

# THE STUDY ON CONSUMER SATISFACTION TOWARDS GEARLESS TWO WHEELER IN AHMEDABAD CITY

**Dr. Belur.o.baxi \*1,**

**Prof. Navita rani\*2**

\*1 Ph.D Guide, PACIFIC University & Associate Professor, management Dept, GLS University in Ahmedabad, india

\*2 Ph.D Scholar, PACIFIC University & lecturer, commerce Dept, sheth.c.l commerce college of Ahmedabad, india

**Abstract:** *This research was carried out to measure the satisfaction level of the customer for gearless two wheelers. Customer satisfaction is a feeling of pleasure or disappointment resulting from comparing a product perceived performance or outcome in relation to his or her expectation. Now a day gearless two wheelers are the first choice of Indian men and women, easy drive and easy to handle make it very popular. This study was restricted only in Ahmedabad city. A total 400 consumers of gearless two wheelers surveyed with structured questionnaires. The present study was undertaken with an aim of brand selection and personal factors influence satisfaction of gearless two wheelers users. The statistical technique such as chi-square test, percentage and factors analysis have been used to analysis data. The research found that there is significance association between personal profile of users and the preferable factors like mileage, comfort, price, resale value and after sales service.*

**Key words-** *consumer satisfaction, buying behavior, two wheelers, chi-test*

## Introduction

The two wheeler sector is one of the most vibrant manufacturing industries in India. The Indian two wheeler industries has acquired a new height during last five years with heavy competition and inception of the state of art and change in technology. The owner of two wheelers have now wide choice of models. Two wheeler in usage are of three types moped, scooters and motorcycle. Now a day gearless scooters are most popular and the largest selling two wheeler among the people belong middle class group. Scooter has initially conceived for both sex. Scooter is used for various purposes connecting to work like visiting people, carry loads, outdoor job like selling. It has becoming a valuable support for increasing productivity and profit as well as personal transportation for their daily needs. At a present there are many players in the market and all are trying to hold their place in the mind of consumers by providing differentiate the goods and service. So the competition among the gearless two wheelers manufacturers is growing stiff. Customer satisfaction plays essential role for success of business. Therefore the study has been undertaken to study the satisfaction level towards gearless two wheelers.

## SCOPE OF STUDY

The study is an attempt to identify the consumers evaluate their preference and find out the factors in which it decided the buying decision, and to analysis the level of satisfaction of customers towards gearless two wheelers with special reference to Ahmedabad city.

## OBJECTIVES

- To examine the association between the personal factors of users and satisfaction for gearless two wheelers.
- To examine the satisfaction level of gearless two wheeler users.

## RESEARCH METHODOLOGY

The present study focus on the perception of consumers on gearless two wheeler. It also makes an attempt to examine to what extend consumers are making use of gearless two wheelers. A research design is considered as the framework or plan for a study that help in data collection and analysis of data. Present study is an analytical and descriptive in nature and based on empirical study. The data was collected from primary and secondary sources.

Primary data: primary data has been collected from 400 respondents through questionnaire for study from Ahmadabad city.

Secondary data: secondary has been gathered from various sources such as company records publication of journals, magazine, books, newspapers and websites.

**Tools for analysis:** chi-square test and percentage analysis

## LIMITATION OF STUDY

- The people are not willing to speak out openly.
- This study is fully is based on the customer attitudes and it may be change.
- This study report reflect only to Ahmedabad city, it cannot be generalized.

## REVIEW OF LITERATURE

**R. Renganathan, c. Vijay Banu, V. Srinivaskumar and V. Vijayanand (2016)** had studied consumers' attitude and satisfaction towards Honda two wheelers and showroom service in Tiruvarum by surveying 230 Honda vehicle users. The study found that existing buyers are using Honda Activa, Honda shine and Honda bike out of which most of 76% was male and highly satisfied with quality, performance and mileage of vehicle. The study depicted that 58% of respondent are influence by friends and they also opted for test drive before buying vehicle. Hence they also fully satisfied with performance of Honda two wheeler showroom services

**Basavaraj H. Huggi (2016)** the study aim is at assessing the consumer buying behavior and level of satisfaction regarding the different model of TVS Two Wheeler of Renebennur City. The result of research shows that there are many factors on which buying behavior of consumer depend and motivate them to Purchase a particular brand of a two wheeler. These factors include reference from Family, Age Group, Occupation, Experience, Annual Income etc. The result indirectly indicate that round 34% respondents which are in the age group of 35-45 prefer TVS Two wheeler beside that 42.5% are Businessman and educated whose Income is Below 2 lac. Use TVS Two wheeler in most of them who use it from 4-6 years are satisfied but remaining few are dissatisfied with the performance of TVS Two wheeler

**A.Kokila & D. kavitha (2014)** had made the study to examine consumer brand preference and satisfaction towards scotty pep+ with special reference to Pollachi Taluka. The study showed that there is no significant relationship between brand selection and occupation, monthly income and place of residence of Scotty pep+. Most of consumers were confessed by the brand names. They have taken what seller gives and they choose next brand.

**Dr.Viajyalakhmi, M. Shantha & S. Deepika (2015)** has examined customer satisfaction level of selected brands of two wheelers by obtaining data's from uses of two-wheeler in Coimbatore city. The study showed that there is a clear cut relationship between brand preferred & gender of the respondents as per chi-square conducted at 1% level of significance. At the same time several personal factors like age group, educational qualification, occupation have no significant impact on brand preferred .The result indirectly indicate that there is no required of special segmentation of market for two wheeler. The result is not acceptable in case of level of income .the researcher has compared to different brand and by t- test it shows no significant difference owners of two brands. The expectations from consumers are more significant for future changes in the product.

**Duggan Yuvaraj and Durga Rao 2014** has made study to examine the consumer satisfaction level on Honda two wheeler by collected data from the customers of Honda through questionnaire in Tirupati the study has found that television advertisement influence more on the people. About 70% of respondent were aware of Honda two wheeler in which 90% were completely satisfied with the mileage and performance, most of customers are attract with pickup and quality of service but 10% of respondent are willing to make have changes in that at some choice in term of certain features of compared with the competitors. The study has concluded that there is a significant difference among the preferable factors such as mileage, pickup, price, and design

**Chandani Ravi Kumar & N.D.N Swamy (2015)** has examined customer satisfaction for TVS products in Guntur city by surveying 200 TVS vehicle users. The study depicted that existing buyers of products are using moped, scooter, and motor bike out of which nearly one fourth are highly satisfied with the quality & preference of vehicle. The study reveals that 55% TVS brand respondents are using it for more than four years who uses television is most effective media for promoting TVS product in Guntur city. Surprisingly 15% respondent gets information about product or brand through internet. Researcher has not considered factors influencing consumer behavior for the TVS products

## Data analysis and interpretation

**Table 1: Profile of respondents**

Demographic aspects		No of respondent	Percentage
Gender	Male	196	49
	Female	206	51
Marriage status	Married	264	66
	Unmarried	136	34
Age	18-28 years	156	39
	29-38 years	120	30
	39-48 years	76	19
	Above 48	48	12
Education	Matriculate	48	12
	Intermediate	52	13
	Graduate	180	45
	Post graduate	120	30
Occupation	Students	8	2
	Employee	84	21
	Business	80	20
	Professional	112	28
	House wife	116	29
Monthly income	Below 10,000	88	22
	10,000-15000	112	28
	15000-20,000	56	14
	Above 20,000	144	36

**Interpretation:** from the above table it can be stated that out of total respondents 51% were female customers show still female are dominant customers of gearless two wheelers. 39% are of the group 18-28 years.66% respondents are married. 45% have graduation qualification and 29% of respondents are house wife and 36% have earned monthly income above Rs 20,000.

**Table 2- Show Sources of awareness of gearless two wheelers**

Sr.no	Sources	No of respondents	Percentage
1	Advertisement	180	45
2	Friends	88	22
4	Family members	64	16
5	Neighbor	12	3
6	Internet	16	4
7	News paper	40	10
8	Total	400	100

**Interpretation:** from above table it is clear that out of total respondents 33% are aware about vehicle through advertisement, 22% through friends, 16% through their family members, 3% through internet, and remaining 10% through newspaper.

**Table 3- Show the Preferred brand of gearless two wheeler**

Sr.no	Brand	No of respondents	Percentage
1	Hero motor crop	104	26
2	Honda two wheeler	144	36
3	Yamaha two wheeler	12	3
4	Mahindra two wheeler	24	6
5	TVS	48	12
6	Suzuki two wheeler	52	13
7	Kinetic	8	2
8	Other	8	2
9	Total	400	100

**Interpretation:** from above table it has seen that 36% respondents have preferred Honda two wheelers, 26% hero two wheelers, 12% have preferred TVS two wheelers, 13% have preferred kinetic two wheelers, 6% have preferred Mahindra two wheelers and remaining 7% have preferred other brands.

**Table 4- Show the Reason for preferring gearless vehicle**

s.no	Opinion	Respondents	Percentage
1	Easy drive	208	52
2	More comfort	56	14
3	More storage capacity	52	13
4	Stress less drive	60	15
5	More safety	24	6
	Total	400	100

**Interpretation:** from the above it can be stated that in today, world easy drive seems to be most overriding factor while preferring gearless vehicle,14% of respondents have preferred gearless vehicle due to more comfort, 13% have said more storage capacity, 15% have said stress less gearless vehicle.

**Table 5 Show the valuable attributes while selected gearless two wheelers**

Sr.no	Attributes	Respondents	Percentage
1	Mileage	51	12.75
2	Brand image	40	10
3	Price	54	13.5
4	Quality service	82	20.5
5	Resale value	58	14.5
6	Availability of spare parts	74	18.5
7	Comfort	41	10.25
	Total	400	100

**Interpretation:** from the above table it is clear that 13% of respondents are citing good mileage as the factor, 10% cited brand image as preferring brand, 14% said vehicle cost for choosing brand, 20% have said quality service, 14% said resale value, and other 18% of respondents have given reason availability of spare parts and remaining 10% have given reason comfort for selection of gearless two wheelers.

**Chi-square analysis**

Chi-square analysis has applied to examine the relationship between personal factors and satisfaction level for two wheelers. The following null hypothesis is

**H0: “there is no significant association between personal factors and satisfaction for two wheelers”.**

**Table 6- Chi-square test significant association between age and satisfaction level for two wheelers**

Product factors	Value	Df	P value	Result/null hypotheses
Mileage	21.804	12	.040	<b>Rejected</b>
Safety	9.385	9	.403	Accepted
Brand image	9.034	12	.700	Accepted
Price	14.683	12	.259	Accepted
After sales service	25.777	12	.012	<b>Rejected</b>
Resale value	13.032	12	.367	Accepted
Availability of spare parts	10.135	12	.604	Accepted
Comfort	10.665	12	.558	Accepted

**Interpretation-** As calculates value is more than 0.05. It is inferred that age had no significant association with satisfaction for two wheelers. Hence null hypothesis is accepted. As the result income of respondents influence satisfaction level for mileage and after sales service regarding gearless two wheelers. .

**Table 7- Chi-square test significant association between gender and satisfaction level for two wheelers**

Product factors	Value	Df	P value	Result/null hypotheses
Mileage	8.723	4	0.068	Accepted
Safety	3.165	3	0.367	Accepted
Brand image	0.315	4	0.989	Accepted
Price	6.753	4	0.150	Accepted
Quality service	4.032	4	0.402	Accepted
Resale value	1.006	4	0.909	Accepted
Availability of spare parts	10.843	4	0.028	<b>Rejected</b>
Comfort	7.813	4	0.099	Accepted

**Interpretation-** As calculates value is more than 0.05. It is inferred that gender had no significant association with satisfaction for two wheelers. Hence null hypothesis is accepted. As the result income of respondents influence satisfaction level for availability of spare parts regarding gearless two wheelers.

**Table 8- Chi-square test significant association between education and satisfaction level for two wheelers**

Product factors	Value	Df	P value	Result/null hypotheses
Mileage	17.749	16	0.339	Accepted
Safety	17.258	12	0.140	Accepted
Brand image	29.965	16	0.018	<b>Rejected</b>
Price	32.464	16	0.009	<b>Rejected</b>
Quality service	21.577	16	0.157	Accepted
Resale value	27.849	16	0.033	<b>Rejected</b>
Availability of spare parts	27.174	16	0.040	<b>Rejected</b>
Comfort	10.955	16	0.812	Accepted

**Interpretation-** As calculates value is more than 0.05. It is inferred that education had no significant association with satisfaction for two wheelers. Hence null hypothesis is accepted. As the result education of respondents influence satisfaction level for brand image, price and resale value regarding gearless two wheelers. .

**Table 9- Chi-square test significant association between occupation and satisfaction level for two wheelers**

Product factors	Value	Df	P value	Result/null hypotheses
Mileage	27.529	20	0.121	Accepted
Safety	21.515	15	0.121	Accepted
Brand image	23.550	20	0.263	Accepted
Price	47.513	20	0.000	<b>Rejected</b>
Quality service	27.785	20	0.115	Accepted
Resale value	40.262	20	0.005	<b>Rejected</b>
Availability of spare parts	27.832	20	0.113	Accepted
Comfort	23.761	20	0.253	Accepted

**Interpretation-** As calculates value is more than 0.05. It is inferred that occupation had no significant association with satisfaction for two wheelers. Hence null hypothesis is accepted. As the result the occupation of respondents influence satisfaction level for price and resale value regarding gearless two wheelers. .

**Table 10- Chi-square test significant association between income and satisfaction level for two wheelers**

Product factors	Value	Df	P-value	Result/null hypotheses
Mileage	22.941	12	0.028	<b>Rejected</b>
Safety	21.004	9	0.013	<b>Rejected</b>
Brand image	10.693	12	0.555	Accepted
Price	9.460	12	0.663	Accepted
Quality service	11.266	12	0.506	Accepted
Resale value	18.996	12	0.089	Accepted
Availability of spare parts	12.760	12	0.387	Accepted
Comfort	18.902	12	0.091	Accepted

**Interpretation-** As calculates value is more than 0.05. It is inferred that income had no significant association with satisfaction for two wheelers. Hence null hypothesis is accepted. As the result income of respondents influence satisfaction level for mileage, safety regarding gearless two wheelers. .

### FINDING

- Most of respondents have come to know about gearless two wheeler through advertisement in television and newspapers.
- Most of respondents are dissatisfied with the mileage of their own gearless two wheelers.
- Most of respondents have felt that the price of vehicle is high and resale value is less. Hence, it leads to dissatisfaction among them.

### SUGGESTION

- Most of respondents has demand of high mileage. So manufacturer should have maintained the mileage and long riding. It reduces the maintenance cost.
- The respondents have felt that the price of vehicle are high. Hence, it leads to satisfaction among the consumers. So the manufacturers may think about the cost reduction.
- Most of respondents have given reason to purchase gearless two wheeler safety and comfort.so companies should think about to increase conformability and safety.

### CONCLUSION

The study was conducted in Ahmadabad city with an objective of customer satisfaction for gearless two wheelers. The global market competition is growing day to day. Hence there is needed to fulfill the needs of customers and satisfaction. From this survey it is found the satisfaction level of customers in various categories like different age group, gender, education, income and occupation and factors influencing them to buy and satisfaction on various factors of gearless two wheelers. Hence, gearless two wheelers companies must concentrate on measuring and understand the factors which effect customer satisfaction.

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