

Customer Satisfaction of a Select Branded Two Wheelers in Coimbatore City

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ARTICLE DETAILS

Article History

Published Online: 10 October 2018

Keywords

Customer Satisfaction, Branding

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ABSTRACT

Within the present generation, patron is the center point of all of the advertising and marketing sports and all of the gamers in the marketplace are looking to hold their area in the minds of the customers. Their pride performs an important position for the success of any enterprise. Branding is around for hundreds of years as a method to identify and differentiate the products and services of 1 producer from those of some other. Its miles considered to be the treasured belongings of a business. The manufacturers which includes, Hero, Bajaj, Honda, Royal Enfield and Yamaha are the famous brands in the wheeler vehicle industry. In this backdrop the look at has been undertaken to take a look at the pleasure degree of the clients toward decided on branded wheelers in Coimbatore metropolis.

1. Introduction

The auto zone is one of the most colorful production industries in India. The Indian automobile cell marketplace can be divided into several segments, along with, wheelers, 3 wheelers and industrial motors. Indian roads in most cities, villages and towns are slim. -wheelers permit humans to navigate such roads without difficulty and it makes the everyday journey each less costly and convenient. At gift opposition the various two wheeler manufacturers is growing stiff. All of the gamers in the market are seeking to preserve their place inside the minds of the consumers.

Branding is round for centuries as a method to become aware of and differentiate the goods and services of one producer from the ones of any other. Brands are considered to be the treasured belongings of enterprise. The brands together with, Hero, Bajaj, Honda, Royal Enfield and Yamaha are the popular manufacturers in the car industry.

The look at specializes in top five manufacturers of wheelers, consisting of Hero, Bajaj, Honda, Royal Enfield and Yamaha in Coimbatore metropolis. Patron satisfaction performs vital function for the success of business. Consequently, the have a look at has been undertaken to take a look at the pride stage of the customers towards decided on branded two wheelers.

2. Review of Literature

DugganiYuvaraju and DurgaRao (2014) have made a study on, "Customer Satisfaction towards Honda Two Wheelers: A Case Study in Tirupati". The study has aimed to analyze the customer satisfaction of two wheelers. The study has found that 60 per cent of the respondents have come to know Honda Bikes through Advertisement media, 90 per cent of the respondents were completely satisfied with the mileage and performance of the bike, 73 per cent are satisfied with pick-up of the Honda Bike, 56 per cent of the respondents have attracted by the quality of the service. 50 per cent of the respondents are satisfied with the design of the bike, 54 per

cent of the respondents have considered the price of the Honda, 60 per cent of the respondents have felt the explanation were "excellent." The study has concluded that there is a significant difference among the preferable factors such as, mileage, pickup, price and design.

M.Arutselvi (2011), in her research paper entitled on, "A study on customer satisfaction towards TVS Bikes" in Kanchipuram town, has analyzed the performance of SARADAS Auto Agencies for retaining the customers by their authorized sales. The study has employed descriptive research approach and has adopted survey method for data collection. A sample of 130 respondents has been taken for the study. The study has concluded that the sales of SARADAS Auto Agencies for TVS two wheelers were good because of the right approach of a group of sincere mechanics.

3. Objectives of the Study

- To assess the socio economic profile of the respondents.
- To examine the association between the socio economic profile of the respondents and the select branded two wheelers.
- To examine the satisfaction level of the respondents.

4. Scope of the Study

This study is a try to research the affiliation among the socio economic profile of the respondents and the choice of emblem. It additionally research the extent of pleasure of the selected branded wheelers.

5. Research Methodology

Source of data

Primary Data

The take a look at is based totally on primary facts. The statistics has been amassed from 50 respondents.

Secondary Data

Secondary facts has accumulated from various resources inclusive of, journals, magazines and web sites.

Area covered and Sampling Techniques

A pattern of 50 respondents have been taken for the observe by way of making use of quota sampling strategies i.e.the pinnacle 5 brand users= 50 respondents from each brand. (50 respondents*5 logo= 50 respondents)

Hypothesis

A suitable null speculation has been framed and tested within the relevant places.

7. Analysis and Interpretation

Tools for Analysis

The tools used for analysis are,

- Simple Percentage Analysis
- Chi-square
- t-test
- ANOVA

6. Limitations of the Study

- The respondents are restricted to Coimbatore City.
- The findings of the study solely depend on the response given by the customer.
- So it cannot be generalized as a whole.

Table 1:Profile of the respondents

Personal factor	No. of respondents	percentage	
Gender	Male	38	76.0
	Female	12	24.0
	Total	50	100.0
Age	18 – 28 years	26	52.0
	29 – 38 years	12	24.0
	39 – 48 years	8	16.0
	Above 48 years	4	8.0
	Total	50	100.0
Educational qualification	School level	7	14.0
	Diploma/ degree	23	46.0
	Post graduate	20	40.0
	Total	50	100.0
Occupation	College student	13	26.0
	Business	10	20.0
	Employed	14	28.0
	Professionals	8	16.0
	Home maker	5	10.0
	Total	50	100.0
Monthly income	Less than 20000	12	24.0
	20000 - 30000	20	40.0
	30001 – 40000	10	20.0
	40001 – 50000	3	6.0
	Above 50000	5	10.0
	Total	50	100.0
Marital status	Married	12	24.0
	Unmarried	38	76.0
	Total	50	100.0
Nature of Family	Nuclear family	40	80.0
	Joint family	10	20.0
	Total	50	100.0

The above table – 1 depicts that the 59.6 per cent of the respondents are Male, 50.8 per cent of the respondents are belong to the age group of 18 to 28 years, 56 per cent of the respondents are Diploma / Degree holders, 28.8 per cent of the

respondents are employed, 30.8 per cent of the respondents are earning of Rs.20,000 to Rs.30,000 per month, 55.2 per cent of the respondents are married and 80.8 per cent of the respondents belongs to nuclear family.

Simple percentage analysis

Table 2: Opinion of the respondents towards Select branded two wheelers

Particulars	No. of respondents	Percentage	
Source of Information	Television	22	43.6
	Relatives & friends	18	35.2
	Newspaper / Magazine	2	4.0
	Retail outlets	8	17.2

	Total	50	100.0
Cost range	Rs.30,000 – 40,000	5	8.4
	Rs.40,001 – 50,000	6	12.8
	Rs.50,001 – 60,000	25	50.0
	Above Rs,60,000	14	28.8
	Total	50	100.0
Mode of Payment	Cash	24	48.0
	Credit card / Debit card	4	6.4
	Monthly Installment (EMI)	22	45.6
	Total	50	100.0
Duration of vehicle owned	Less than 6 months	2	4.4
	6 months – 1 year	9	18.0
	1 – 3 years	17	33.2
	Above 3 years	22	44.4
	Total	50	100.0
Re-sale value of the vehicle	Good	17	33.2
	Satisfactory	28	56.2
	Not satisfactory	5	10.4
	Total	50	100.0
Petrol Consumption	Low	3	6.4
	Normal	40	80.8
	High	7	12.8
	Total	50	100.0
Mileage of vehicle per liter	Below 40 Km	9	18.4
	40 Km – 60 Km	32	63.6
	61 Km – 80 Km	9	18.0
	Total	50	100.0
Extra facilities preferred	Baby carrier	4	7.6
	Mobile charger	14	28.0
	Matching helmets	14	27.2
	Side box	3	6.4
	Storage space	15	30.8
	Total	50	100.0

Source: Computed

The above table – 2 reveals that the 43.6 per cent of the respondents have come to know about the vehicles through advertisement in television, 50 per cent of the respondents have paid of Rs.50,001 to Rs.60,000 for their two wheelers, 48 per cent of the respondents have paid the amount in cash while purchasing a two wheeler, 44.4 per cent of the respondents have owned a vehicle for above three years, 56.2 per cent of the respondents are satisfied with the re-sale value of the vehicle, 80.8 per cent of the respondents have felt that the petrol consumption is normal, 63.6 per cent of the respondents have opined that their vehicle give mileage up to 40 Km to 60

Km and 30.8 per cent of the respondents have expected that the storage space facility for their brand of two wheelers

Chi-Square Analysis:

Chi - Square analysis has applied to examine the association between personal factors and brand owned.

The following null hypothesis is

H₀: “There is no significant association between personal factors and brand owned”

Table 3: Personal factor and Brand Owned

Personal factor	Selected branded two wheelers			
	Calculated value	Table value	df	result
Gender	56.881	13.277	4	**
Age	7.507	21.026	12	Ns
Educational qualification	5.750	15.507	8	Ns
Occupation	16.020	26.296	16	Ns
Monthly income	12.223	26.296	16	Ns

**-Significant at 1% level; Ns – Not significant

The table – 3 shows that the calculated value of gender 56.881 is higher than the table value of 13.277 at 1 per cent level of significance. Hence, it is inferred that the gender has a

significant association with brand owned. Hence, the null hypothesis (H₀) is rejected.

The calculated value of personal factors such as, Age, Educational qualification, Occupation and monthly income are

less than the table value, therefore, it is inferred that the personal factors have not had a significant association with Brand owned. Hence, the null hypothesis (H_0) is accepted for

the variables, such as, Age, Educational qualification, Occupation and Monthly Income.

T-Test:

Table 4: T-test for Equality of Means

	Calculated Value	Table Value	df	Sig.
Gender	1.010	1.970	248	Ns

Ns-Not Significant

The calculated t – test value is 1.010, which is less than the table value of 1.970 at 5 per cent level of significance. Since the calculated value is less than the table value, it is inferred that the mean satisfaction scores of two wheelers do not differ significantly between male and female respondents. Hence, the null hypothesis (H_0) is accepted.

income and brand name of two wheeler. The following null hypothesis is:

H₀: “The satisfaction score of two wheelers do not vary significantly among the personal factors namely, Age, Educational qualification, Occupation, Monthly Income and Brand owned”

Anova:

The following ANOVA table – tests the difference in the satisfaction score of two wheelers among the personal factors namely, age, educational qualification, occupation, monthly

Table 5: Personal factors and satisfaction score of two wheelers

Personal factor	Satisfaction Score of two wheelers		
	Calculated Value	Table Value	Result
Age	0.462	2.641	Ns
Educational qualification	2.684	3.032	Ns
Occupation	0.488	2.408	Ns
Monthly income	0.422	2.408	Ns
Brand name of two wheelers	0.942	2.408	Ns

Ns – Not Significant

The calculated value of personal factors namely, Age, Educational qualification, Occupation, Monthly Income and Brand name of two wheelers are less than the table value, hence, it is inferred that the personal factors have not had a significant difference with Brand owned. Hence, the null hypothesis is accepted.

8. Suggestions

The respondents have felt that the prices of all selected five brands are high. Hence, it leads to dissatisfaction among the consumers. The branded two wheeler companies may think about the cost reduction.

Chi-Square Analysis:

The gender has had a significant relationship with Brand owned.

The consumer expects the extra facilities like Baby carrier, Mobile charger, Matching helmets and side box for the two wheelers.

The personal factors, namely, the age group of the respondents, educational qualification, occupation and monthly income has not had a significant relationship with Brand owned.

The complaints received from the customer should be dealt quickly.

T-test:

The t–test results of the average satisfaction score of two wheelers have not had a significant difference with gender.

9. Conclusion

Anova:

The ANOVA results of the satisfaction score of two wheelers has not varied significantly with the personal factors namely age group, educational qualification, occupation, monthly income and brand owned.

Marketing plays an important role in the today’s world. The global market competition is growing day to day. Hence, there is a need to fulfill the needs of the customer’s needs and satisfaction. The level of satisfaction towards quality of select five brands is highly satisfied. Hence, the company manager must concentrate on measuring and understanding the factors, which affect customer satisfaction, thus goes long way building superior brand for the select brand of two wheelers.

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