service station. Owing to the Company's incessant efforts to popularise its products, the servicing activities had been extremely carried out with the help of well-equipped service station.

#### 7.7 COST OF REPAIRS:

It was found that the Bajaj Auto Limited had issued specific instructions to its customers to use genuine parts only. But the genuine spareparts available with the dealer were costlier, compared to the independent garages and automobile sparepart dealers. It was observed that the Bajaj Auto Limited was making money by selling the spareparts and running the service stations. But independent garages typically offered lower cost and/or quick services than Bajaj or its authorised dealers.

#### 7.8 OTHER THAN AFTER-SALES-SERVICES.

Referring to the other than services, it was observed that very few respondents had gone through lot of services like setting of headlamp, refitting the tyres, setting of accessories, inspecting tyre pressure, setting

of central stand, supplying of attractive foam rubber rexine and upholstered pillion seat was provided for adequate comfort. These services were rendered by charging premium. Bajaj had warned customers of the danger of non-genuine spareparts. But it had been found that the customers in the District of Sindhudurg had not been adequately convinced of that.

#### 7.9 MAJOR DEFECTS:

Bajaj vehicles seemed to be the ideal people's two-wheeler. All the models were of classic looks, but the motorbike like KB-100 RTZ sounded more like an autorickshaw engine. Also, vibrations was another defect in the bike. During research period, it was found that the Company had made some modifications, i.e. fixing side indicators, etc., which were demanded by the customers. In spite of this, there were no major defects in any of the remaining models. The defects were removable and cannot damage the vehicle.

#### 7.10 SUGGESTIONS:

7.10.1 It is suggested that the Company may introduce such a two-wheeler that would be suitable for this area of Ghat sections and hills, keeping in view that the users of two-wheelers in this District are mostly employees; the two-wheeler should suit them and their occupation. For example, Laxmi Mopeds are suitable for occupation of the

milk-vendors in Kolhapur District.

7.10.2 At present, preventive maintenance services are being extended by Kinetic Limited and Hero Motors Limited, which practically cover fixed free services. Similar kind of arrangement may be thought of in case of Bajaj two-wheelers. The package of after-sales-services may be suitably modified to accommodate the rural conditions.

7.10.3 The Company may also give warranty of proprietary parts along with its usual genuine spareparts. This would go a long way in increasing the customers' confidence in the product. This would also be very beneficial step in the Company's marketing strategy, for it would certainly attract more buyers.

7.10.4 It is observed that the customers of low income group, both in rural and urban areas, are inclined to buy non-genuine spareparts, as they cannot afford the costly genuine spareparts. Considering the increasing number of the buyers from the low income group, the Company may bring down the prices of its genuine spares so as to make them affordable for low income group.

7.10.5 To reduce the occasions of dissatisfaction of services and spoilage of vehicles at the authorised service station, the Company may give factory training to the mechanics and also give standing instructions to the authorised dealers.

**7.10.6** It is also suggested that the Company may lessen the vibration of the motorbike like KB-100 RTZ. The sound of the same bike caused dissatisfaction among the buyers. So, the Company may make some necessary adjustments to soften the sound.

**7.10.7** The area of the District is nearly 5,100 sq.kms. Only two authorised dealers/service stations in such a large area causes greater inconvenience to the customers. Therefore, it is suggested that the Company may open two more service stations or give permission to independent garages to undertake the work of free-service on behalf of the Company.

**7.10.8** The Company may issue appropriate instructional material with self-instructions type to the customers in order to educate them.