

**CUSTOMER SATISFACTION OF SELECTED TWO WHEELERS IN
CHENNAI – A STUDY**

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Abstract

Customer satisfaction is a feeling of happiness or disappointment resultant from comparing a products perceived performance or outcome in relation to his or her expectations. 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, TVS, Suzuki, Bajaj, Honda, Royal Enfield and Yamaha are the popular brands in the Two wheeler automobile industry. In this background the study has been undertaken satisfaction level of the customers towards selected branded two wheelers in Chennai.

Keywords: Customer Satisfaction, Customer Perception, Branded Two Wheelers

INTRODUCTION

The two wheeler industry has been going steadily over the years all over the world. India is not an exception for that. Today India is the second largest manufactures of two wheelers in the world. It stands next only to Japan and China in terms of number of two wheelers produced and sold. Until 1990 geared scooters dominated the two wheelers market so much so that their sales equaled the combined sales of Motor cycles and Mopeds. Today the customer preferences have shifted from geared scooters to

motorcycles and also to an extent to the premium end scooters. With rising fuel cost and more recently stringent emission norms imposed by the government, there is a distinct consumer preference for high efficiency. 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 Chennai city. 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 two wheelers.

OBJECTIVES OF THE STUDY

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

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

- **Primary Data:** The study is primarily based on Primary data. The data has been collected from 50 respondents. The top five brands have been selected based on the report of the Regional Transport Office, Chennai.

- **Secondary Data:** Secondary data has gathered from various sources such as, journals, magazines and websites.

SAMPLE

A sample of 50 respondents have been taken for the study by applying Quota Sampling Techniques i.e. The top five brand users 10 respondents from each brand. (10 respondents from 5 branded two wheelers = 50 respondents)

HYPOTHESIS

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

- There is no significant difference between educational qualification and their overall customer satisfaction

TOOLS FOR ANALYSIS

The tools used for analysis are,

- Percentage Analysis
- One-way ANOVA 'f' test

DATA ANALYSIS AND INTERPRETATION

Table No – 1: Socio-economic profile of the respondents

Variables	No.of respondents (n=50)	Percentage (100%)
Gender		
Male	43	86
Female	07	14
Age		
Below 30yrs	37	74
Above 30yrs	13	26
Educational qualification		
Below Hsc	08	16
UG	27	54
PG	15	30

Percentage analysis table shows that majority (86 per cent) were male and remaining 14 per cent were female. Vast majority (74 per cent) of the respondents were below 30yrs of age group and remaining 26 per cent were above 30yrs. More than half (54 per cent) of the respondents were under graduates customers, 30 per cent were PG and remaining 16 per cent were below Hsc.

Table No – 2: One-way ANOVA difference between educational qualification and their overall customer satisfaction

Overall customer satisfaction	Mean	S.D	Statistical inference
Below Hsc	22.13	0.629	F=3.932
UG	21.02	0.713	0.137>0.05
PG	21.42	0.743	Not Significant

Research Hypothesis: There is no significant difference between educational qualification and their overall customer satisfaction

One-way ANOVA 'f' test table indicates that mean and S.D values of 22.13±0.629 below hsc, 21.02±0.713 UG and remaining 21.42±0.743 PG level in their customer satisfaction. Therefore, there is no significant difference between educational qualification and their overall customer satisfaction. The calculated value is greater than table value (0.137>0.05). The research hypothesis is accepted.

LIMITATIONS OF THE STUDY

- The respondents are restricted to Chennai City.
- The findings of the study solely depend on the response given by the customer. So it cannot be generalized as a whole

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

Automobile sector is one of the evergreen part in everyone life. India is one of the biggest manufacturer and producer of two-wheelers in the world. It stands next only to Japan and China in terms of the number of two-wheelers produced and domestic sales respectively. The Indian two-wheeler industry made a small beginning in the early 50s when Automobile Products of India (API) started manufacturing scooters in the country. Customer satisfaction is the degree of satisfaction provided by the goods or services of a company as measured by the number of repeat customers. 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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