

A Study on Customer Satisfaction Level of Two-wheeler Users in Prakasam (dt), Andhra Pradesh

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Abstract - India is one of the largest manufacturers and producers of two-wheelers in the world. Indians prefer the two wheeler motorcycles because of their needs, manageable size, low maintenance, pricing and easy loan repayment. Motorized two wheelers are seen as a symbol of status by the populace based on that consumer purchase of two-wheelers. In this process customer satisfaction is a strategic goal of any organization, it plays a crucial and critical role as it deals with customers and their needs. The present research is analysed that the satisfaction level of customers on different brand users of two-wheeler motorcycles viz., Hero, Honda, Bajaj, TVS, Yamaha, Suzuki, and Royal Enfield. The study is limited to the area of Ongole town of Prakasam district in the state of Andhra Pradesh with total number of 50 respondents were personally surveyed with a structured questionnaire. The Demographic (socio-economic) factors have taken into consideration in the preparation of questionnaire, which are how much influencing on the consumer satisfaction level by using them different brands of two-wheeler motorcycles. Hypothesis was constructed and statistical analysis is used such as percentage analysis, chi-square test was carried out. From the research, it is observed that the two-wheelers are well known for their designs and performance. The satisfaction is high towards all other factors except the availability and introduction of new brands. In view of this, the present study is proposed to analyse the respondent's satisfaction levels towards two-wheelers with the consideration of various socio-economic factors in the area of Prakasam district, Andhra Pradesh.

Keywords: Automobile and two-wheeler industry, socio-economic factors, and customer satisfaction

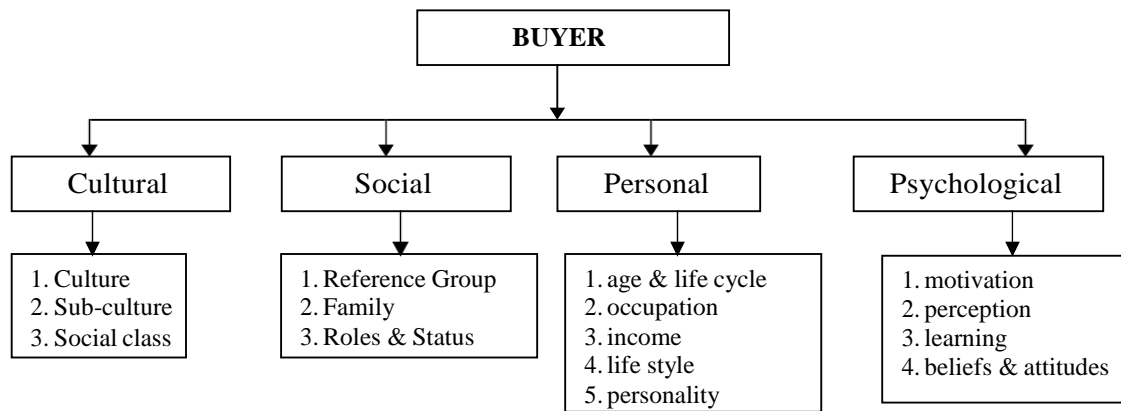
I. INTRODUCTION

Industry Sector is also known as the secondary sector which is support to growth of the economy. Industrial sector contributes 29.02% with Gross Value Added (GVA) of Rs. 39.90 lakh crore. The automobile industry is one of the most important part of the industrial sector which is more support to increase economic growth in respect of revenue in India. Automobile sector is growing fast in India and the growth pattern seems to have a clear correlation with the reforms related policies. The automobile industry is one of the key drivers that is boost the economic growth of the country The automobile industry in India has witnessed a rapid growth over the last couple of decades and in recent years it has also captured the attention of the whole world with some innovative products. It includes manufacturing of cars, two-wheeler motorcycles, scooters, mopeds, passenger cars, trucks, tractors, defence vehicles and buses etc.. The automobile manufacturing contributes the largest share i.e. amount of Rs. 22.78 crores and it has contributed 57.10% of total share in the industrial sector. And the second highest share contributes by the construction i.e. amount of Rs.10.64 crore in absolute figure and it is contributes in percentage of 26.67 of total share in industry.

Consumer behaviour is the area in which the marketers are interested in understanding how and why certain decisions are made. The areas related to some of the important models of consumer behaviour are hereunder discussed to give a comprehensive view of all those aspects of the buying situations which are deemed as significant by their creators. Consumer buying behaviour factors are broadly classified into two groups' viz., Traditional factors and Modern factors. The Modern factors are again sub-divided into three groups, such as Technical factors, Marketing-Mix factors and Media

factors. The Traditional factors are depicted in the following Fig-1.1 consisting of Cultural, Social, Personal and Psychological which are influencing consumer buying behaviour.

Fig - 1.1 Traditional Factors Influencing Consumer Behaviour



Source: Kotler, P., Marketing Management Analysis, Planning, Implementation and Control, Prentice hall of India, Pvt, Ltd., New Delhi, 1994, p.174.

The Technical factors are including Brand image, Technological features, Quality standards, Mileage, Comfort, and Good looks. The Marketing-Mix factors are including Product, Price, Place, Promotional activities and Post purchase services. Both Technical and Marketing-Mix factors have also influencing consumer buying behaviour. The following are the Media factors namely New product awareness, Two-wheeler characteristics, Clarity, Consumer attention, Decision making, Feedback mechanism which are also influencing consumer buying behaviour. There are different personal factors or social factors or demographic factors such as the age, sex, lifecycle stage, occupation, economic conditions, personality and the like are unique to every individual and which affect the buying decision process of a consumer.

Customer satisfaction is one of the strategies to achieve the goal of any organization. The satisfied customer is the core concern of any organization. They pay close attention on aforesaid demographic factors that influence customers' satisfaction. Successful business owners and managers quickly realize that keeping customers costs less than finding new ones. The present study is entitled that "A Study on Customer Satisfaction Level of Two-wheeler Users in Prakasam (dt), Andhra Pradesh". The following aspects have taken to consideration for analyzing the data. Even though many aspects are influencing the customer satisfaction levels of two-wheeler motorcycle users, the demographic factors are the most important aspect of among them. These are the following demographic factors such as.,

- a). Level of Satisfaction brand owned by the respondents on two- wheelers
- b). Sex and the level of satisfaction of the respondents

towards two-wheelers

- c). Age and its level of satisfaction towards the use of two-wheeler
- d). Marital status and its level of satisfaction towards the use of Two-wheeler
- e). Occupation and its level of satisfaction towards the use of two-wheeler.
- f). Monthly income of the respondents and its Level of Satisfaction towards the use of two- wheelers

V. Objectives of the study

- ❖ It is only one of the objective that is taken into account for the present study to reveal the influence of consumer buying behaviour factors on satisfaction level of the consumers in selected brands of two-wheeler motorcycle users in Ongole town of Prakasam district, Andhra Pradesh.

VI. METHODOLOGY OF THE STUDY

To fulfill afore said objective, the data were collected from both the primary sources as well as secondary sources.

Secondary data were collected from various Journals, Magazines, periodicals, books and Internet.

The **Primary data** were collected through a well-framed and structured questionnaire to elicit the well-considered opinions of the respondents.

The sample size consisting of 50 respondents using two-wheeler motorcycles in Ongole. The sample was taken using a convenient sampling technique to ensure the representation from the strata of the 150 users of two-

wheeler motorcycles, which was identified geographical area of Ongole town of Prakasam district, Andhra Pradesh. The data was collected with the help of interviews, personal observation, pilot survey and questionnaire. This study employs both analytical and descriptive type of methodology.

VII. Hypothesis of the study

H₀: There is no significance difference in satisfaction level of consumers on different brands of motorcycles in Prakasam district.

H₁: There is a significance difference in satisfaction level of consumers on different brands of motorcycles in Prakasam district.

VIII. RESULTS AND INTERPRETATION

Socio-economic factors of the customers are an essential aspect in relationship marketing process useful for the marketing organization to employ suitable strategies. In particular, Gender, Age, Education, and monthly Income, marital status etc. play a vital role on to determine the levels of customer satisfaction towards two-wheelers in Prakasam district.

The analysis to measure the satisfaction level of consumers from different brands of motorcycle in Prakasam district. Regarding that it shows the analysis on Respondents satisfaction levels with consideration of various socio- economic factors.

A). Level of Satisfaction brand owned by the respondents on two- wheelers

The table 1.1 shows the data on respondents overall satisfaction towards brand. it can be seen from the table BAJAJ bike users had been satisfied with mean score of 3.72 and in percentage it termed as 68. Followed by hero bike user’s satisfaction were 3.69 in percentage it is 67.25. YAMAHA bike user satisfaction was 3.68 in percentage it termed as 67. TVS bike users’ satisfaction was 3.67 in percentage it termed as 66.75. HONDA bike user’s satisfaction was 3.62 in percentage it termed as 65.5. Royal Enfield bike user’s satisfaction was 3.58 in percentage it termed as 64.5. SUZUKI bike users’ satisfaction was 3.56 in percentage it termed as 64. And the overall satisfaction of the respondents was 3.66 in percentage it can be termed as 66.5. Form the univariate analysis survey it can be said all the two wheelers bike users satisfied with their brands which they own.

Table: 1.1 - Level of Satisfaction brand owned by the respondents on two- wheelers

Descriptive statistics brand owned by the respondents and the overall satisfaction of the respondents					
	N	Minimum	Maximum	Mean	Std. deviation
Honda	50	1.00	5.00	3.6220	1.38671
Hero	50	1.00	5.00	3.6980	1.32903
Bajaj	50	1.00	5.00	3.7200	1.29187
Yamaha	50	1.00	5.00	3.6820	1.30855
TVS	50	1.00	5.00	3.6700	1.31779
Suzuki	50	1.00	5.00	3.5680	1.30721
Royal Enfield	50	1.00	5.00	3.5840	1.31697
Satisfaction	50	1.00	5.00	3.6660	1.30915
Valid N (list wise)	50	-	-	-	-

b). Sex and the level of satisfaction of the respondents towards two-wheelers

The table 1.2 shows the data on sex and their intensity of satisfaction towards the use of two- wheeler. It can be seen from the table majority (62.50%) of the female respondents had moderately satisfied than the male respondents regarding the above statement (54.76%). Majority (30.95%) of male respondents had extremely satisfied than (25.00%) female respondents towards the use of two-wheeler. The percentage of not satisfied towards the use of two-wheeler had the highest (14.29%) the male respondents than the same had the lowest (12.50%) in the female respondents. In order to verify the correlation between the sex of the respondents and the level of satisfaction towards two-wheelers hypotheses were framed and tested on Chi-square.

Table1.2: Sex and the level of satisfaction of the respondents towards two-wheelers

S.No	Sex	Level of Satisfaction			Total
		Extremely satisfied	Moderately satisfied	Not satisfied	
1	Male	13	23	6	42

		(30.95)	(54.76)	(14.29)	(100)
2	Female	02	05	01	08
		(25.00)	(62.50)	(12.50)	(100)
	Total	15	28	07	50

Source: Data collected from field survey

Hypothesis:

H_{a0}: There is no significant relationship between Sex and its Level of satisfaction towards the use of two- wheelers.

H_{a1}: There is a significant relationship between sex and it Level of satisfaction, towards the use of two- wheelers.

Table: 1.2.a. Sex and its level of satisfaction towards the use of two-wheeler (Chi-Square Test)

Sex * Satisfaction Cross Tabulation						
		Satisfaction				Total
Sex	Sex	-	Extremely satisfied	Moderately satisfied	Not satisfied	
	Sex	Male	Count	13	29	0
Expected Count			11	24	7	42
Female		Count	0	2	6	08
		Expected Count	2	5	1	08
Total		Count	13	30	7	50
		Expected Count	13	30	7	50

Table :1.2.b Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	477.683 ^a	2	.000
Likelihood Ratio	402.942	2	.000
Linear-by-Linear Association	267.668	1	.000
N of Valid Cases	50	-	-

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 12.01.

It can be seen from the table Pearson chi-square value was 477.683 and the p value was 0.000. It can be said “There was a significant Correlation between sex and it's Level of satisfaction towards the use of two- wheelers. Hence alternative hypothesis accepted.

c). Age and its level of satisfaction towards the use of two-wheeler

The table 1.3 shows the data on age and the level of satisfaction towards the use of two wheeler. It can be seen from table below 20 years of age group approximately half (50.00%)of the respondents moderately satisfied towards the above statement . 25.00% of the respondents extremely satisfied and 25.00% of the respondents in the same age group not satisfied with said statement

With regard to the age group between 20 to 30 years, more than half of the respondents moderately satisfied towards the use of the two-wheeler. 26.93% extremely satisfied and only 15.38% of the respondents not satisfied towards the use of the two wheeler in the same age group. 46.67% of the respondents moderately satisfied in the age group 30 to 40 years followed by 26.66% of the respondents extremely satisfied with the use of two wheeler and only 26.67% of the respondents not satisfied with the above statement.

Table 1.3: Age and its level of satisfaction towards the use of two-wheeler

S.No	Age of the respondents	Level of satisfaction			Total
		Extremely satisfied	Moderately satisfied	Not satisfied	
1	Below 20 yrs	1	2	1	4
	Percentage	(25.00)	(50.00)	(25.00)	100
2	Between 20 - 30 years	7	15	4	26
	Percentage	(26.93)	(57.69)	(15.38)	100

3	Between 30 - 40 years	4	7	4	15
	Percentage	(26.66)	(46.67)	(26.67)	100
4	Above 40 years	2	2	1	5
	Percentage	(40.00)	(40.00)	(20.00)	100
Total		14	26	10	50

Source: Data collected from field survey

With regard to the percentage of moderately satisfied towards the use of the two wheeler was 40.00% in the age group above 40 years. Extremely satisfied towards the use of the two wheeler was 40.00% in same group and only 20.00 % of the respondents not satisfied with above said statement. In order to verify the correlation between the sex of the respondents and the level of satisfaction towards two-wheelers hypotheses were framed and tested on Chi-square.

Hypothesis:

H₀: There is no significant relationship between age and its level of satisfaction towards the use of two-wheeler.

H₁: There is a significant relationship between age and its level of satisfaction towards the use of two wheelers.

Table 1.3.a: Age and its level of satisfaction towards two-wheelers (Chi-Square Test)

Age * Satisfaction Cross Tabulation						
Age group		Satisfaction				Total
		Extremely satisfied	Moderately satisfied	Not satisfied		
Age	Below 20	Count	4	0	0	4
		Expected Count	1.35	2.28	0.87	4
	Bet 20 to 30	Count	10	16	0	26
		Expected Count	7.86	13.26	5.08	26
	Bet30 to 40	Count	0	10	6	16
		Expected Count	4	8	4	16
	Above 40	Count	0	0	4	4
		Expected Count	11.4	19.2	7.4	4
Total		Count	15.0	25.	10	50
		Expected Count	15.0	25.0	10.0	50.0

Table 1.3.b :Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	405.342 ^a	6	.000
Likelihood Ratio	465.251	6	.000
Linear-by-Linear Association	291.561	1	.000
N of Valid Cases	50	-	-

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 7.37.

The table 1.3.b shows the data of Pearson Chi- Square test It can be seen from the table the value of Pearson chi-square was 405.342 and the p (<0.05) value was 0.000. it can be said “There was a significant Correlation between Respondents age and its Level of satisfaction towards the use of two- wheelers. Hence alternative hypothesis accepted.

d). Marital status and its level of satisfaction towards the use of Two-wheeler

The table 1.4 shows the data on marital status of the respondents and the level of satisfaction towards the use of two-wheeler. It can be seen from table majority (40.00%) of married respondents moderately satisfied towards the above statement. 40.00% of the respondents extremely satisfied and 20.00% of the respondents not satisfied with above said statement.

It can be seen from table majority 62.86% of Unmarried respondents moderately satisfied towards the above statement. 22.86% of the respondents extremely satisfied and 14.28% of the respondents not satisfied with above said statement.

In order to verify the correlation between the respondent’s marital status and the level of satisfaction towards the two-wheelers hypotheses were framed and tested on Chi-square.

Table-No: 1.4: Marital status and its level of satisfaction towards the use of Two-wheeler

S.No	Marital Status	level of satisfaction			Total
		Extremely Satisfied	Moderately Satisfied	Not Satisfied	
1	Married	6	6	3	15
	Percentage	(40.00)	(40.00)	(20.00)	100.00
2	Unmarried	8	22	5	35
	Percentage	(22.86)	(62.86)	(14.28)	100.00
	Total	14	28	8	50

Source: Data collected from field survey

Hypothesis:

H₀: There is no significant relationship between marital status of the respondents and their level of satisfaction towards the use of two wheelers.

H₁: There is a significant relationship between marital status of the respondents and their level of satisfaction towards the use of two wheelers.

Table 1.4.a: Marital Status and its level of satisfaction towards the use of two wheelers (Chi-Square Test)

Marital * Satisfaction Cross Tabulation						
Marital status		Satisfaction			Total	
		Extremely satisfied	Moderately satisfied	Not satisfied		
Marital status	MARRIED	Count	13.5	1.5	0	15
		Expected Count	4.05	8.58	2.37	15.0
	UNMARRIED	Count	0	27	8	35
		Expected Count	9.45	20.02	5.53	35.0
Total		Count	13.5	28.6	7.9	50
		Expected Count	13.5	28.60	7.90	50.0

Table 1.4.b: Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	432.318 ^a	2	.000
Likelihood Ratio	493.227	2	.000
Linear-by-Linear Association	319.633	1	.000
N of Valid Cases	50	-	-

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 23.70.

The table 1.4.b shows the data of Pearson Chi- Square test It can be seen from the table the value of Pearson chi-square was 432.318 and the p (<0.05) value was 0.000. it can be said “There was a significant Correlation between marital status of the Respondents and it's Level of satisfaction towards the use of two- wheelers. Hence; alternative hypothesis accepted.

e). Occupation and its level of satisfaction towards the use of two-wheeler.

The table 1.5 shows the data on Occupation of the respondents and the level of satisfaction towards the use of two-wheeler. It can be seen from table more than half 50.00% of the professional respondents moderately satisfied towards the above

statement. 50.00 % of the respondents extremely satisfied and 0% of the respondents in the same professional occupational group not satisfied with said statement.

44.44% Employees of occupational group respondents moderately satisfied towards the use of the two-wheeler. 27.78% of the same occupational group respondents were extremely satisfied and only 27.78 % of the respondents were not satisfied towards the use of the two wheeler in the same occupational group.

50.00% of Business conducting respondents moderately satisfied. Followed by 37.50% of the respondents extremely satisfied with the use of two-wheeler and only 2.50% of the respondents not satisfied with the above statement in the same category.

The percentage of extremely satisfied towards the use of the two wheeler was 12.50% among the self employees. Moderately satisfied towards the use of the two-wheeler was 75.00 % in same group and only 12.50 % of the respondents not satisfied with above said statement.

In order to verify the correlation between the occupation of the respondents and the level of satisfaction towards the two-wheelers hypotheses were framed and tested on Chi-square.

Table 1.5: Occupation and its level of satisfaction towards the use of two-wheeler.

S.No	Occupation	Level of satisfaction			Total
		Extremely satisfied	Moderately satisfied	Not satisfied	
1	Professionals	1	1	0	2
	Percentage	(50.00)	(50.00)	(0.00)	100.00
2	Employees	5	8	5	18
	Percentage	(27.78)	(44.44)	(27.78)	100.00
3	Business	3	4	1	8
	Percentage	(37.50)	(50.00)	(12.50)	100.00
4	Self employees	1	6	1	8
	Percentage	(12.50)	(75.00)	(12.50)	100.00
5	Students	1	5	2	8
	Percentage	(12.50)	(62.50)	(25.00)	100.00
6	Others	2	3	1	6
	Percentage	(33.33)	(50.00)	(16.67)	100.00
	Total	13	27	10	50

Source: Data collected from field survey

Hypothesis:

H₀: There is no significant relationship between occupation of the respondents and its level of satisfaction towards the use of two wheelers.

H_a: There is a significant relationship between occupation of the respondents and its level of satisfaction towards the use of two wheelers.

Table 1.5.a: Occupation and its Level of Satisfaction towards the use of two wheelers (Chi-Square Test)

Occupation * Satisfaction Cross Tabulation						
Occupation		Satisfaction				Total
		Extremely satisfied	Moderately satisfied	Not satisfied		
Occup.	Professional	Count	2.2	0	0	2.2
		Expected Count	0.64	1.7	0.39	2.2
	Employees	Count	12.4	5.5	0	17.9
		Expected Count	5.23	9.52	3.15	17.9
	Business	Count	0	8.0	0	8
		Expected Count	2.34	4.26	1.41	8.0

	Self employees	Count	0	6.6	0	6.6
		Expected Count	1.93	3.51	1.6	6.6
	Students	Count	0	6.5	2.9	9.4
		Expected Count	2.74	5.00	1.65	9.4
	Others	Count	0	0	5.9	5.9
		Expected Count	1.72	3.14	1.04	5.9
Total	Count	14.6	26.6	8.8	50	
	Expected Count	14.60	26.60	8.80	50	

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	646.268 ^a	10	.000
Likelihood Ratio	663.950	10	.000
Linear-by-Linear Association	347.267	1	.000
N of Valid Cases	50	-	-

a. 1 cells (5.6%) have expected count less than 5. The minimum expected count is 3.87.

The table 1.5.b. shows the data of Pearson Chi- Square test It can be seen from the table the value of Pearson chi-square was 646.268 and the p (<0.05) value was 0.000. It can be said “There was a significant Correlation between Occupation of the Respondents and it’s Level of satisfaction towards the use of two- wheelers. Hence; alternative hypothesis accepted.

f). Monthly income of the respondents and its Level of Satisfaction towards the use of two- wheelers

The table 1.6 shows the data on Monthly income of the respondents and the level of satisfaction towards the use of two-wheeler. It can be seen from table majority (57.69%) of less than 20000 INR Monthly income earning respondents moderately satisfied towards the above statement. 30.76 % of the respondents extremely satisfied and 11.55% of the respondents in the same income level not satisfied with said statement.

With regard to the income earning group between 20,000 INR to 30,000 INR majority (33.33%) of the respondents extremely satisfied towards the use of the two wheeler. 44.45 % of the respondents moderately satisfied and only 22.22% of the respondents not satisfied towards the use of the two-wheeler in the same income group.

With regard to the income earning group between 30,000 INR to 40,000 INR 44.45% of the respondents moderately satisfied towards the use of the two-wheeler. 33.33% of the respondents not satisfied towards the use of the two-wheeler and only 22.22% extremely satisfied towards the use of the two-wheeler.

The percentage of moderately satisfied towards the use of the two wheeler was33.33% in the income earning group of above 40,000 INR. Extremely satisfied towards the use of the two- wheeler was 33.33% in same group and only 18 % of the respondents not satisfied with above said statement.

In order to verify the correlation between the respondent’s monthly income and the level of satisfaction towards the two-wheelers hypotheses were framed and tested on Chi-square.

Table 1.6: Monthly income of the respondents and its Level of Satisfaction towards the use of two- wheelers

S.No	Monthly income	Level of satisfaction			Total
		Extremely satisfied	Moderately satisfied	Not satisfied	
1	less than Rs.20000	8	15	3	26
	Percentage	(30.76)	(57.69)	(11.55)	100.00
2	Between Rs.20 to Rs.30000	3	4	2	9
	Percentage	(33.33)	(44.45)	(22.22)	100
3	Between Rs.30 to Rs.40000	2	4	3	9
	Percentage	(22.22)	(44.45)	(33.33)	100.00
4	Rs.40000 and above	2	2	2	6
	Percentage	(33.33)	(33.33)	(33.34)	100.00
	Total	15	25	10	50

Source: Data collected from field survey

Hypothesis:

H₀: There is no significant relationship between the monthly income of the respondents and their level of satisfaction towards the use of Two wheelers.

H₁: There is a significant relationship between the monthly income of the respondents and their level of satisfaction towards the use of two wheelers.

Table 1.6.a: Monthly income and its Level of Satisfaction towards two-wheeler

Income * satisfaction Cross tabulation							
Income		Satisfaction				Total	
		Extremely satisfied	Moderately satisfied	Not satisfied			
Income	Less Than 20000	Count	15	10	0	25	
		Expected Count	8.15	13.31	4.33	25	
	BTE20 TO 30000	Count	0	10	0	10	
		Expected Count	3.29	5.37	1.75	10	
	BTW 30000TO 40000	Count	0	5	3	8	
		Expected Count	2.78	4.54	1.48	8	
	ABOVE 40000	Count	0	0	50	50	
		Expected Count	15.8	25.8	8.4	50	
	Total		Count	15	25	10	50
			Expected Count	15.80	25.80	8.40	50

Table 1.6.b Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	522.897 ^a	6	.000
Likelihood Ratio	543.202	6	.000
Linear-by-Linear Association	319.492	1	.000
N of Valid Cases	50	-	-

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 8.40.

The table 1.6.b shows the data of Pearson Chi- Square test It can be seen from the table the value of Pearson chi-square was 522.897 and the p (<0.05) value was 0.000. it can be said “There was a significant Correlation between monthly income of the Respondents and it’s Level of satisfaction towards the use of two- wheelers. Hence; alternative hypothesis accepted.

IX. FINDINGS & CONCLUSION

With regard to brand owned by the respondents and the overall satisfaction of the respondents BAJAJ bike users had been satisfied with mean score of 3.72 and in percentage it termed as 68. Followed by remaining bike user’s satisfaction.

With regard to sex and the level of satisfaction majority (64.56%) of the female respondents had moderately satisfied than the male respondents regarding the above statement (56.77%). Majority (28.27%) of male respondents had extremely satisfied than (18.99%) female respondents towards the use of two-wheeler.

With regard to Age and the level of satisfaction respondents of 20 years age group approximately half (48.89%) of the respondents moderately satisfied towards the above statement . 31.11% of the respondents extremely satisfied and 20% of the respondents in the same age group not satisfied with said statement.

Marital status and its level of satisfaction towards the use of two-wheeler majority (42.67%) of married respondents

moderately satisfied towards the above statement. 38.67 % of the respondents extremely satisfied and 18.67 % of the respondents not satisfied with above said statement. Unmarried respondents moderately satisfied towards the above statement. 22 % of the respondents extremely satisfied and 14.57% of the respondents not satisfied with above said statement. Etc.

Monthly income of the respondents and the level of satisfaction towards the use of two-wheeler. It can be seen from table majority (57.69%) of less than 20000 INR Monthly income earning respondents moderately satisfied towards the above statement. 30.76 % of the respondents extremely satisfied and 11.55% of the respondents in the same income level not satisfied with said statement.

The study concluded, understanding the customer's satisfaction is the toughest task for a marketer, we can identify the factors, which influence the purchase decision, and each individual has different behaviour and different influencing factors. After making an exhaustive study, survey and influence regarding the customer satisfaction towards two-wheelers. The socio-economic factors viz., age, education, occupation, gender, marital status and income etc. Influences buying motives, purchase decision and post-purchase behaviour and to determine the satisfaction levels of customers.

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