



Inspiring Excellence

BUS 400

Internship Report

On

Customer experience and satisfaction with Suzuki motorbikes in comparison to premium Indian and Chinese Motorcycle brands.

Faculty Supervisor

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Semester: Spring 2019

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Date of submission: 8th May, 2019

Letter of Transmittal

8th May, 2019

Mr. Shamim Ehsanul Haque

Assistant Professor

BRAC Business School

BRAC University

Subject: Request for Internship Report approval.

Dear Sir,

With due respect and humble submission, I want to inform you that, I am a student of BRAC Business School standing at the edge of my graduation with this report called, “Customer experience and satisfaction with Suzuki motorbikes comparison to premium Indian and Chinese motorcycle brands”. The enterprises of accomplishing the report were according to my best effort. Without any confusion it can be justified as prolific.

Accordingly, I shall be indebted if you give your precious judgements on this report. Thank you for your invaluable assistance throughout the semester.

Best wishes.

Yours sincerely,

Iftekhar Ahmed

ID: 14104109

BRAC Business School

BRAC University

Letter of Endorsements

This is to ascertain that, Iftekhar Ahmed bearing ID no. 14104109, student of BRAC Business School, Major in Marketing and Minor in Human Resource Management, has finished his “Internship Program” successfully as a partial fulfillment for the requirement of BBA, at Rancon Motorbikes Limited (Suzuki Bangladesh). The report has been prepared under my supervision and has been accepted.

Mr. Shamim Ehsanul Haque

Assistant Professor

BRAC Business School

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Acknowledgement

At the beginning, I would like to thank the omnipotent and almighty Allah for keeping me healthy and safe throughout the semester. I would like to thank my beloved family for keep faith in me.

I would like to thank my distinguished internship supervisor, Mr. Shamim Ehsanul Haque, the assistant professor of BRAC Business School, who has given me the opportunity to work on such an interesting topic. By working on his preferred topic, I have obtained a lot of knowledge about premium motorbike brands, such as, Suzuki, Bajaj and Lifan which will help me in the future.

I would like to thank the Marketing department of RANCON Motorbikes Ltd.'s employees, especially my reporting bosses, Mr. Ibrahim Khalil and Mr. Nafizul Hasan, Senior executives; Ruhama Tasnim, Tanvir Rahman and Zahidur Rahman, Executives guided me directly throughout the internship program with patience and care. In addition, I also want to thank the higher officials of Marketing department, Mr. Shams Uddin, Mr. Kamal Das, Mr. Chirodip Basu, Mr. Rizvi Karim as Manager, Creative Manager and Assistant Managers respectively.

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Company overview:

RANCON Motorbikes Ltd. (RMBL) is a successful business of RANCON and it is also one of the prime differentiated motorbike company in Bangladesh. By looking at the chronicles of the RMBL, it entered into the Bangladeshi market in 2013 summer, through importing Suzuki motorbikes. The first shipment of bikes was held in 2014. At the period of inauguration, there were only 3 employees of Suzuki Bangladesh and the company now contains almost 300 employees. Suzuki is a renowned Japanese motor corporation whose headquarter is situated in Hamamatsu, Shizuoka, Japan. Suzuki manufactures different kinds of automobiles, engines, ATV and Outboard motors. RMBL is the main dealer of Suzuki motorbikes in Bangladesh who is successfully capturing the market share. There are 4 zones which are divided to monitor and control the business effectively. The zones are North-East, North-West, South-East and South-West. There are two flagship showrooms which are situated in Dhaka and Chittagong. The Dhaka and Chittagong showrooms are directly controlled by the Suzuki Bangladesh head office, on the other hand, there are almost 84 dealers scattered around the country, such as KDA Motors, Akota Motors etc. who serve Suzuki motorbikes to customers. The Managing Director of Suzuki motorbikes is Mr. Shawn Hakim, who monitors the whole RANCON Motorbikes Ltd.'s operations. The main focus of this business is to capture prime market shares in Bangladesh and the main competitors of Suzuki Bangladesh are Yamaha and Honda by considering only Japanese brands. There are other motorbikes in the market like Bajaj, Runner, Lifan, TVS, Keeway, etc. which are cheaper than Suzuki motorbikes but not as reputed as Suzuki.

The businesses are monitored by several departments such as, Marketing, Sales, Sales service, Corporate sales, Finance, Human Resources, Supply chain, Administration etc. All the departments are linked to each other such as, if a plan is to implement, the department has to go through the discussions with other departments. After the consent of higher officials like Managing Director and Chief Executive Officer along with other valuable departments like Finance and Audit, the plan is implemented. For example, Marketing department deals with the advertisements in multimedia, newspapers, etc. Suzuki tries to give various offers to create positive word of mouths and increase brand popularity. Few significant offers are like cashback offers, free

servicing, riding schools, etc. Though there are other competitors, but Suzuki is a very well established premium motorbike company.

Introduction to the report:

Bangladesh is a country of huge population but not a country of affluent peoples. Inhabitants of Bangladesh use public transports mostly but they sometimes prefer private transports. For that reason, most of the people buy motorbikes because, all of them cannot afford a 4 wheeler. On the other hand, to own a motorbike does not make a person impoverished because some people buy motorbikes due to have hobbies to ride it. From that situation, Luxurious motorbikes are increasing day by day. As it is quite obvious that, people do investigations on the products before buying and if they get positive word of mouth from a satisfied trustworthy source, customers then buy the product. This report is based on comparisons of customer satisfaction and experiences within 3 luxury motorbike brands, which are, Suzuki, Bajaj and Lifan, from three different countries. The findings of this report will give us idea about various dimensions of these brands. By observing closely to these three brands, we can use this information to other further studies though a lot of information will not available due to these companies' confidential policies. The prime motive of this report is to find out the experience and satisfaction levels of Suzuki, Baja and Lifan.

Research question:

1. How the satisfaction and experiences on prices of motorbikes, motorbike traits, service traits of the motorbike companies and artistic aspects of motorbikes can influence customers to buy the product?

Review of related literature:

According to **The Eastern Asia Society for Transportation Studies, (2005)**, Malaysian motorbike industry will exist and also enhance in future by dint of various elements. Heavy traffic on the road is a significant reason for motorbike industries existence in Malaysia. The aftermath of rapid spike of number of vehicles on the road, heavy traffic has now created a difficult scenario, mainly in towns. However, motorbikes are noteworthy for commuting from one place to another in heavy traffic because of its small body and easy movability. In addition, several roadways are thin in Malaysia mostly in Penang's rural areas where roadways are slim and undeveloped. Accordingly, motorbikes are the favored vehicle for going there. Conversely, the people whose income levels are lower than average relies massively on motorbikes as their transports to get rid of high expense. The price rates of motorbike parking in majority number of buildings in towns are lower than four wheelers and many times, motorbikes are not charged money for parking. To added more, motorbikes can be parked easily than four wheelers. Inept mass transports are also the reason behind the arousal of motorbike demand within the people of lower income. (The Eastern Asia Society for Transportation Studies, 2005)

According to **Iowa Motorcycle Operator Manuel, (2011)**, It needs to be confirmed that the specific motorcycle is correct for the rider. The motorbike should suit the rider properly. When the rider sits on the motorbike, the feet of the rider should touch the ground and also properly controllable. Shorter motorbikes are considered as convenient to learners to control properly. (Iowa Motorcycle Operator Manuel, 2011)

According to **International Journal of Engineering and Management, (2014)**, In the globe, India is in the second position among the biggest motorbike producers. Furthermore, India is placed after Japan as biggest producer and also after China as biggest seller of motorbikes. The main market influencers will compete in price setting, creative product model, efficiency, services after sales, marketing of the product and distributing the products. In the short period of time, sole producers market shares are going to be concerned about volume, how many people are accepting the product, setting accurate prices aggressive pressure from other rival producers. (International Journal of Engineering and Management, 2014)

According to **Shanmugapriya and Sangeetha, (2018)**, India is growing in motorcycle business currently by gaining market shares through the inventions of better quality outlooks, low fuel consumption and other advantages. Indian transportation producer's community has contributed as an important part in this development. The market growth of two wheelers has been happened by dint of Government endeavor, such as, developing roadway and connectedness with big cities. However, India has become the exporter of motorbikes around the globe after being a producer. India trades motorbikes to approximately 38 nations in the globe.

Methodology of the study:

The important data has been collected from both primary and secondary research. In primary research, the internal data are collected from the employees which are described in the company overview section as overall business plan and how it runs. However, to meet the customer related information, an online survey has been conducted which is also a primary research. On the other hand, secondary data has been collected from online by observing several websites, Facebook pages, articles etc. There is few information which are collected from the Facebook pages are given below:

Suzuki Motorbikes: (which are only sold in Bangladesh)

Bike model	Price	CC
Hayate (Old and new both)	BDT 1,14,950	110
Let's	BDT 1,50,000	110
Access	BDT 1,62,000	125
Access	BDT 1,80,000	125
Access 125 : Special Edition	BDT 1,85,000	125

GS150R	BDT 1,65,000	150
Gixxer	BDT 2,09,950	155
Burgman Street (New)	BDT 2,49,000	125
GSX- R (New)	BDT 3,99,900	150
Gixxer Dual Tone Single Disk	BDT 2,19,950	155
Gixxer Dual Tone Dual Disk 2017	BDT 2,29,950	155
Gixxer Dual Tone Dual Disk	BDT 2,29,950	155
Gixxer SF Moto GP	BDT 2,59,950	155
Gixxer SF Moto GP (Double Disk) 2017	BDT 2,59,950	155
Intruder (ABS)	BDT 3,25,000	155

Source: Facebook page of Suzuki Bangladesh

Bajaj Motorbikes: (which are only sold in Bangladesh)

Bike Model	Price	CC
BAJAJ CT 100 ES	BDT. 93,500	102
BAJAJ Discover 110 DRUM	BDT. 1,19,500	115
BAJAJ PLATINA 100 KS	BDT. 96,900	102
BAJAJ CT 100	BDT. 89,900	100
BAJAJ DISCOVER 125 DRUM	BDT. 1,24,500	125
BAJAJ DISCOVER 125 DISK	BDT. 1,31,500	125
BAJAJ PLATINA 100 ES	BDT. 97,900	102
BAJAJ PULSAR AS	BDT. 2,23,500	150
BAJAJ AVENGER	BDT. 1,99,500	150
BAJAJ V15	BDT. 1,59,500	150

Source: Facebook page of Uttara Motors

Lifan Motorbikes: (which are only sold in Bangladesh)

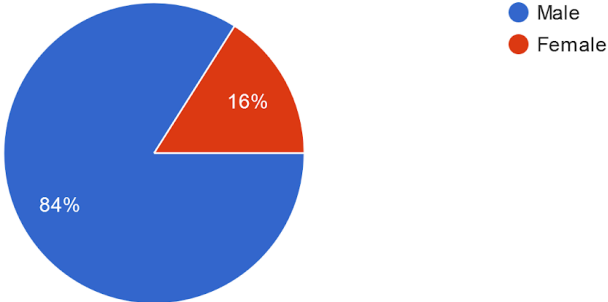
Bike Model	Price	CC
LIFAN KPS 150	BDT. 1,89,900	150
LIFAN KPR 150	BDT. 1,85,000	150
LIFAN GLINT 100 ES	BDT. 86,000	100

Source: Facebook page of Rasel Industries.

An online survey is conducted by taking 50 respondents as samples. The raw data is presented in pie chart and bar chart form to make the results easily understandable. There were 20 questions to obtain the customer opinions which are very important to write the report.

1. Gender

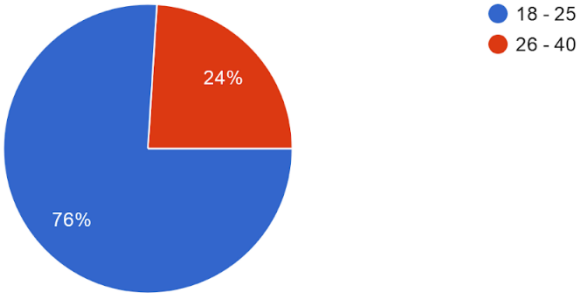
50 responses



Survey question 1 was asked about the amount of male and female samples. Amount of male respondents are higher than female respondents which are 84% and 16% respectively. It is a matter of fact that females are also interested about motorbikes and gave opinions on it.

2. Age

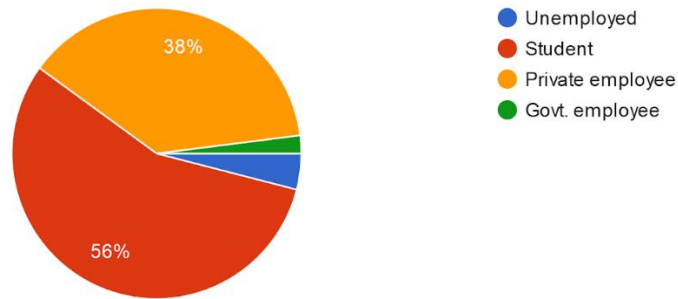
50 responses



Most of the respondent's ages were within 18-25, because within this age, people are more concerned about motorbikes. Very little amount of people is concerned about motorbikes which are within the age of 26 to 40.

3. Occupation

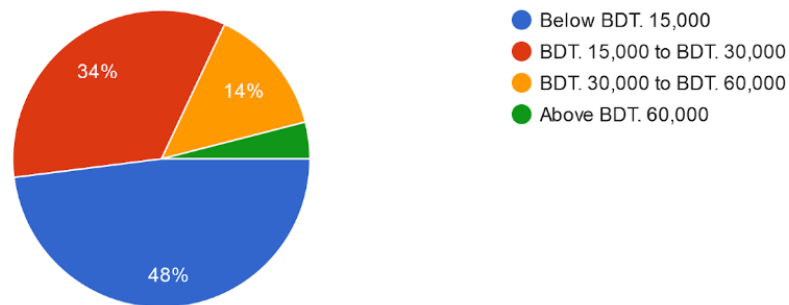
50 responses



In the 3rd survey question, it was asked to know about the occupation rates which is most of the respondents were students followed by private employees. A very little amount is unemployed and private job holder. It is quite clear from this answer that; students have more enthusiasm than other professions.

4. Income

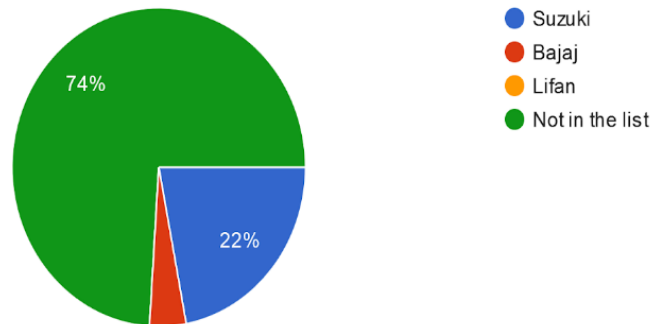
50 responses



In the income level question, most of the respondent's income were less than BDT. 15,000 per month followed by the amount BDT. 15,000 to BDT. 30,000. Other segments are very little who gave response to the survey.

5. Do you have a motorbike? Which one?

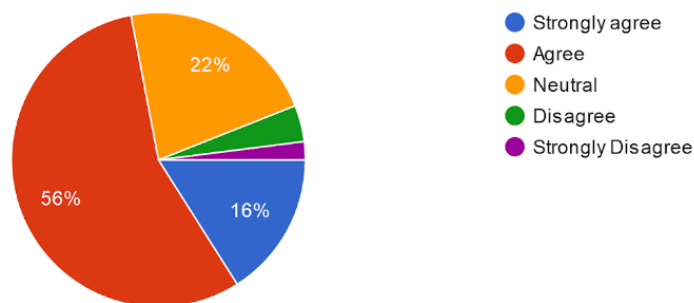
50 responses



In the 5th question, people were asked that whether they had any motorbike or not and as a result, people have mostly responded as they do not have any motorbike or a bike which is not in the list (74%). After that, 22% people have Suzuki and only 4% have Bajaj. No one had Lifan so it is 0%. It is quite clear that Suzuki has more consumers than Bajaj and Lifan.

6. Suzuki is selling the best quality products among other premier motorbike brands

50 responses

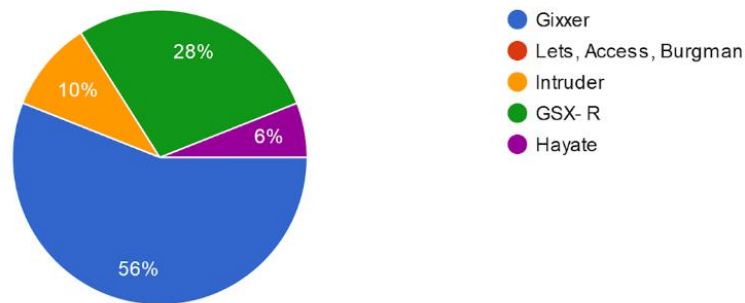


In this survey question 6, it was asked to people whether Suzuki sells the best quality motorbikes or not and most of the respondents have agreed upon the fact that, Suzuki is selling the best quality motorbikes and the amount is 56%. Furthermore, Neutral amount is 22%, Strongly agree is 16%.

It is quite clear that, people are satisfied with the product traits. Customers believe the products of Suzuki that is why they have agreed on the fact.

7. Which motorbike do you like the most of Suzuki?

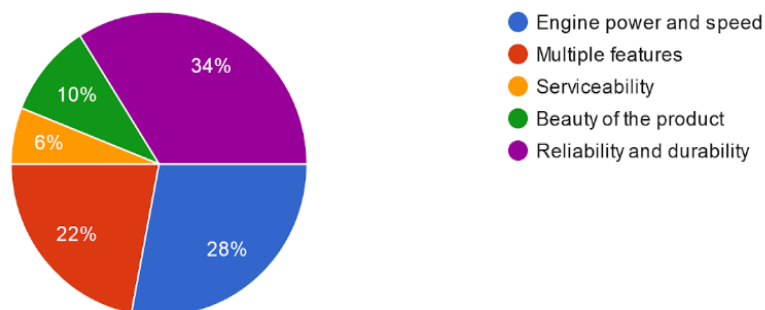
50 responses



In the 7th question, it was asked to the people which motorbike they like the most of Suzuki and it is clearly depicted that, most of the people like Gixxer accounted for 56% followed by GSX-R accounted for 28% among Suzuki products. On the other hand, people have also liked Intruder which is 10% and Hayate also as 6%. No one has liked the scooters which are, Lets, Access, Burgman.

8. Which product quality aspect of motorbikes you consider the most before buying?

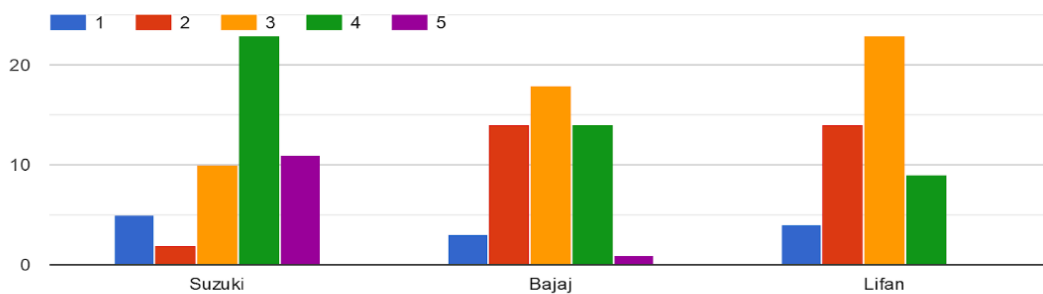
50 responses



In the 8th question of survey, people were asked about the quality aspect of motorbikes they consider the most before buying and as a result, people mostly consider endurance and

trustworthiness accounted for 34% followed by engines capability and acceleration which is 28%. To added more, other portions are, Multiple features (22%), Beauty of the product (10%) and Serviceability (6%). it is quite clear that, people consider three traits of motorbikes before buying, motorbike endurance and trustworthiness, engine capacity and speed and lastly multiple features.

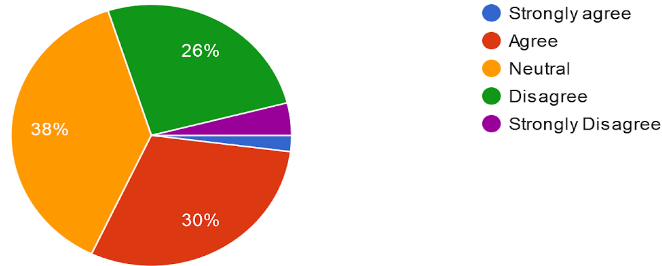
9. Rank the pricing of Suzuki, Bajaj and Lifan from 1 to 5 as: 1 is the least expensive and 5 is the most expensive.



In the 9th question of survey, people were asked to give ranks to Suzuki, Bajaj and Lifan and as a result, most of the people have chosen Suzuki as the most expensive followed by Bajaj accounted for 12% and 2% respectively. Lifan has not got any rank 5. The highest number of rank 4 is also given to Suzuki followed by Bajaj and Lifan. Most of the people are neutral about Lifan followed by Bajaj and Suzuki. To added more, Bajaj and Lifan has got the same amount of rank 2 and Suzuki has got the lowest amount of number 2. Lastly, according to rank 1, Suzuki is the highest followed by Lifan and Bajaj. According to rank 5, the difference between Suzuki, Bajaj and Lifan are huge. People has chosen Suzuki as the most expensive motorbike.

10. The prices of Suzuki motorbikes are more reasonable than Bajaj and Lifan motorbikes.

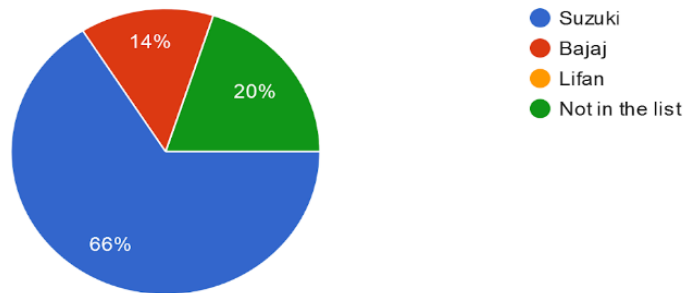
50 responses



In the 10th question, people were asked whether the prices of Suzuki are more reasonable than Bajaj and Lifan or not and as a result, most of the people are confused about this fact that is why they have chosen neutral option (36%). The second highest answer is agreed (30%) and a huge amount has disagreed (26%). It is clear that, 64% people are confused and disagreed about the matter that, Suzuki's prices are reasonable than Bajaj's and Lifan's.

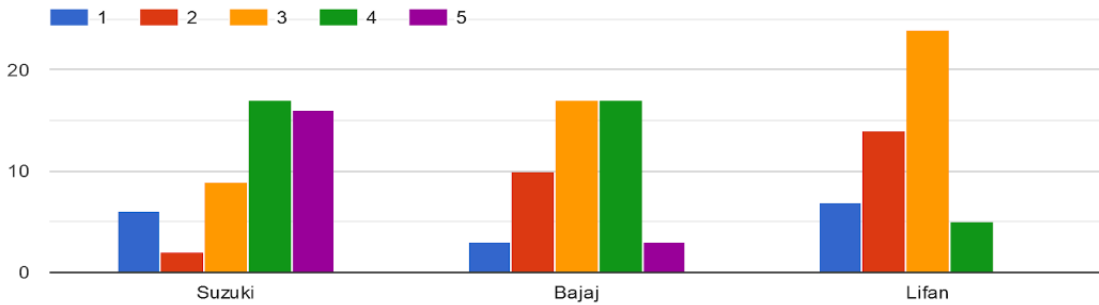
11. Who has the best product quality according to you?

50 responses



In the 11th question, people were asked about the best product quality according to them and the results were, most of the people have chosen Suzuki as best product accounted for 66% followed by motorbike which were not on the list accounted to 20%. Bajaj is in the third position accounted for 14% and no one has chosen Lifan. From this situation, we can understand that, Suzuki's product quality is way too higher than Bajaj and Lifan.

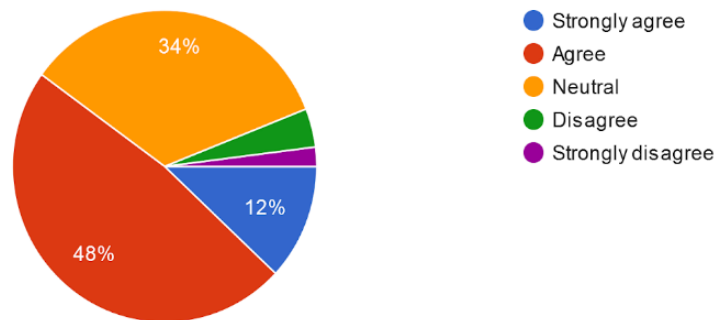
12. Rank the product quality of Suzuki motorbikes from 1 to 5 as: 1 is the lowest and 5 is highest.



In the 12th question of survey, people were told to give ranks according to the product traits and from the result it is clear that, people have ranked Suzuki highest or 5 the most followed by Bajaj. Eventually, the same amount of people has chosen rank 4 for Bajaj and Suzuki followed by Lifan. Most of the people are neutral about Lifan because of getting rank 3 the most. According to rank 2, Lifan is highest followed by Bajaj and Suzuki. It is clear that, people are satisfied with the Suzuki's products because Suzuki has got the maximum amount of rank 4 and 5.

13. Suzuki should improve it's product quality.

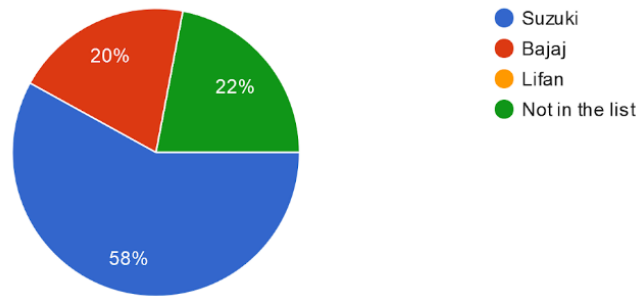
50 responses



According to question 13, people were asked whether Suzuki should improve its quality or not and as a result, 48% people have agreed which is the highest amount. On the other hand, 34% people are confused or neutral and 12% have agreed. From this situation, it is clear that, people want to see Suzuki's products upgraded.

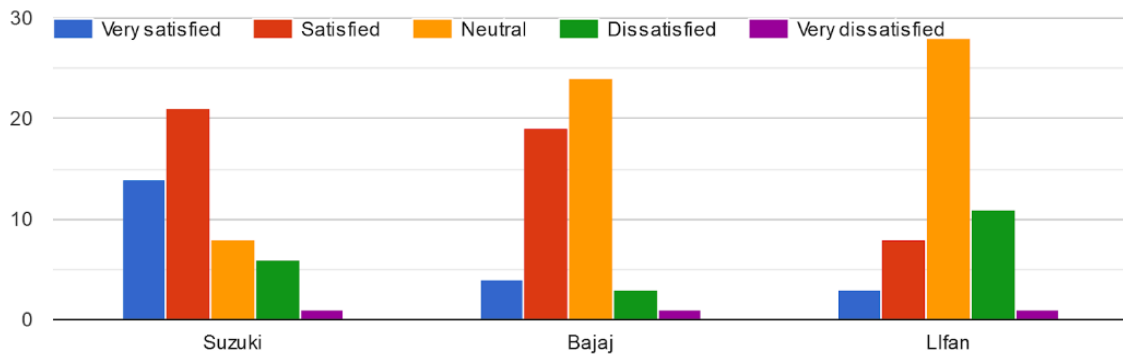
14. Which motorbike company provides the best quality services?

50 responses



In this 14th question of survey, the question was about the best quality service and the answers are, Suzuki provides the best quality service (58%) followed by motorbike companies which are not in the list (22%). Bajaj has got 20% and Lifan was not chosen by anyone. It is clear that, Suzuki's service traits are ways too higher than Bajaj and Lifan.

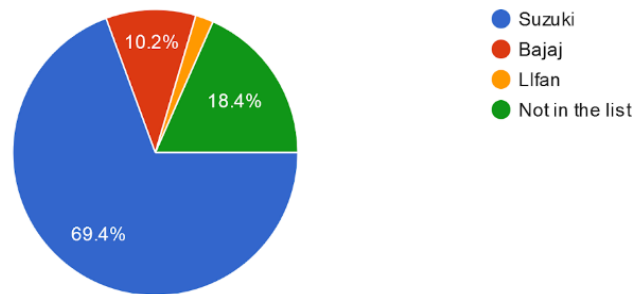
15. What do you think about the quality of Suzuki, Bajaj and Lifan's service?



In the 15th question of survey, people were asked to give opinions about Suzuki, Bajaj and Lifan's services. The results are, most of the people is satisfied (combined with satisfied and very satisfied) with Suzuki followed by Bajaj and Lifan. People are more dissatisfied with Lifan's service and also very neutral. From this situation, it is clear that, Suzuki is in a good position according to service and Bajaj should improve its service traits. Lastly, Lifan is in a critical situation and needs rapid improvement.

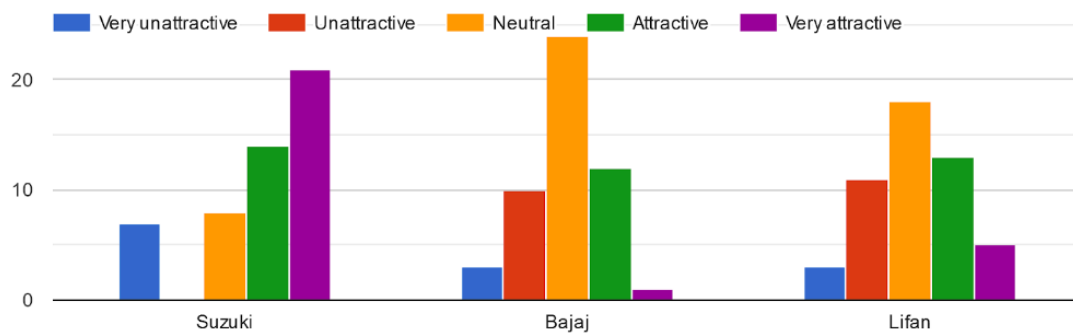
16. Which motorbike's outlook attracts customers the most?

49 responses



In the 16th question of survey, it was asked to the people that, which motorbike's outlook attracts customer the most and the result is, Suzuki (69.4%) followed by motorbikes which are not in the list (18.4%). Consecutively, Bajaj is in the 3rd position according to the attraction level and Lifan is in 4th. It is clear that, Suzuki is in a very good situation for its creativity regarding beauty and the difference between Suzuki, Bajaj and Lifan is huge.

17. Motorbikes according to their beauty.

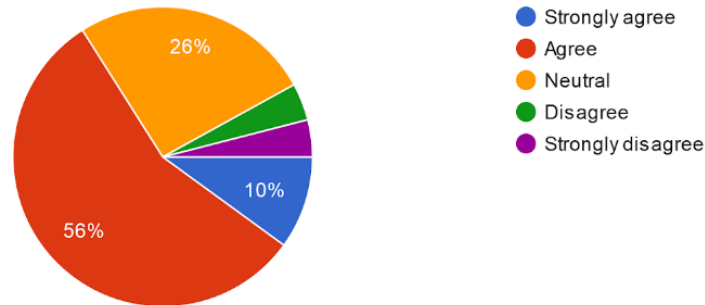


In the 17th question, people were asked to give their opinions according to the beauty of the product. Suzuki has got the most amount of opinions as very attractive followed by Lifan and lastly Bajaj. According to the most amount of attractive opinion, Suzuki is the highest followed by Lifan. People are most neutral or confused about Bajaj followed by Lifan and Suzuki. On the other hand, people do not think Suzuki as unattractive and did not get any unattractive opinions where Lifan is highest in this situation followed by Bajaj. When it is the situation of being very unattractive,

Suzuki is astoundingly the highest followed by Bajaj and Lifan (same amount). It is clear that, Suzuki is the most attractive among Suzuki, Bajaj and Lifan.

18. Suzuki should improve their aesthetic quality.

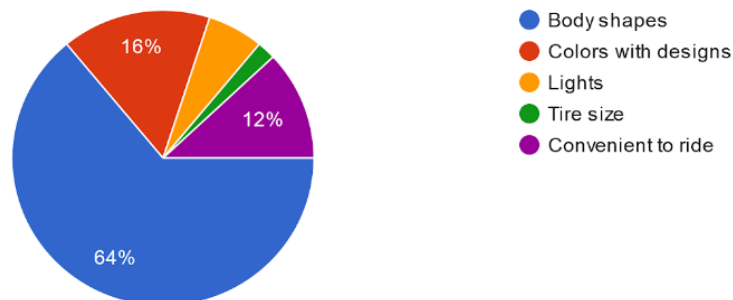
50 responses



In the 18th question, an opinion was required to express that, Suzuki should improve their aesthetic beauty and as a result, People have mostly agreed 66% on the matter (Strongly agree and Agree 66%) which is the highest amount of opinions. Conversely, a lot of people were confused or neutral (26%) which is good sign because people think Suzuki as attractive and confused about the fact that whether it needs further attractive features or not. Very little amount of people has disagreed which is also a good sign for Suzuki. However, Suzuki should improve their motorbikes creativity regarding beauty.

19. Which portion of the motorbike's creativity attracts you the most?

50 responses

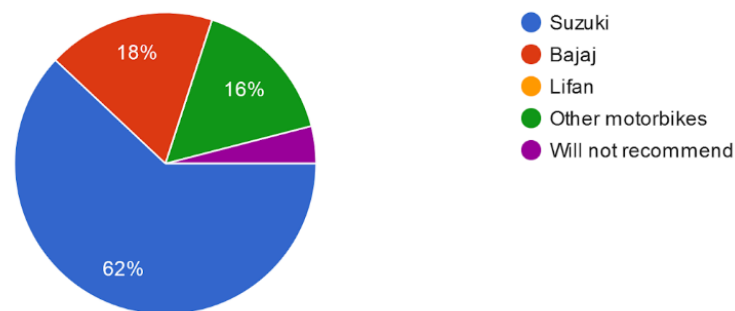


In the 19th question, it was asked to the people that, which aspect of the motorbike's creativity attracts them the most and as a result, most people have chosen body shapes (64%) followed by

colors and designs (16%). A lot people has chosen convenient to ride option (12%) which means, they prefer coziness and a very little amount of people like Tire size and Lights. It is clear that, motorbike companies should focus on body shapes and also color and designs mostly.

20. Which motorbike would you recommend if anyone asks your suggestion before buying a motorbike?

50 responses



In the last question, it was asked to the people that, if anyone asks for suggestions from them about which motorbike they should buy, what would they recommend and the answer is mostly Suzuki (62%) followed by Bajaj (18%). People will also recommend other motorbikes (16%) followed by the people who will not recommend (4%). No one will recommend Lifan, presumably because of having gaps in customer satisfaction.

Analysis and Interpretation of the Data:

How aspects like prices, motorbike traits, service traits and artistic aspects of motorbikes can influence customers before buying a product?

Prices of Motorbikes:

Firstly, as we have known that Suzuki is a premium Japanese brand who is doing business in Bangladesh also trying to grab the motorbike industry's market shares. Currently there are 4 kinds of motorbikes which are sold around the country. The categories are: Cruiser, Sports, Commuter and Scooter. Secondly, Bajaj is an Indian motorbike brand which is very popular in Bangladesh. Bajaj motorbikes are imported by Uttara motors. The products of the Indian companies are cheaper, and the presumable reason is the low importing cost. Last but not the least, Lifan is a Chinese motorbike brand who sells premium motorbikes in Bangladesh. These motorbikes are very stylish and cheap where other motorbikes are stylish but not very cheap due to its brand value. According to the survey, it was quite clear that, people has marked Suzuki as the most expensive than other 2 brands. They were also confused and disagree about the fact that Suzuki is selling motorbikes in reasonable prices. It means other two brands which are Bajaj and Lifan have pricing than Suzuki. The price comparisons between Suzuki motorbikes and Bajaj motorbikes are given below in a table:

Bike Models	Prices	CC
Suzuki Lets Vs BAJAJ Discover 110 DRUM	BDT. 1,50,000 Vs BDT. 1,19,500	110 vs 115
Suzuki Hayate Vs BAJAJ Discover 110 DRUM	BDT. 1,14,950 Vs BDT. 1,19,500	110 vs 115
Suzuki Access VS BAJAJ DISCOVER 125 DRUM	BDT. 1,62,000 Vs BDT. 1,24,500	125
Suzuki Access VS BAJAJ DISCOVER 125 DISK	BDT. 1,80,000 Vs BDT. 1,31,500	125

Suzuki Burgman Street Vs BAJAJ DISCOVER 125 DISK	BDT. 2,49,000 Vs BDT. 1,31,500	125
Suzuki Access 125: Special edition Vs BAJAJ DISCOVER 125 DISK	BDT. 1,85,000 Vs BDT. 1,31,500	125
Suzuki GS150R Vs BAJAJ V15	BDT 1,65,000 Vs BDT. 159,500	150
Suzuki GSX- R Vs BAJAJ PULSAR AS	BDT. 3,99,000 VS BDT. 2,23,500	150
Suzuki Intruder Vs Bajaj Avenger	BDT. 3,25,000 Vs BDT. 1,99,500	155 Vs 150
Suzuki Gixxer Vs BAJAJ PULSAR AS	BDT. 2,09,500 VS BDT. 2,23,500	155 Vs 150
Gixxer Dual Tone Single Disk Vs BAJAJ PULSAR AS	BDT. 2,19,950 VS 2,23,500	155 Vs 150
Gixxer Dual Tone Dual Disk 2017 Vs BAJAJ PULSAR AS	BDT. 2,29,950 Vs BDT. 2,23,500	155 Vs 150
Gixxer SF Moto GP Vs BAJAJ PULSAR AS	BDT. 2,59,950 Vs BDT. 2,23,500	155 Vs 150

Data collected from official Facebook pages of Bajaj and Suzuki motorbikes.

As we can see in the table, the prices of Suzuki are Higher than the prices of Bajaj motorbikes. There is no 110 CC motorbikes in Bajaj so it has been compared to the 115 CC motorbikes. As a result, it is clear that Suzuki is more expensive. Though Lets is a scooter which is compared to a commuter of Baja called Discover 110 Drum but the Scooter of Suzuki is more expensive. After that, Hayate is a commuter compared to the same Discover 110 Drum but now the Bajaj is more expensive here excluding the little differences of CC's (Hayate 110 and Discover 115). If we look at 125 CC, all the prices of Suzuki motorbikes are higher than Bajaj. Though there is a fact that, all of them are not from the same categories. All the 125 CC motorbikes of Suzuki are Scooter where the Bajaj motorbikes are commuters like Suzuki Hayate. These comparisons are made based on CC not the category that is why the commuter of a Bajaj is chosen for comparing with Suzuki scooters for the sake of having the similarities in CC's. Later on, on the scale of 150 CC, Suzuki's

prices are again seen as more than Bajaj motorbikes. Lastly, 155 CC's of Suzuki motorbikes are compared with 150 CC Bajaj motorbikes because of not having 155 CC in Bajaj. All the 155 CC motorbike's prices are higher than 150 CC motorbikes of Bajaj except Gixxer (Regular) and Gixxer Dual Tone Single Disk. Though the differences are not very high but clear to observe. In the same way the differences of motorbike's prices are shown to create a visibility of disparity. The price comparisons between Suzuki motorbikes and Lifan motorbikes are given below in a table:

Bike Models	Prices	CC
Suzuki Gixxer Vs LIFAN KPS 150	BDT. 2,09,950 Vs BDT. 1,89,900	155 Vs 150
Suzuki Gixxer SF Moto GP Vs LIFAN KPR 150	BDt. 2,59,950 Vs BDT. 1,85,000	155 Vs 150

Data collected from official Facebook pages of Lifan and Suzuki motorbikes.

It is clear from the table that, Lifan's motorbikes are not as many as Suzuki and Bajaj in the market. There was a 100 CC motorbike but it cannot be compared with Suzuki 110 CC motorbikes. So that is why it is not included in the box. Firstly, Lifan KPS 150 CC motorbike is a very stylish sporty motorbike which has been compared with Suzuki Gixxer. However, Gixxer's price is BDT. 20,050 more than Lifan KPS. Secondly, Suzuki Gixxer Moto GP's outlook is quiet similar to Lifan KPR 150 because of having body kits installed on them. In this scenario, Gixxer Moto GP is again higher than Lifan KPR in price. Now it is clear by observing and comparing the motorbike prices that, Suzuki motorbike's prices are higher than other two motorbikes which are Bajaj and Lifan.

Motorbike's traits:

The quality of motorbikes is varied based on their reliability and durability followed by their engine power. This piece of data is collected from online survey which will be discussed in the research question 2 answers. Before buying a motorbike, customers usually do not take fast decisions. It is a part of consumer behavior that, consumers do not take hasty decisions in buying

goods which they do not frequently buy. From the survey, we have found out that, Suzuki is in the top position regarding product traits among Suzuki, Bajaj and Lifan. Most of people had given Suzuki the highest rank which is 5 in product traits followed by Bajaj. Bajaj's product traits are also good but a huge gap is present between Bajaj and Suzuki. On the other hand, almost no one has chosen Lifan as having best product traits and also the ranks 4 and 5 are very low compared to Suzuki and Lifan. Now the product investigations of customers have been enhanced by the online shop or information facilities. Customers can easily understand the details about the motorbike specification and important data. They do not have to go and visit the showrooms one by one. There are official Facebook pages of these three motorbike companies which provides motorbike related information, such as, price deduction offers, service related offers, new model bike launch etc.

The motorbikes product quality is a very important matter for customers because it is not only for their usages but also for their social status. People in our country cannot afford very posh 4 wheelers but they can afford posh motorbikes sometimes. According to Motorcyclevalley.com, 2019, the CC which has the most demand in this country is 100 CC because of its lower price and fuel efficiency. From that point of view, it is clear that people mostly like lower CC motorbikes. On the other hand, young generations are different from this opinion because of having bold personality, they tend to choose higher CC motorbikes for good speed and fashionable outlooks.

When it is time to explain Suzuki Gixxer, the engine capability with mesmerizing exposed outlooks come first. It has alluring curvy fuel vessel with very unique front and rear lights which attracts the viewers most. Graphical layouts are found on the fuel vessels sometimes. The seat is very convenient with curves that gives motorcyclist comfort. According to Motorcyclevalley.com, (2019), One of the popular motorbikes of Suzuki as, Suzuki Gixxer's customer ratings are given below in a table:

Suzuki Gixxer 155 Rating:

Qualities	Rating
Outlook	8/10
Speed	8/10
Coziness	8/10
Fuel expenditure	7.5/10
Trustworthiness	8/10
Handle and control level	8/10

Source: Motorcyclevalley.com, 2019

According to Motorcyclevalley.com, 2019, Bajaj is undoubtedly a fabulous motorbike company which has dominated the motorbike industry for a long period of time. A popular 150 CC motorbike of Bajaj is Bajaj Pulsar which has amazing outlooks and working ability with coziness. The front lights along with alluring rear lights of Bajaj Pulsar are very amazing. The seat is very cozy for the rider. The designs and paints of the motorbike is fully painted brightly. According to Motorcyclevalley.com, (2019), one of the popular Motorbikes of Bajaj as, Bajaj Pulsar's customer ratings are given below in a table:

Bajaj Pulsar 150 AS rating

Qualities	Rating
Outlook	7/10
Speed	7.5/10
Coziness	7/10
Fuel expenditure	7/10
Trustworthiness	7.5/10
Handle and control level	7.5/10

Source: Motorcyclevalley.com, 2019

Almost all the aspects of Lifan KPS 150 are the most upgraded but on the other hand it would go thorough typical situations for being a Chinese brand. People in Bangladesh are reluctant to buy expensive Chinese brands for the fear of getting duplicate and low quality products. Though Chinese products are dominating Bangladeshi markets but there are other Chinese rivals who are

risky for each other also. In addition, the modern generations people are refurbishing their opinions about Chinese products and also using Chinese brands a lot. One of the most popular motorbikes of Lifan in Bangladesh is Lifan KPS 150. According to Motorcyclevalley.com, (2019), one of the Lifan’s popular motorbikes as, Lifan KPS 150’s customer ratings are given below in a table:

Lifan KPS 150 rating:

Qualities	Rating
Outlook	7.5/10
Speed	7/10
Coziness	7.5/10
Fuel expenditure	7.5/10
Trustworthiness	6/10
Handle and control level	7.5/10

Source: Motorcyclevalley.com, 2019

As it is clearly visible that, the highest rating is achieved by Suzuki Gixxer based on its outlook, speed, coziness, fuel cost, trustworthiness and controlling abilities. In the second position according to the rating is achieved by Bajaj Pulsar 150 AS which higher than Lifan KPS 150. The presumable reason behind being a very renowned motorbike, Suzuki produces durable products what customers can rely on. Furthermore, Japanese brands are very trustworthy because of their technological efficiency in every aspect of their inventions.

Service traits:

Services are inseparable from the product as it is a part of the product. When a customer wants to buy a product, he or she also cares about the service he or she is getting. Services can be classified into three categories, which are: a) Before sales service, b) Sales service and lastly c) after sales service. All the categories should be fulfilled due to get an overall service related word of mouth.

Suzuki motorbikes service quality is quite good. There are a lot of services Suzuki Bangladesh as well as Rancon Motorbikes Ltd. provides to the customers. Such as, riding school for teaching bike riding which is absolutely free for everyone. Another significant service is, organizing service camp by the service department in different districts in Bangladesh. This service camp is organized due to provide customers free motorbike repairing and checkup services. Only the parts are not free during the service camp.

From the survey, it was quite clear that, most of the people were satisfied with Suzuki’s service traits on the other hand Lifan’s service traits are very disappointing. To added more, Bajaj is in the middle of Suzuki and Lifan but the difference of Suzuki’s service traits is way too higher than Bajaj and Lifan. The service rating of Suzuki Gixxer is given below in a table:

Suzuki Gixxer

Qualities	Rating
Client service	7.5/10
Spare parts cost and endurance	8/10

Source: Motorcyclevalley.com, 2019

The service quality of Bajaj is satisfactory because it has reached to a lot of customers in Bangladesh. They provide services like, Service camps to provide supports regarding service. These camps are held in different districts in different days. Bajaj also informs customers about the offers on its official Facebook page. The service rating of Bajaj Pulsar 150 AS is given below in a table:

Bajaj Pulsar 150 AS

Qualities	Rating
Client service	8/10
Spare parts cost and endurance	7/10

Source: Motorcyclevalley.com, 2019

Lifan provides services to its customers in its main services points. Though there is no clear service related information on Facebook page of Lifan. They let customers know about the features, specifications on Facebook page. The Facebook likes of Lifan’s page is almost 1,989. The service rating of Lifan KPS150 is given below in a table:

Lifan KPS 150

Qualities	Rating
Client service	7/10
Spare parts cost and endurance	6/10

Source: Motorcyclevalley.com, 2019

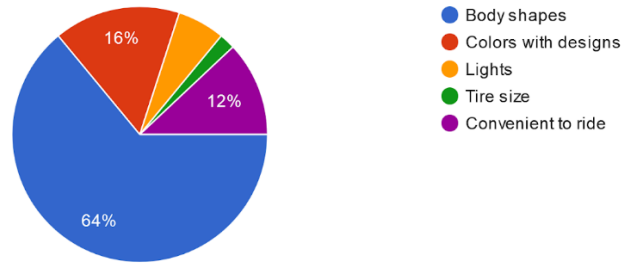
From the tables of the service ratings, it is clear that Suzuki Gixxer is in the highest position in service followed by Bajaj and Lifan respectively. These kinds of information help customers or potential customers to take the decisions before buying a product. These differences can create sales increase or decrease.

Artistic aspects of motorbikes:

The outlook which creates first impression in a customer’s mind is very important for the organization. Customers choice vary based on their age, occupation, income level and gender. In the same way, a motorbikes outlook is varied based on customer’s outlook and age mostly. Young people like to buy and ride fashionable speedy motorbikes, on the other hand, middle aged people like to buy motorbikes for family use as well as cozy. That doesn’t clearly state that, aged people do not like sporty motorbikes. There is a huge amount of middle aged people who likes racing motorbikes. Few aspects of motorbikes designs are very important for customers which is shown below:

19. Which portion of the motorbike's creativity attracts you the most?

50 responses



In the survey result, customers mainly focus on body shapes followed by colors and designs accounted for 64% and 16% respectively. Though very little amount of people were above 25, almost $\frac{1}{4}$ of the total sample. Almost 6% people check the lights which attracts them the most and 2% of them like tire sizes. The fuel vessels are curved in most of the motorbikes today and this can be a reason behind this for shaping motorbike bodies in a more alluring way.

Findings of the Study:

After studying the customer's reactions toward Suzuki, Bajaj and Lifan, it is quite clear that,

- ❖ Suzuki has good product trait along with service and creativity,
- ❖ Suzuki is charging too much price and people think that is unreasonable,
- ❖ Bajaj's Price is very reasonable but Bajaj's creativity regarding beauty is not favorable.
- ❖ Bajaj's product and service traits are lower than Suzuki but higher than Lifan.
- ❖ Lifan's Creativity traits are acceptable after Suzuki and greater than Bajaj,
- ❖ Lifan's product and service traits are not very impressive and also it is clearly lower than Suzuki and Bajaj,
- ❖ Lifan's motorbike's have the lowest price where Suzuki has the highest,

Recommendations:

After studying the data and findings, few recommendations should be followed to overcome the problems. Which are:

- Suzuki should decrease the prices of motorbikes which are a lot more than its competitors like Bajaj, Lifan etc.
- To increase Suzuki's market share, Suzuki should enhance its market segments,
- Bajaj should develop their product and service traits by keeping their prices as low as possible,
- Lifan should develop their products and services by keeping the prices as low as possible,
- Lifan should develop their marketing as well as online marketing,
- Lifan should enhance their market segments.

Conclusion

Motorbike business is very popular in Bangladesh because they have captured the secrets of customer's attractions. Successful motorcycle companies in Bangladesh understand the customer minds which are very sensitive about subtle traits of the products, such as, engine traits, body trustworthiness, performance etc. Customer satisfaction is a vital thing for holding current and potential customers who can also do positive word of mouth if they are satisfied enough. Suzuki is trying to capture the motorbike market share in various ways which are essential to survive in the competitive market. It is not only about the product trait what customers think about before buying the product, they also think about the price, how enduring the product will be, how much utility he or she is going to get from the product, etc. From the survey result, it is quite clear that, Suzuki is in a better position than Bajaj and Lifan. But the opinions regarding prices of Suzuki are not very impressive because of trying to meet the prominent quality. In addition, Bajaj is also very popular according to low price advantages but the quality will not match with Suzuki. On the other hand, Lifan is famous for stylish motorbikes in cheaper prices but the quality and style had not exceeded Suzuki according to the survey result. No matter how hard to meet or overcome the competitors, Motorbike companies should always keep customer's choice in the first position and accustom to the changing human natures.

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Appendix

Survey Questions:

1. Gender
 - a) Male
 - b) Female
2. Age
 - a) 18-25
 - b) 26-40
 - c) 41-60
3. Occupation
 - a) Unemployed
 - b) Student
 - c) Private employee
 - d) Government employee
4. Income
 - a) Below BTD. 15,000
 - b) BDT. 15,000 to BDT. 30,000
 - c) BDT. 30,000 to BDT. 60,000
 - d) Above BDT. 60,000
5. Do you have a bike? Which one?
 - a) Suzuki
 - b) Bajaj

- c) Lifan
 - d) Not in the list
6. Suzuki is selling the best quality products among other premier motorbike brands?
- a) Strongly agree
 - b) Agree
 - c) Neutral
 - d) Disagree
 - e) Strongly disagree
7. Which motorbike do you like the most of Suzuki?
- a) Gixxer
 - b) Lets, Access, Burgman
 - c) Intruder
 - d) GSX-R
 - e) Hayate
8. Which product quality aspects of motorbikes you consider the most before buying?
- a) Engine power and speed
 - b) Multiple features
 - c) serviceability
 - d) beauty of the product
 - e) Reliability and durability
9. Rank the pricing of Motorbikes from 1 to 5 as: 1 is the least expensive and 5 is the most expensive. (Checkbox grid)

1 2 3 4 5

- a) Suzuki ____
- b) Bajaj ____
- c) Lifan ____

10. The prices of Suzuki motorbikes are more reasonable than Bajaj and Lifan motorbikes.

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

11. Who has the best product quality according to you?

- a) Suzuki
- b) Bajaj
- c) Lifan
- d) Not anyone above

12. Rank the quality of the product from 1 to 5 as: 1 is the lowest and 5 is the highest,

(Checkbox grid)

1 2 3 4 5

- a) Suzuki ____
- b) Bajaj ____
- c) Lifan ____

13. Suzuki should improve its product quality.

- a) Strongly agree

- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly disagree

14. Which motorbike company provides the best quality services?

- a) Suzuki
- b) Bajaj
- c) Lifan
- d) Not in the list

15. What do you think about the quality of Suzuki, Bajaj and Lifan's service? (Checkbox grid)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
a) Suzuki	_____	_____	_____	_____	_____
b) Bajaj	_____	_____	_____	_____	_____
c) Lifan	_____	_____	_____	_____	_____

16. Which motorbike's outlook attracts customers the most.

- a) Suzuki
- b) Bajaj
- c) Lifan
- d) Not in the list

17. Motorbikes according to their beauty. (Multiple choice grid)

	Very unattractive	Unattractive	Neutral	Attractive	Very attractive
a) Suzuki	_____	_____	_____	_____	_____
b) Bajaj	_____	_____	_____	_____	_____
c) Lifan	_____	_____	_____	_____	_____

18. Suzuki should improve their aesthetic quality.

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly disagree

19. Which portion of the motorbike's creativity attracts you the most?

- a) Body shapes
- b) Color with designs
- c) Lights
- d) Tire size
- e) Convenient to ride

20. Which motorbike would you recommend if anyone asks your suggestion before buying a motorbike?

- a) Suzuki
- b) Bajaj
- c) Lifan
- d) Other motorbikes
- e) Will not recommend