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## **A Study on Customer Expectation Level Towards Service Provided at Two-Wheeler Exchange**

*<sup>1</sup>P. Charulatha, <sup>2</sup>B. Vignesh*

<sup>1</sup>Department of Commerce CA, Sri Krishna Adithya College of Arts and Science

<sup>2</sup>M.Com., MBA, Assistant Professor, Department of Commerce CA, Sri Krishna Adithya College of Arts and Science

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### **ABSTRACT**

This research analyses the expectation of the customer towards two wheelers exchange. A total of 120 consumers surveyed with structured questionnaires. Statistical analysis is done such as percentage analysis. India is one of the largest manufacturers and producers of two- wheelers in the world. The preference of the consumers clearly signifies that their importance of family and friends influencing their purchase, the additional facilities expected, and many. In the beginning of the century, the automobile entered in the transportation market as a teddy bear for the rich. However, it became gradually more popular among the general population because it gave travelers the freedom to travel when they wanted to and where they wanted. Readability of copy is of paramount importance.

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### **INTRODUCTION**

India is one of the largest manufacturers and producers of two-wheelers in the world. India stands next to Japan and China in terms of the number of two-wheelers produced and domestic sales respectively. The Indian two-wheeler industry made a minute establishment in the early 50s when Automobile Products of India (API) started manufacturing scooters in the country. Today the two- wheeler industry plays an important role in the Indian economy. One of the most important features of economic development is the transformation of luxury goods into necessary goods. In recent times one such commodity, which has been greatly demanded by the consumers, is the motor bikes possessing a mechanical device for conveyance is an indicator of good standard of living. Customer satisfaction is the individual's perception of the performance of the product or service in relation to his or her expectations. Most of the companies try to convert potential customers into regular customers. The transformation of a potential customer into regular customer is not an easy task

Today the two wheeler industry plays an important role in the Indian economy. India is the second largest two wheeler manufacturer in the world. One of the most important features of economic development is the transformation of luxury goods into necessary goods. In recent times one such goods, which has been greatly demanded by the consumers, is the motorcycle possessing a Mechanical device conveyance is an indicator of a good standard of living. Customer satisfaction is the individual's perception of the performance of the product or service in relation to his or her expectations. Customers will have drastically different expectations of an expense.

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### **STATEMENT OF THE PROBLEM**

- Today's consumer markets are too competitive.
- For maximizing the profit and widening the market share, the companies use various efforts for attaining their objectives.
- There also exist strong consumer advocacy movements all over the world. Most of the companies try to convert potential customers into regular customers.
- The transformation of a potential customer into a regular customer is not an easy task.
- If customer expectations meet with the perceived value of service the customer is satisfied but if the perceived value of service is less than the customer expectations than customer is dissatisfied and if the perceived value exceeded the expected value of the service than the customer is delighted

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### **OBJECTIVES OF THE STUDY**

- To know about the socio -economic profile of the customer towards two- wheeler exchange
- To analyses their expectation level of two wheeler service

- To study the satisfaction level of customers who uses bikes after their service
- To identify the current scenario and the customers according to the age group and justifying problem
- To identify customer pattern regarding usage of two-wheeler

### **Scope of study**

The study helps in finding out the level of customer expectation of two-wheeler exchange .

Customer satisfaction a marketing term that measures how vehicles or service

supplied by a company to meet or surpass a customers' preference The scope is confirmed only to examine the "Customer expectation" and to find possible remedies to contract and neutralize the competition. The Study helps to know the feedback and suggestions from the customers

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## **RESEARCH METHODOLOGY**

Research methodology is a specific SJIF Impact Factor procedure to systematically solve the research problems. It may be understood as a science of studying how research is done scientifically. It includes the overall result design, data collection methods and analysis procedure.

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## **DATA COLLECTION METHOD**

Data was collected by both primary data and secondary data sources. Primary data was collected through respondents. The study was done in the form of direct personal interviews. Primary data is data which is collected directly for the first time for the particular purpose to collect more information about the topic. In this study, the primary data have been collected from respondents. Secondary data are those which consist of information that has already existed somewhere and collected for some other purpose. It is readily available for future researchers. In this study, the Secondary data have been collected from Standard Textbooks, Magazines, Journal and Internet.

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## **SAMPLING METHOD**

The sample design provides the basic plan and the convenient sampling method is adopted for the purpose of study.

### **SAMPLING**

**Sample size** : 120 respondents

**Sample method** : primary and secondary

**Sample tools** : questionnaire

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## **LIMITATION OF THE STUDY**

- This study may be the subject to personal biases of the respondents while answering the questionnaires.
- Considering the short time duration for the survey, the sample had to be restricted to 120 respondents only.
- Respondents were reluctant to disclose complete and correct information.
- Some of the respondents has not given any answer for the questions which may affect the analysis

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## **Review of literature**

### **Philip Kotler (1999)**

Marketing occurs when people decide to satisfy needs and wants through exchange. Exchange is the act of obtaining a desired object from someone by offering something in return. Exchange is only one of many ways people can obtain a desired object. For example, hungry people can find food by hunting, fishing or gathering fruit. They could beg for food or take food from someone else. Finally, they could offer money, another good or a service in return for food. As a means of satisfying needs, exchange has much in its favor.

### **Kothari C. R. (1985),**

Marketing Research: An Integrated Approach, 3rd Edition, is invaluable for anyone studying marketing research at a degree or diploma level and is core reading for those students taking the joint module on Marketing Research and Information offered by the Chartered Institute of Marketing and The Market Research Society. The book places research in the bigger picture of marketing and demonstrates how an understanding of marketing research is a key

requirement of any effective marketing professional. The text integrates the key concepts and techniques of marketing research with the management of customer information from databases, loyalty cards and customer files.

**Lewis, R.C. & Boom, B.H. (1983)**

Measured the service quality based on customer expectations. customers should be provided a service beyond their expectations. innovative products, value friendly packages, quality after sales service and cheaper cost should be provided to the customers

## ANALYSIS AND INTERPRETATION SIMPLE PERCENTAGE

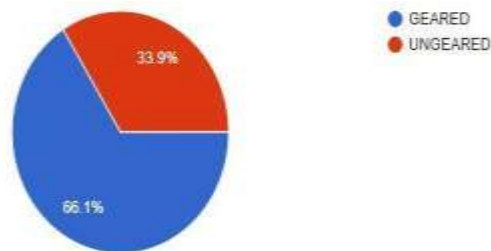
### 1. which two-wheeler do you prefer

**Table 1**

Which two-wheeler do you prefer	No. of respondents	Percentage
Geared	80	66.7%
Ung geared	40	33.3%
Total	120	100%

Which two-wheeler do you prefer 120 respondents

**chart 1**



### Interpretation

From the above table, 66.7% of respondents are using geared and 33.3 % respondents are using ungeared

Hence the majority, 66.7% of respondents are using geared

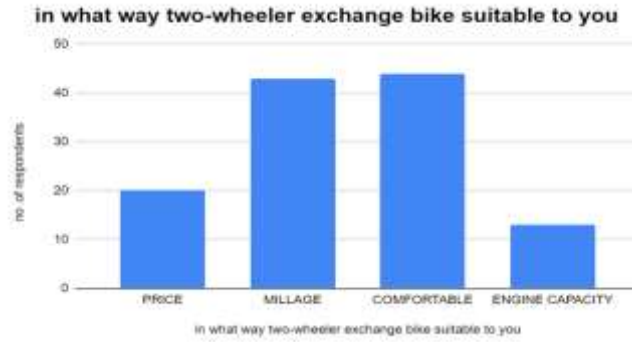
### 2. In what way two-wheeler exchange bike suitable to you

**Table 2**

In what way two-wheeler exchange bike suitable to you	No .of respondents	Percentage
PRICE	20	16.7
MILLAGE	43	35.8
COMFORTABLE	44	36.7
ENGINE CAPACITY	13	10.8
Total	120	100

In what way two-wheeler exchange bike suitable to you 120 respondents

**chart 2**



**Interpretation**

From the above table are 36.7% of respondents are prefer comfortable, 35.8% of respondents are prefer millage, 16.7% of respondents are prefer price, 10.8% of respondents are prefer engine capacity

Hence the majority,36.7% of respondents are prefer comfortable

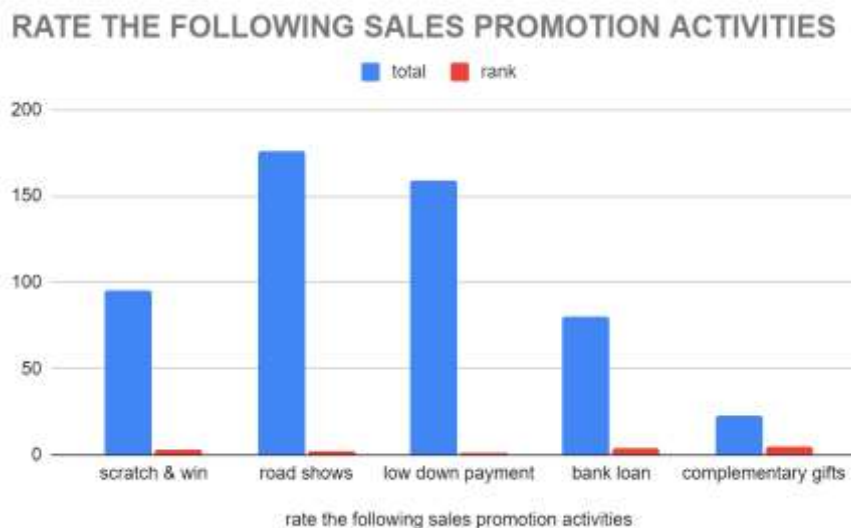
**RANK ANALYSIS**

**3. Rate the following sales promotion activities**

**TABLE 3**

Rate the following sales promotion activities	Total	Rank
Scratch & win	95	3
Road shows	176	2
Low down payment	159	1
Bank loan	80	4
Complementary gifts	23	5

**3.Rate the following sales promotion activities chart 3**



**Interpretation:**

From the above rank analysis 1st ranked as low down payment rate of the following sales promotion activities, 2nd ranked as roadshow rate of the following sales promotion,3rd ranked as scratch & win rate of the following sales promotion,4th ranked as bank loan rate of the following sales promotion,5th ranked as complementary gifts rate of the following sales promotion.

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## Findings, Suggestion and Conclusion

### *Finding*

Finding in this study, descriptive statistics have been used to analyses the social-economic profile respondents ,the findings of the analysis are given below:

2. Hence the majority,51.7 of respondents are male
3. Hence the majority,52.5 of respondents are from 20-22
4. Hence the majority,80 of respondents are saying yes
5. Hence the majority,51.7% of respondents are completely satisfied
6. Hence the majority, 66.7% of respondents are using geared
7. Hence the majority,46% of respondents are prefer 150 cc
8. Hence the majority,33.3 % of respondents are saying low rate of interest
9. Hence the majority,39.8% of respondents are saying 30000-40000
10. Hence the majority,33.3% of respondents are prefer price & mileage
11. Hence the majority,31.7% of respondents are prefer yamaha
12. Hence the majority,36.7% of respondents are saying newspaper
13. Hence the majority,46.7% of respondents are saying agree
14. From the above rank analysis 1st ranked as low down payment
15. Hence the majority,46.7% of respondents are saying agree
16. Hence the majority,46.7% of respondents are very satisfied
17. Hence the majority,47% of respondents are saying 80
18. Hence the majority,83.3% of respondents are saying yes
19. Hence the majority,36.7% of respondents are prefer comfortable
20. Hence the majority,82% of respondents are poor
21. Hence the majority,40.8% of respondents are prefer bikes24
22. Hence the majority,59.2% of respondents are saying financial issue
23. Hence the majority,53.4% of respondents are satisfied

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## SUGGESTION

- Launch of new and different brands may turn the market oligopolistic but we definitely increase the market share.
- Looks and style must not be over stressed as compared to quality and mileage .
- 360 degrees marketing approach with aggressive promotional campaigning should be followed.
- Focus more on mileage bikes as the style and performance are playing the major role.
- The dealer is required to maintain all colors of Two Wheelers Bike Sport at all time & it is available to customers at right him.
- To come with different colors of the bikes with new modes.
- Two Wheelers Bike Company should take the resale value of the bike.
- Resale value is high compared to other bikes. All spares, accessories should be available

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## CONCLUSION

The market for Two -wheelers has never been a dearth here. But of all the varieties of vehicles available here, most customers preferred only bikes. Customers in this area need to change into their lifestyle. This has fostered the entry of a new variety of bikes available nationwide to flourish in this market. The results of the survey conducted showed that customers are eager to purchase Two Wheelers Bikes. So the buying behavior of customers is

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that most of the customers purchase bikes based on Mileage followed by price and maintenance of the bike. Finally I would conclude that Two Wheelers Bike is more eye-catching. More refined and more User friendly. It is a whole lot more enjoyable to drive than anything else in the compact Bike category.

#### **REFERENCE**

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