CUSTOMER PREFERENCES VS SATISFACTION TOWARDS TWO-WHEELERS: AN EXPLORATION STUDY

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Abstract:

Customer preferences are prospect, likes, dislikes, motivations and inclination that force customer purchasing decisions. They set off customer needs in explanation customer performance. The objectives of the study have to consider buyer preference towards Suzuki two wheelers and recognize customer satisfaction level and to find the factor that influence customer satisfaction among Suzuki two wheelers and also to determine customer opinion towards after sales service offered by VSMS Suzuki. The research design use for this study is expressive in nature. Convenience sampling technique has applied with 118 respondents from customers and 95% of valid respondent's statistics were used for examination. SPSS 21 package has been used for analyzing the together data and percentage analysis, weighted average method. The study found that the most of the customers prefer Suzuki two-wheelers for the mileage capacity and service provided by the VSMS agency. The research also found that the customers felt that the poor deferral, design of the Suzuki two-wheelers and inadequate offers provided by VSMS agency. The study suggests that the company should keep the easy EMI offers and free insurance for new bikes at one-year period. VSMS Agency to look up their value of after sales service and give some unique offers to the customer's hold.

Key words: Customer preferences, Mileage, after sales service, Behavior, satisfaction.

Introduction

Customer preference is hope, likes, and dislikes, motivations and inclination that force customer purchasing decision. They balance customer needs in explanation customer behaviour. Consumer Behavior is generally the study of individuals, or organisations and the process consumers use to search, go for, use and dispose of products, services, knowledge, or thoughts to convince needs and its impact on the consumer and society. Customer satisfaction is a word frequently used in marketing. The customer satisfaction is the association between the customer prospect and the product's alleged performance. If the products match the prospect, the customer is satisfied. If it exceeds, the customer is highly satisfied. A customer, if satisfied is more possible to purchase product the next time and will say good things about the product to others.

Review of Literature

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.Vijayalakshmi et al (2015)**intentional** that on Customer satisfaction of a selected branded two wheelers in South Coimbatore.RifayaMeera and Muthupandi(2017)entitled their research on,"Customer Satisfaction and Expectation Towards After Sales Service of TVS Motors Ltd in Sivakasi"Customer satisfaction is a strategic goal of any organisation, since a satisfied customer is the core concern of any organisation; they pay close attention to the factors that influence customers' satisfaction.

Syed Muthalif.and Rajesh. (2017)entitled their research on**, "A Study On Factors Influencing Customer Satisfaction Towards The Selection Of Honda Bike With Special Reference To Consumer At Tiruchirappalli City"**The automobile sector is one of the most vibrant manufacturing Industries in India. Meer Asra Ahmed et al (2014)entitled their research on, "A Study On Customer Satisfaction Level Of Royal Enfield Bullet Bangalore"Poongavanam.S (2012)[6]entitled his research on, "A study on satisfaction levels and after sales service", Indian buyers are traditionally price conscious. Rajesh Amonkar (2015)entitled his research on, Customer Satisfaction Towards After Sales Service", organization, they pay close attention to the factors that influence customers' approval. After sales examine is one of the important factor that influence customer satisfaction in case of tough goods.

Statement of the Problem

Today's consumer markets are also aggressive. The transformation of a possible customer into a regular customer is not an simple task. Satisfaction is a subjective concept and serious concern for both customers and organisations, thus not easy to determine. Now a day it has become very significant factor for each and every organization to enhance the level of customer agreement. Customer satisfaction, a term issued in marketing, it's a measure how product and service supplied by the company assemble or better customer expectation. If customer expectations meet with the professed value of goods and service then customer is satisfied but if the perceived value of goods and service is less than the customer expectations than customer is dissatisfied and if the perceived value exceed the expected value of the goods and service than the customer is captivated. Hence, the researcher decides to take the study about Customer Preferences and Customer Satisfaction level on after Sales Service of VSMS Suzuki Two wheelers.

Objectives of the Study

1. To study the customer preferences towards Suzuki two wheelers.
2. To identify customer satisfaction level of Suzuki two wheelers.
3. To find out the factors influencing customer satisfaction among Suzuki two wheelers.
4. To measure customer opinion towards after sales service offered by VSMS Suzuki.
5. To suggest way to improve customer satisfaction, preferences towards Suzuki two wheelers.

Research Methodology

Current research paper is of descriptive type and based on primary data collected through questionnaire filled by the customers of VSMS Suzuki agency, Kovilpatti. Five point Likert scale (**EP –** Extremely Preferred **HP** – Highly Preferred **MP –** Moderately Preferred **LP-** Lowerly preferred **SP-** Slightly Preferred) (**HS** – Highly Satisfied **S** – Satisfied , **N** – Neutral, **DS** – Dissatisfied, **HDS** – Highly Dissatisfied) that best describes the extent to which the respondents agree with each items in the questionnaire was used. The secondary data includes reference books, journal, research papers and internet. Convenience sampling method has applied and 118 respondents has selected from customers and from that 95% of respondents data were used for analysis. The collected data were analysed using statistical tools namely Percentage testing method.

Result and Discussion

From the table 1, it is understood that, majority of respondents are male (62.2%) and the remaining (37.8%) of the respondents are female respondents. In agewise classification, 47.7% of respondents belongs to age group of 19-30 years. Mostly 36.9% of respondents belongs to Urban, 36.9% of respondents belongs to Urban of 31-40years.And majority wise 43.2% of respondentseducation is UG level and leastly 4.5% of respondents education is other category.

In occupation wise, 47.7% of respondent level is private employee,29.7% of respondents level is Self employed. 13.5 % of respondents level is others , 9% of respondents level is Government employee. The

respondents maximum income level is 35.1% of respondents income level is 11K-25K. Mostly 42.3% of respondents pre-owned vehicle is TVS. Over 1-2 years , 42.3% of respondents are customers in VSMS Agency years and 34.2% of respondents are customers in VSMS Agency over less than a year. The model of Suzuki Access 125 is the vehicle which was highly owned by the respondents of 50.5% .Mostly 65.8% of respondents paid at one time and 34.2% paid through instalment basis. If it's in Instalment basis, 24.3% of respondents paid through bank and 9.9% of respondents paid through private finance.

The study analysed that 62.2% of male respondents belong to the age group of 19-30 years from urban and rural areas. Mostly 62.2% of respondents are private employees with the salary of Rs.11K – Rs.25K (35.1%) as much high in income group and maximum of 43.2% of respondents qualified in UG degree. TVS two wheelers are pre-owned by the respondents of 42.3% and 50.5% of respondents owned the model of Suzuki access 125. Mostly 42.3% are the customers of VSMS agency with the period of 1-2 years. 65.8% of the respondents mostly paid at one time and 24.3% of customers paid through bank on instalment basis.

In Table 2, it is based on Weighted average analysis in product category, suspension has secured highest weighted mean value of 0.72.Colour and safety precautions have -0.01least value because customers not much satisfied as they preferred. Mileage has secured the least value of -0.52

In Table 3, it is based on Weighted average analysis in price category, Spare parts cost has highest weighted mean value of 0.42 and the least value is -0.12 in showroom price because customers are more consciousness in price.

In Table 4, it is based on Weighted average analysis in place, the availability of stock has highest weighted mean value is 0.48 and the least value is -0.22 in service centre availability.

In Table 5, It is based on Weighted average analysis in promotion, providing discounts has highest weighted mean value is 0.35 and the least value is -0.05 for free service.

In Table 6, The study found that the customers prefers various factors while purchasing Suzuki two wheelers, whether they satisfied as per their preference or not are to be analysed via weighted average ranking. Promotion has securedfirst rank (0.58), the customers got satisfied morethan their expectation in discounts offered by the company. Product has got second rank (0.26) with the heighest mean value in suspension. Place secured rank third(0.24) and Price category got fourth rank of 0.22

Recommendations

Based on the study the researcher recommands few things for the improvement of Suzuki two wheelers and also VSMS agency. In product category,most of the respondents prefers mileage but they are not much satisfied as they preferred. The researcher recommands that to develop the techniques with the discussion of quality circle. In price category, cutomers prefers more conscious in showroom price , the researcher suggest the showroom to offer some safety precautions for their price consciousness. Most of the respondents felt bad in availability of service centres near their hometown, the researcher recommends to start-up various service centres for providing the valuable services. Customers expects more offers, so providing EMI offers and free insurance for new bikes in one year period. The researcher suggest VSMS agency should advertise their quality of service through newspaper, TV channels, notice to improve the sales.

Conclusion

This research entitled "An Exploration of customer preferences towards Suzuki two wheelers in VSMS Agency".In this research the factor influencing of customer satisfaction is mileage, brand, image, service, quality, style improving their sales. The customer prefers Suzuki two wheelers from more mileage, design, colour and innovative models for handling Suzuki two wheelers respectively. The customers prefer to purchase the bikes which offer high fuel efficiency, good quality, technology, durability and reasonable price. Though there is a good position in the market, even though there are some factors that may affect the

expectation level of customers. If VSMS Suzuki Agency take sufficient measures and techniques to enhance the level of satisfaction, it can further improve its position in the current market status.

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Table 1 Demographic profile of the respondents

Factors	No.	%	Factors	No.	%
Gender			**Occupation**		
Male	69	62.2	Private employee	53	47.7
Female	42	37.8	Government employee	10	09
			Self employed	33	29.7
			Others	15	13.5
Age group			**Education**		
Below 18 years	04	3.6	Schooling	26	23.4
19 to 30 years	53	47.7	Diploma	11	9.9
31 to 40 years	42	37.8	UG Degree	48	43.2
41 to 50 years	12	10.8	PG Degree	21	18.9
			Others	05	4.5
Income			**Place**		
Below Rs.10K	37	33.3	Metropolitan	05	4.5
Rs.11K to Rs.25K	39	35.1	Urban	41	36.9
Rs.26K to Rs.40K	23	20.7	Semi-urban	24	21.6

Above Rs.40K	12	10.8	Rural	41	36.9
Pre-owned vehicles			**Period of customers in VSMS agency**		
Suzuki	14	12.6	Less than a year	38	34.2
Honda	14	12.6	1-2 years	47	42.3
TVS	47	42.3	2-5 years	19	17.1
Yamaha	26	23.4	5 years and above	07	6.3
Bajaj	10	9.0			
Model owned			**Mode of payment**		
Suzuki Access 125	56	50.5	Payment at one time	73	65.8
Suzuki Intruder 150	17	15.3	Installment basis	38	34.2
Suzuki Gixxer SF	29	26.1			
Suzuki Let's	9	8.1			
Basis of Installment					
Full Payment	73	65.8			
Bank	27	24.3			
Private Finance	11	9.9			

Table 2 Weighted average method in Product category

Factors	Satisfaction Mean	Factors	Preference Mean	P-E	Rank
SPR1	4.24	PPR1	4.13	0.11	**IX**
SPR2	3.75	PPR2	3.38	0.37	**VI**
SPR3	3.65	PPR3	3.10	0.55	**III**
SPR4	3.44	PPR4	3.05	0.39	**V**
SPR5	3.40	PPR5	3.10	0.3	**VII**
SPR6	3.59	PPR6	3.00	0.59	**II**
SPR7	3.67	PPR7	2.95	0.72	**I**
SPR8	3.52	PPR8	2.98	0.54	**IV**
SPR9	3.68	PPR9	3.47	0.21	**VIII**
SPR10	3.61	PPR10	3.57	0.04	**X**
SPR11	3.49	PPR11	3.50	-0.01	**XI**
SPR12	3.89	PPR12	4.14	-0.52	**XIII**
SPR13	3.50	PPR13	3.51	-0.01	**XI**

SPR – Satisfaction for product PPR – Preference for product

Table 3 weighted average method in price category

Factors	Satisfaction Mean	Factors	Preference Mean	P-E	Rank
SPI1	3.37	PPI1	3.24	0.13	**V**
SPI2	3.45	PPI2	3.57	-0.12	**VI**
SPI3	3.78	PPI3	3.36	0.42	**I**
SPI4	3.52	PPI4	3.29	0.23	**IV**
SPI5	3.51	PPI5	3.12	0.39	**II**
SPI6	3.42	PPI6	3.08	0.34	**III**

SPI – Satisfaction for Price PPI – Preference for price

Table 4 weighted average method in place

Factors	Satisfaction Mean	Factors	Preference Mean	P-E	Rank

SPL1	3.99	PPL1	3.85	0.14	**VII**
SPL2	3.73	PPL2	3.95	-0.22	**VIII**
SPL3	3.70	PPL3	3.35	0.35	**III**
SPL4	3.57	PPL4	3.31	0.26	**IV**
SPL5	3.50	PPL5	3.32	0.18	**V**
SPL6	3.50	PPL6	3.02	0.48	**I**
SPL7	3.60	PPL7	3.15	0.45	**II**
SPL8	3.73	PPL8	3.53	0.2	**VI**

SPL – Satisfaction for Place PPL – Preference for Place

Table 5 weighted average method in promotion

| | Satisfaction | | Preference | | |
Factors	Mean	Factors	Mean	P-E	Rank
SPO1	3.96	PPO1	3.74	0.22	**III**
SPO2	3.68	PPO2	3.59	0.09	**VI**
SPO3	3.41	PPO3	3.23	0.18	**IV**
SPO4	3.49	PPO4	3.21	0.28	**II**
SPO5	3.56	PPO5	3.21	0.35	**I**
SPO6	3.47	PPO6	3.35	0.12	**V**
SPO7	3.50	PPO7	3.40	0.1	**VII**
SPO8	3.66	PPO8	3.71	-0.05	**VIII**

SPO – Satisfaction for Promotion PPO – Preference for Promotion

Table 6 Result of Weighted Average Ranking

| | Satisfaction | Preference | | |
	Total mean average value		P-E	Rank
Product	3.64	3.38	0.26	**II**
Price	3.5	3.28	0.22	**IV**
Place	3.67	3.43	0.24	**III**
Promotion	3.6	3.02	0.58	**I**