

## EXECUTIVE SUMMARY

In today's scenario , most industry focus on automobile industry. This study makes an attempt on understanding the relationship marketing and customer satisfaction of KTM. In the sense of KTM two wheeler should try to get concentration of the customer in the manner of intention to get close relationship from the management. The preference of the consumer clearly clarify that their importance of family and friends influencing their purchase,the additional facility expected , services provided by them and many more The final questionnaire was used to collect data from the 100 respondents. The result obtained from the data analysis shows that most of the customers are satisfied with the service provided to them.

Method : Descriptive method was used. Convenience sampling with the sample size of 100 was done. A questionnaire was used for the survey.

**H<sub>0</sub>** – fuel efficiency is not effective in determining price of KTM bikes.

**H<sub>A</sub>** – fuel efficiency is effective in determining price of KTM bikes.

**Result :** The level of significance  $\alpha = 0.05$  at degree of freedom  $\mu = 1$  is 3.841 which is greater than the chi-square value  $\chi^2 = 3.0$