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A STUDY ON CUSTOMER SATISFACTION OF A SELECTED BRANDED TWO WHEELERS IN DINDIGUL DISTRICT

Dr.V.Karthik
Associate Professor
PG and Research Department of Commerce
Vidyasagar College of Arts and Science
Udumalpet, T.N, India

A.Manikandan
Research Scholar
PG and Research Department of Commerce
Vidyasagar College of Arts and Science
Udumalpet, T.N, India

ABSTRACT
In the present era, customer is the centre point of all the marketing activities and all the players in the market are trying to hold their place in the minds of the consumers. Their satisfaction plays an essential role for the success of any business. Branding is around for centuries as a means to identify and differentiate the goods and services of one producer from those of another. It is considered to be the valuable assets of a business. The brands such as, Hero, TVS, Suzuki, Bajaj, Honda, Mahindra, Royal Enfield and Yamaha are the popular brands in the Two wheeler automobile industry. In this backdrop the study has been undertaken to study the satisfaction level of the customers towards selected branded two wheelers in Dindigul district.

KEYWORDS: *Customer Satisfaction, Branding*

INTRODUCTION
The automobile sector is one of the most vibrant manufacturing Industries in India. The Indian auto mobile market can be divided into several segments, such as, two wheelers, three wheelers and commercial vehicles. Indian roads in most cities, villages and towns are narrow. Two-wheelers allow people to navigate such roads easily and it makes the daily travel both affordable and convenient. At present competition among the two wheeler manufacturers is growing stiff. All the players in the market are trying to hold their place in the minds of the consumers.

Branding is around for centuries as a means to identify and differentiate the goods and services of one producer from those of another. Brands are considered to be the valuable assets of business. The brands such as, Hero, TVS, Suzuki, Bajaj, Honda, Mahindra, Royal Enfield and Yamaha are the popular brands in the automobile industry. The study focuses on top five brands of two wheelers, such as Hero, Honda, TVS, Bajaj and Yamaha in Dindigul district.

Customer satisfaction plays essential role for the success of business. Therefore, the study has been undertaken to study the satisfaction level of the customers towards selected branded two wheelers.

REVIEW OF LITERATURE
M.Arutselvi (2011), in her research paper entitled on, ''A study on customer satisfaction towards TVS Bikes'' in kanchipuram town, has analyzed the performance of SARADASAuto Agencies for retaining the customers by their authorized sales. The study has employed descriptive research approach and has adopted survey method for data collection. A sample of 130 respondents has been taken for the study. The study has concluded that the sales of Suriya Auto Agencies for TVS two wheelers were good because of

the right approach of a group of sincere mechanics.

Duggani Yuvaraju and DurgaRao (2014)2 have made a study on, "Customer Satisfaction towards Honda Two Wheelers: A Case Study in Tirupati". The study has aimed to analyze the customer satisfaction of two wheelers. The study has found that 60 per cent of therespondents have come to know Honda Bikes through Advertisement media, 90 per cent of the respondents were completely satisfied with the mileage and performance of the bike, 73per cent are satisfied with pick-up of the Honda Bike, 56 per cent of the respondents have attracted by the quality of the service. 50 per cent of the respondents are satisfied with the design of the bike, 54 per cent of the respondents have considered the price of theHonda, 60 per cent of the respondents have felt the explanationwere "excellent." The study has concluded that there is a significant difference among the preferable factors such as, mileage, pickup, price and design.

OBJECTIVES OF THE STUDY

- To assess the socio economic profile of the respondents.
- To examine the association between the socio economic profile of the respondents and the selection of brand.
- To examine the satisfaction level of the respondents.

SCOPE OF THE STUDY

This study is an attempt to analyze the association between the socio economic profile of the respondents and the selection of brand. It also studies the level of satisfaction of the selected branded two wheelers.

RESEARCH METHODOLOGY
Source of data
Primary Data

The study is primarily based on Primary data. The data has been collected from 250 respondents. The top five brands have been selected based on the report of the Regional Transport Office, Dindigul district

Secondary Data

Secondary data has gathered from various sources such as, journals, magazines and websites.

Area covered and Sampling Techniques

A sample of 250 respondents have been taken for the study by applying Quota Sampling Techniques i.e. The top five brand users = 50 respondents from each brand. (50 respondents*5 brand=250 respondents)

HYPOTHESIS

A suitable null hypothesis has been framed and tested in the relevant places.

Tools for Analysis

The tools used for analysis are,

- Simple Percentage Analysis
- Chi-square
- t-test
- ANOVA

Limitations of the Study

- The respondents are restricted to Dindigul district

- The findings of the study solely depend on the response given by the customer. So it cannot be generalized as a whole.

ANALYSIS AND INTERPRETATION
Simple percentage analysis
Table 1 Profile of the respondents

Personal factor		No. of respondents	percentage
Gender	Male	149	59.6
	Female	101	40.4
	Total	250	100.0
Age	18 – 28 years	127	50.8
	29 – 38 years	65	26.0
	39 – 48 years	49	19.6
	Above 48 years	9	3.6
	Total	**250**	**100.0**
Educational qualification	School level	40	16.0
	Diploma/ degree	140	56.0
	Post graduate	70	28.0
	Total	**250**	**100.0**
Occupation	College student	70	28.0
	Business	54	21.6
	Employed	72	28.8
	Professionals	34	13.6
	Home maker	20	8.0
	Total	**250**	**100.0**
Monthly income	Less than 20000	59	23.6
	20000-30000	77	30.8
	30001-40000	56	22.4
	40001-50000	22	8.8
	Above 50000	36	14.4
	Total	**250**	**100.0**
Marital status	Married	138	55.2
	Unmarried	112	44.8
	Total	**250**	**100.0**
Nature of Family	Nuclear family	202	80.8
	Joint family	48	19.2
	Total	**250**	**100.0**

The above table – 1 depicts that the 59.6 per cent of the respondents are Male, 50.8 per cent of the respondents are belong to the age group of 18 to 28 years, 56 per cent of the respondents are Diploma / Degree holders, 28.8 per cent of the respondents are employed, 30.8 per cent of the respondents are earning of Rs.20,000 to Rs.30,000 per month, 55.2 per cent of the respondents are married and80.8 per cent of the respondents belongs to nuclear family

Table 2: Opinion of the respondents towards Selected branded two wheelers

Particulars		No of respontance	Percentage
Source of Information	Television	109	43.6
	Relatives &friends	88	35.2
	Newspaper /Magazine	10	4.0
	Retail outlets	43	17.2
	Total	250	100.0
Cost range	Rs.30,000 – 40,000	21	8.4
	Rs.40,001 – 50,000	32	12.8
	Rs.50,001 – 60,000	125	50.0
	AboveRs,60,000	72	28.8
	Total	250	100.0
Mode of payment	Cash	120	48.0
	Credit card / Debit card	16	6.4
	Monthly Installment (EMI)	114	45.6
	Total	250	100.0
Duration of vehicle owned	Less than 6months	11	4.4
	6 months – 1year	45	18.0
	1 – 3 years	83	33.2
	Above 3 years	111	44.4
	Total	250	100.0
Re-sale value of the vehicle	Good	83	33.2
	Satisfactory	141	56.2
	Not satisfactory	26	10.4
	Total	250	100.0
Petrol Consumption	Low	16	6.4
	Normal	202	80.8
	High	32	12.8
	Total	250	100.0
Mileage of vehicle per litre	Below 40 Km	46	18.4
	40 Km – 60Km	159	63.6
	61 Km – 80Km	45	18.5
	Total	250	100.0
	Baby carrier	19	7.6
	Mobile charger	70	28.0
	Matching helmets	68	27.2
	Side box	16	6.4
	Storage space	77	30.8
	Total	250	100.0

Source: Computed

The above table – 2 reveals that the 43.6 per cent of the respondents have come to known about the vehicles through advertisement in television, 50 per cent of the respondents have paid of Rs.50,001 to Rs.60,000 for their two wheelers, 48 per cent of the respondents have paid the amount in cash while purchasing a two wheeler, 44.4 percent of the respondents have owned a vehicle for above three

years, 56.2 per cent of the respondents are satisfied with the re-sale value of the vehicle, 80.8 per cent of the respondents have felt that the petrol consumption is normal,63.6 per cent of the respondents have opined that their vehicle give mileage up to 40 Km to 60 Km and 30.8 per cent of the respondents have expected that the storage space facility for their brand of two wheelers

Chi-Square Analysis

Chi - Square analysis has applied to examine the association between personal factors and brand owned. The following null hypothesis is **H0**: "There is no significant association between personal factors and brand owned"

Table 3: Personal factor and Brand Owned
Selected branded two wheelers

Personal factor	Calculated value	Table value	df	result
Gender	56.881	13.277	4	**
Age	7.507	21.026	12	Ns
Educationalqualification	5.750	15.507	8	Ns
Occupation	16.020	26.296	16	Ns
Monthly income	12.223	26.296	16	Ns

**Significant at-1% level; Ns-Not Significant

The table – 3 shows that the calculated value of gender56.881 is higher than the table value of 13.277 at 1 per cent level of significance. Hence, it is inferred that the gender has had a significant association with brand owned. Hence, the null hypothesis (H0) is rejected. The calculated value of personal factors such as, Age, Educational qualification, Occupation and monthly income are less than the table value, therefore, it is inferred that the personal factors have not had a significant association with Brand owned. Hence, the null hypothesis (H$_0$) is accepted for the variables, such as, Age, Educational qualification, Occupation and Monthly Income.

Descriptive Statistics
Table 4: Satisfaction level of the respondents regarding their brand

Lev of satisfaction	N	Minimum	Maximum	Mean	S.D
Quality	250	2.00	5.00	4.2960	.7002
Price	250	2.00	5.00	3.5240	.6536
Color	250	2.00	5.00	3.7960	.7130
Mileage	250	2.00	5.00	3.5520	.8355
Comfortable	250	2.00	5.00	3.8720	.7333
Speed	250	2.00	5.00	3.6240	.6358

Source: Computed

The mean ratings were found for each factor and are given above. Higher the rating more will be the level of satisfaction. From the mean ratings it is seen that the highest ratings of 4.2960 is for quality that falls between satisfied and highly satisfied, 3.8720 is for comfortable that falls between satisfied and neutral, 3.7960 is for color that falls between satisfied and neutral, 3.6240 is for speed that falls between satisfied and neutral, 3.5520 is for mileage that falls between satisfied and neutral and 3.5240 is for price that falls between satisfied and neutral.

Hence, it is concluded that the respondents are highly satisfied with the quality of the brand owned.
T-Test
Gender Vs. Satisfaction score of two wheelers
The table 5 shows the difference between the gender and satisfaction score of two wheelers. The following null hypothesis is: **H0**: "The average satisfaction scores of two wheelers do not differ significantly among the respondents based on the gender"

Table 5: T-test for Equality of Means

	Calculated Value	Table Value	df	Sig.
Gender	1.010	1.970	248	**Ns**

The calculated t – test value is 1.010, which is less than the table value of 1.970 at 5 percent level of significance.

Since the calculated value is less than the table value, it is inferred that the mean satisfaction scores of two wheelers do not differ significantly between male and female respondents. Hence, the null hypothesis (H0) is accepted.

Anova
The following ANOVA table – tests the difference in the satisfaction score of two wheelers among the personal factors namely, age, educational qualification, occupation, monthly income and brand name of two wheeler. The following null hypothesis is: **H0**: "The satisfaction score of two wheelers do not vary significantly among the personal factors namely, Age, Educational qualification, Occupation, Monthly Income and Brand owned"

Personal factor	Satisfaction Score of two wheelers		
	Calculated Value	Table Value	Result
Age	0.462	2.641	NS
Educational qualification	2.684	3.032	Ns
Occupation	0.488	2.408	Ns
Monthly income	0.422	2.408	Ns
Brand name of two wheelers	0.942	2.408	Ns

Ns – Not Significant

The calculated value of personal factors namely, Age, Educational qualification, Occupation, Monthly Income and Brand name of two wheelers are less than the table value ,hence, it is inferred that the personal factors have not had a significant difference with Brand owned. Hence, the null hypothesis is accepted.

FINDINGS
The following are the important findings of the study
 Majority (59.6 per cent) of the respondents are Male.
 Majority (50.8 per cent) of the respondents are in the age group of 18 to 28 years.
 Majority (56.0 per cent) of the respondents are Diploma/Degree.
 Most (28.8 per cent) of the respondents are employed.
 Most (30.8 per cent) of the respondents are earning of Rs.20,001 to Rs.30,000 per month.
 Majority (55.2 per cent) of the respondents are married.
 Majority (80.8 per cent) of the respondents belongs to nuclear family.
 Most (43.6 per cent) of the respondents have come to known about the vehicles through Television.
 Majority (50.0 per cent) of the respondents have paid between Rs.50, 001 to Rs. 60,000 for two wheelers
 Most (48.0 per cent) of the respondents have paid the amount in cash while purchasing a two wheeler.
 Most (44.4 per cent) of the respondents have owned a vehicle for above 3 years.
 Majority (56.2 per cent) of the respondents are satisfied with the re-sale value of the vehicle.
 Majority (80.8 per cent) of the respondents

have felt that the petrol consumption is normal.

- ☐ Majority (63.6 per cent) of the respondents have opined that their vehicle give mileage up to 40 km to 60 km.
- ☐ Most (30.8 per cent) of the respondents have expected the storage space facility for their brand of two wheelers.

Descriptive statistics

☐ The respondents are highly satisfied with the factor of quality for brand owned.

Chi-Square Analysis

☐ The gender has had a significant relationship with Brand owned.

☐ The personal factors, namely, the age group of the respondents, educational qualification, occupation and monthly income has not had a significant relationship with Brand owned.

T-test

☐ The t–test results of the average satisfaction score of two wheelers have not had a significant difference with gender.

Anova

☐ The ANOVA results of the satisfaction score of two wheelers has not varied significantly with the personal factors namely age group, educational qualification, occupation, monthly income and brand owned.

SUGGESTIONS

☐ The respondents have felt that the prices of all selected five brands are high. Hence, it leads to dissatisfaction among the consumers. The branded two wheeler companies may think about the cost reduction.

☐ The consumer expects the extra facilities like Baby carrier, Mobile charger, Matching helmets and side box for the two wheelers.

☐ The complaints received from the customer should be dealt quickly.

CONCLUSION

Marketing plays an important role in the today's world. The global market competition is growing day to day. Hence, there is a need to fulfill the needs of the customer's needs and satisfaction. The level of satisfaction towards quality of selected five brands is highly satisfied. Hence, the company manager must concentrate on measuring and understanding the factors, which affect customer satisfaction, thus goes long way building superior brand for the selected brand of two wheelers.

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