

## CUSTOMER SATISFACTION TOWARDS MOTORCYCLES: A CONCEPTUAL STUDY

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### ABSTRACT

*In general, satisfaction is a people's feeling of pleasure or disappointment resulting from comparing a product's perceived performance [or outcome] in relation to his or her expectations. If the performance lags the people's expectation, the customer is unhappy. If the performance goes with the expectations, the customer is happy. If the performance exceeds his or her expectation, the customer is delighted. The link between customer satisfaction and customer loyalty is not proportional. Suppose customer satisfaction is valued on a scale from one to five. At a very low level of customer satisfaction [level one], customers are likely to discard the company and even bad-mouth it. Through this conceptual review based paper efforts has been made to get insight into the factors responsible for attracting customers to buy motorcycles as well as factors resulting in consumer satisfaction and dissatisfaction as well. Use of secondary data has been made. Throughout the study, it has been found out that majority of the signaled towards consumer satisfaction with the respective brand/company adopted by the users except in a few cases while modernity of motorcycles is the key attracting factor with others as revealed in the paper below.*

**KEYWORDS:** Customer Satisfaction, Two-Wheeler, Motorcycle

### INTRODUCTION

The customer satisfaction is the relationship between the customer expectations and the product's perceived performance. If the product matches the expectations, the customer is satisfied. If it exceeds, the customer is highly satisfied. A customer, if satisfied is more likely to purchase a product the next time and will say good things about the product to others.

#### Customer Satisfaction of Motor Bikes

An early motorcycle was not popular. A push start was necessary to start the engine. Since around 1907- kick starters, clutches, gearboxes, chain drive and springs were progressively introduced, turning, the motorcycle into a practical low-cost form of transport. Paddles were still fitted to assist the engine in the moped, a motorcycle with an engine of less than 50cc capacity. From a semi-luxury product for the urban middle class in the 1980's and earlier, the two-wheeler has now become not only the favorite mode of personal transport, but also the most coveted personal possession among nearly all consumer classes except the most affluent. Leading this emergent boom has been the stylish, fuel competent and sturdy four-stroke motorcycles that seem to be equally at home, on highways and rural byways. major Indian automobile

companies in India are: - Bajaj, TVS Motors, Hindustan Motors, Tata Motors, Mahindra, Eicher, Premier, Ashok Leyland, Force Motors, Major multinational automobile companies in India are: - Toyota, Renault, Volvo, Mitsubishi Motors, Ford, General Motors, Audi, Honda, Nissan (cars), Land Rover, Yamaha, Fiat, Hyundai, BMW, Volkswagen, Suzuki, Skoda, Ferrari, Mercedes Benz, Peugeot, Jaguar,

The Indian two-wheeler industry made a small beginning in the early 1950's when Automobile Product of India started manufacturing scooters in the country, until 1958, The two wheeler market was opened to foreign competition in the mid-1980's, The Indian two-wheeler industry through the 100cc motorcycles. Among motorcycles, four-stroke vehicle accounts for a major chunk of sales and this is not surprising since fuel efficiency ranks the first among all parameters. Apart from these some general factors in India such as affordability, working place access, big percentages of youths etc. also contributed towards the growth of this division.

### **Meaning of Consumer Satisfaction**

Customer satisfaction is a measure of how products and services supplied by a company meet or surpass customer expectation. It is seen as a significant performance indicator within business and part of the four perspective of the balanced scorecard. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy customer satisfaction drives successful private sector business.

### **Importance of Customer Satisfaction**

It costs at least 7 times more to get a new customer than it does to retain an existing customer a satisfied customer tells 5-7 people in a year whilst a dissatisfied customer will tell 14-15 people.

- Companies can boost profits anywhere from 25% to 125% by retaining a mere 5% more of their existing customers.
- Totally satisfied customer is 6 times more likely to use that service and commend it than satisfied customers.
- Customers who have a bad experience with you and do not complain are only 37% likely to still do business with you.
- Customers who have an opportunity to complain and the complaint is achieved are 95% likely to still do business with you.

### **OBJECTIVES OF THE STUDY**

- This study was carried out to find the customer satisfaction level towards motorcycles.
- To identify the customer satisfaction level towards the performance of the bikes
- To identify the possible area of enhancement in the bike
- To identify the viable position of various brands of two-wheelers in customer's mind.
- To find out the influencing sources of information in case of buying motorcycles.
- Then find out the problems responsible for the dissatisfaction of motorcycles.

- To know the factors attracting customers to buy motorcycles.

## SCOPE OF THE STUDY

The study helps in having an awareness of customer satisfaction towards the use of two-wheelers. As two-wheeler had a good reputation in the market, this study will help to know that how two-wheeler is satisfied by the vehicle users.

## REVIEW OF LITERATURE

In the review of literature, I found that many researchers have contributed to this study about consumer attitude towards the performance of two-wheeler bikes.

**Siddhartha and S Mukherjee (2002):** The Study reveals. That, the two-wheelers in India are used for a 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. Motorcycles are growing that for mopeds and geared scooters are shrinking. This mindset change in the taste of the consumers is possibly due to the technological change. Also, most of the manufacturers like Bajaj, Hero Honda and TVS had reduced the prices of their entry-level motorcycles in order to capture a bigger share of the market.

**M Abdul Haneef, M Edwin Gnanadhas, Mr. BA Abdul Karim, Mr. Vikas Singhal (2006):** In his study of the automobile Industry sector, he has mentioned that the two-wheeler segment has recorded the significant change in the past 4-5 years. The marketplace for motorcycles is growing and its sale rose by 27 percent annually during the last four years.

According to **Anuj kumar kanojia, 2011**, in his article explored the impact of consumer attitude on sales of two-wheeler in urban areas of India. The Japanese company had forecast that it would sell 15.52 million motorcycles and all vehicles by March. It ended up falling marginally short (15.494 million) that it was even able to get so close to the target was because its Indian unit grew at an at a cracking 30% pace.

**Jotwani (July 2011)** in his research work 'The end of the arena: Dissolution of Hero-Honda Motors Ltd. (HHML)' threw light on the background of the Hero-Honda dissolution and further challenges before both companies. The word Hero-Honda was often used synonymously with 'motorcycles' in India. Apart from the challenges that the two both companies impose on each other they also face challenges from other notable challengers included TVS Motors, Bajaj Motors and new entrant Mahindra two-wheeler. Twisting challenges were: will Honda be able to challenge Hero group on Indian soil? How Hero will manage its R&D as well as marketing efforts to become a global player?

**Anuj Kumar Kanojia (2011)** in his article discovered the impact of consumer preference on sales of two-wheeler in urban areas of India. However, the study also showed that urban and rural regions have different preferences when it comes to selecting the vehicle model.

**Hemant C R (2011)** emphasized the need for continuous market research. He suggested that there is a genuine need for continuous sales analysis so as to sustain the market share.

## RESEARCH METHODOLOGY

This study is completely a descriptive study aimed to study the behavior of customers in case of motorcycles. It is a review-based study using secondary data. To get such reviews, various sources have been used, including previous research papers, journals, newspapers, websites etc.

### Sources of Data

**Secondary Data:** Data is collected through some journals, company website.

## FINDINGS AND SUGGESTIONS

- After reviewing the previous papers it was found in the context of the first objective meant to know the factors attracting customers to buy motorcycles that the key
- Factors capable to attract customers attention towards the purchase of motorcycles were speed, design, mileage, price, reliability, style, brand image, look of motorcycles
- In the case of our third objective it was found that some researchers finding showed that old technology, higher price, low mileage, less features in exchange of high price, aesthetic look, road grip, appearance of the bike, tight turning, brakes, seat comfortability, clutch, color, price in some cases, clutch wire, ISO certification, trained mechanics, after sale services were the factors where users showed satisfaction for the concerned brand/company.
- The most resolvable snags resulting in user's dissatisfaction were noticed as technology, mileage, safety, power, brand image, expensive spare parts, an absence of aesthetic look, safety aspect.

There are some **suggestions** for promoting the sales of a two-wheeler. The following are suggestions made by the researcher.

- As the customers feel that the employees are not supporting and not providing proper services, the companies should provide proper services and be increasing the after sales services activity. It will increase the sales.
- More emphasis should be given to the promotional elements such as advertising through pamphlets etc.

## CONCLUSIONS

It can be concluded from the study that customers are attracted towards the purchase of motorcycles due to the modern outlook represented through motorcycles and advanced from the earlier two-wheelers i.e. scooters. The majority of the study showed that customers are satisfied with their concerned brand/company except with some problems faced by them to some extent with price, safety aspect, power and costly spare parts etc.

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