

## **CUSTOMER SATISFACTION ON TWO WHEELERS A SPECIAL REFERENCE WITH TVs XL IN THENI DISTRICT**

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### **ABSTRACT**

*This research analyses the satisfaction of the customer towards two wheelers. The study was restricted only to Theni city. A total of 240 consumers of departmental stores were personally surveyed with a structured questionnaire. Statistical analysis such as percentage analysis, Chi square was carried out. India is the second largest manufacturer and producer of two-wheelers in the world. The preferences of the consumers clearly indicate their importance of advertisement in influencing their purchase, the additional facilities expected, improvement expected in handling defective goods and many. At the beginning of the century the automobile entered the transportation market as a toy for the rich. However, it became increasingly popular among the general population because it gave travelers the freedom to travel when they wanted to and where they wanted.*

### **INTRODUCTION**

India is the second largest manufacturer and producer of two-wheelers in the world. It stands next only to Japan and China in terms of the number of two-wheelers produced and domestic sales respectively. This distinction was achieved due to variety of reasons like restrictive policy followed by the Government of India towards the passenger car industry, rising demand for personal transport, inefficiency in the public transportation system etc. The Indian two-wheeler industry made a small beginning in the early 50s when Automobile Products of India (API) started manufacturing scooters in the country.

In the last few years, the Indian two wheelers industry has been spectacular growth the country stands next to china and Japan in terms of production and sales respectively. Majority of Indians especially the youngster prefer motorbikes rather than cars. Capturing a large share in the two wheelers industry, bikes and scooters cover major segment. Bikes are large variety of two wheelers are available in the market, known for the latest technology and enhanced mileage Indian bikes, mopeds represent style and class for both men and women in India.

## **REVIEW OF LITERATURE**

**R. Nair Suja (2000)** the success of the firm will be determined by how effective it has been in meeting the diverse customer needs and wants by treating each customer as unique and offering products and services to suit his/her needs.

**Pasanen (1992)** reviewed three studies relating collision speeds and pedestrian injury severity, finding their results quite consistent and that the probability of pedestrian death reached nearly modeling the data estimated that of pedestrians would die when struck by a vehicle traveling 20 mph.

**Wazan (1998)** reviewed articles identifying risk factors for child pedestrian injuries. Two studies showed that higher speed limits were associated with higher risk of injury to child pedestrians.

**Roberts (1995)** found an odds ratio of 40-49 km/h 25-30 mph roads with lower limits, and in the Seattle area found odds ratios of 3.2 for child pedestrian zones and for roads with limits above 64 km/h 40 mph roads with speed limits.

## **OBJECTIVES OF THE STUDY**

- To know the profile of the respondents in the study area
- To analysis the factors influencing the usage of TVs XL
- To find out the customer satisfaction level in TVs XL

- To offer the summary and finding of the study.

## **RESEARCH HYPOTHESIS**

1. There is no significant relationship between gender and level of satisfaction towards two wheelers.
2. There is no significant relationship between age and level of satisfaction towards two wheelers.
3. There is no significant relationship between education qualification and level of satisfaction towards two wheelers.
4. There is no significant relationship between occupation and level of satisfaction towards two wheelers.
5. There is no significant relationship between monthly income and level of satisfaction towards two wheelers.

## **METHODOLOGY**

This study is based on the primary data. The primary data have been collected from by questionnaire method.

## **SAMPLE SIZE**

The primary data collected from 240 respondents was taken as the sample size from the entire population for theni district. Proportionate random sampling method was applied for choosing 240 respondents.

## **TOOLS FOR ANALYSIS**

The collected data has been analyzed by using following statistical tools:

- Percentage analysis
- Chi-square

## ANALYSIS AND INTERPRETATION

### PROFILE OF THE RESPONDENTS

**Table1 Gender wise classification of the respondents**

S.No	Gender	Number of the respondents	Percentage of respondents
1.	Male	192	80
2.	Female	48	20
	<b>Total</b>	<b>240</b>	<b>100</b>

(Source: Primary Data)

Table 1 shows that out of 240 respondents (192) 80 percentages are male respondents, female respondents are (48) 20 percentages. The male respondents are majority in this analysis.

**Table 2 Age wise classification of the respondents**

S.No	Age (in years)	Number of the respondents	Percentage of respondents
1.	Below 20 years	18	7
2.	20 to 30 years	86	35
3.	30 to 40 years	54	23
4.	40 to 50 years	52	22
5.	Above 50 years	30	13
	<b>Total</b>	<b>240</b>	<b>100</b>

(Source: Primary Data)

Table 2 exhibits that out of 240 respondents (86) 35 percents of the respondents belong to the age group of 20 to 30 years, (54) 23 percents of the respondents belong to the age group of 30 to 40 years, (52) 22 percents of the respondents belong to the age group of 40 to 50 years, (30)13 percent of the respondent belong to above 50 years, (18) 7 percents of the respondents belong to below 20 years respectively.

**Table 3 Education qualification wise classification of the respondents**

S.No	Education qualification	Number of the respondents	Percentage of the respondents
1.	Illiterate	32	13
2.	Up to SSLC	96	40
3.	UG	76	33
4.	PG	26	10
5.	Professional degree	10	4
	<b>Total</b>	<b>240</b>	<b>100</b>

(Source: Primary Data)

Table 3 presents that out of 240 respondents (96) 40 percents of the respondents are studied up to SSLC, (76) 33 percents of the respondents are completed UG, (32) 13 percents of the respondents is illiterate,(26) 10 percent of respondents studied PG, (10) 4 percents of the respondents are belong to professional degree.

**Table 4 Marital status of respondents**

S.No	Marital Status	Number of the respondents	Percentage of respondents
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1.	Married	154	64
2.	Unmarried	86	36
	<b>Total</b>	<b>240</b>	<b>100</b>

(Source: primary data)

Table 4 depicts that out of 240 respondents (154) 64 percentages are married respondents, unmarried respondents are (86) 36 percentages.

**Table 5 Occupation wise classification of the respondents**

S.No	Occupation	Number of the respondents	Percentage of respondents
1.	Students	62	25
2.	Self employed	76	32
3.	Government employed	22	9
4.	Private employee	40	17
5.	Others	40	17
	<b>Total</b>	<b>240</b>	<b>100</b>

(Source: Primary Data)

Table 5 reveals that out of 240 respondents (76)32 percents of the respondents belong to the self-employed,(62) 25 percents of the respondents belong to the students, (40) 17 percents of the respondents in private employee, (40)17 percents of the respondents in others, (22) 9 percents of the respondents belong to government employee respectively.

## Customer satisfaction

**Table 6 Sources of information of the respondents**

S.no	Sources	Number of respondents	Percent of respondents
1	Perception	18	8
2	TV	96	40
3	News paper	38	16
4	Friends	80	33
5	Magazines	8	3
	<b>Total</b>	<b>240</b>	<b>100</b>

(Sources: primary data)

Table 6 shows that out of 240 respondents brings for the facts that (96) 40 percent of the respondents getting the information from TV, (80) 33 percent of the respondents bring the information from friends, (38) 16 percent of the respondents bring the information from news paper, (18) 8 percent of the respondents bring the information from perception, (8) 3 percent of the respondents only collect information from magazines.

**Table 7 Features and attraction**

S. no	Features	Number of respondents	Percent of respondents
1	Style	52	22
2	Acceleration	44	18

3	Riding comfort	70	29
4	Speed	56	23
5	Others	18	8
	<b>Total</b>	<b>240</b>	<b>100</b>

**(Source: Primary Data)**

Table 7 provides that out of 240 respondents is (70) 29 percents of the respondents are attracted by riding comfort, (56) 23 percent of the respondents are attracted by speed, (52) 22 percent of the respondents are attracted by style, (44) 18 percent of the respondents are attracted by acceleration, (18) 8 percent of the respondents are attracted in other features.

**Table 8 Relationship between Gender and level of satisfaction of the respondents**

S.No	Gender	Number of the respondents
1	Male	192
2	Female	48
	<b>Total</b>	<b>240</b>

**(Source: Primary Data)**

In order to test the hypothesis Chi – Square test has been applied and the result is obtained for the data is presented in the table8.

**Table 8 Gender of the respondents and their level of satisfaction**

S.No	Gender	Number of the respondents			Total
		High	Medium	Low	



1	Male	36	130	26	192
2	Female	8	32	8	48
	<b>Total</b>	<b>44</b>	<b>162</b>	<b>34</b>	<b>240</b>

(Source: Computed Data)

Degree of Freedom = 2

Calculated value = 0.005

Table Value of  $x^2$  at 5 % level = 5.99

From the table 8 shows that the calculated value  $x^2$  (0.005) is less than the table value (5.99) at five percent level and so the null hypothesis “gender of the respondents” does not have any significant relationship with the level of satisfaction of respondents in two wheelers is accepted. Therefore it is concluded that there is no of significant relationship between gender of the respondents and the level of satisfaction in two wheelers.

**Table 9 Occupation of the respondents and their level of satisfaction**

S.No	Occupation	Number of the respondents			Total
		High	Medium	Low	
1	Students	10	40	12	62
2	Self employed	8	62	6	76
3	Government employed	4	14	4	22
4	Private employed	8	26	6	40
5	Others	14	20	6	40

	<b>Total</b>	<b>44</b>	<b>162</b>	<b>34</b>	<b>240</b>
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(Source: Computed Data)

Degree of Freedom = 8

Calculated value = 12.26

Table Value of  $\chi^2$  at 5 % level = 15.50

From the table 9 shows that the calculated value  $\chi^2$  (12.26) is less than the table value (15.50) at five percent level and so the null hypothesis “occupation of the respondents” does not have any significant relationship with the level of satisfaction of respondents in two wheelers is accepted. So there no is significant relationship between occupation of the respondents and the level of satisfaction towards two wheelers.

## **FINDINGS**

- ❖ Male members are more than the female members in the 240 sample respondents
- ❖ Out of 240 sample respondents, 86 respondents belong to the age group of 20 – 30 years.
- ❖ Out of 240 sample respondents, 96 respondents are up to SSLC and only 10 respondents are professional degree.
- ❖ 76 respondents are self employed and only 22 respondents are government employed among the 240 sample respondents.
- ❖ Out of 240 sample respondents, 56 respondents monthly income is Rs. 9000 – 120000 and only 40 respondents earns monthly income up to Rs.3000.
- ❖ Out of 240 respondents, 96 respondents are getting source of information in TV and 8 respondents getting source of information in magazines.
- ❖ Out of 240 respondents, 70 respondents is features attracted in riding comfort and 18 respondents are other features attracted.

## **SUGGESTIONS**

- Most of the respondents have suggested that TVs XL has not having well trained mechanics. So the TVs company provide some well-trained mechanics.
- TVs XL is not a seasonal product. Most of the borrowers are having the habit to buy the two wheelers in all the season.
- TVs XL brand has high demand in the market than other brands. So the vendors of these brands should take some promotional activities to increase their demand.
- Most of the respondents face the problem in high price of spare parts. So the price of the spare parts to be reduced most of the customers prefer the TVs XL at high level.

## **CONCLUSION**

To conclude that two wheeler brands are taken necessary promotional activities to increase their demand by introducing new models. In olden days the people used only the bi – cycle and rarely used the two wheelers. But now a days each and every one have the two wheelers in Theni district most of the respondents prefer the TVs XL for their riding comfort and satisfied with their services.

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