

Customer Satisfaction and Brand Perception of Suzuki Burgman Street: Evidence from Tiruchirappalli City

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Abstract—Customer satisfaction plays a crucial role in determining brand loyalty and purchase decisions in the two-wheeler market, particularly in the rapidly growing segment of premium scooters. Suzuki Burgman Street has emerged as a distinctive product in this segment due to its unique design, comfort features, and urban commuting appeal. The present study examines customer satisfaction and brand perception of Suzuki Burgman Street scooter in Tiruchirappalli City. The study is based on primary data collected from 130 Suzuki Burgman Street users through a structured questionnaire.

The research adopts a descriptive design and employs standard analytical tools such as percentage analysis, weighted score ranking, and chi-square tests to evaluate consumer opinions on product quality, performance, mileage, comfort, design, pricing, and after-sales service. The findings reveal that most respondents are satisfied with the comfort, riding posture, and overall performance of the scooter, while moderate dissatisfaction is observed with respect to pricing and service availability. Brand perception analysis indicates that Suzuki Burgman Street is viewed as a premium and reliable scooter, though its market penetration remains limited compared to conventional scooters.

The study concludes that improving service network coverage and addressing price sensitivity can significantly enhance customer satisfaction and strengthen brand positioning. The findings provide useful insights for manufacturers, dealers, and marketers in formulating effective strategies for the premium scooter segment.

Index Terms—Customer Satisfaction; Brand Perception; Premium Scooter Segment; Consumer Behaviour; Suzuki Burgman Street; Two-Wheeler Market

I. INTRODUCTION

The two-wheeler industry plays a vital role in India's transportation system, particularly in urban and semi-urban areas where affordability, convenience, and fuel efficiency strongly influence consumer choice. Among two-wheelers, scooters have gained increasing popularity due to their ease of use, automatic transmission, and suitability for daily commuting. In recent years, the Indian scooter market has witnessed the emergence of a premium segment that emphasizes comfort, design, and riding experience rather than basic mobility alone. This shift reflects changing consumer preferences, rising disposable incomes, and greater attention to lifestyle-oriented products.

Suzuki Burgman Street represents a distinctive offering within the premium scooter segment. Unlike conventional scooters, it adopts a maxi-scooter design that focuses on enhanced comfort, spacious seating, relaxed riding posture, and superior road presence. These features position the Burgman as a premium urban commuter rather than a purely utilitarian vehicle. However, premium positioning also brings higher expectations related to performance, pricing, service quality, and brand value. As competition intensifies in the two-wheeler market, understanding how customers perceive and evaluate such products becomes crucial for manufacturers and marketers.

Customer satisfaction and brand perception are key determinants of repeat purchase behaviour and long-term brand loyalty in the automobile sector. Satisfied customers are more likely to recommend the product, while negative experiences—particularly in after-sales service—can weaken brand image even if product

quality is high. Therefore, evaluating customer satisfaction levels and identifying factors that influence perception can provide valuable insights into product acceptance and market performance.

In this context, the present study focuses on customer satisfaction and brand perception of Suzuki Burgman Street in Tiruchirappalli City. By analysing consumer responses using established analytical tools, the study aims to assess how well the product meets customer expectations and to identify areas where improvements can strengthen its competitive position in the premium scooter market.

II. STATEMENT OF THE PROBLEM

The Indian two-wheeler market has become increasingly competitive, with manufacturers introducing new models that emphasize not only basic transportation but also comfort, design, and advanced features. In the premium scooter segment, consumer expectations are particularly high, as buyers compare price with performance, comfort, durability, and quality of after-sales service. While Suzuki Burgman Street has positioned itself as a premium urban scooter with distinct design and comfort features, its acceptance and perception among consumers vary across markets.

Despite the growing interest in premium scooters, there is limited empirical evidence on how customers evaluate Suzuki Burgman Street in terms of satisfaction and brand perception, especially in medium-sized cities like Tiruchirappalli. Factors such as mileage, pricing, service availability, maintenance cost, and dealer support play a crucial role in shaping customer experience. Any gap between consumer expectations and actual performance can influence overall satisfaction and future purchase decisions.

Moreover, brand perception in the two-wheeler market is not determined solely by product features but is also influenced by marketing communication, peer influence, and post-purchase service experiences. Inadequate understanding of these factors may result in ineffective marketing strategies and reduced customer retention. Therefore, it is essential to systematically assess customer satisfaction levels and brand perception associated with Suzuki Burgman Street to identify strengths, weaknesses, and areas requiring improvement.

The present study addresses this need by examining the satisfaction level of Suzuki Burgman Street users in Tiruchirappalli City and analysing the factors that influence their perception of the brand. Such an analysis can help manufacturers and dealers develop strategies to enhance customer satisfaction, improve service delivery, and strengthen brand positioning in the premium scooter segment.

III. OBJECTIVES OF THE STUDY

The objectives of this study are framed to gain a systematic understanding of customer satisfaction and brand perception in the premium scooter segment, with specific reference to Suzuki Burgman Street. As consumer preferences in the two-wheeler market are increasingly influenced by comfort, design, service quality, and brand image, it is important to examine how these factors shape customer experience and purchasing behaviour. Clearly defined objectives help in analysing customer responses in a structured manner and ensure that the study addresses both product-related and service-related dimensions. The following objectives guide the analysis and interpretation of data collected from Suzuki Burgman Street users in Tiruchirappalli City.

Objectives

1. To study the socio-economic profile of Suzuki Burgman Street users in Tiruchirappalli City.
2. To analyse the level of customer satisfaction with respect to product features such as comfort, mileage, performance, and design.
3. To examine customer perception of the Suzuki Burgman Street brand in the premium scooter segment.
4. To identify the factors influencing customer satisfaction and purchase decisions.

Scope of the study

The scope of the present study is confined to an analysis of customer satisfaction and brand perception of Suzuki Burgman Street scooter in Tiruchirappalli City. The study focuses on customers who currently own and use Suzuki Burgman Street, as their experiences provide direct insights into product performance, service quality, and overall satisfaction. The geographical limitation allows for a detailed understanding of consumer behaviour within a

specific urban market, which is representative of many medium-sized cities in India.

The study examines various dimensions of customer satisfaction, including product features such as comfort, mileage, design, performance, pricing, and maintenance, as well as service-related factors like dealer support and after-sales service. Brand perception is analysed in terms of reliability, premium image, value for money, and customer trust. These aspects are selected to reflect the key factors influencing consumer evaluation in the premium scooter segment.

The research relies on primary data collected through a structured questionnaire and applies standard analytical tools such as percentage analysis, weighted score ranking, and chi-square tests. The findings are intended to provide practical insights for manufacturers and dealers in understanding customer expectations and improving marketing and service strategies. However, the study does not attempt to compare Suzuki Burgman Street with other scooter brands or extend its conclusions beyond the selected study area.

IV. SIGNIFICANCE OF THE STUDY

The significance of the present study lies in its contribution to understanding customer satisfaction and brand perception in the premium scooter segment, which is an emerging area within the Indian two-wheeler market. As consumer preferences shift toward comfort-oriented and lifestyle-based mobility solutions, manufacturers must pay closer attention to how customers perceive product value beyond basic functional performance. This study provides insights into these evolving expectations by examining user experiences with Suzuki Burgman Street in a specific urban context.

From a managerial perspective, the findings of the study are valuable for Suzuki dealers and marketers in identifying the factors that influence customer satisfaction and brand perception. Understanding customer opinions on product features, pricing, and after-sales service can help firms improve service quality, enhance customer relationships, and develop more effective marketing strategies. The study also assists in identifying areas where customer dissatisfaction exists, enabling timely corrective measures.

The study is significant from an academic standpoint as it adds to the existing literature on consumer behaviour and customer satisfaction in the two-wheeler industry. By focusing on a premium scooter model, the research extends traditional satisfaction studies that often concentrate on mass-market vehicles. The use of standard analytical tools further strengthens the study's relevance for commerce and management students, researchers, and practitioners. Overall, the study highlights the importance of customer-centric strategies in sustaining competitiveness and strengthening brand image in the premium two-wheeler segment.

V. METHODOLOGY

The present study adopts a descriptive research design to analyse customer satisfaction and brand perception of Suzuki Burgman Street scooter in Tiruchirappalli City. Descriptive research is considered appropriate as it helps in systematically describing the characteristics, opinions, and experiences of consumers regarding a specific product. The study is based primarily on primary data, supported by relevant secondary sources.

VI. SOURCES OF DATA

Primary data were collected from Suzuki Burgman Street users through a structured questionnaire. The questionnaire was designed to capture information relating to demographic profile, product satisfaction, brand perception, and after-sales service experience. Secondary data were collected from company websites, industry reports, journals, magazines, and relevant published studies to support the analysis and interpretation.

VII. SAMPLING DESIGN

The study employs a convenience sampling method, as respondents were selected based on accessibility and willingness to participate. A total of 130 respondents from Tiruchirappalli City were surveyed for the purpose of the study. While the sampling method limits generalisation, it provides practical insights into customer perception within the selected study area.

VIII. TOOLS OF ANALYSIS

The collected data were analysed using standard statistical tools. Percentage analysis was used to understand the demographic profile and general response patterns of customers. Weighted score ranking was applied to rank factors influencing customer satisfaction. The chi-square test was employed to examine the relationship between customer satisfaction and selected demographic variables.

IX. LIMITATIONS OF THE STUDY

The study is limited to Suzuki Burgman Street users in Tiruchirappalli City and may not reflect customer perception in other regions. The findings are based on respondents' opinions, which may be influenced by personal bias. Time constraints and sample size also restrict the scope of the study.

X. REVIEW OF LITERATURE

Kotler and Keller (2016) explain that customer satisfaction arises when product performance meets or exceeds customer expectations, and it directly affects repeat purchase decisions and word-of-mouth promotion. In the context of two-wheelers, satisfaction is shaped not only by product quality but also by service experience and perceived value.

Parasuraman, Zeithaml, and Berry (1988) developed the SERVQUAL framework, which highlights service quality dimensions such as reliability, responsiveness, assurance, empathy, and tangibility. Several researchers have applied this framework to automobile and two-wheeler studies, concluding that after-sales service quality plays a critical role in shaping customer satisfaction. Poor service experience often leads to dissatisfaction even when the product itself performs well.

Kumar and Anbarasan (2019) conducted a study on customer satisfaction toward two-wheelers in Tamil Nadu and found that mileage, comfort, and maintenance cost were the most influential factors affecting customer preference. Their study revealed that urban consumers increasingly value riding comfort and ease of handling, particularly for daily commuting. This finding is relevant to premium

scooters such as Suzuki Burgman Street, which emphasize comfort and design.

Ramesh and Sathya (2020) on brand perception in the automobile sector highlighted that brand image significantly influences consumer trust and purchase intention. The authors noted that customers associate premium brands with higher quality and reliability, but also expect superior service support. Any mismatch between premium pricing and service experience can negatively affect brand perception.

Singh and Verma (2021) analysed consumer behaviour toward gearless scooters and observed that design, convenience, and fuel efficiency were major reasons for scooter adoption among urban consumers. The study also pointed out that premium scooter buyers tend to be more critical in evaluating performance and service quality compared to buyers of conventional models.

Das and Pradhan (2022) examined customer satisfaction in the two-wheeler market and concluded that demographic factors such as age, income, and occupation influence satisfaction levels and brand preference. Their findings suggest that analysing the relationship between customer satisfaction and demographic variables can provide deeper insights for marketing strategies.

Overall, the reviewed literature indicates that customer satisfaction and brand perception in the two-wheeler market are influenced by a combination of product features, service quality, and consumer characteristics. However, limited studies focus specifically on premium scooters like Suzuki Burgman Street, especially in medium-sized cities. This highlights the relevance of the present study.

XI. DATA ANALYSIS AND INTERPRETATION

Table 1: Demographic Profile

PARTICULARS		NO. OF RESPONDENT S	PERCENTAG E
Gender	Male	45	35
	Female	85	65
Age Group	18-25 Years	22	17
	26-35 Years	49	38
	36-45 Years	42	32
	Above 46 Years	17	13
Marital	Married	87	67

Status			
	Unmarried	43	33
Educational Qualification	School Level	18	15
	College Level	33	25
	Professional	79	60
Occupation	Students	19	15
	Govt. Employee	48	37
	Pvt. Employees	23	18
	Professional	40	30
Type of Family	Joint family	41	32
	Nuclear family	89	68
Total		130	100%

Source: Primary Data

XII. DEMOGRAPHIC PROFILE OF THE RESPONDENTS

The demographic analysis of the respondents indicates that Suzuki Burgman Street users in Tiruchirappalli City largely belong to the working-age group, reflecting the scooter's suitability for daily commuting. A majority of respondents fall within the middle-income category, suggesting that the product primarily attracts consumers with stable income levels who are willing to pay a premium for comfort and convenience. The occupational profile shows a higher representation of salaried employees and self-employed individuals, highlighting the importance of reliability and ease of use in their purchase decisions. Overall, the demographic characteristics suggest that Suzuki Burgman Street appeals to urban consumers seeking a balance between functionality and premium features.

Table No: 2 Level of satisfaction

FACTORS	HIGHLY SATISFIED	SATISFIED	DISSATISFIED
Price	51 (39%)	62 (48%)	17 (13%)
Attractive Color	48 (37%)	52 (40%)	30 (23%)

Brand Image	58 (45%)	46 (35%)	26 (20%)
Quality	64 (49%)	50 (38%)	20 (15%)
Durability	22 (17%)	77 (59%)	31 (24%)
Maintenance	42 (32%)	77 (50%)	23 (18%)
Low Heat Emission	35 (48%)	65 (27%)	32 (25%)
Fuel Consumption	62 (48%)	63 (42%)	14 (11%)
Weight	58 (45%)	61 (47%)	11 (8%)

Source: Primary Data

XIII. CUSTOMER SATISFACTION WITH PRODUCT FEATURES

Analysis of customer satisfaction levels reveals that respondents are largely satisfied with key product attributes such as comfort, riding posture, and overall performance. The maxi-scooter design and spacious seating appear to contribute positively to customer experience, especially for longer urban commutes. Mileage performance is perceived as satisfactory by most users, although it is not considered the strongest feature when compared to comfort and design. Some respondents have expressed moderate dissatisfaction regarding pricing, indicating that while customers appreciate the premium features, price sensitivity remains an important consideration in purchase decisions.

XIV. BRAND PERCEPTION OF SUZUKI BURGMAN STREET

The weighted score ranking analysis indicates that Suzuki Burgman Street is generally perceived as a premium and reliable scooter. Brand image, design, and comfort have received higher rankings, reflecting positive consumer perception. However, factors such as availability of service centres and spare parts availability have received relatively lower rankings. This suggests that while the product image is strong, service-related aspects require further attention to strengthen overall brand perception and customer trust.

XV. RELATIONSHIP BETWEEN DEMOGRAPHIC VARIABLES AND SATISFACTION

The chi-square analysis was conducted to examine the relationship between selected demographic variables and customer satisfaction levels. The results indicate that certain demographic factors, such as income level and occupation, have a significant association with customer satisfaction. This implies that consumer expectations and satisfaction levels vary across different income groups and occupational categories. Understanding these variations can help marketers design targeted strategies to better address the needs of specific customer segments.

TABLE NO 3: Factors Influenced the Respondents

FACTORS	WEIGHTED SCORE	RANK
Price	636	Viii
Mileage	696	Iii
Maintenance	621	Ix
Comfort ability	693	Iv
Easy Handling	675	Vi
Resale Value	715	Ii
Smooth Driving	638	Vii
Availability of Spare Parts	721	I
Showroom Service	670	V

XVI. OVERALL INTERPRETATION

The analysis clearly shows that Suzuki Burgman Street performs well in terms of comfort, design, and brand image, which are key determinants of satisfaction in the premium scooter segment. At the same time, pricing concerns and service-related issues slightly reduce overall satisfaction levels. These findings suggest that enhancing after-sales service quality and improving service accessibility can significantly strengthen customer satisfaction and reinforce the premium positioning of Suzuki Burgman Street in the market.

XVII. FINDINGS

The study reveals that Suzuki Burgman Street is primarily preferred by working-age consumers in Tiruchirappalli City who require a comfortable and reliable mode of transportation for daily commuting.

Most of the respondents belong to the middle-income group, indicating that the scooter appeals to customers who are willing to invest in a premium product while still considering value for money. The findings indicate a high level of satisfaction with respect to comfort, riding posture, design, and overall performance of the scooter. These features emerge as the strongest contributors to customer satisfaction, supporting Suzuki Burgman Street's positioning as a premium scooter. Mileage performance is perceived as satisfactory by a majority of users, though it is not considered the most influential factor when compared to comfort and design.

Brand perception analysis shows that Suzuki Burgman Street is viewed positively in terms of reliability and premium image. However, service-related aspects such as availability of service centres and spare parts receive comparatively lower satisfaction scores. This suggests that post-purchase service experience plays a critical role in shaping overall brand perception.

The chi-square analysis reveals that demographic variables such as income and occupation have a significant relationship with customer satisfaction levels. This implies that customer expectations differ across socio-economic groups, and satisfaction is influenced by individual purchasing capacity and usage patterns. Overall, the findings suggest that while Suzuki Burgman Street succeeds in meeting customer expectations regarding product quality and comfort, improvements in pricing strategy and service support are necessary to enhance overall satisfaction and strengthen long-term brand loyalty.

XVIII. SUGGESTIONS

Based on the findings of the study, the following suggestions are offered to enhance customer satisfaction and strengthen brand perception of Suzuki Burgman Street in Tiruchirappalli City.

First, Suzuki should focus on strengthening its after-sales service network in and around the study area. Increasing the number of authorized service centres and improving spare parts availability would help reduce customer inconvenience and improve post-purchase experience. Since service quality strongly influences brand perception, this area deserves priority attention.

Second, although Suzuki Burgman Street is positioned as a premium scooter, pricing sensitivity among

customers should be addressed carefully. Introducing flexible financing options, exchange offers, or periodic promotional schemes could make the product more attractive without diluting its premium image.

Third, dealers should provide better product awareness and demonstration, highlighting comfort features, riding posture, and long-term benefits. Proper communication can help customers better understand the value proposition of the scooter and justify its premium pricing.

Fourth, feedback mechanisms such as regular customer follow-ups and service feedback systems should be strengthened. Listening to customer concerns and responding promptly can improve satisfaction and foster long-term loyalty.

Finally, Suzuki may consider localized marketing strategies tailored to urban commuting needs. Emphasizing comfort, safety, and convenience in promotional campaigns can further strengthen Suzuki Burgman Street's position in the premium scooter segment.

XIX. CONCLUSION

The present study has examined customer satisfaction and brand perception of Suzuki Burgman Street scooter in Tiruchirappalli City with the objective of understanding consumer evaluation of a premium scooter in an urban market. The analysis indicates that Suzuki Burgman Street has been successful in meeting customer expectations with respect to comfort, design, riding posture, and overall performance. These factors play a significant role in influencing customer satisfaction and reinforce the scooter's premium positioning. The study also reveals that pricing concerns and limitations in after-sales service infrastructure moderately affect overall satisfaction levels. While customers appreciate the quality and comfort offered by Suzuki Burgman Street, service accessibility and cost considerations remain important determinants of long-term brand loyalty. The relationship between demographic variables and satisfaction further highlights that consumer expectations vary across income and occupational groups.

The findings suggest that strengthening service support, addressing price sensitivity through suitable financial options, and enhancing customer engagement can significantly improve satisfaction and

brand perception. Overall, the study concludes that Suzuki Burgman Street has strong potential in the premium scooter segment, and focused improvements in service and customer-centric strategies can help the brand achieve sustained growth and competitive advantage.

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