



# A STUDY ON CUSTOMER EXPECTATION AND SATISFACTION LEVEL TOWARDS SERVICES PROVIDED AT TWO-WHEELER EXCHANGE

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## INTRODUCTION

India is one of the largest manufacturers and producers of two-wheelers in the world. India stands next to Japan and China in terms of the number of two-wheelers produced and domestic sales respectively. This difference was achieved due to many reasons like restrictive policy followed by the Government of India towards the passenger car industry, growing demand for personal transport, ineffectiveness in the public transportation system etc. The Indian two-wheeler industry made a minute establishment in the early 50s when Automobile Products of India (API) started manufacturing scooters in the country.

Today the two wheeler industry plays a important role in the Indian economy. India is the second largest two-wheeler manufacturers in the world. One of the most important features of economic development is the transformation of luxury goods into necessary goods. In recent times one such goods, which has been greatly demanded by the consumers, is the motor cycle possessing a mechanical device for conveyance is an indicator of good standard of living. Customer satisfaction is the individual's perception of the performance of the product or service in relation to his or her expectations. Customers will have drastically different expectations, of an expensive.

## STATEMENT OF PROBLEM

Attitude of customers are also affect the purchasing of these products. Today's consumer markets are too competitive. For maximizing the profit and widening the market share, the companies use various efforts for attaining their objectives. There also exist strong consumer advocacy movements all over

the world. Most of the companies try to convert potential customer into a regular customer. The transformation of a potential customer into regular customer is not an easy task. It depends on many factors and varies from person to person and product to product. The importance of customer satisfaction in strategy development for customers and market oriented cannot be easily determined. Customer satisfaction, a term issued in marketing, it's a measure how product and service supplied by the company meet or surpass customer expectation. If customer expectations meet with the perceived value of goods and service then customer is satisfied but if the perceived value of goods and service is less than the customer expectations than customer is dissatisfied and if the perceived value exceeded the expected value of the goods and service than the customer is delighted.

## OBJECTIVES OF THE STUDY

- To know about the demographic and socio economic profile of the customer towards Two wheeler exchange.
- To ascertain their expectation levels towards after sales service.
- To give suitable suggestions on the basis of the findings of the study and come out proper conclusion.
- To analyses their satisfaction level.
- To identify the various factors influencing their satisfaction level.

## METHODOLOGY OF THE STUDY

Research methodology is a specific



procedures to systematically solve the research problems. It may be understood as a science of studying how research is done scientifically. It includes the overall result design, data collection methods and analysis procedure.

### **SAMPLE DESIGN**

The sample design provides the basic plan and the convenient sampling method is adopted for the purpose of study.

### **DATA COLLECTION**

Data was collected by both primary data and secondary data sources. Primary data was collected through respondents. The study was done in the form of direct personal interviews.

### **PRIMARY DATA**

A primary data is a data which is collected directly for the first time for the particular purpose to collect more information about the topic. In this study, the primary data have been collected from respondents.

### **SECONDARY DATA**

A secondary data are those which consists of information that has already exists somewhere and collected for some other purpose. It is readily available for future researchers. In this study, the Secondary data have been collected from Standard Textbooks, Magazines, Journal and Internet.

### **HYPOTHESES**

The following are the hypotheses framed for the study:

- There is no significant association between level of satisfaction and occupation level.
- There is no significant association between level of satisfaction of respondents and age of the respondents.

### **TOOLS USED FOR THE STUDY**

The rules of statistics in research is to function as a tool in designing research, analyzing and measuring the data, drawing its conclusion from most research studies result in large volume of raw data. The following tools are to be used for analyzing the data,

- Factor analysis
- Percent Analysis
- Garret Ranking Method
- Chi-Square test

### **SCOPE OF STUDY**

The customer includes customers who enter the show room. This study will help us to understand customers, preference, satisfaction levels and their needs expected from the business owners. Customer satisfaction is a marketing term that measures how vehicles or services supplied by a company meet or surpass a customers' preference.

### **LIMITATION OF THE STUDY**

The information can be based due to respondents. Accuracy of the primary data collected depends upon the authenticity of the information filed by the respondents of questionnaire.

### **RECOMMENDATIONS**

- 20 per cent respondents are not satisfied with their present two wheelers. They may go for different brand, So Company should make arrangement to retain their customers by Motivate their customer by appropriate use of buying motive technique
- Since chi-square analysis shows that there is no relationship between age and level of satisfaction, income and level of satisfaction. It is suggested that users should select a two wheelers which is affordable and economical.
- It is explained that out of 80 respondents, 11.25 per cent of the respondents felt that service or repair charges are fair, company should enquire and analyze about the service rendered by the show room.
- It is suggested that the company may adopt fuel saving techniques so that the vehicles can have long life and smooth running.
- The company shall concentrate on quality products also instead of concentrating on low priced vehicles alone because 63.75 per cent of the respondents has been feeling reasonable price in spare parts. Only customers expects quality vehicles from the TVS Motors private Limited
- Mileage and power are two controversies part of the two wheelers. If we need mileage then we have to compromise with engine power and vice versa. User should be clear about their necessity.
- After sales service is important but users are not giving importance to it at the time of purchase so they are dissatisfied by service rendered by the show room. It is suggested that the users



should enquire and analyses about the service rendered by the show room before purchasing two-wheelers.

### SUGGESTIONS

- Launch of new and different brands may turn the market oligopolistic but we definitely increase the market share.
- Looks and style must not be over stressed as compared to quality and mileage
- 360 degrees marketing approach with aggressive promotional campaigning's should be followed.
- Focus more on mileage bikes as the style and performance are playing the major role.
- The dealer is required to maintain all colors of Two Wheelers Bike Sport at all time & it is available to customer at right him.
- To come with different color of the bikes with new modes.
- Two Wheelers Bike Company should take of resale value of bike. Resale value is high compare to other bikes.
- All spares, accessories should be available

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at the service stations on proper time.

- To improve the design for wheels for a better road with and safety driving.
- The company should provide the warranty for some parts like clutch plates mark.

### CONCLUSION

The market for Two -wheeler has never been a dearth here. But of all the varieties of vehicles available here but most of customer preferred only bikes. Customers in this area need to change into their lifestyle. This has fostered the entry of new variety of bikes available nationwide to flourish in this market.

The results of the survey conducted showed that customers are eager to purchase a YTwo Wheelers Bikes. So the buying behavior of customers that most of the customers purchase a bikes based on Mileage followed by price and maintenance of bike. Finally I would conclude that Two Wheelers Bike is more eye catching. More refined and more User friendly. It is whole lot of enjoyable to drive than anything else in the compact Bike category.

*1, pp. 10-23 and chapter 3, pp. 82-112.*

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