

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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Because of the importance of two wheeler to the middle and upper low income group of people and also because of the importance of the consumer behaviour towards this industry consisting of many manufacturers and their large number of brands this small piece of study is carried out.

Review of earlier studies:

Davis (1970) in his study emphasized the variability and marital roles in two durable purchases *viz.*, automobiles and furniture. He found that decision roles in the purchase of automobile were not related to decision roles in the purchase of furniture.

De Nigiris John (1996) studies the discretionary conditions influencing academic involvement and contiguous academic participation by adult learners in a specified doctoral distance learning program. The studies shows that academic involvements and academic participation are correlated with each other.

Imperia *et al.* (1985) compared the Mexican American and Anglo wives perception of purchase influence for major durables like appliances, furniture, automobile and house.

Latha (2006) in her work focused on income, saving and expenditure, element involved in determining the spending pattern and factors influencing the decision. She concludes that income and saving has greater impact on the decision taken by the consumer.

Morrison and Roberts (1998) found that consumer's perception of the fit between a service/product and a channel is very influential in determining whether they will consider using that channel for a specific service. In fact, perceived fit was found to be more important than consumer's preferences for the distribution method or service.

Sivakumar (2009) studies the relationship between marketing stimuli and consumer response. He selected two durable product Refrigerator and television and finds that the decision making differs which each other.

The objectives are as follows : to study the level of satisfaction of the two wheeler consumers, to study the after sales services perception of consumers and to study the relationship between age, income, educational level, occupational and the two wheeler ownership.

METHODOLOGY

The present study is mainly based upon primary data collected from customer. The satisfaction level of consumer and after sales services provided towards two wheeler industry being a broad area, in view of the time, energy and other factors the researcher confined himself to the consumer of two wheelers in the union territory of Puducherry. It is not possible to study the satisfaction of all the consumers and hence a small sample of 150 consumers were decided, non probability sampling method was adopted. Under this method,

the convenient sampling technique was used for collecting the data. A pre-test study was conducted to check whether the questionnaire prepared was comprehensive, clear and effective. In the light of the study suitable changes were made in the questionnaire. Out of the 150 representative consumers 110 respondent to the questionnaire and hence the study is conducted with the help of the data collected from these sources.

Hypotheses of the study:

Towards fulfilling the above said objective a few working hypothesis were framed:

- There is no significant relationship between age and the type of two wheelers preferred.
- No significant relationship exist between educational qualification and the type of two wheeler owned.
- Profession factor do now have significant influences over the type of two wheeler the consumers prefer.
- Income has no significant effect on the type of two wheeler preferred.

Limitation of the study:

- Due to time constrains this study is limited to 110 samples.
- The result of the study cannot be generalized to the whole population.
- The study is concerned only with Puducherry in the Union territory of Pondicherry which comprises of Pondicherry, Karaikal, Mahe and Yanam.

ANALYSIS AND INTERPRETATION

Buying process starts when the need is felt by the individual. Some customers may be quick in making decisions to purchase a two wheeler. To purchase the same another customer placed in the same situation, may take more time and therefore to understand the buyer and to create a customer the purpose is to analyze the behaviour of the customer. This subject has been approached and analyzed from different angles and under different premises. With this background an attempt is made here to analyze the satisfaction level of buyer and after sales service of two wheeler customer of Puducherry.

Table 1 shows that irrespective of the brand of two wheelers, 99% of the customers feel that their levels of satisfaction with reference to their two wheelers are either highly satisfied or satisfied.

Hero Honda spendor users stood top is the list by saying highly satisfied followed by Bajaj Pulsar, Yamaha Lebero and Bajaj cub. Except the customer of Bajaj sunny all others are 100 % satisfied, even through the degree of the satisfaction differs. 20 % of the Sunny holder is dissatisfied with their product. Due care must be taken to correct the situation. Of

Table 1 : Satisfaction-brandwise

Brand wise	Highly satisfied		Moderately satisfied		Neutral		Dissatisfied		Highly dissatisfied		Total	
TVS 50 XL	10	30.3	23	69.7	0	0	0	0.0	0	0.0	33	30.0
Bajaj Pulsar	3	75.0	1	25.0	0	0	0	0.0	0	0.0	4	3.6
Suzuki samurai	1	33.3	2	66.7	0	0	0	3.0	0	0.0	3	2.7
TVS champ	3	50.0	3	50.0	0	0	0	0.0	0	0.0	6	5.5
Chetak	10	62.5	6	37.5	0	0	0	0.0	0	0.0	16	14.5
Bajaj super XE	1	20.0	4	80.0	0	0	0	0.0	0	0.0	5	4.6
Cub	2	66.7	1	33.3	0	0	0	0.00	0	0.0	3	2.7
Sunny	1	20.0	3	60.0	0	0	1	20.0	0	0.0	5	4.6
Bajaj M80	0	0.0	1	100.0	0	0	0	0.00	0	0.0	1	0.9
Hero Honda Splendor	9	81.8	2	18.2	0	0	0	0.0	0	0.0	11	10.0
Hero Majestic	0	0.0	1	100.0	0	0	0	0.00	0	0.0	1	0.9
Kinetic Pride	0	0.0	1	100.0	0	0	0	0.0	0	0.0	1	0.9
Vespa	1	50.0	1	50.0	0	0	0	0.00	0	0.0	2	1.8
Yamaha Lebero	5	71.4	2	28.6	0	0	0	0.00	0	0.0	7	6.4
Others	4	33.3	8	66.7	0	0	0	0.00	0	0.0	12	10.9
Total	50	45.5	59	53.6	0		1	0.9	0	0.0	110	100.0

Sources: Primary data

the total sample of 110 respondents TVS 50 stood first in preference with 30 per cent of the respondents having satisfied followed by Chetak with 14.5 per cent. Even though lot of two wheelers is in the market TVS 50 appears to have clear edge over the other brand, because it is considered to be cheaper and economical than other brand.

In the present day marketing after sales service is an important tool to boost the sales and it was expected by all the consumers and hence to study this aspect the relevant

data is collected and portrayed in Table 2.

From the observation of the table one can see that nearly 91 per cent of the consumers here expressed their opinion, that the after sales service provided by the dealers are excellent, V.good, good, and too satisfactory. Majority of the consumer (42.7%) have expressed as good. Only 8.2 per cent of the consumer has expressed their opinion as poor.

Individually the consumers of the Hero majestic, tops the list expressing their opinion as cent percent poor. While

Table 2 : Brands and after sales service

Brand wise	Excellent		V. Good		Good		Satisfactory		Poor		Total	
TVS 50 XL	1	3.0	4	12.1	20	60.6	6	18.2	2	6.1	33	30.0
Bajaj Pulsar	1	25.0	1	25.0	1	25.0	1	25.0	0	0.0	4	3.6
Suzuki samurai	0	0.0	2	66.7	0	0.0	1	33.3	0	0.0	3	2.7
TVS champ	1	16.7	0	0.0	2	33.3	3	50.0	0	0.0	6	5.5
Chetak	0	0.0	1	6.3	8	50.0	3	18.8	4	25.0	16	14.5
Bajaj super XE	0	0.0	0	0.0	3	60.0	1	20.0	1	20.0	5	4.6
Cub	0	0.0	0	0.0	0	0.0	3	100	0	0.0	3	2.7
Sunny	0	0.0	2	40.0	2	40.0	1	20.0	0	0.0	5	4.6
Bajaj M80	0	0.0	0	0.0	0	0.0	1	100.0	0	0.0	1	0.9
Hero Honda Splendor	0	0.0	5	45.5	5	45.5	1	9.0	0	0.0	11	10.0
Hero Majestic	0	0.0	0	0.0	0	0.0	0	0.0	1	100.0	1	0.9
Kinetic pride	0	0.0	0	0.0	0	0.0	1	100	0	0.0	1	0.9
Vespa	0	0.0	0	0.0	2	100	0	0.0	0	0.0	2	1.8
Yamaha Lebero	1	14.3	3	42.9	0	0.0	3	42.8	0	0.0	7	6.4
Others	1	8.3	0	0.0	4	33.4	6	50.0	1	8.3	12	10.9
Total	5	4.5	18	16.4	47	42.7	31	28.2	9	8.2	110	100.0

Source: Primary data

chetak holder with 25 per cent, Bajaj super XE with 20 per cent, TVS 50 XL with 6.1 per cent others with 8.3 per cent as poor.

Cent percent of the cub holders, kinetic pride holders expressed their position as satisfactory regarding the after sales service and cent percent of vespa holder expresses their opinion as good.

An attempt has been made in Table 3 to find out the two wheeler preference and its impact on age and for this purpose a hypotheses has been framed that “there is no significant relationship between age and the type of two wheelers preferred”

Age level	Moped	Motor cycle	Scooter	Total
Up to 25	8	1	1	10
25-35	29	5	12	46
35-45	11	9	8	28
45-55	6	8	6	20
55-65	1	2	3	6
Total	55	25	30	110

Source: Primary data
Calculated value is 6.35

Critical value of Chi- square is 5.991 d.f.2

* indicates significance of value at P=0.05

Calculated value is 6.35. The critical value of chi-square for two degrees of freedom at 5 per cent level of significant is 5.991. Hence the hypothesis as far as age is concerned is rejected. Therefore the impact of age is significant.

Table 4 is framed to find out whether the type of two wheeler has any impact on the level of education or not. So, as to analyze this hypothesis was framed to test whether “there is any significant relationship exists between the level of education and types of two wheeler they preferred”.

Education level	Moped	Motor cycle	Scooter	Total
No formal education	2	0	0	2
Up to High school	9	2	4	15
Up to Hr.sec school	5	2	2	9
College Education	28	7	12	47
Profession Education	10	13	12	35
Others	1	1	0	2
Total	55	25	30	110

Source: Primary Data.
Calculated value is 1.93

Critical Value of Chi- Square is 5.991 d.f.2

Calculated value is 1.93. The table value of chi-square for two degrees of freedom at 5 per cent level of significant is 5.991. Since the table value is greater than the calculated value the null hypothesis is accepted. Hence there is no significant

relationship between the education and the type of two wheelers purchased.

In order to study the occupational impact on the preference of the two wheelers a hypothesis was framed that “professional factor does not have significant influence over the type of two wheelers preferred.”

The critical value of chi-square for two degrees of freedom at 5 % level of significance is 5.991. Calculated value is 3.25. Since the calculated value is less than the table value the hypothesis stands accepted. i.e. Profession does not have any significant influence on the type of two wheelers preferred.

Profession	Moped	Motor cycle	Scooter	Total
Government	13	15	16	44
Private sector	25	3	9	37
Service sector	13	0	0	13
Self employment	3	7	4	14
Others	1	0	1	2
Total	55	25	30	110

Source: Primary data

Calculated value is 3.25

Critical value of Chi- Square is 5.991 d.f.2

* indicates significance of value at P=0.05

Table 6 is constructed to test whether there is any significant relationship between income and the type of two wheelers they preferred.

Income level	Moped	Motor cycle	Scooter	Total
Low income group	1	0	2	3
Middle income group	43	8	13	64
High income group	11	17	15	43
Total	55	25	30	110

Source: Primary data.

Calculated value is 9.88

Critical Value of Chi- Square is 5.991 d.f.2

* indicates significance of value at P=0.05

Calculated value is 9.88. The critical value of chi square for two degrees of freedom at five percent level of significant is 5.991. Hence the hypothesis as far as the income level is now accepted. i.e. The impact of the level of income in the process of selecting the type of two wheelers is significant.

Major findings:

Cent percent of the consumers who have purchased TVS, Luna, Hero, Rajdoot and LML Vespa company product are satisfied with the performance of the two wheelers. A small percentage of the two wheeler customers are dissatisfied with

the Bajaj company products. Dissatisfaction may be due to frequent repairs, high petrol consumption or such other factors. Approximately 99 percent of the consumers of two wheelers were satisfied with the product. It means, mostly all the brands satisfy the expectations of the user.

With regard to after sales service 91% of respondents expressed their opinion as excellent, V.Good, Good and satisfactory. 42.7% of consumer have expressed as good. Only 8.2 % of the consumers have expressed their opinion as poor. This shows that all the companies are providing good after sales services as expected by the consumers, but the degree of satisfaction differs. It is an important tool to boost the sales.

The age and the income level has significant impact on the type of two wheelers they prefer and educational and profession has no such relationship with the type of two wheeler purchased or owned by a customer

Conclusion:

Consumer behavior has been always of great interest to marketers. The knowledge of consumer behavior helps the marketer to understand how consumers think, feel and select from alternatives like products, brands and the like and how the consumers are influenced by their environment, the reference groups, family, and salespersons and so on. A consumer's buying behavior is influenced by cultural, social, personal and psychological factors. Most of these factors are uncontrollable and beyond the hands of marketers but they have to be considered while trying to understand the complex behavior of the consumers. In this study, the researcher emphasizes the importance of lifestyle and its impact on the buyer behavior. The study shows that two wheeler industry has shown that many buy two wheeler to meet the requirements of comfort. With reference to satisfaction the products of TVS Company seems to give maximum and the Bajaj the market leader seems to be next only to TVS company

products. By and large the study seems to be the eye opener for some of the manufacturers of two wheelers.

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