

Consumer Satisfaction Towards Two Wheeler – A Study

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ABSTRACT

This exploratory study was to examine the impact of select exogenous and demographic variables on Customer Satisfaction. As per ACMA May month data, Yamaha brand were selected for study and 50 two-wheeler consumers' samples collected, using random sampling in Tiruchirappalli. The data were analysed with descriptive statistics, and non-parametric tests, to know the impact of independent and demographic variables on customer satisfaction and found no impact, further given different implications.

Keywords: Customer Satisfaction, Technology Development, Safety Features

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. In the last few years, the Indian two wheelers industry has been spectacular growth the country stands next to china and Japan in terms of production and sales respectively. Majority of Indians especially the youngster prefer motorbikes rather than cars. Capturing a large share in the two wheelers industry, bikes and scooters cover major segment. Bikes are large variety of two wheelers that are available in the market, known for the most recent technology and improved mileage Indian bikes, mopeds stand for style and class for everyone in India. Siddhartha and S Mukherjee (2002): The Study reveals. That, the two-wheelers in India are used for variety of work such as visiting people, carrying loads outdoor jobs like selling and buying. In rural areas it helps people to travel more frequently to

nearby towns to their daily needs. The two-wheeler has become a valuable support for increasing productivity and in turn the profit, besides helping as a personal mode of transportation. Rajmani Singh and AS Yasso (2001): He also pointed out that a major part of growth in the two-wheeler industry has come from motor cycles, which are considered fuel efficient, reliable and its suitability on rough roads. As per his study, TVS-Suzuki, Hero: Honda, Bajaj dominates the two wheeler scene. The study also says that due to stiff competition from automobile major Bajaj which is a largest producer of scooters the LML is facing considerably stiff competition. However, dominance of this category has been declining because of shift in customer preference towards motor bikes. Lutz (1981) his study a perspective into consumer behavior is motivated by a desire to understand the relationship between attitude and behavior.

RESEARCH PROBLEM

To view the satisfaction level of the customers of two wheeler vehicles in Yamaha. With regarding to parameters like occupation, age, gender, monthly income, source of information, free service etc.

OBJECTIVES OF THE STUDY

This study was carried out to find the customer satisfaction level towards Yamaha two wheeler vehicles and to raise the maximum level. The customer satisfaction level depends up on the various factors, like mileage, price, etc. For instant research factors such as looks, style, brand image, technology, time delivery of the documents and proper information about the product was concerned.

RESEARCH METHODOLOGY

In this exploratory research, Yamaha brand vehicles were selected for study and 50 two-wheeler consumers' samples collected, using random sampling, in Tiruchirappalli. A pilot study of 10 Yamaha consumers was collected through questionnaire and received 0.729 as reliability through Cronbach Alpha test. Later, other 50 two-wheeler consumers' data were collected through questionnaire, processed using SPSS20 version. For analysis descriptive statistics and non-parametric tests were used. References were noted in APA style.

SOURCE OF DATA

- o Primary Data: Data has collected by the online survey by sending the questionnaires through mails.
- o Secondary Data: Data is collected through some journals, company website.

DATA ANALYSIS AND INTERPRETATION

Table No –1: Socio-economic profile

Variables	No.of respondents (n=50)	Percentage (100%)
Gender		
Male	42	84
Female	08	16
Age		
Below 30yrs	29	58
Above 30yrs	21	42
Parents Occupation		
Private	31	62
Government	07	14
Others	12	24
Monthly Income		
Below Rs.15000	36	72
Rs.15001 to 25000	06	12
Rs.25001 & above	08	16

Source: Primary data

Percentage analysis table shows that Yamaha consumes were male (84 per cent) and remaining 16 per cent were female. More than half (58 per cent) of the respondents were below 30yrs of age group and remaining 42 per cent were above 30yrs. Majority (62 per cent) of the respondents were worked in private concern, 24 per cent were others categories of workers like, self entrepreneurs and commission agents and remaining 14 per cent were government employees. Vast majority (72 per cent) of consumers were below Rs.15000 monthly income, 16 per cent were Rs.25,001 and above and remaining 12 per cent were Rs.15001 to 25000.

Research Hypothesis: There is no influence between monthly income of Yamaha two wheeler consumers satisfaction

Table No – 2: One-way ANOVA difference between monthly income of Yamaha two wheeler consumers satisfaction

Overall satisfaction	n	Mean	S.D	Statistical inference
Below Rs.15000	36	41.31	0.518	F=1.783 0.381>0.05 Not Significant
Rs.15001 to 25000	06	42.12	0.679	
Rs.25001 & above	08	41.35	0.871	

One-way ANOVA 'f' test table indicates that mean and S.D values of below Rs.15000 (n=36) 41.31±0.518, Rs.15001 to 25000 (n=06) 42.12±0.679

and remaining Rs.25001 and above 41.35 ± 0.871 . Therefore, there is no influence between monthly income of Yamaha two wheeler consumers satisfaction. The calculated value is greater than table value ($0.381 > 0.05$). The research hypothesis is accepted.

FINDINGS

From this survey it is found that the satisfaction level of customers in various categories like different age group, gender, income levels, and factors influencing them to buy Yamaha and satisfaction level on various factors. Coming to the satisfaction based on mileage the result was bad towards Yamaha. The performance was good and as well as servicing is also good. Service is not good as almost half gave other than good responses. Friends are the major influencers in buying decision making process.

LIMITATIONS

Though every care was taken and all intervening factors considered still, the following limitations were inevitable.

- o The study was confined to two wheeler consumers in Tiruchirappalli city only.
- o The study was carried out, on a certain time period and hence it was influenced by prevailing factors during the period.
- o The study was the result of a sample size, considered to enable a smooth conduct and hence was not a total representation of the whole.

CONCLUSION AND 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. We conclude that from the survey we have done the Yamaha bikes are well known for their designs and performance and the satisfaction is high towards all other factors except mileage. Youth is the target for Yamaha, if Yamaha satisfied its customers with the mileage and free service.

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