



A STUDY ON CUSTOMER SATISFACTION TOWARDS NEW TREND IN BUYING MOTOR CYCLES" in Rayalaseema Region, AP

Delli Kumar. Koti

Research Scholar, Department Of Management Studies, SVU College Of Commerce Management And Computer Sciences, S.V University, Tirupati.

ABSTRACT

The key success of automobile industry lies not only having good products but also in being able to provide the customer with their desire satisfaction level because of increasing competitiveness in the Indian automobile industry. Almost all manufacturers have invested valuable resource on customer satisfaction and product promotion as a tool of maximizing the sales and capturing the maximum market share. Moreover a large portion of society depends upon two-wheelers for transportation and travel, therefore the relationship between the customers and the market players must be established and explored to make the marketing effort fruitful and profitable. Performance plays a major role in prompting the consumers to at least enquire about the product and on a optimistic note (successful), to purchase the product. This study has been conducted to know the factors influencing the customer to purchasing motor cycle and to know the reasons to choose the motor cycle. It's based on the response of 150 customers.

KEYWORDS : Influencing Factors, Reasons, performance, satisfaction.

INTRODUCTION

The two wheelers have played a vital role in the growth of the Indian automobile industry. Over the years the domestic sale of various brand of two wheelers have grown in large numbers. Even in the sphere of exports, the two wheelers have been able to maximize the profit margin of various two wheeler manufacturers. In the recent years the two wheeler industry has witnessed sea change.

During the previous years the scooters used to have about 50% of the market share and the rest were divided between the motorcycles and mopeds. But now the trend indicates that people are preferring motorcycles more than that of the scooters. At present there is a huge demand for the motorcycles in India.

Motorcycles are usually priced higher than that of the scooters and mopeds. They are even equipped with more features for faster travel. Based upon the engine displacements and power capacity motorcycles are further classified as: road bikes, trail bikes, racing bikes and touring bikes. Most of the motorcycles in India come with engine capacity of about 100 cc to 500 cc. The engine capacity of scooters usually vary between 100 cc to 150 cc. Mopeds have small engine capacity ranging between 50cc to 100 cc. Most of the automobile companies in this segment are always coming up with new variants of different models of two wheelers. To be in the long run these companies are even adding more number of features to these vehicles.

In the recent years the Indian market has changed rapidly. Globalization has served as a boom to the consumers. The Indian consumers have a wide variety of choice with wide range of quality products. At present automobile sector is highly advanced with surprising results. The automobile industry has been given one of the highest turnovers. The customers now have a wide range of vehicles to choose from. Many of the Indian auto giants joined this sector. Many companies came in with brilliant products for capturing the market. This led to high competition between various companies involved in this sector.

The ultimate progress has been seen in this sector. The increase in sales volume of this sector is the proof for its high growth. This segment has been distributed among Hero Honda, Bajaj, TVS, Honda and Yamaha.

REVIEW OF LITERATURE

Marketing research is a key to the evaluation of successful marketing strategies and programmes. It is an important tool to study buyer behaviour and changes in consumer life style, competition patterns, brand awareness and also to forecast changes. Marketing research is also used to study competition and analyze the competitor's position in the market. It is also used to get competitive advantage on its competitor's. Now a days, marketing research is being used to help, create and enhance brand loyalty.

In this context, reviewing literature helps to know the past studies on the perceptions of stakeholders on customer views and satisfaction towards motor cycles undertaken by different researchers and strengthen the base of this present study.

According to Drucker (1954), the principle purpose of a business is to create satisfied customer. Increasing customer satisfaction has been found to lead to higher future profitability (Anderson, Fornell, and Lehmann, 1994) : lower costs related to defective goods and service (Anderson, Fornell, and rust, 1997); increased buyer willingness to pay price premium, provide referrals, and use more of the product (Anderson and Mitalls, 2000 ; Reichheld , 1996); and higher level of customer retention and loyalty (Anderson and Sullivan, 1993; Bolton, 1998; Fornell,1992).

Customer satisfaction is an important theoretical as well as practical issue for most marketers and consumer researcher (Dabholkar et al; 2000; Fournier and Mick , 1999 ;Meuter et al , 2000) . Customer satisfaction can be considered the essence of success in today's highly competitive world of business. Thus the significant of customer satisfaction and customer focused" firm cannot be underestimated (Kholi and Jaworski ,1990). Consequently, customer satisfaction is increasingly becoming a corporate goal as more and more companies strive for quality in their products and service (Bitner and Hubbert 1994).

The word **satisfaction** has been fundamental to the marketing concept for over three decades. Keith (1960) viewed marketing as "satisfying the needs and desire of the consumer". By the 1970s interest in satisfaction had grown to such an extent that over 500 studies were published on the topic (Hunt , 1982). Despite the overwhelming quantity of literature surrounding the concept , Anderson and Fornell (1994) note that certain key issues have either gone unresolved or have recently been brought into question ". One such issues is the question of what satisfaction actually is present study attempts to bring light to this elusive yet fundamentals question by examining the meaning of customer satisfaction to both academics and consumer.

STATEMENT OF PROBLEM

The firms that continuously monitor and meet changing customer needs will survive in the market for a longer period. The firms can survive in the market by reducing the prices and cutting down the price value and by giving quick response to the customers and by meeting their demands.

The automobile industry is still in its growth stage in India. The competition in the business has increased. Therefore it is the need of the companies to provide better services, by giving the consumers the best services. The research will be conducted to

- To know the factors influencing the customer to purchasing motor cycle.
- To know the reasons to choose the motor cycle.

PURPOSE OF THE STUDY

This study is needed because it facilitates the smooth selling of various research operations and thereby making research as efficient as possible yield maximum Information with minimum expenditure of effort, time & money. The pressure of the research has to be done great care as any error being it may upset the entire project.

Research design, has a greater bearing on the reliability of result arrived at and analyses are considered a good design

OBJECTIVES OF THE STUDY

- To know the factors influencing the customer to purchasing motor cycle.
- To know the reasons to choose the motor cycle.

SCOPE OF THE STUDY

The study covers various two wheelers available in the market. The questionnaire will be issued to the customers within the Rayalaseema Region, Andhra Pradesh.

This study involves the strategies to be adopted to be capture, to have a better market and also change the customer perception. The study also attempts to find the consumer buying behaviors and perception.

RESEARCH METHODOLOGY

The present study is based on a survey. To elicit the data of the propose study, questionnaire will be prepared and distributed to the customer for obtaining the valuable information from the respondents.

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In the study undertaken the researcher put to use both primary and secondary data. Primary data is collected through the questionnaire which is prepared by the researcher to collect the required data. Primary data is also collected through face to face interview with the respondents. The secondary data is collected by referring various books, news papers, journals and magazines. Secondary data is also collected through websites and by product profile.

SOURCES OF DATA

The information is collected from both primary and secondary source

Primary Source

Primary data is collected through questionnaires. Questionnaire will be designed such that which could collect required information from the respondents.

Secondary Source

The research requires collection of data from secondary source such as

- Referring to books, news papers, journals and magazines.
- Collecting information from the website.
- Collecting data from product profile.

SAMPLING DESIGN

Sample designed is the process of obtaining information about an entire population by only examining a part of it. For the purpose of the study 150 samples will be surveyed to collect the primary data.

For the purpose of collecting secondary data various books will be referred. The data will also be collected through news papers, journals and magazines. It also requires the collection of data through websites.

PLAN OF ANALYSIS

The data collected is analyzed with the help of tables and pie charts. Apart from these tables, pie charts various mathematical and statistical tools and techniques are used for analysis.

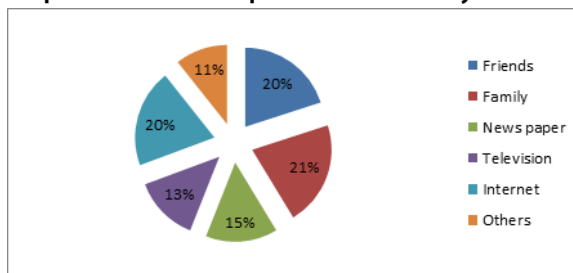
From the proposed study, findings and implementations as well as an arriving at a conclusion will be interpreted.

DATA ANALYSIS AND INTERPRETATIONS

Table 1: Influences to purchase the motorcycle

Sl. No.	Attributes	No. of Respondents	Percentage
1	Friends	30	20
2	Family	32	21
3	News paper	22	15
4	Television	20	13
5	Internet	30	20
6	Others	16	11
	TOTAL	150	100%

Graph 1 : Influencers to purchase the motorcycle

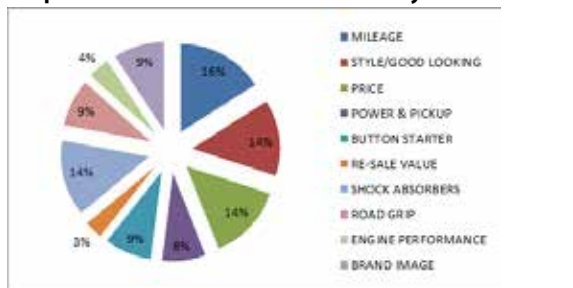


INTERPRETATION: According to the survey it is found that influencing the person to buy the motorcycle, family were dominant which is about 30%. The friends influence was about 27%. Influence by others with their own decision is 23%. Television influence is about 17%, and influence by newspaper is 3%.

Table 2: Reasons to choose this motorcycle

REASONS	NO OF RESPONDENTS	PERCENTAGE
MILEAGE	21	14%
STYLE/GOOD LOOKING	21	14%
PRICE	21	14%
POWER & PICKUP	12	12%
BUTTON STARTER	13	9%
RE-SALE VALUE	5	3%
SHOCK ABSORBERS	24	16%
ROAD GRIP	13	9%
ENGINE PERFORMANCE	6	4%
BRAND IMAGE	14	9%
TOTAL	150	100%

Graph 2: Reasons to choose this motorcycle



INTERPRETATION: It is found out that the important reason for purchase is the mileage which is about 18%. People who want a good mileage are the users of Hero Motor cycles. The next follows style and good looking & Price which is about 14% and 14% respectively. The next is power & pickup 12 %the low maintenance 10%, brand image 9% and price is about 8%.

LIMITATIONS OF THE STUDY

The sample size of 150 respondents in itself is a limitation to the research study.

The information collected may not be sufficient and reliable in term of total market conditions in India, as Chittoor District, AP, present only a part of total national market.

The information obtained may have small percentage of deviation because of the continuously changing consumer needs, wants, and habits.

CONCLUSION

Customers for motor cycles are increasing day by day. In order to keep its customers satisfied the various motorcycle firms have adopted various techniques to fulfill the needs of their customers.

Internet is easily accessible to the customers because of the usage of mobile phones and customers are getting more and clear information through the internet. So the internet has become a major source for gathering information and it is playing a significant role in influencing the customer to buy a motor cycle of their choice.

Increasing usage of motor cycle is leading to back pain and discomfort to the customers. So the customers are having more inclination towards the motor cycles which are offering comfort through the latest technology like Button starter and Shock absorbers. Button Starter and Shock absorbers are setting new trend in buying motor cycle.

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