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- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
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- Kumar S. (2006): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

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## CONSUMER SATISFACTION ON TWO WHEELER MOTOR BIKES: A STUDY ON NANDYAL, KURNOOL DISTRICT, A.P., INDIA

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### ABSTRACT

*The essence of modern marketing lies in building of profit along with creating meaningful value satisfaction for the customers, whose needs and desires have to be coordinated with the set of products and production programmes. Therefore, marketing success of an enterprise depends on its ability to create a community of satisfied consumers. All the business activities should be carried out in ways which are directed towards the satisfaction of the consumer needs. Consumer behaviour is affected by a host of variables ranging from personal, professional needs, attitudes, values, personality characteristics, social, economic and cultural background, age, gender, professional status to social influences of various kinds exerted a family, friends, colleagues and society as a whole. Everybody in this world is a customer. The customers need a variety of goods and services right from our birth to death. All customers are buyers and all buyers are not customers. The attitude of customer or buyer decides how demand will emerge for a new product and service and how existing goods and services are sold. Customer satisfaction is the process and activates the people engage in searching for, selecting, purchasing, using, evaluating and disposing of products and services so as to satisfy their needs and desires. Consumer buying behavior is influenced by four major psychological factors-motivation, perception, learning, and beliefs and attitudes. The main aim of this paper is to identify factors which are influencing on customers for purchase of motor vehicles of Sowjanya Pvt. Ltd., Nandyal, Kurnool district. Finally, it ends with a set of opinions from the respondents who brought the motor vehicles are influenced by the brand image, mileage and price. The study will help to know the different services provided by Hero Honda bikes and the satisfaction derived by people from the performance of the bike. It also helps to know the level of awareness of customers regarding the new launching bikes of Hero Honda. The required data for the study has been collected from both primary & secondary data sources. The data has been analysed based on customer awareness, age, income, customer opinion, customer satisfaction, price quality of the bike and the like. Major findings and suggestions are found in the study. Finally, it is concluded with conventions and inferences. The consumer decision to purchase a bike is based on own perception, experience and belief and role of friends, relatives and family members is found to be significant. The brand preference is much depending on image, mileage and price. The advertisement in televisions, newspapers, magazines is effective in giving information to the consumers about the vehicle and its characteristics. Thus, the customer's satisfaction of motor bikes is not based on single variable; it is multivariable decision and requires a careful study of customers' socio-economic needs from time to time.*

### KEYWORDS

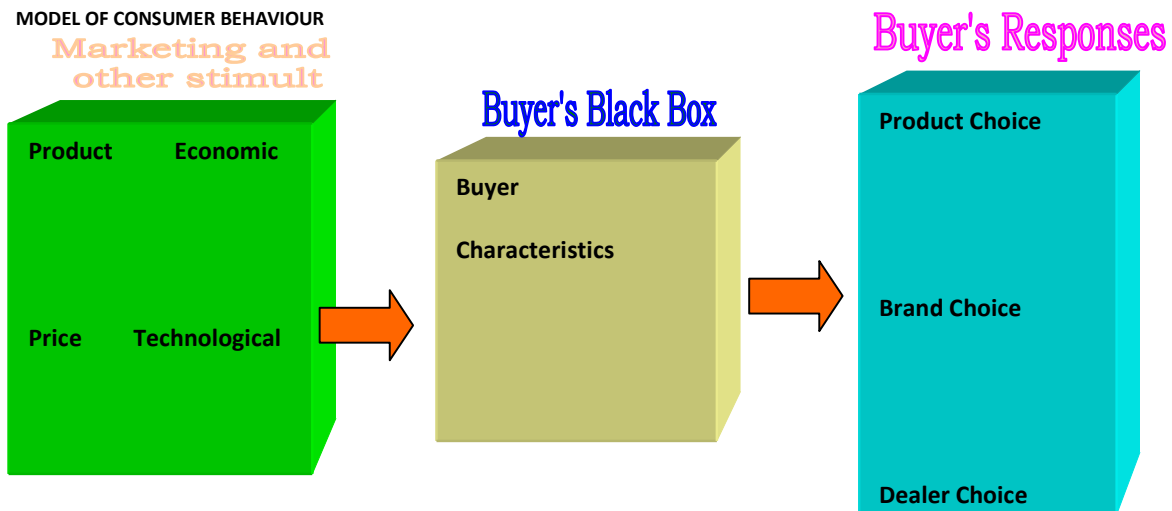
Consumer, Two Wheeler, Motor Bikes, Value, Satisfaction, Behaviour.

### PROLOGUE

**T**he marketing concept is consumer oriented and the emphasis is more on the consumer rather than on the product. The essence of modern marketing lies in building of profit along with creating meaningful value satisfaction for the customers, whose needs and desires have to be coordinated with the set of products and production programmes. Therefore, marketing success of an enterprise depends on its ability to create a community of satisfied consumers. All the business activities should be carried out in ways which are directed towards the satisfaction of the consumer needs. Consumer behaviour is affected by a host of variables ranging from personal, professional needs, attitudes, values, personality characteristics, social, economic and cultural background, age, gender, professional status to social influences of various kinds exerted a family, friends, colleagues and society as a whole. The combination of these factors helps the consumer in decision making. Further psychological factors that an individual consumer needs, motivations, perceptions, attitudes, the learning process, personality characteristics are the similarities, which operate across the different types of people and influence their behaviour. It is an old saying that customer is the 'king' because he is the person on whose decision, demand of any product or service is dependent. The attitude of customer or buyer decides how demand will emerge for a new product and service and how existing goods and services are sold. Everybody in this world is a customer. The customers need a variety of goods and services right from our birth to death. All customers are buyers and all buyers are not customers. The attitude of customer or buyer decides how demand will emerge for a new product and service and how existing goods and services are sold. Customer satisfaction is the process and activates the people engage in searching for, selecting, purchasing, using, evaluating and disposing of products and services so as to satisfy their needs and desires.

### CONSUMER BEHAVIOR

Consumer behavior is influenced by four key sets of buyer characteristics; cultural, social, personal and psychological. Although many of these factors cannot be influenced by the marketer, they can be useful in identifying interested buyers and in shaping products and appeals to serve consumer needs better. Culture is the most basic determinant of a person's wants and behavior. It includes the basic values, perceptions, preferences and behaviors that a person learns from family and other important institutions. Subcultures are "cultures within cultures" that have distinct values and lifestyles and can be based on anything from age to ethnicity. People with different cultural and sub-cultural characteristics have different product and brand preferences. As a result, marketers may want to focus their marketing programs on the special needs of certain groups. Consumer buying behavior is influence by four major psychological factors-motivation, perception, learning, and beliefs and attitudes. Each of these factors provides a different perspective for understanding the workings of the buyer's black box.



The main aim of this paper is to identify factors which are influencing on customers for purchase of motor vehicles of Sowjanya Pvt. Ltd., Nandyal, Kurnool district. Finally, it ends with a set of opinions from the respondents who brought the motor vehicles are influenced by the brand image, mileage and price.

**NEED AND SCOPE OF THE STUDY**

Today one can see the performance of two-wheelers industry expanding its wings for developing and designing to satisfy all economy classes. There are number of studies have been conducted, but no study was suggested effectively to the customer satisfaction in the organization. There is a need to find the customer attitude towards the Hero Honda brand vehicles. The study will help to know the different services provided by Hero Honda bikes and the satisfaction derived by people from the performance of the bike. It also helps to know the level of awareness of customers regarding the new launching bikes of Hero Honda.

The study deals customer satisfaction with reference to Sowjanya Motors in Nandyal only. It also concentrates preferences purchasing habits and feelings of the customers in the organization.

**OBJECTIVES OF THE STUDY**

- > To assess the customer satisfactory level
- > To study the information resources that the customers desires and needs
- > To study the customers perception regarding Hero Honda bikes of select company.

**METHODOLOGY AND DESIGN**

There are three branches of Sowjanya Motors Pvt. Ltd., located in Kurnool district, they are Kurnool, Nadyal and Banaganapalli. Among all these branches the selected branch of Sowjanya Pvt. Limited, was incorporated in Nandyal, Kurnool District. The executives and Marketing department officials are enquired for the purpose of the study. The total number of customers of the company is 1500 among them the sampling size of 150 has been selected by using convenient sampling for the study.

**DATA SOURCE AND TOOLS OF ANALYSIS**

The required data for the study has been collected from both primary & secondary data sources. The primary data has been collected from the customers by presenting structured questionnaire and the secondary data has been collected from the company records, company websites and other search engines. Data has been analyzed by using simple percentages and weighted averages for the study.

**DATA ANALYSIS AND STUDY**

Performance Satisfaction is the level of a person’s felt state resulting from comparing a products perceived performance in relation to person’s expectations. Thus the satisfaction level is the function of the difference between perceived and expectations. The data has been collected from 150 customers in Nandyal and analyzed through various simple percentages and graphs.

**SOURCE OF INFORMATION**

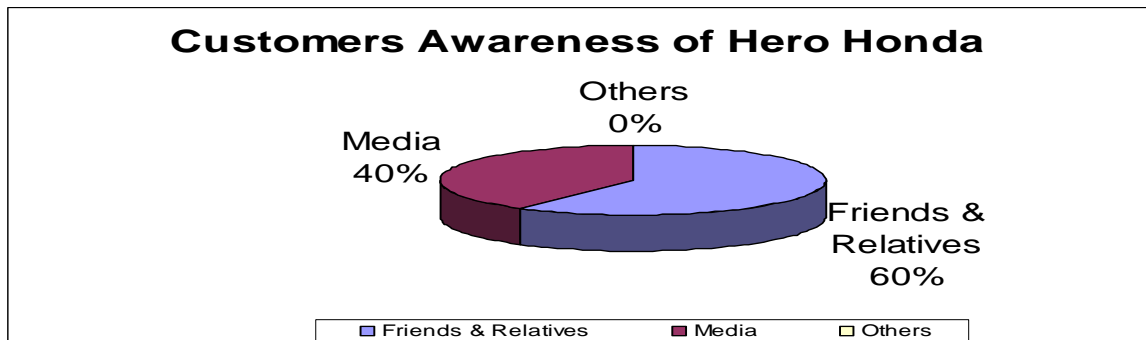
Consumer behaviour is exposed to many external and internal stimulus which helps in decision making. It is very important to know the sources from which the buyers come to know about the motor bikes. The source of information for the customers regarding Motor bikes of Sowjanya Private Limited is given in **Table 1.0**.

**Table 1.0 CUSTOMER AWARENESS REGARDING HERO HONDA MOTOR BIKES OF SOWJANYA PVT LTD.,**

MEDIA	NO. OF RESPONDENTS	% OF RESPONDENTS
Friends / Relatives / Family Members	90	60
Media	60	40
Others	-	-
<b>TOTAL</b>	<b>150</b>	<b>100</b>

**Table 1.0** shows the majority of the respondents 60 per cent came to know about Hero Honda bikes through friends and relatives and remaining 40 per cent of the respondents through electronic media. Thus, it can be inferred that friends, family members and relatives are the best source of information for purchasing bikes of Sowjanya Motor Bikes. It is also shown in **Graph 1.0**.

Graph 1.0



**REASONS FOR BRAND PREFERENCE**

Customers’ preference is most important in selection and purchasing of motor bikes. Based on the customers’ preference only, they purchase the bikes. While buying the bike, any customer may give preference to the mileage, maintenance cost, engine pickup, speed and the like. The following table shows the customers’ preference towards Sowjanya Motor bike in Nandyal.

**Table 2.0: CUSTOMERS’ PREFERENCE TOWARDS HERO HONDA MOTOR BIKES OF SOWJANYA PVT LTD.,**

CUSTOMER PREFERENCE	NO.OF CUSTOMERS	% OF RESPONDENTS
Engine Pickup	39	26
Less Maintenance	24	16
Mileage	78	52
<b>Total</b>	<b>150</b>	<b>100</b>

The above table shows that 52 per cent of the customers prefer Bike Mileage, 26 per cent of the customers prefer the engine pick up and the rest of the customers concentrated on the low maintenance cost of the bike. Thus, most of the customers prefer the mileage of the bike when the purchases are made.

**AGE**

Age is an important factor in determining the customer satisfaction of motor bikes. Hence, the composition of age of consumers is selected for the study is provided in Table 3.0.

**Table 3.0: AGE GROUP OF SELECTED CUSTOMERS IN SOWJANYA MOTORS PRIVATE LTD.,**

AGE-GROUP	NO.OF CUSTOMERS	% OF RESPONDENTS
Below 20 year	18	12
20-30 years	57	38
30-40 years	37	25
40-50 years	20	13
Above 50 years	18	12
<b>Total</b>	<b>150</b>	<b>100</b>

The above table indicates that among the five different age groups classified for the study, the age group of 20-30 years account for the highest percentage i.e., 38 per cent out of 150 customers. It is followed by 30-40 years for 25 per cent of the total respondents. The least group representing 12 per cent belongs to the category of below 20 years of age. Thus, it can be inferred that a majority of the respondents who are in the age group of 20-40 years prefer the two-wheelers because of convenience and cost factors.

**INCOME**

The income level of the family is another important demographic factor determining the pre-purchase consumer behaviour. The desire to purchase a two-wheeler is influenced by level of income of the respondents. The details of income-wise distribution of respondents are presented in Table 4.0.

**Table 4.0: INCOME-WISE DISTRIBUTION OF CUSTOMERS IN SOWJANYA MOTORS PRIVATE LTD.,**

MONTHLY INCOME	NO.OF CUSTOMERS	% OF RESPONDENTS
Below 5000	26	17
5001-10000	40	27
10001-15000	20	13
15001-20000	49	33
Above 20000	15	10
<b>Total</b>	<b>150</b>	<b>100</b>

It is clearly indicated that 33 per cent of the respondents are earning a monthly income of Rs. 15001-20000, followed by 27 per cent respondents earning an income of Rs.5000-10000, 17 per cent of the respondents earning below Rs. 5000 per month, 13 per cent respondents are earning Rs.10001-15000 and 10 per cent of the respondents are earning above Rs. 20000. A majority of the respondents are in the range of Rs.15001-20000 monthly in the study area. It is evident that motor bikes are preferred by middle income group and clearly reflected with 73 (27+13+33) per cent respondents, the income level is Rs.5000-20000. Hence, the lower income and higher income group respondents may not be attractive and feasible for motor bikes of Sowjanya Private limited. The motor bikes by mostly preferred by the middle income people only.

**CUSTOMER SATISFACTION**



Every customer is highly unique and a complex human, yet there are many things customers have in common when it comes to buying. Many factors are involved in their buying and satisfaction, any one or more can give satisfaction to the customer. The factors for the customer satisfaction are presented in Table 5.0.

**Table 5.0: CUSTOMERS' SATISFACTION TOWARDS HERO HONDA MOTOR BIKES OF SOWJANYA PVT LTD.,**

FACTOR	SATISFACTION LEVEL		TOTAL	WEIGHTED AVERAGE SCORE (WAS)
	SATISFIED {2}	DISSATISFIED {1}		
Engine Power	102 (204)	48 (48)	150	1.68
Adjustable Shockers	141 (242)	9 (9)	150	1.67
Kick start in Gear System	135 (270)	15 (15)	150	1.90
Push-type Cancel turn indicator	138 (276)	12 (12)	150	1.92
Models & Colours	114 (228)	36 (36)	150	1.76
Free Services & Warranties	138 (276)	12 (12)	150	1.92
Convenient & Comfortable	132 (264)	18 (18)	150	1.88

The above table indicates, the satisfied and dissatisfied customers in Sowjanya Pvt. Ltd.,. It shows that the majority of the customers highly satisfied (>=1.90 WAS) with 'Free Services and Warranties', 'Push-type Cancel turn indicator'. The customers also satisfied for 'Kick Start in gear System', 'Convenient and Comfortable of the bike', 'Models & Colours of the bike' with more than 1.70 WAS. Thus, it can be conclude that the customers have high satisfaction with the 'free services and warranties' scoring 1.92 WAS and low satisfaction with the 'adjustable shockers' scoring 1.67 WAS.

**OPINIONS OF THE CUSTOMERS**

Customers' opinions or feelings are another important factor in sales process of any organization. The company shall concentrates on the various factors, which are useful to improve its sales and customer satisfaction. Hence, the following factors are considered to determine the sales and customer satisfaction of Sowjanya Pvt. Ltd., (see Table 6.0 and 7.0).

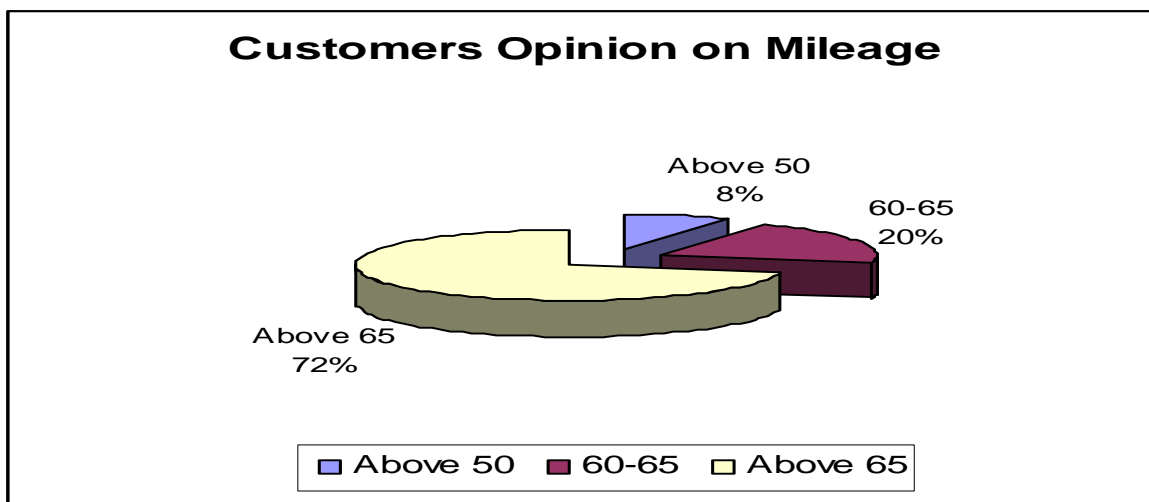
**MILEAGE**

**Table 6.0: CUSTOMERS' OPINION ON MILEAGE**

MILEAGE (Kmpl)	NO.OF CUSTOMERS	% OF RESPONDENTS
Above 50	12	8
60 - 65	30	20
Above 65	108	72
<b>TOTAL</b>	<b>150</b>	<b>100</b>

Table 6.0 provides customers' opinion on mileage of the bike. From this table, it can be inferred that 72 per cent of the customers felt that the mileage of the bike has above 65 kmpl. Only 8 per cent of the respondents felt that the mileage of the bike is only above 50 kmpl. Thus, the majority of the customers felt the mileage of the bike is 65 and above 65 kmpl. It can also be shown in Graph 2.0.

**Graph 2.0**



**OTHER FACTORS**

The customers of the select company expressed different opinions regarding Air Induction System, Quality, Attitude of the service provider, Response Time and Price etc.

**Table 7.0: CUSTOMERS' OPINION ON OTHER FACTORS**

FACTOR	NO.OF CUSTOMERS' OPINION	TOTAL	WEIGHTED AVERAGE SCORE (WAS)
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	VERY GOOD {3}	GOOD {2}	POOR {1}		
Air Induction System	33 (99)	99 (198)	18 (18)	150	2.10
Quality	27 (81)	93 (186)	30 (30)	150	1.98
Attitude of the service provider	24 (72)	72 (144)	54 (108)	150	2.16
Response Time	48 (144)	72 (144)	30 (30)	150	2.12
Price	24 (72)	111 (222)	15 (15)	150	2.06

From the above table, it is clearly identified that the customers' opinion is very good and highly scored to 'Attitude of the service provider', which is 2.16 WAS and it is followed by 'Response Time', 'Air Induction System' and 'Price'. Hence, most of the customers highly believed on the 'Attitude of the service provider' and 'Response Time' of the company.

#### PROBLEMS OF CUSTOMERS

There are various problems faced by the customers with motor bikes regarding to Gear Box, engine, colour, mileage maintenance and the like. Few problems are shown in **Table 8.0**.

**Table 8.0: PROBLEMS OF CUSTOMERS OF SOWJANYA MOTORS PVT. LTD.,**

CUSTOMERS' PROBLEM	NO. OF CUSTOMERS	% OF RESPONDENTS
Gear Box	69	46
Engine	48	32
Other	33	22
<b>TOTAL</b>	<b>150</b>	<b>100</b>

Table 8.0 provides a clear picture of various problems. Among these, 46 per cent of the respondents worried about gear box problems followed by 32 per cent with the engine problems and rest of the customers for other problems like colour, mileage, response of the bike and the company representative.

#### FINDINGS OF THE STUDY

The following are the major findings from the customer survey :

- Most of the customers have the awareness regarding Sowjanya Motors Private Limited through their friends, relatives and family members not with the advertisements.
- The customers prefer to purchase the bike is for more mileage i.e., above 65 Kmpl.
- The majority of the respondents who are in the age group of 20-40 years prefer the motor bikes because of convenience and cost factors.
- The lower income and higher income group respondents may not be attractive and feasible for motor bikes of Sowjanya Private limited. Mostly the motor bikes are preferred by the middle income people only.
- The customers are highly satisfied with free services and warranties and push type cancel turn indicator.
- The majority of the customers felt very good regarding representatives' attitude in the service providing and response time but they felt poor in quality compare with other factors.
- Most of the customers bothered about gear box problems of the bike.

#### CONVENTIONS AND CONCLUSION

It is evident that the motor bikes are middle income consumers necessary vehicle. The purchase decision of the motor bikes is influenced by income level and age of the consumers. The consumer decision to purchase a bike is based on own perception, experience and belief and role of friends, relatives and family members is found to be significant. The brand preference is much depending on image, mileage and price. The advertisement in televisions, newspapers, magazines is effective in giving information to the consumers about the vehicle and its characteristics. The customer satisfaction is also depending on the customer's income, life style, preferences etc. Thus, the customer's satisfaction of motor bikes is not based on single variable, it is multivariable decision and requires a careful study of customers' socio-economic needs from time to time.

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Hoping an appropriate consideration.

With sincere regards

Thanking you profoundly

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