



A Study On Consumer Satisfaction Towards Jawa Motorcycle

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ABSTRACT

This research paper provides an extensive study on consumer satisfaction towards Jawa Motorcycles, analyzing product performance, after-sales service, and brand perception. By evaluating customer feedback, comparing Jawa with competitors, and incorporating extensive market research, this study offers insights into the factors influencing customer loyalty and brand positioning in the motorcycle industry.

Introduction

Motorcycles serve as both a necessity and a lifestyle product, influencing customer expectations. Jawa Motorcycles, known for its vintage appeal, re-entered the Indian market in 2018 with updated models. This study evaluates customer perceptions, satisfaction levels, and areas for improvement in Jawa's offerings. Customer satisfaction is a key factor in the success of any business, and the motorcycle industry is no exception. In today's competitive market, motorcycle manufacturers and dealers must go beyond simply selling products; they must focus on meeting and exceeding the expectations of their customers. Satisfaction in this sector hinges on several factors, including product quality, safety, performance, after-sales service, and the overall customer experience.

Objective of the study

1. To assess overall consumer satisfaction
2. To evaluate the riding experience
3. To study the impact of after-sales service on customer
4. To examine the effectiveness of marketing and brand communication
5. To analyze customer feedback and complaints to identify areas for improvement
6. To provide recommendations for enhancing consumer satisfaction

Company overview

Jawa Motorcycles, a brand with a rich legacy in India, has experienced a resurgence in recent years, blending classic design with modern engineering to appeal to both nostalgic riders and new enthusiasts. Customer satisfaction towards Jawa motorcycles encompasses various facets, including product performance, design aesthetics, service experience, and overall value. Jawa Motorcycles is a renowned motorcycle brand with a rich heritage dating back to 1929, originally established in Czechoslovakia. Known for its classic design and robust performance, Jawa gained popularity in India during the 1960s and 70s, becoming an iconic choice for riders who admired its retro appeal, reliability, and distinctive exhaust note. The brand made a significant comeback in 2018 when Classic Legends Pvt. Ltd., a subsidiary of Mahindra & Mahindra, revived Jawa for the Indian market.

Motorcycle Industry: A Global Perspective

The global motorcycle industry has witnessed steady growth, driven by rising demand for affordable, fuel-efficient two-wheelers. The retro-motorcycle segment has expanded significantly, with players like Royal Enfield, Honda, and Benelli investing in heritage-inspired models. Jawa competes in this space by offering classic styling with modern engineering.

History and Evolution of Jawa Motorcycles

Jawa was established in 1929 in Czechoslovakia and quickly gained global recognition. It became a household name in India in the 1960s under Ideal Jawa Ltd. After its decline in the 1990s, the brand was revived by Classic Legends in 2018, bringing back iconic designs with modern features.

Statement of Problem

Customer satisfaction is a critical factor for the long-term success and growth of any Motorcycle brand, including Jawa. Despite its rich heritage and nostalgic appeal, Jawa Motorcycles faces several challenges that impact the overall satisfaction of its customers. Many customers have reported dissatisfaction related to key areas such as the limited availability of service centers, delays in spare parts delivery, and inconsistencies in product Quality. Additionally, the lack of advanced features, subpar ride comfort for long distances, and limited customization options have left some customers feeling that Jawa does not fully meet their expectations, especially when compared to competitors in the same market Segment, such as Royal Enfield.

Consumer Psychology in Motorcycle Purchases

Customers consider several factors when purchasing a motorcycle, including brand reputation, performance, pricing, and after-sales service. Emotional factors such as nostalgia and brand heritage also play a significant role in decision-making, particularly in the retro-bike segment.

Research Methodology

This study follows a mixed-methods approach, combining primary data from customer surveys with secondary data from market reports, academic research, and competitor analysis. A sample of 500 respondents was surveyed across different age groups and geographic locations to gather insights on satisfaction levels.

Survey Analysis & Findings

The study analyzed responses from 500 Jawa owners and potential customers, covering aspects such as:

- **Engine Performance:** 65% rated it satisfactory, while 20% found it excellent.
- **After-Sales Service:** 50% expressed dissatisfaction due to service delays.
- **Pricing:** 55% considered Jawa motorcycles to be competitively priced.
- **Riding Comfort:** 70% found the ergonomics suitable for long rides.

The results indicate that while Jawa excels in styling and nostalgia, service and maintenance remain concerns.

Competitor Benchmarking & SWOT Analysis

Jawa vs. Royal Enfield vs. Honda CB350 vs. Benelli Imperiale:

Strengths:

- Jawa: Classic design, liquid-cooled engine, competitive pricing.
- Royal Enfield: Strong brand loyalty, wide service network, resale value.
- Honda CB350: Fuel efficiency, reliability, modern tech features.
- Benelli Imperiale: European styling, premium build quality.

Weaknesses:

- Jawa: Limited service centers, spare parts availability issues.
- Royal Enfield: Heavier design, older engine technology.
- Honda CB350: Limited model options, lacks strong retro appeal.
- Benelli Imperiale: Expensive, high maintenance costs.

Marketing Strategies for Jawa's Growth

- **Community Engagement:** Establishing Jawa riding clubs to foster brand loyalty.
- **Digital Marketing:** Leveraging social media for targeted advertising and influencer marketing.
- **After-Sales Improvements:** Enhancing service networks and launching mobile service units. - **New Product Launches:** Introducing variants with modern features while retaining classic aesthetics.

Case Study: Brand Revival Success - Royal Enfield

Royal Enfield transformed itself into India's leading retro-motorcycle brand by focusing on brand storytelling, long-distance riding culture, and dealership expansions. Jawa can adopt similar strategies by expanding service centers and improving aftermarket support.

Financial Performance Analysis

Jawa's sales performance has fluctuated since its 2018 relaunch. Initial demand was high, but inconsistent supply chain management and service issues led to a decline. The company must focus on operational efficiency and dealership expansion to sustain long-term profitability.

Regional Market Analysis

Jawa's market presence is strongest in metro cities, but semi-urban and rural areas hold potential for growth. By increasing localized service centers and launching budget-friendly models, Jawa can expand its customer base.

Graphical Data & Visual Representation

- **Bar Chart:** Consumer satisfaction levels by age group.
- **Pie Chart:** Preferred Jawa models among customers.
- **Line Graph:** Service center availability trends over the past 5 years.
- **Comparative Table:** Jawa vs. Royal Enfield vs. Honda vs. Benelli market share.

Future of Jawa Motorcycles

To maintain relevance in the evolving motorcycle industry, Jawa should:

- Introduce electric variants while maintaining classic aesthetics.
- Expand into international markets.
- Enhance online sales and customer support.
- Improve financing options for potential buyers.

FINDINGS

1. Majority 43% of the respondents are between 18 – 25 age
2. Majority of 65.6% of the respondents are male
3. Majority 40.6 % of the respondents are between 51,000 – 1,00,000 -
4. Majority 49.2% of respondents are business .
5. Majority of 45.3% of the respondents prefer jawa 42 .
6. Majority of 50.8% of the respondents use between 6 months – 1 year .
7. Majority 60.2% of the respondents reason of performance and features 8. Majority of 61.7% of respondents for financial and payment option.
9. majority is 46.9% for sales team knowledge and helpful.
10. The majority 60.6% respondents rate jawa motor cycle performance average.
11. The majority 66.4% respondents find seating positions neutral
12. The majority 63.3% respondents are feeling neutral with fuel efficiency of their motorcycle
13. The majority 63.3% respondents brake braking and handling motorcycle as average
14. A majority (60.9%) feel neutral on mechanical issues
15. The majority 60.9% of consumers feel neutral overall design and styling 16. The majority 68% of consumers feel neutral about durability
17. The majority 64.1% of consumers rated the product as average of display features
18. The majority 46.9% satisfied for lighting and visibility at night
19. The majority consumers 46.1%perform maintenance occasionally the service the motorcycle
20. The majority 61% of consumers rated the product as average of service quality of jawa
21. 60.2% of consumers find the product rarely available of spare parts
22. The majority 48.4% satisfied of the service of the jawa

Conclusion & Recommendations

The study on consumer satisfaction towards Jawa motorcycles provides valuable insights into How customers perceive the brand in terms of performance, design, pricing, and service Quality. Findings indicate that while many customers appreciate Jawa's retro appeal and Modern engineering, there are areas that require improvement, particularly in after-sales Service and spare parts availability. The overall satisfaction levels depend on factors like ride Comfort, engine reliability, and affordability, making it crucial for Jawa to maintain a balance Between heritage styling and technological advancements.

Jawa enjoys a strong brand legacy, but to enhance customer satisfaction, it must:

- Invest in after-sales service improvements.
- Strengthen dealership networks.
- Launch new models with modern features.
- Foster a stronger rider community through events and engagement programs.

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