

## A study on satisfaction levels and after sales service (With reference to two wheelers consumers)

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### ABSTRACT

Indian buyers are traditionally price conscious. Company whose prices are high, faced many problems in selling the vehicles unless it has certain distinct superiority or some other dimension. Because of the importance of two wheelers to the middle and upper low income group of people and also because of the importance of the consumer towards this industry which consisting of many manufacturers and their large number of brands. There exists heavy competition in today's environment between the company to satisfy the consumer with regards to the usage and after sales services this small pieces of study is carried out.

**Key words :** After sales services, Consumer behaviour, Decision making satisfaction levels

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Importance of consumer has been accepted in the marketing oriented stage. So the firm changed their attention and invested in consumer research to measure the needs and satisfaction of consumers. The understanding as to how consumer behaves in a market and why he behaves so is known as consumer behaviour. It includes his wants, likes and dislikes, motives, preference and decision making.

Indian buyers have proved to be traditionally price conscious. Companies whose prices are high, had faced many problems in selling the vehicles unless it has certain superiority or some other dimension. Fuel efficiency also weighs heavily which explains the sporadic rise of Hero Honda to the top of the market segment. Thirdly obsolescence is a factor which affects demand very much. Another important factor seems to affect consumer choice is technical competence. Also, there has been a trend towards fashionable, trendy bikes which are good on fuel and speed efficiency, but with legend looks. Notwithstanding the importance of the above mentioned

factor, resale value of an old two wheeler still seems to influence the consumer choice. In general the choice criteria in the two wheeler market appears to be the following

- Price
- After sales services
- Aesthetic looks
- Fuel efficiency
- Resale value
- Technical competence, power etc.

### Importance of the study:

After Second World War, especially after 1950 business man came to recognize the importance of consumers. Marketer became aware of the facts that it was no use of trying to sell what they have produced. It has become clear to them that if they want to stay in business they must offer goods and services according to the needs and wants of the consumer. So unless the behaviour of the consumer is understood to some extent the marketer may not be successful. Because of this factor this piece of study aimed at finding the consumer behaviour with regard to their buying process and their levels of satisfaction with reference to two wheeler industry .A marketer is likely to achieve his maximum success if there is some accurate understanding of the buying process.

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