A Study on Consumer Satisfaction of Two Wheeler Bikes

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ABSTRACT
This study is based to identify the satisfaction level of two wheeler bike users at Allahabad city of Uttar Pradesh. The survey is mainly focused on the factors in which the bike owners are satisfied / dissatisfied with two wheeler bikes they are using.

Keywords---- satisfaction, factors, consumer, buying behavior, two wheeler, respondents etc.,

I. INTRODUCTION

“Satisfaction is a person’s feelings of pleasure or disappointment resulting from comparing a product’s perceived performance in relation to his or her expectation”. As the definition makes it clear, satisfaction is a function of perceived performance and expectations. If the performance falls short of the expectations of the customer, the customer is dissatisfied. If the performance exceeds the expectations, the customer is highly satisfied or delighted. Many companies are aiming for high satisfaction because customers who are just satisfied still find it easy to switch, when a better offer comes along. Those who are highly satisfied are much less ready to switch. High satisfaction or delight creates an emotional affinity with the brain, not just a rational preference. The result is high customer loyalty.

In this highly competitive world customers plays a very important role. Thus, if a company wants to survive then it should look forward to the determinants of customer satisfaction. Though it is a very subjective issue that differs from individual to individual yet, identifying some basic parameters of customer satisfaction is important.

Satisfaction is a person’s feeling of pleasure and disappointment resulting from comparing a product’s perceived performance in relation to his or her expectations. It is only the customer delight that marketer aims for.

India is the second largest manufacturer of two wheelers in the world. It stands next only to Japan and Chine in terms of the number of two wheelers produced and sold respectively.

The two wheelers market has had a perceptible shift from a buyer’s market to a seller market with a variety of choices. Players will have to compete on various fronts viz pricing, technology product design, productivity, after sale service, marketing and distribution. In the short term, market shares of individual manufacturers are going to be sensitive to capacity, product acceptance, pricing and competitive pressures from other manufacturers.

All the three segments, motor cycles, scooters and mopeds have witnessed capacity additions over the years. In recent times, only the motorcycle segment is expected witness higher demand vis-à-vis supply, while the scooter and moped supply will outstrip demand.

II. OBJECTIVE OF THE STUDY

• To study the satisfaction level of consumers, who uses bikes.

III. RESEARCH METHODOLOGY

Primary Data: The primary data collected through questionnaire from city of Allahabad. The questionnaire was pre-designed and pre-tested administered.

Secondary Data: Secondary data was collected through various publications of books, magazines, annual report, newspapers and websites.

Sample Design: A total of 600 existing customers were randomly selected from the city of Allahabad.

The following motor bikes were selected on the basis of sales namely Bajaj motors, Hero Motocorp, Honda motors, Yamaha motors and TVS motors.

IV. DATA ANALYSIS AND INTERPRETATION

The research were done on the competitor strategies of motor bikes and resulted with number of
findings. All these findings and conclusions are basically drawn from the questionnaires, which were filled by the respondents in person.

**Age of the Respondent**

![Age Distribution Graph]

The age of the respondents were taken into account and categorized as, a. 18-30 years b. between 31-50 years and c. 51 & above years. The total numbers of respondents were 600. Out of the total 152 Bajaj motor bike owners, 45% were below 30 years, 30% were between 30-50 years and remaining 25% were above 50 years. Out of total 130 Hero motor bike owners, 34% were below 30 years, 34% were between 30-50 years and remaining 32% were above 50 years. Out of total 158 Honda motor bike owners 40% were below 30 years, 30% were between 30-50 years and remaining 30% were above 50 years. Out of total 118 Yamaha motor bike owners 58% were below 30 years, 20% were between 30-50 years and remaining 22% were above 50 years. Out of 21 TVS motor bike owners 24% were below 30 years, 47% were between 30-50 years and remaining 29% were above 50 years. It is found that out of the total 300 respondents maximum 26% were Honda motor bike owners and minimum 7% owned TVS motor bike.

**Purchase by Occupation**

![Occupation Graph]

There are total 144 respondents who purchased BAJAJ among which 70 were employees (service class) 52 were students and remaining 22 were businessman. HONDA motorcycles owners were 108 out of which 60 were employees 22 were students and remaining 26 were business man. HERO motorcycles owners were 160 out of which 72 were employees 70 were students and remaining 18 were business man. YAMAHA motorcycles owners were 122 out of which 40 were employees 76 were students and remaining 6 were business man. TVS motorcycles owners were 66 out of which 10 were employees 6 were students and remaining 50 were businessman.

**Purchase by Brand Awareness**

![Brand Awareness Graph]

Out of 600 respondent 144 owns BAJAJ among which 74 purchase bike by seeing advertisement, 44 influence by family members and 26 influence by friends. Likewise HONDA motorcycles owners were 108 out of which 46 influence by advertisement, 36 by family members and 24 by friends. HERO motorcycles owners were 160 out of which 60 influence by advertisement, 76 by family members and 24 by friends. YAMAHA motorcycles owners were 122 out of which 60 influence by advertisement, 32 by family members and 30 by friends. TVS motorcycles owners were 66 out of which 28 influence by advertisement, 24 by family members and 14 by friends.

**Satisfied with design or style of existing bike**

![Satisfaction Graph]

Out of 600 respondent 144 owned BAJAJ Bike among which 120 are satisfied with design ans 24 were dissatisfied with design. 108 owned HOND A out of
which 96 were satisfied and 12 were dissatisfied. 160 owned HERO out of which 123 were satisfied and 37 were dissatisfied. 122 owned YAMAHA out of which 87 were satisfied and 35 were dissatisfied. 66 owned TVS out of which 23 were satisfied and 43 were dissatisfied.

Out of 600 respondent, 134 out of 144 BAJAJ bike owners, 95 out of 108 Honda, 154 out of 160 HERO, 89 out of 122 YAMAHA, 27 out of 66 TVS are satisfied with the mileage of their existing bike.

Out of 600 respondent 127 out of 144 BAJAJ, 97 out of 108 HONDA, 120 out of 160 HERO, 100 out of 122 YAMAHA, 30 out of 66 TVS are satisfied with the power/speed of the existing bike.

Out of 600 respondent 125 out of 144 BAJAJ, 97 out of 108 HONDA, 104 out of 160 HERO, 95 out of 122 YAMAHA, 30 out of 66 TVS are satisfied with the technology of the existing bikes.

Out of 600 respondent 125 out of 144 BAJAJ, 97 out of 108 HONDA, 104 out of 160 HERO, 95 out of 122 YAMAHA, 30 out of 66 TVS are satisfied with the after sales service of the existing bikes.

V. FINDINGS

BAJAJ, HERO and HONDA bikes owners are more satisfied in mileage than YAMAHA & TVS. BAJAJ, HONDA AND YAMAHA bikes owners are more satisfied with power than Hero and TVS. YAMAHA and HONDA BIKES owners are more satisfied with technology. HERO, BAJAJ and Honda bike owners are more satisfied with After Sales Service.
VI. CONCLUSION

The study concludes that HONDA, BAJAJ and HERO shows maximum satisfaction is respect to Mileage, Power, Design, Technology and After Sales Service whereas TVS attains least satisfaction. The TVS should work extensively on the parameters taken in the study.

REFERENCES