

“A Study On Consumer Satisfaction Towards Two- Wheeler Bike”

By

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Abstract

This study presents a comprehensive review on the Two-wheelers bikes. The aim of the study is to understand the marketplaces of the various two-wheeler bike brands and the consumer satisfaction towards their choice. And does income level affects their choice and the suggestion they give to others. HERO, BAJAJ, HONDA, TVS, YAMAHA, ROYAL ENFIELD are world class two-wheeler motorcycle manufacturers. All of these firms sell the most two-wheelers in India. However, the performance of those businesses, as well as their consumers' attitudes about them, are critical.

KEYWORDS: - Consumer Satisfaction, Two-wheelers, Purchase Decision

1. INTRODUCTION

In today's economy, product sales aren't the only way to succeed; services and client pleasure are equally crucial. HERO, BAJAJ, HONDA, TVS, YAMAHA, ROYAL ENFIELD are world-class two-wheeler motorcycle manufacturers. All of these firms sell the most two-wheelers in India. However, the performance of those businesses, as well as their consumers' attitudes about them, are critical. It is a type of study that indicates how well certain businesses are performing. As a result, this demonstrates customers' attitudes toward businesses and their issues with them. In this study, we try to figure out how many two-wheelers there are and how many individuals ride them. What drives and influences their decision to purchase a two-wheeler. Which are the most popular two-wheeler options in terms of motorcycles and scooters, as well as the most recent two-wheeler options on the market. What is their consumer attitude toward the performance of two-wheelers that impacted them and motivated them to purchase. As a result, it will be useful to me in the future, which is why I chose this topic for my project.

2. REVIEW OF LITERATURE

Anuj Kumar has explored the impact of consumer attitude on sales of two-wheeler in urban areas of India. However, the study also showed that urban and rural regions have different attitude when it comes to selecting the two wheelers bike model.

Ketan Thakkar et. al. How critical India is to Hero Motor Co.'s fortunes became evident at the close of the last financial year. The Japanese company had forecast that it would sell 15.52 million motorcycles and all-terrain vehicles (TVs) by March. It ended up falling marginally short (15.494 million) but that it was even able to get so close to the target was because its Indian unit grew at a cracking 30% pace. Asian Journal of Technology Management Research / Vol. 01 – Issue: 02 (Jul - Dec 2011) according to him: - Hero Honda has a remarkable share in the market of the two-wheeler industry of India. It has recorded more than 41 percent share in the segment during the period. Where Bajaj the local manufacturer of two wheelers has recorded second position sales percentage 26.70 but it is a significant growth during the period. Third place has grabbed by the TVS motors in the segment which has a share of 18.14 percent.

Imam's analysis that Indian two-wheeler markets, competition is intense with around 10 players competing for the share in the industry. These players include global giants like Honda, Suzuki and Yamaha as well as Indian players like Bajaj and TVS. The market leader in the domestic two-wheeler industry is Hero Honda Motors, with a 42 per cent market share. It is the largest two-wheeler manufacturer in the world and is closely followed by Bajaj Auto, which has a 27 per cent market share. TVS Motor is the third largest two-wheeler manufacturer in the country; it has also established a manufacturing facility in Indonesia. Honda Motors is present in India as Honda Motorcycles and Scooters India 27 Limited (HMSIL), a 100 per cent subsidiary, in addition to joint venture, Hero Honda. Another international player, its Suzuki, has recently entered the Indian market through its direct subsidiary. The industry is characterized by frequent product launches, with over 20 models launched in 2006- 07.

Brijmohan Lal Munjal the Director of Hero Honda Motors (HHM), headed an alliance between the munjal family and Honda Motor Company Ltd. (HMC). HHM Mission Statement is: "We, at Hero Honda, are continuously striving for synergy between technology, systems,

and human resources to provide products and services that meet the quality, performance, and price aspirations of our customers.

Mukesh kumar “Hero Honda Motors Ltd., the manufacturer of India Largest selling 100 CC Motorcycles was incorporated on Jan. 19, 1984. Hero Honda is a successful blend of 12two unique cultures world market leaders i.e., Honda Motor Company of Japan Hero Group of India. The partnership between Honda’s Manual’s to manufacture 100 CC Motor bike has been one of the most successful Indian joint Venture ever. HHML has brought to India a revolution on two-Wheeler by famous advertising campaign “Fill it-Shut It-Forget it “. Today 2 plants of HHML are located on Delhi Jaipur highway”.

ICRA Hero Honda Hero Honda been adding 500-600 customer touch points every year and has doubled the count from 2,000 in March 2006 to 4,200 (includes around 800 dealers) in March 2010. To strengthen its presence in the rural markets, HHML had launched a dedicated rural vertical in 2007 - 08, which took several new marketing initiatives including launch of a national-level programmed to direct sales efforts in territories with a population of 5,000 and above.

Management Pundits Indian Two-Wheeler Industries - 2011-2012 36 Hero Moto Corp is now world’s largest manufacturer of two-wheelers. The company has benefited from the demand shift to motorcycles, as it focuses solely on this product segment (although has a product called Pleasure in Scooter segment). With fuel efficiency and riding 28 comfort as the main selling points, HMC has been able to address a wide market and post robust sales growth even after its separation from the Japanese major Honda. Honda Motorcycle and Scooter India, Private Limited (HMSI) is the wholly owned Indian subsidiary of Honda Motor Company, Limited, Japan. Founded in 1999, it was the fourth Honda automotive venture in India, after Hero Honda, Kinetic Honda Motor Ltd and Honda Siel Cars India. The entry of Honda into the Indian market as HMSI began with the launch of the Honda Activa, a 100-cc scooter. A slightly modified trendier version of the Activa was soon launched, as the Honda Dio. Honda Eterno was launched thereafter to add to the portfolio of HMSI's scooters. The Honda Unicorn was the first motorcycle released by HMSI. The Honda Shine has since been released.

Sriram in 2000 from the initial investor India Book House Ltd. Sriram stepped...He curated the Kala Ghoda Literature Festival from 2005 to 2010.Past: AVP (Research Consulting) at Trans Graph Consulting Pvt. Ltd., Senior Analyst at. (Received 12 September 2009; accepted 23 January 2010). Abstract. The purpose of the...Key words: Customer Evaluation, Brand Image, Quality techniques are suggested in the literature to. Hero Honda Motors Ltd (HHML), Bajaj. Auto Ltd (Bajaj Auto) and TVS Motor. Loyalty and positive word-of-mouth. Nov 25, 2009 HeroCycles Limited Hero Honda Motors Limited Hero Cold. This has helped Hero Cycles develop immense brand loyalty and customer satisfaction. Hero Cycles was ranked 3rd amongst top Indian Companies Review. May 6, 2008 Customer loyalty has been universally recognized as a valuable asset. Nearly 30 years after loyalty first appeared in the academic literature. Indica 37 Xuetta, Bajaj Pulsar, Hero Honda, CD 100 and gold coins. Article: NETTINGLOYALTY Article from: Grocer Article date: October 07, 2000 is. Nov 30, 2008.Customer Value Exchange Loyalty (If Exchange not Applicable). Songs, Review, Story, MP3, Download, Trailer, Wallpaper, and Picture. NII invites application for Ph.D. Programmed for the Academic Year 2009-2010.... Bajaj Auto Ltd, India's second-biggest motorcycle and Hero Honda was in the first in the market. Hero Honda contributes 50% motorcycles to the market. In its Honda holds 46% per cent lower than in the West, have grown at 25% a year between 2000 to 2005. Environmental issues, web usage, lead management and customer loyalty.

3. OBJECTIVE

- To identify the customer satisfaction towards the performance of bike.
- To know whether the income level affects the choice of bike.
- To know the People Perception of particular bike depending on the age group.

4. RESEARCH METHODOLOGY

Data was acquired for the project, which was based on the A STUDY ON CONSUMER SATISFACTION TOWARDS TWO-WHEELER BIKE. This reflects the company's performance as well as client satisfaction with its products. It also aids in understanding customer demand and expected services from businesses. As a result, it is critical for both the client and the organization.

The research design used in this research is a single cross-sectional design for the study because the study takes place at a single point in time and the data is collected only once. The responses collected on the questionnaire is 122.

5. RESULTS AND DISCUSSION

5.1 To identify the customer satisfaction towards the performance of bike

Level of Satisfaction	N	%
Satisfied	120	98.4
Dissatisfied	2	1.6
Total	122	100.0

It can be observed from Table 4.2.1 that people are quite happy with their decision on the bike that they are going to buy for their use. There are 98.4% of respondents who are extremely satisfied with their pick. Because they did some study into their decision, and everyone who is going to buy something should always conduct some research into the product and compare it to other alternatives to make a better decision

Level of Satisfaction	N	%
Very Satisfied	64	52.6
Satisfied	24	19.7
Dissatisfied	21	17.1
Very Dissatisfied	13	10.6
Total	122	100.0

After their self-experience with their pick, 52.6% of respondents are extremely satisfied with

their choice of the Bike, according to Table 4.2.2. They are satisfied since they conducted

thorough research into the benefits and drawbacks of their decision. They have recognized their own needs and have taken a decision to meet them.

No. of Bikes	N	%
1	90	73.8
2	24	19.6
3	5	4.1
Above 4	3	2.5
Total	122	100.0

According to the table above, 73.8% of respondents possess at least one bike, while 19.6% own two bikes for personal use. Because, in today's environment, a bicycle has become a need for the younger generation, and some families have at least one or two bicycles. It is quite handy in emergency situations and saves travel time.

5.2 To know whether the income level affects the choice of bike

Mode of Payment	N	%
Cash	89	72.9
Bank loan	28	23.0
Borrowing from friends/family	5	4.1
Total	122	100.0

According to all of the responses, the most desired payment mode is cash, which is used by 72.9% of people, and the second most preferred payment method is bank loan, which is used by 23.0% of people. Cash is favoured in both methods because there are no further payments to be made on the MRP. However, with a bank loan, we must pay various fees to the bank, as well as interest, which adds to the MRP value of the bike.

5.3 To know the People Perception of particular bike depending on the age group.

Individual Annual Income * Bajaj Crosstabulation

Individual Annual Income	No		Yes		Total	
	N	%	N	%	N	%
Not Earning	15	65.2%	9	37.5%	24	100.0%
Up to 2,50,000	10	55.6%	8	44.4%	18	100.0%
2,50,000 - 5,00,000	26	45.6%	31	54.4%	57	100.0%
5,00,000 - 7,50,000	7	41.2%	10	58.8%	17	100.0%
7,50,000 - 10,00,000	0	0.0%	6	100.0%	6	100.0%
Total	58	47.5%	64	52.5%	122	100.0%

Individual Annual Income * Honda Crosstabulation

Individual Annual Income	No		Yes		Total	
	N	%	N	%	N	%
Not Earning	11	45.8%	13	54.2%	24	100.0%
Up to 2,50,000	13	72.2%	11	27.8%	18	100.0%
2,50,000 - 5,00,000	12	21.1%	39	78.9%	57	100.0%
5,00,000 - 7,50,000	4	23.5%	14	76.5%	17	100.0%
7,50,000 - 10,00,000	3	50.0%	3	50.0%	6	100.0%
Total	42	34.4%	80	65.6%	122	100.0%

According to the above table, respondents with an annual salary of 2, 50,000–5, 00,000 can afford to buy a Bajaj bike, whereas 78.9% can afford / buy a Honda for their personal use or enjoyment. Because today's generation is less concerned with mileage and more concerned with appearance, colour, and enthusiasm. Bike has become a need for everyone in today's world. It is simple to travel for individuals who can ride a bike. Many individuals have begun to learn how to ride a bike so that they may select the bike that best suits their needs.

In other words, people with incomes ranging from 2, 50,000 to 5, 00,000 are recommending Bajaj or Honda bikes to others based on their personal experiences with the bikes and services they give.

6. CONCLUSION

The entire study reveals that most of the respondents are satisfied with their choice of two-wheeler brand and also with their bikes. The Male & Female Ratio in respect to usage of two-wheeler bikes is less the Males are 95.1% and the Females are 4.9% as it is observed that Male users are more in respect to female. It is seen that out of total respondents the age group of 21- 30 years old was highest which are using two-wheeler for multiple uses after that the second highest is age group of 31 – 40 years old. From all the respondents most of them are the people who are working somewhere because the use of two-wheeler is more by them for their travelling purpose and also for their personal use. Most of the respondents are very much satisfied with their choice of the bike and they are using it for multiple purchase. Also after the self-experience with their bike they are very much satisfied. Each respondent have at least one bike in their house for their use and some are having more than one bike for each member who is working. From all the brands in the research that are Hero, Bajaj, Honda, TVS, Yamaha, Royal Enfield the most preferred brand and the bikes that are used by respondents are Honda and Bajaj which have got more ratings among others. After that there is Yamaha, Royal Enfield, Hero, and TVS this are less preferred. The income level do affect the choice of the respondents for some people those who have passion and also have dream of owning a bike they will not compromise with their choice.

7. REFERENCES

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