

A STUDY OF CONSUMER'S PERCEPTION TOWARDS PASSENGER TRANSPORTATION SYSTEM WITH SPECIAL REFERENCE TO EICHER MOTORS IN PUNE CITY

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Abstract:

A Nation's economy is well known from its transport system. For rapid growth in economy, a well-developed and well-networked transportation system is essential. As India's transport network is developing at a fast pace, Indian Automobile Industry is growing too. Also, the Automobile industry has strong backward and forward linkages and hence provides employment to a large section of the population. Various types of vehicles are manufactured by the Automobile Industry. Indian Automobile Industry includes the manufacturing of trucks, buses, passenger cars, defense vehicles, two-wheelers, etc. The heavy motors like buses, trucks, defense vehicles, auto rickshaws and other multi-utility vehicles are manufactured by Tata-Telco, Ashok Leyland, Eicher Motors, Bajaj, Mahindra and Mahindra, etc. The rationale behind the study is to know the market share and the potential of Eicher Motors in this competitive segment of automobile and the study area selected is Pune City of Maharashtra. The Indian bus industry is looking up; is changing in-line with the profile of travelers and the development of road infrastructure. The statistics released by the Society of Indian Automobile Manufacturers for the 2015-16 financial year revealed that 43,885 passenger vehicles in the Medium & Heavy Commercial Vehicle (M&HCV) category were sold, clocking a growth of 19.13 per cent. In the Light Commercial Vehicle (LCV) category, 48,960 passenger carriers were sold during the same period, marking a growth of 9.25 per cent. M&HCV and LCV passenger carriers are actually buses (and bus chassis), which make one of the vital integral segments of the Indian automobile industry. They make a common widespread public transport in India, and are categorized into school buses, mini buses, tourist buses, deluxe buses, commuter buses and others depending on their use. The bus market in India, according to a report by Research and Markets is expected to be worth USD 10.34 billion by 2019-20 financial years. It is expected to grow at a CAGR of 9.36 per cent by 2020, driven by an increasing demand for luxury and value. The Paper focuses on the Potential market for Eicher buses in Pune City as the city is considered as one of the IT hubs of India. It is a Cross – sectional, Conclusive Descriptive Research. It describes the characteristics of relevant groups, such as customers, sales people, and organization or market areas. The Likert scale is used as a scaling technique to know the performance of Eicher Buses in Pune City. For Data collection both Primary and Secondary method is used. Questionnaire

is circulated among the customers and the bus drivers. Independent sample Mann-Whitney U test is used to test the hypothesis.

Keywords- Consumer Perception, Passenger transportation system, Sales services.

Introduction:

The automobile industry today is the most lucrative industry. Due to increase in disposable income in both rural and urban sector and availability of easy finance are the main drivers of high volume car segments. Further competition is heating up with by Tata-Telco, Ashok Leyland, Eicher Motors, Bajaj, Mahindra and Mahindra, etc.

This research will be helpful for the existing and new entrant in bus manufacturing companies in India to find out the customer expectations and their market offerings. Indian Automobile bus business is influenced by the presence of many national and multinational manufacturers. The Indian bus industry is looking up; is changing in-line with the profile of travelers and the development of road infrastructure. Most recently, for example Indian and Chinese automotive manufacturers have begun to take aim at developed country automobile markets and they have made no secret of their intentions to compete in the global automobile market.

In the exploratory phase of the research, company, focus group, and in-depth consumer interviews were conducted to gain insight into consumer perceptions of quality and value.

Literature Review:

Recent research in marketing and psychology has shown that satisfaction is positively correlated with fairness perceptions (Bowman and Narayandas, 2001; Huffman and Cain, 2001; Kim and Mauborgne, 1996; Ogden~ez et al., 2000; Smith et al., 1999). Oliver and Swan (1989a, b) found that customers' fairness perceptions depended on a supplier's commitment and the quality of the goods and services relative to the price paid. Though consumer perceptions of price, quality, and value are considered pivotal determinants of shopping behavior and product choice (Bishop 1984; Doyle 1984; Jacoby and Olson 1985, Sawyer and Dickson 1984, Schlechter 1984), research on these concepts and their linkages has provided few conclusive findings. Hol-brook and Corfman (1985) concur, suggesting that quality is a relatively global value judgment. Lutz (1986) proposes two forms of quality, "affective quality" and "cognitive quality." Affective quality par-allels Olshavsky's and Holbrook and Corfman's views of perceived quality as overall attitude. Cognitive quality is the case of a superordinate inferential assessment of quality intervening between lower order cues and an eventual overall product evaluation (Lutz 1986). In Lutz's view, the higher the proportion of attributes that can be assessed before purchase (search attributes) to those that can be assessed only during consumption (experience attributes), the more likely it is that quality is a higher level cognitive

judgment. Vo Trung hung, Vitoria Transport Policy Institute, in 2012 studied the demand for buses in urban areas. The study shows that there is an increase in the demand for AC bus services also there is increment demand for quality buses among staff. Following the suggestion of Vo Trung hung the study also reveal that there is scope of improvement in the service facility. Khan, Sayed Ahmed in 2009 studied urban growth in India and future aspects. They study the growth rates of urban population and projected the probability of future trend and explore the nature. The study has shown that the urban growth has declined and the research work also gives emphasis on poor services pattern, which is an effect of urban infrastructure and environment.

Objective of the study:

1. To find out need, want & demand of the Eicher's AC Staff Bus in Pune market.
2. To check whether there is potential growth in Eicher's AC Staff Bus market.
3. To find out whether the operators & drivers of AC Staff Bus are satisfied with the after sales service.

Research Methodology:

It is a probable stratified technique because data are collected specifically from the AC bus customers in Pune staff bus market. In this elements are selected from each stratum by random procedure.

Sample size :- The research was done on 30 respondents.

Scaling Techniques :-

1. Rank Order Scaling :- It is a comparative scaling technique as in these respondents is presented with several objects simultaneously and asked to order or rank them according to some criterion.
2. Likert Scale :- As it has a measurement with five response categories ranging from "Strongly agree" to "Strongly disagree, which requires the respondents to indicate a degree of agreement or disagreement with each of a series of statements related to the stimulus objects.

Data Collection :-

Questionnaire was the main tool used for collecting the first hand information from the respondents. Hence, great attention was given to construct the questionnaire. The questionnaire was circulated among AC Bus Operators and AC Bus Drivers. It also have secondary data because the data are collected from websites, newspapers etc.

Hypothesis of the study :-

1. Eicher's Ac buses are preferred for its after sales service.
2. Customer prefers Eicher's Ac buses for the safety features provided.

Test -: EXAMINE VARIABLES=AFTERSALESERVICE

Table – 1: tests of normality of aftersales service

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
AFTERSALESERVICE	.237	30	.000	.834	30	.000

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of AFTERSALESERVICE is the same across categories of USERS.	Independent-Samples Mann-Whitney U Test	.812 ¹	Retain the null hypothesis.

Figure – 1: hypothesis test summary of aftersales service

Hypothesis 2

EXAMINE VARIABLES=COMFORT



Table – 2: tests of normality of comfort

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
COMFORT	.279	30	.000	.793	30	.000

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of COMFORT is the same across categories of USERS.	Independent-Samples Mann-Whitney U Test	.681 ¹	Retain the null hypothesis.

Figure – 2: hypothesis test summary of comfort

Ranks given by the Operators to Eicher's AC buses with compare to its competitors (Tata Motors Limited, Bharat Benz, and Ashok Leyland) according to the 4 P's.

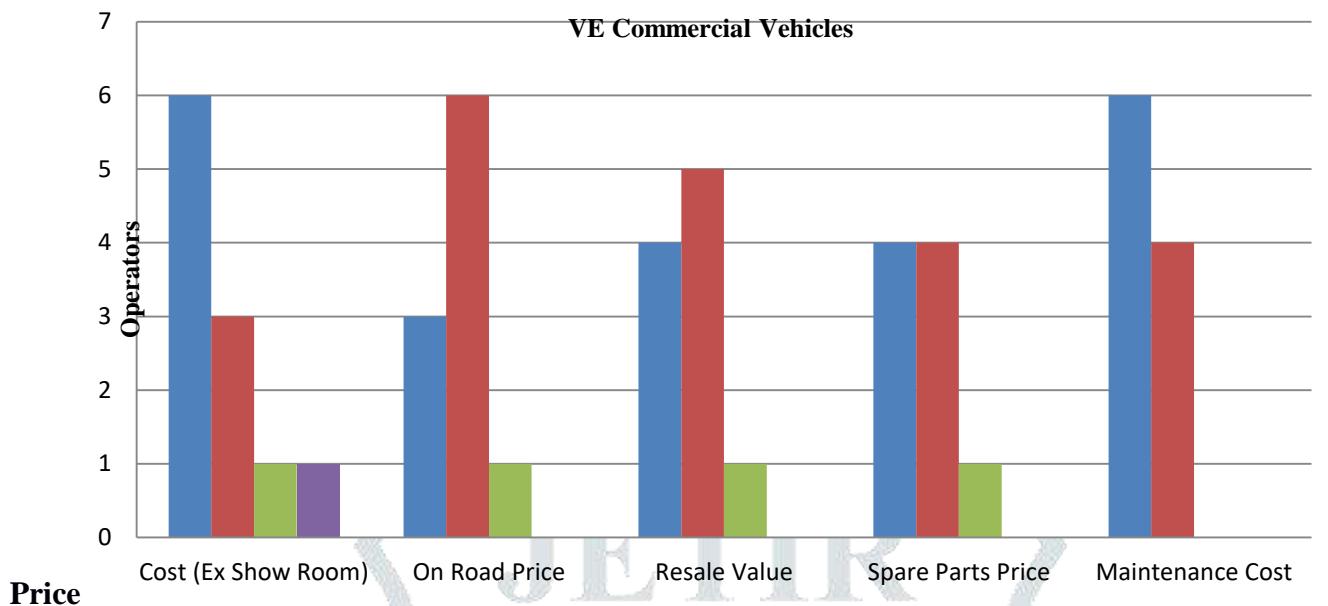


Figure – 3: comparative ranking given by operators for Price

According to the study 60% of operators give first rank to the VE commercials for the cost or ex showroom price, while 30% respondents give second rank and 10% give third rank. For resale value 40% of respondents give first rank while 50% give second rank to VECV as compared to Tata Motors, Ashok Leyland and Bharat Benz. Similarly, for price spare parts of VE Commercial vehicles 40% respondents give first rank and 40% give second rank and for Maintenance cost 60% respondent give first rank and 40% respondent give second rank as compared to its competitors.

Place/ Reach/ Accessibility

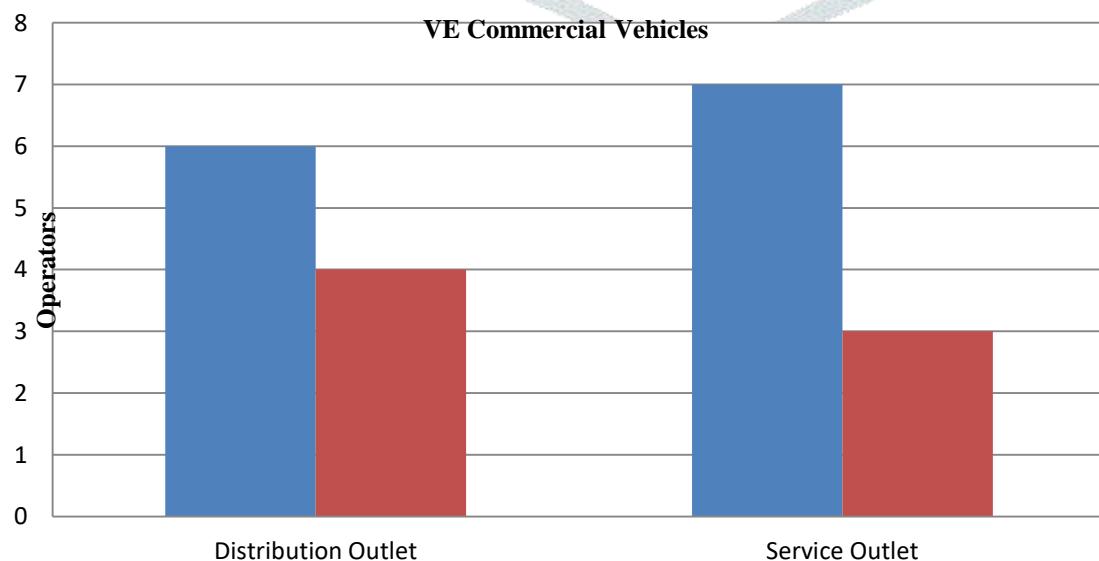


Figure – 4: comparative ranking given by operators for Place

According to the study out of 10 respondent 60% of them give VE Commercial Vehicles first rank for the most no. of distribution outlet in Pune city as compared to Tata Motors Limited, Ashok Leyland and Bharat Benz. Similarly for number of service outlets of VE Commercials available in Pune out of 10 operators 70% give first rank and 30% give second rank.

Promotion/ Awareness level

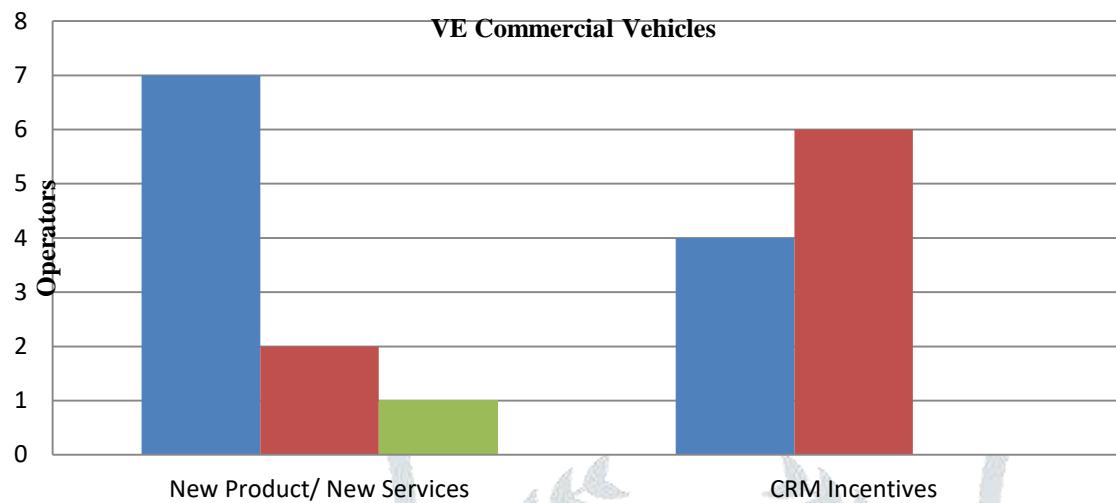


Figure – 5: comparative ranking given by operators for Promotion

According to study out of 10, 70% operators give first rank to VE Commercial Vehicles for providing information about new product/ services to them. 20% of them give second rank and 10% of them give third rank. Similarly, for CRM (Customer relation management) incentives 40% respondents give first rank and 60% respondents give second rank to VE Commercial Vehicles as compared to Tata motors limited, Ashok Leyland and Bharat Benz. Ranks given by the Drivers to Eicher's Ac buses with compare to its competitors (Tata Motors Limited, Bharat Benz, and Ashok Leyland) according to the 3 P's.

Products

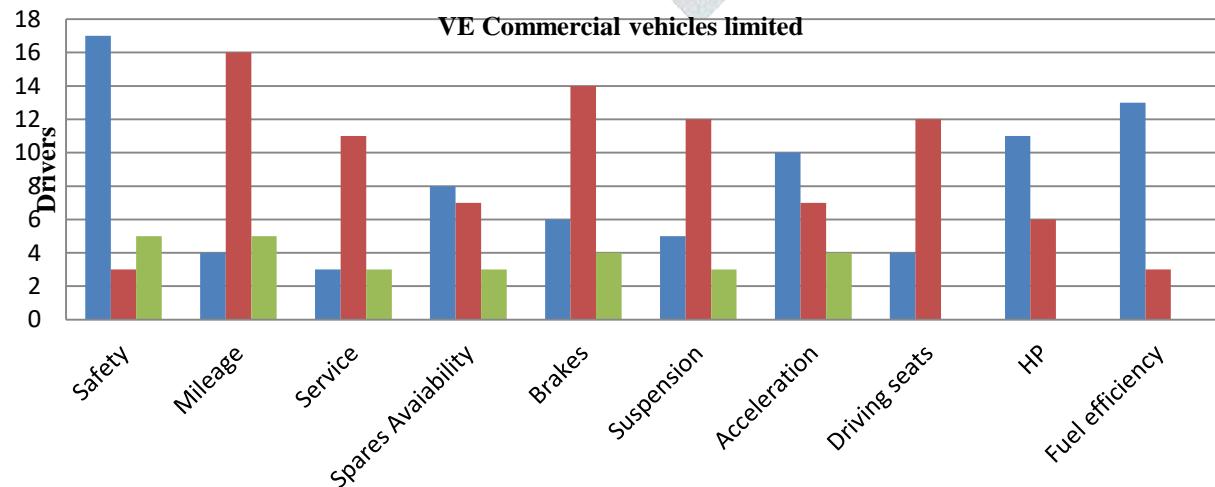


Figure – 6: comparative ranking given by operators for Product

According to the survey 85% of the drivers give first rank to VE Commercial vehicles limited for safety features, 20% give first and 80% drivers give second rank for mileage, 15% give first and 55% give second rank for service facilities, 40% give first, 35% give second and 25% give third rank for spares availability 30% give first and 70% give second rank for brakes 20% give first, 60% give second and 20% give third rank for driving seats 65% give first, 15% give second and 20 % give third rank for fuel efficiency 55% give first, 30% give second and 15% give third rank for maximum horse power in VE Commercial vehicles limited.

Result

Objective -1 -To find out need, want & demand of the Eicher's AC Staff Bus in Pune bus market. According to the above study it has been found that there is an increase in the need, want and demand of AC buses in Pune bus market. Need is what we deprive for. Want is a form, tangible good which fulfill that deprivation, and Demand is purchasing power and willingness to spend to fulfill that want. According to the study it has been found that there is an increase in demand of AC buses in Pune market as the customers (passengers) want to feel relaxed while travelling. The basic reason of such growth is Comfort that employees in the Organization needed before and after working in the company.

In every organization it is a want because employers want their employees to come in to work with fresh mind in order to increase productivity and quality in work. Therefore every organization in Pune divert towards AC buses as compared to Non-AC buses. The main reason for increase in demand of AC buses in Pune is traffic. Traffic is the main problem along with humid temperature which diversifies the customers or operators towards Ac segment. In Pune, if you stuck in traffic than it requires more than one hour to get out of it. If an employee of any organization who use travel long distance daily for work than it would be impossible for him or her to work with fresh mind if they stuck in traffic daily. Therefore many companies now a day provide the facility of AC bus to their employees so that they come office with fresh mind and go home in the same way.

Objective – 2- To check whether there is potential growth in Eicher's AC Staff Bus market . According to the above study it has been found that there is a potential growth in Eicher's Ac buses as compared to its competitors. According to the study, Out of 20 drivers 50% of the drivers preferred first Tata Motors as a brand. Rest 40% are preferred VECV as brand.

- 70% of the operators give first rank to the VECV and 30% give second rank for most preferred brand as compared to Tata, Bharat Benz and Ashok Leyland.
- 75% of drivers give first rank VE Commercial vehicles for Availability of service centers.
- 85% of the drivers give first rank to VE Commercial vehicles limited for safety features.

- 70% operators give first rank to VE Commercial Vehicles for providing information about new product/ services to them.

Objective – 3-To find out whether the operators & drivers of AC Staff Bus are satisfied with the after sales service. According to the research followings were the findings –:

Conclusion:

As most of the customers (Operators and drivers) are satisfied with the after sales service provided by the company therefore there is an increment in the need, want and demand of the Eicher's AC buses 16 out of 20 drivers i.e. 80% of drivers are comfortable in driving AC buses as compared to its competitors. 13 out of 20 drivers i.e. 60% of drivers are strongly satisfied with the safety features provided by the Eicher. The survey was conducted to study the potential growth of AC Buses in customers & the need, want & demand of AC Staff Buses in Pune market. The target audience for this survey was the operators & drivers of AC Staff Bus in Pune. Secondly the report also covers the satisfaction level of operators and drivers of AC Staff Bus. Most of the Operators and drivers are satisfied with the After sale service and comfort provided by the Eicher's Staff buses due to which there is growth in the Eicher's AC buses in Pune staff bus market.

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