

## Exploring customer satisfaction of two wheeler motor bike users: A comparative study on some selected brands

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### Abstract

This research paper has attempted to explore the customer satisfaction level towards the product quality and services of different two wheeler motor bike brands. Data were collected from the bike users of Bajaj, Hero-Honda, TVS, Runner, and Walton from Jessore, Satkhira, and Khulna city using structured questionnaire. Convenience sampling method was applied to collect response from 110 two wheeler bike users from which 96 found flawless thus used for the ultimate study. Descriptive statistical tools, tables, and graphs were used in the data analysis and presentation. This study has found that the customer satisfaction towards TVS is highest among the five brands.

**Keywords:** Customer Satisfaction, Two-Wheeler Motor Bikes, Descriptive Analysis

### 1. Introduction

Two-wheeler motor bikes are one of the fastest growing vehicle industries in Bangladesh. Bangladesh is a high density country. People of rural areas prefer motor bikes to reduce the vehicle problem in rural areas. Now-a-days people are also using motor bikes in the crowded cities to get rid from the traffic jam. The use of Motor bike has been increased tremendously in the last decades. To fulfill the demand of the customer, several companies are now marketing two-wheeler motor bikes. Majority of the motor cycle market depends on the import of motor bikes from India, China, and Korea. There are about 100 auto-mobile companies that are operating their marketing activities in Bangladesh. Among them 10-12 companies are enjoying majority of the market share. These companies are maintaining the customer satisfaction level to capture the market share. Customer satisfaction is all about attracting the exact customer, getting them to buy, buy often, buy in higher quantities and bring even more customers. Customer satisfaction is more important which has a positive impact on an organization's profitability. In order to achieve customer satisfaction, organizations must be able to satisfy their customer needs and wants.

### 2. Literature Review

Many researchers have looked into the importance of customer satisfaction. (Kotler 2006) defined satisfaction as: "a person's feelings of pleasure or disappointment resulting from comparing a product are perceived performance (or outcome) in relation to his or her expectations".

Dr. K. Mallikarjuna Reddy (2011) had conducted a study on "Consumer Behavior towards Two-Wheeler Motor Bikes" in the twin cities i.e. Hyderabad and Secunderabad by selecting Hero Honda, Yamaha, and TVS bike users. The study concluded that there is a heavy demand for Hero Honda motorcycles in the market, so their supply has to be drastically improved so as to meet the demand of the customer. Some of

the respondents suggested for improving the mileage and technology of Yamaha and TVS Bikes.

Omesh Chadha (2011) in the article "Consumer Buying Behavior towards Bikes" has revealed that the customers give more importance to fuel efficiency than to other factors. They believe that the brand name tells them something about product quality, utility, technology and the like. The consumers prefer to purchase the Bikes which offer high fuel efficiency, good quality, technology, durability and reasonable price.

Vijay and Jayachitra (2011) in the article "Customer Perception with Motor Cycles" studied on customer's perception of Hero Honda motorcycles compared to TVS and Bajaj. This study concluded that Hero Honda controls almost 48% of the two-wheeler market, followed by Bajaj with about 20% and TVS Motor at close to 17% share. So this study focuses on customers' perception towards the three major players in the market.

Merlin D. Jane (2012) in the article on "Evaluation of Customer loyalty in TVS Motor Cycle Dealership" identified some factors like quality, price, service, attitudes which were experienced by customers in TVS motor cycle dealership. The study concluded that, the customer loyalty of the company is at an excellent position because of the high level product satisfaction and the customer satisfaction.

Gugloth *et al.*, (2012) in the article "A Study Relating to the Decision-Making Process of Purchasing Two-Wheeler's in Rural Area of Andhra Pradesh" studied about the present scenario of rural marketing especially decision making process of purchasing two-wheeler in rural area, and its importance, current trends, and highlights certain problems related to rural marketing area. This article also investigates the demand of two-wheelers in rural area and influence of the factors like family, friends, dealers, service and mileage for the process of purchasing a two-wheeler.

Franklin and Anand (2013) in the article “Influence of Peer in Purchase Decision Making of Two-Wheelers: A Study Conducted in Coimbatore” attempted to find out the importance of peers on the buying behavior of Two-wheelers with reference to buyers residing in and around Coimbatore city. This study revealed that there a positive trend on the influence of peers on the decision making of the purchases.

Monica and Vishal (2014) in the article “Factors Influencing Consumer Buying Behavior towards Bikes among Indian Youth: A Study” have identified different factors of consumer buying behavior in purchasing bikes and their preferences. The factors which find out from the study were- sitting & service comfort, price, maintenance, fuel efficiency and Performance & style.

### 3. Objective of the Research

The objectives of the study are:

- To analyze and identify the customer satisfaction level towards the product quality and services of different two wheeler products.
- To compare the selected brands in respect of the identified satisfaction level.
- To understand the expectations of the customers.

### 4. Methodology

Methodology is the process or system through which a study is being carried out for the purpose of collecting of information

that is required for reaching a conclusion on that study (Kothari, 2011).

This study is descriptive by nature that answers the customer satisfaction level towards the product quality and services of different two wheeler brands. In order to accomplish the study, both primary and secondary data had been collected from appropriate sources. A structured questionnaire with five-point Likert-scale was used to collect the opinions of the respondents. Where value 1= strongly dissatisfied, 2= Dissatisfied, 3= Neutral, 4= Satisfied, 5= strongly satisfied. A convenience sampling method was applied to select the intended number of respondents as a sample from population. A total 110 questionnaires were distributed among the bike users of Bajaj, Hero-Honda, TVS, Runner, and Walton from the cities of Jessore, Satkhira, and Khulna. From the questionnaires 96 were found flawless thus used for data analysis. Then the collected data were processed using MS Excel. Descriptive statistical tools, tables, and graphs were used in the data analysis and presentation.

### 5. Findings and Analysis

#### 5.1. Male and Female Ratio

In this study, total sample size is 90, and all the respondents are male.

#### 5.2. Age of the Respondents

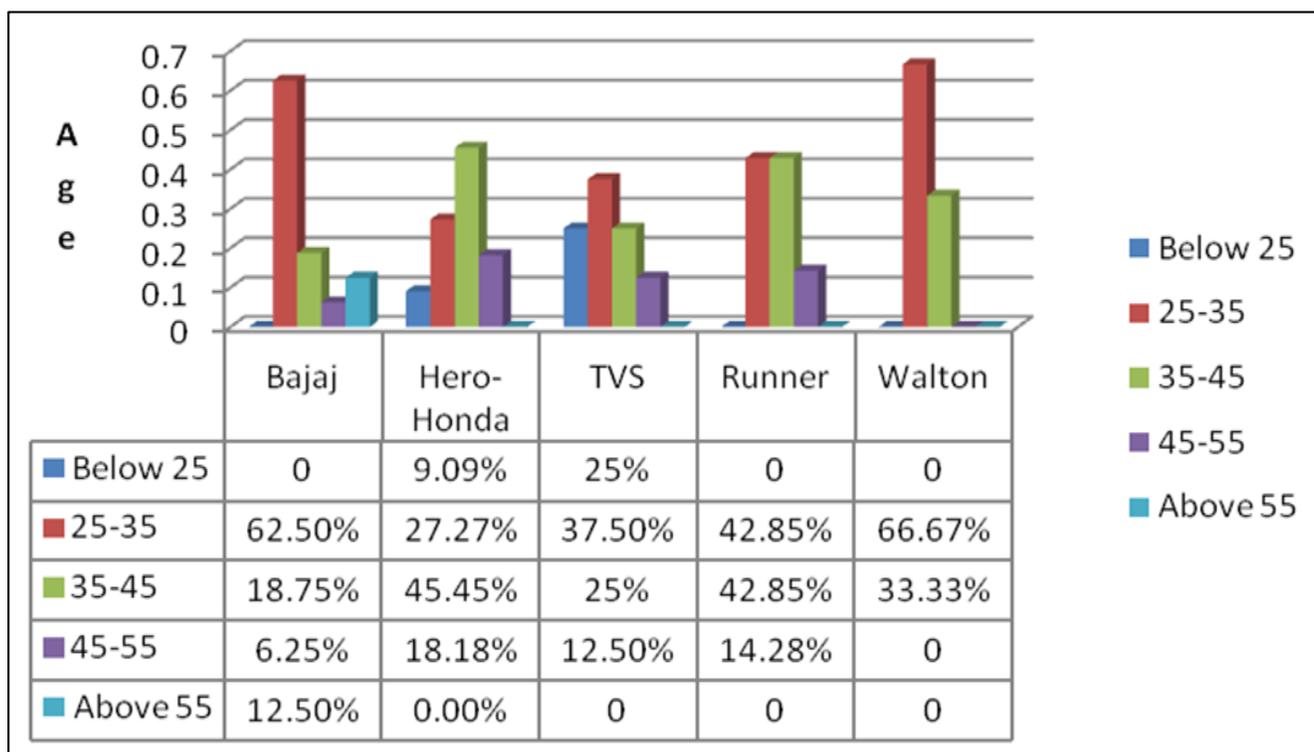


Fig 1: Age of the Respondents (Source: Own Survey 2014)

Out of the total Bajaj motor bike users, the majority users’ age are from 25 to below 35. In case of the total Hero-Honda motor bike users, the majority users’ age are from 35 to below 45. Among total TVS motor bike owners, the majority users’ age

are from 25 to below 35. Out of the total Runner motor bike owners, the majority users’ age are from 25 to below 45. Among total Walton motor bike owners, the majority users’ age are from 25 to below 35.

### 5.3. Professions of the Respondents

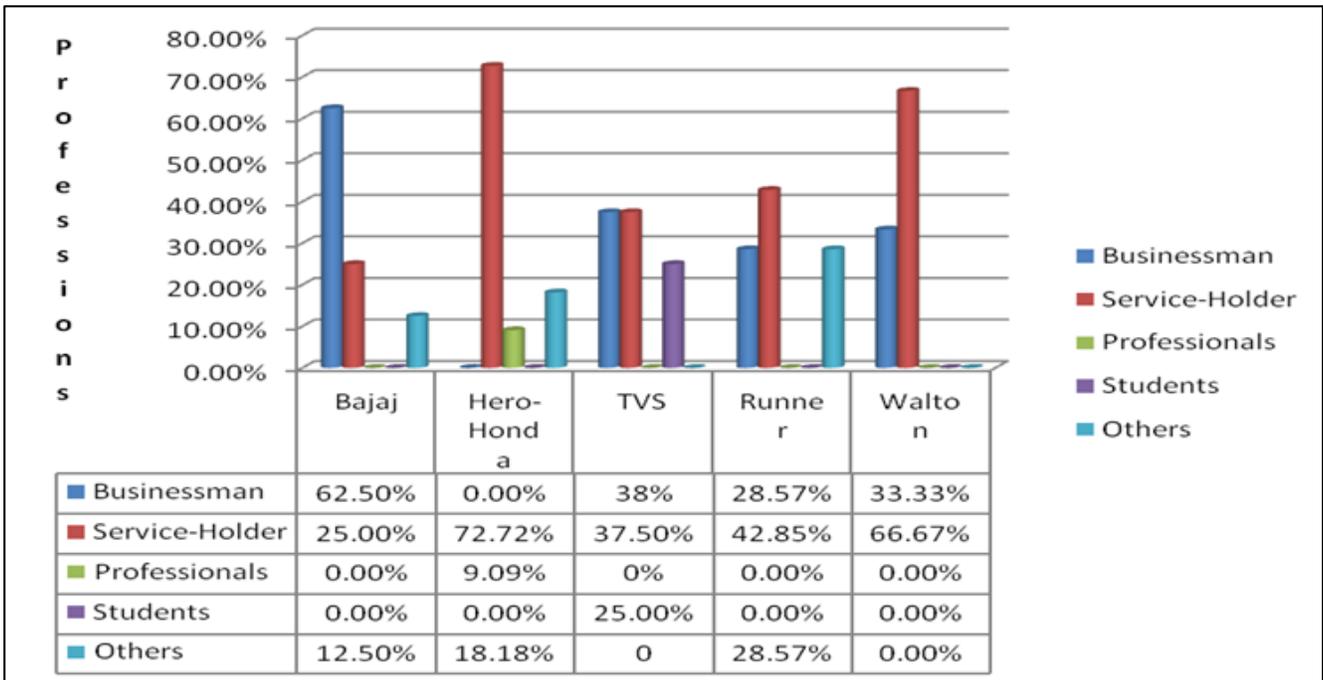


Fig 2: Professions of the Respondents (Source: Own Survey 2014)

Among total Bajaj motor bike users, 62.5% are businessman, 25% are service-holder, and 12.5% are others. Out of total Hero-Honda motor bike users, 72.72% are service-holder, 9.09% are professionals and 18.18% are others. Among total TVS motor bike users, 38% are businessman, 37.5% are service-holder, and 25% are students. Out of total Runner motor

bike users 42.85% are service-holders, 28.57% are businessman, and 28.57% are others. In case of total Walton users, 66.67% are service-holders and 33.33% are businessman.

### 5.4. Income Level of the Respondents

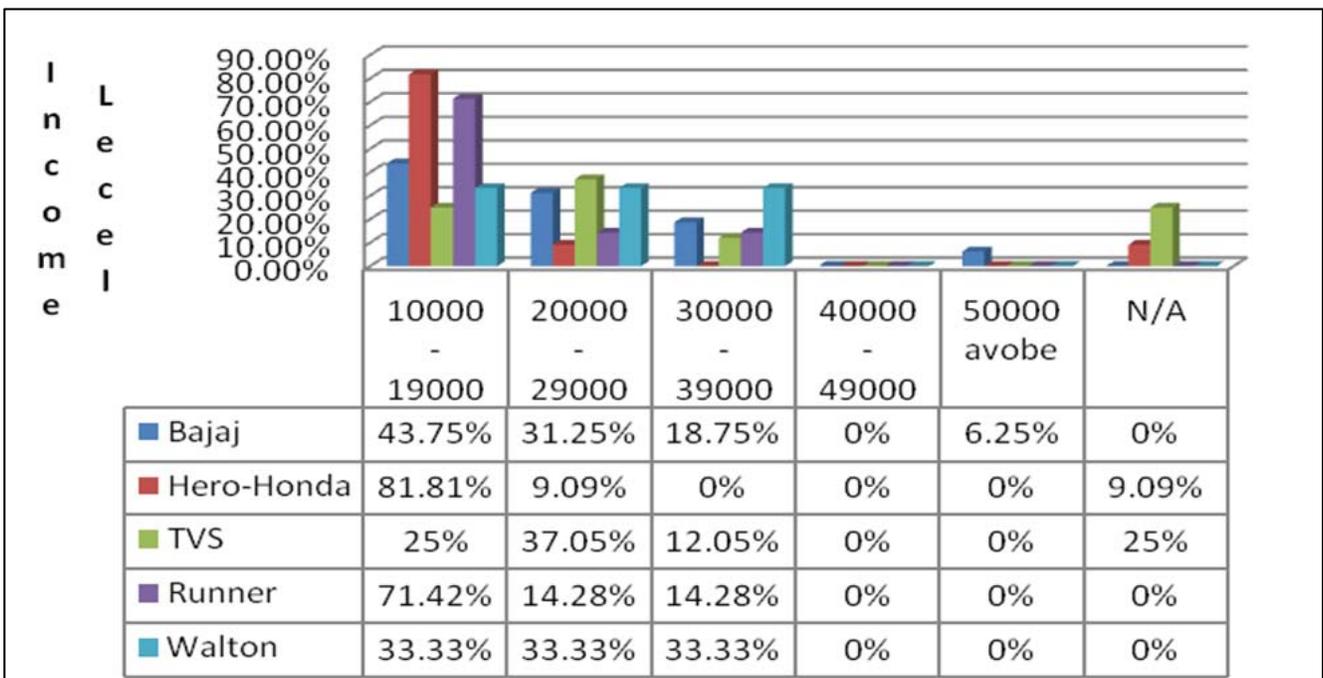
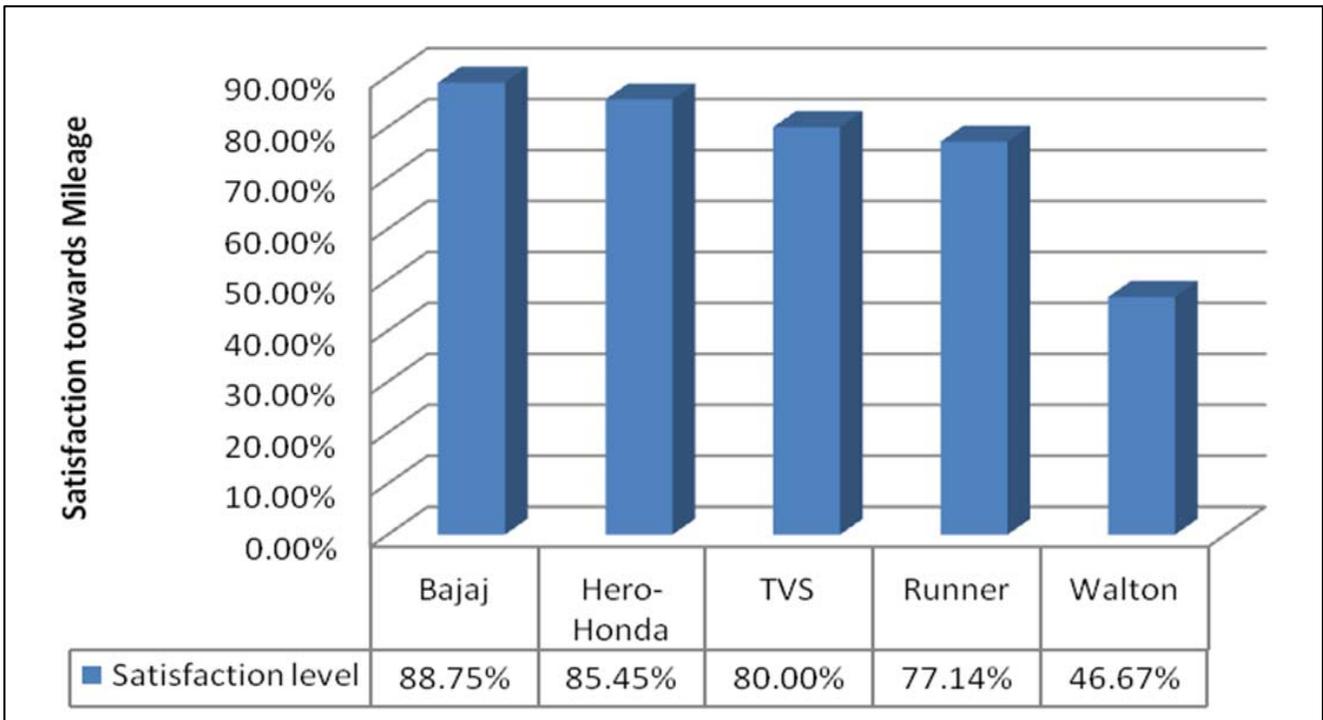


Fig 3: Income-Level of the Respondents (Source: Own Survey 2014)

The income level of most of the motor bike users are from 10,000 to 19,000. Some respondents have no income as they are students.

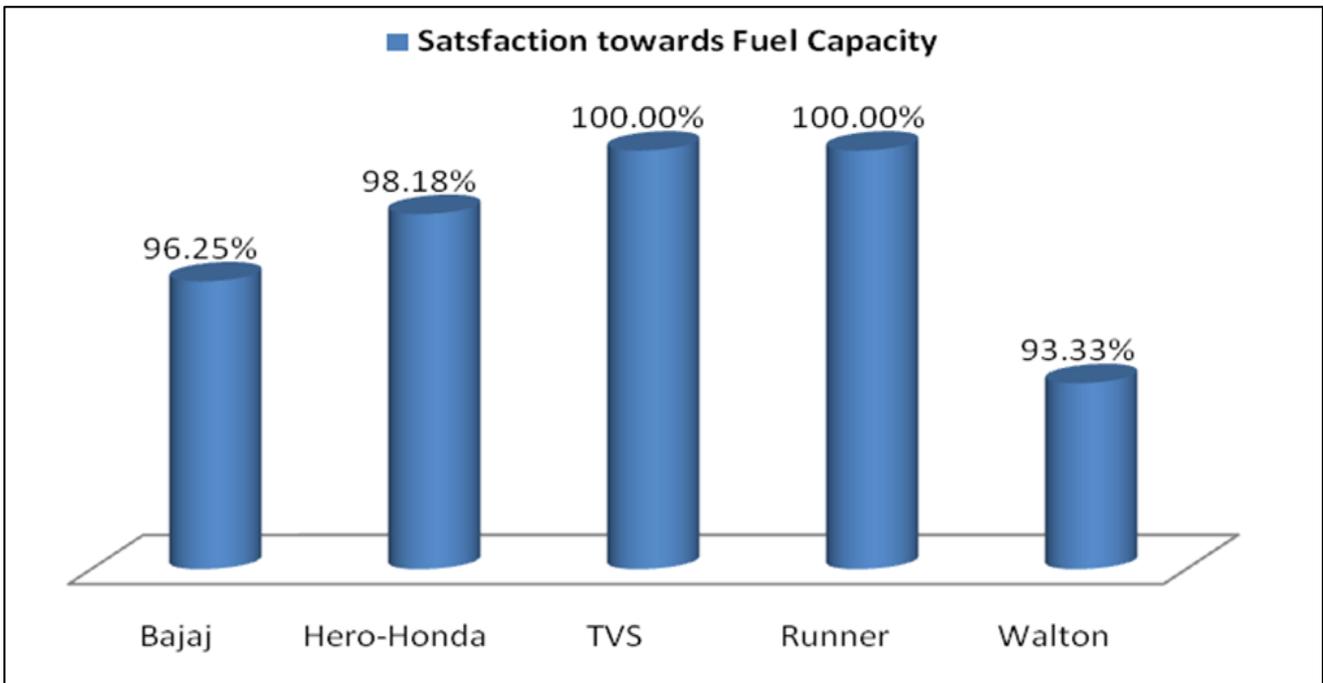
**5.5. Satisfaction Level of “Mileage”**



**Fig 4:** Satisfaction Level of “Mileage” (Source: Own Survey 2014)

Towards mileage, Bajaj users show 88.75% satisfaction, Hero-Honda users show 85.45% satisfaction, TVS users show 80% satisfaction, Runner users show 77.14% satisfaction, and Walton users show 46.67% satisfaction.

**5.6 Satisfaction Level of “Fuel Capacity”**



**Fig 5:** Satisfaction Level of “Fuel Capacity” (Source: Own Survey 2014)

Bajaj users show their 96.25% satisfaction towards fuel capacity. Hero-Honda users show 98.18% satisfaction in this regard. TVS and Runner users show their 100% satisfaction towards fuel capacity. Walton users show 93.33% satisfaction level for fuel capacity.

### 5.7. Satisfaction Level of “Design/Style/Model”

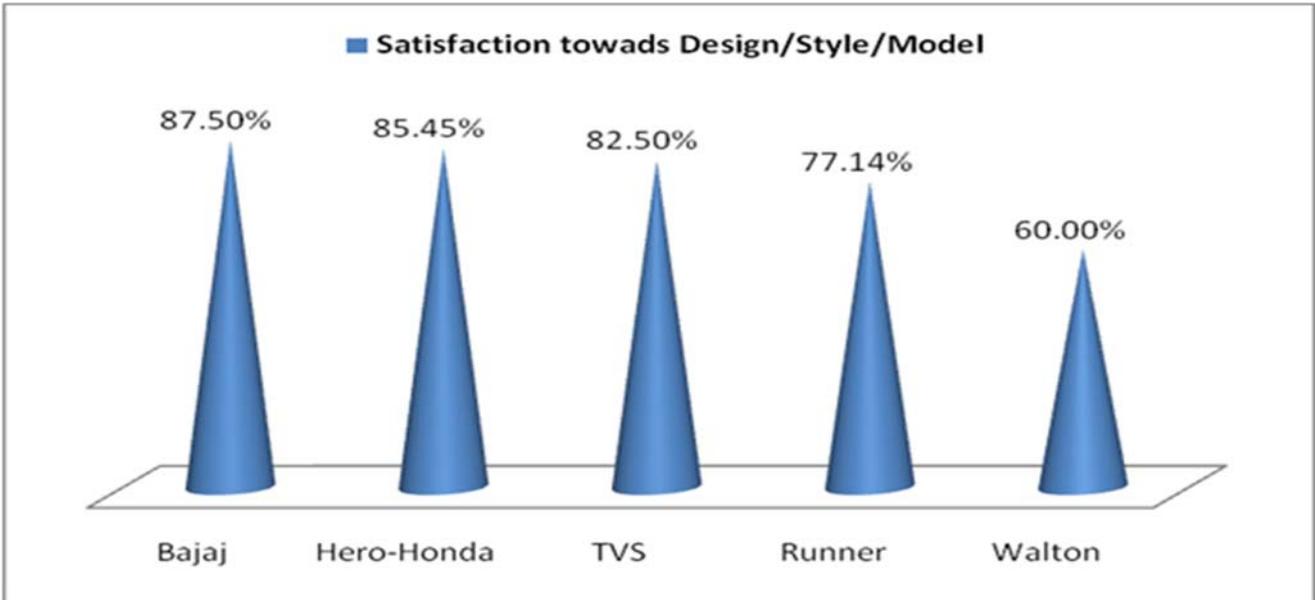


Fig 6: Satisfaction Level of “Design/Style/Model” (Source: Own Survey 2014)

Towards Design/Style/Model, Bajaj users show 87.5% satisfaction, Hero-Honda users show 85.45% satisfaction, TVS users show 82.5% satisfaction, Runner users show 77.14% satisfaction, and Walton users show 60% satisfaction.

### 5.8. Satisfaction Level of “Speed”

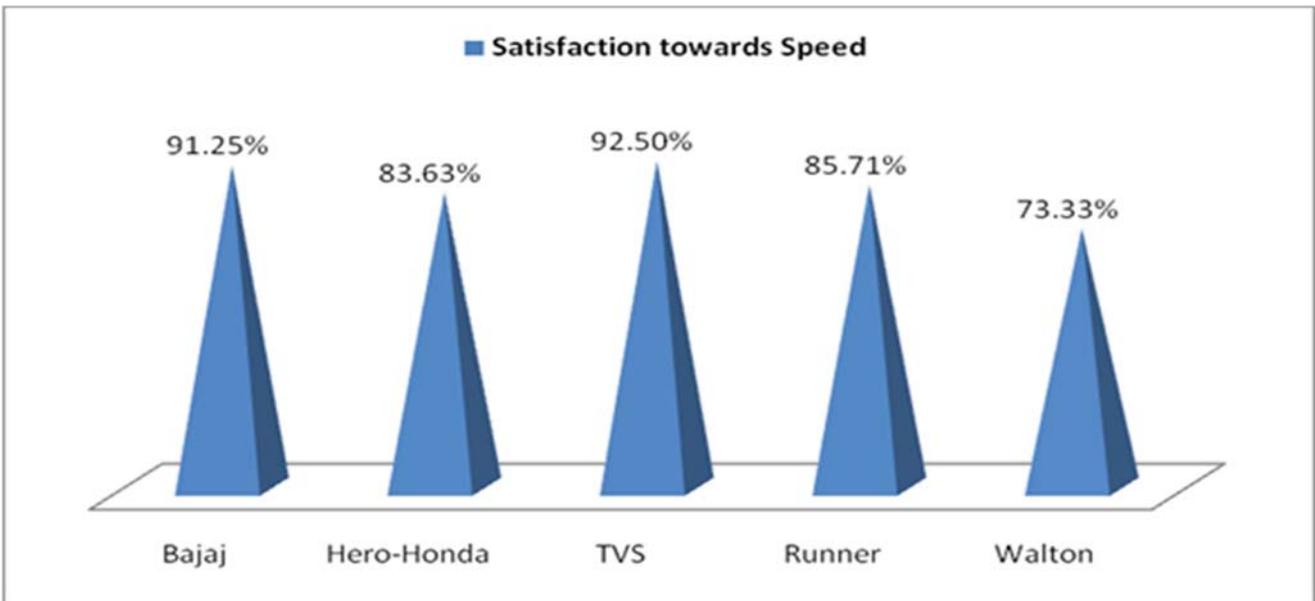


Fig 7: Satisfaction Level of “Speed” (Source: Own Survey 2014)

Bajaj users show their 91.25% satisfaction towards speed. Hero-Honda users show 83.63% satisfaction in this regard. TVS users show their 92.5% satisfaction, Runner users show 85.71% satisfaction, and Walton users show 73.33% satisfaction for speed.

### 5.9. Satisfaction Level of “Color”

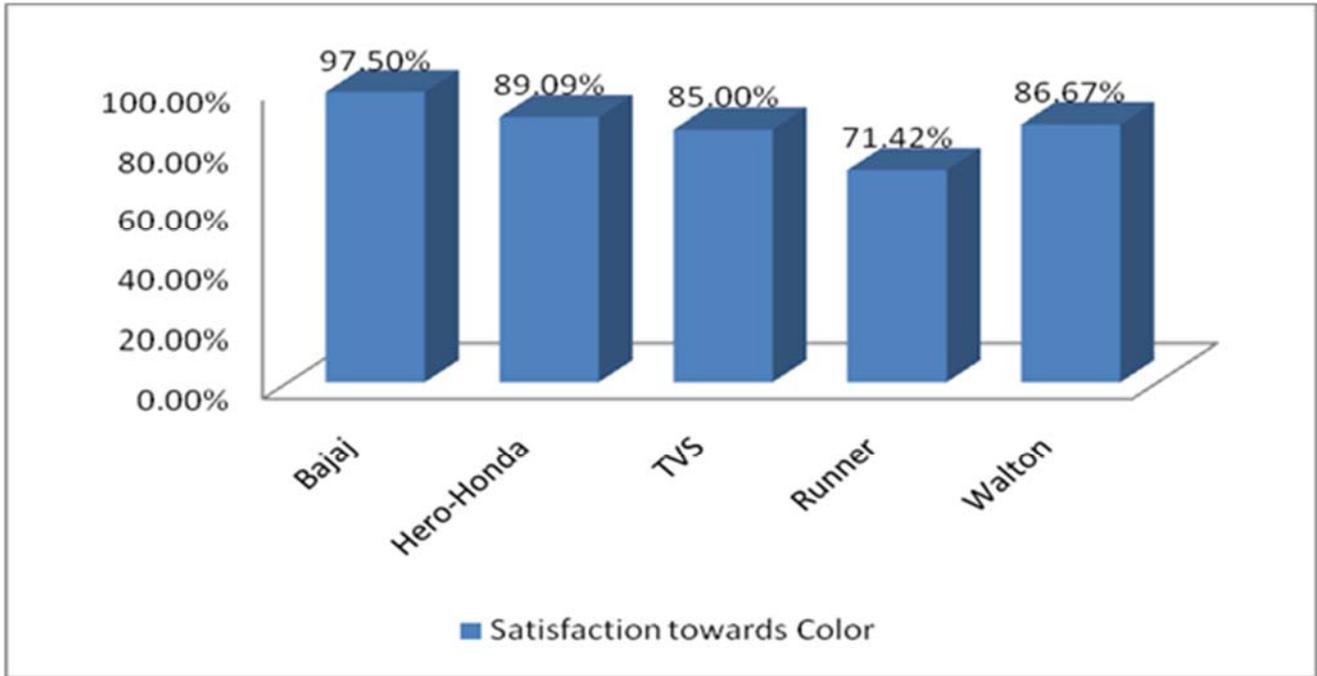


Fig 8: Satisfaction Level of “Color” (Source: Own Survey 2014)

Bajaj, Hero-Honda, TVS, Runner, and Walton users show their satisfaction level towards color 97.5%, 89.09%, 85%, 71.42%, and 86.67% respectively.

### 5.10. Satisfaction Level of “Weight”

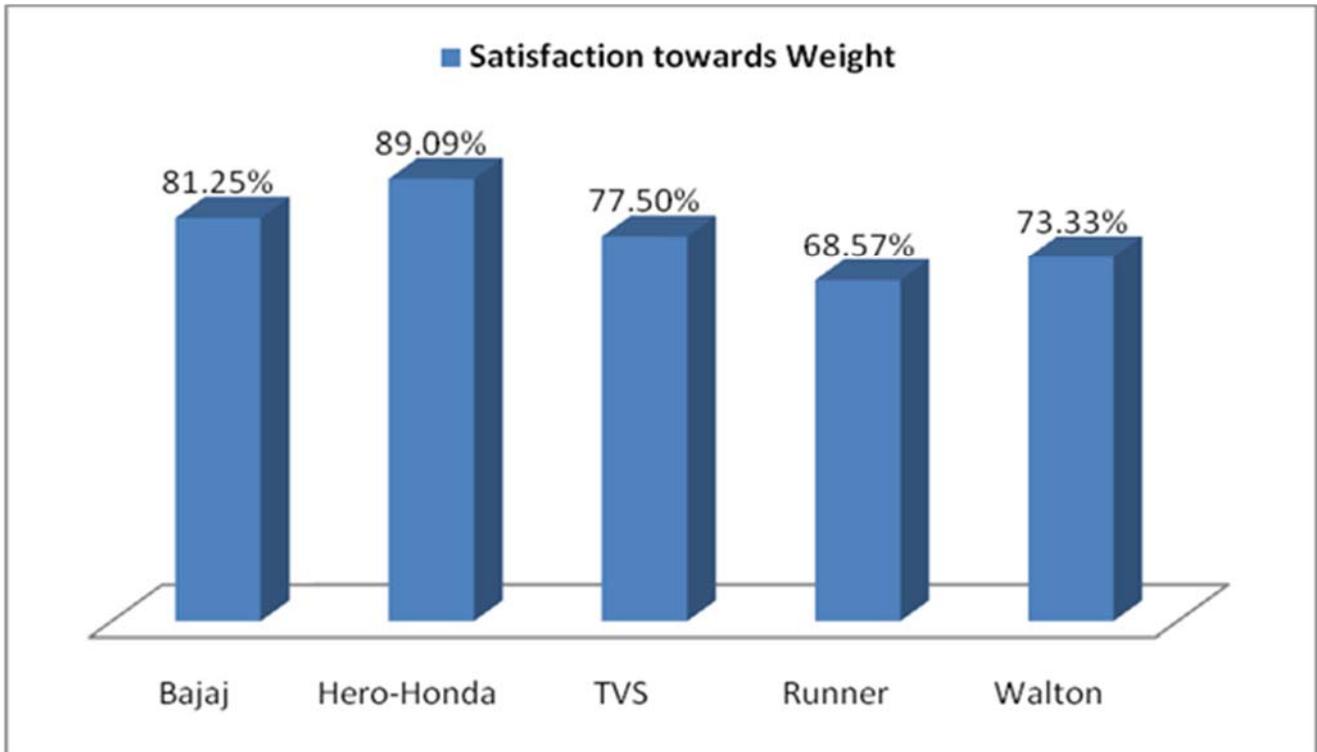


Fig 9: Satisfaction Level of “Weight” (Source: Own Survey 2014)

Bajaj users show their 81.25% satisfaction towards weight. Hero-Honda users show 89.09% satisfaction in this regard. TVS users show their 77.5% satisfaction. Runner users show

their 68.57% satisfaction. Walton users show 73.33% satisfaction level for weight.

### 5.11. Satisfaction Level of “Engine Power”

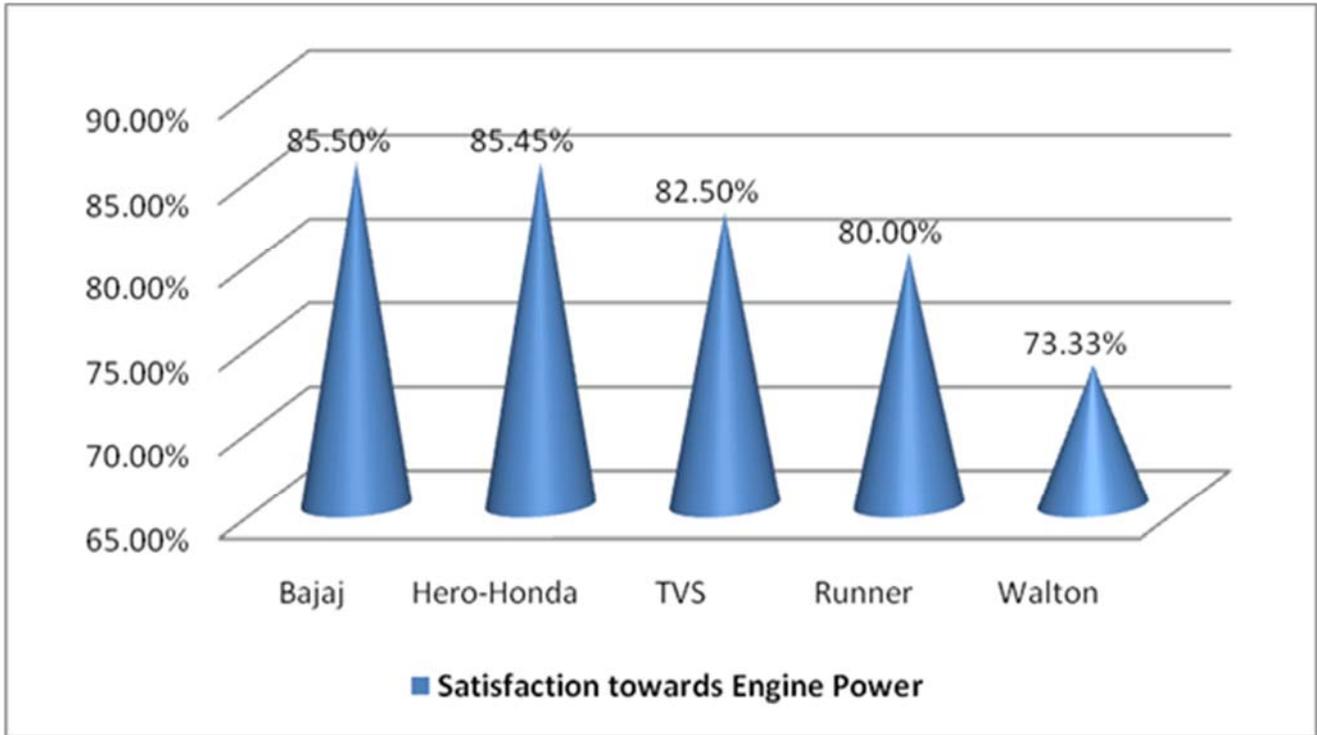


Fig 10: Satisfaction Level of “Engine-Power” (Source: Own Survey 2014)

Bajaj, Hero-Honda, TVS, Runner, and Walton users show their satisfaction level towards engine power respectively 85.5%, 85.45%, 82.5%, 80%, and 73.33%.

### 5.12. Satisfaction Level of “Battery”

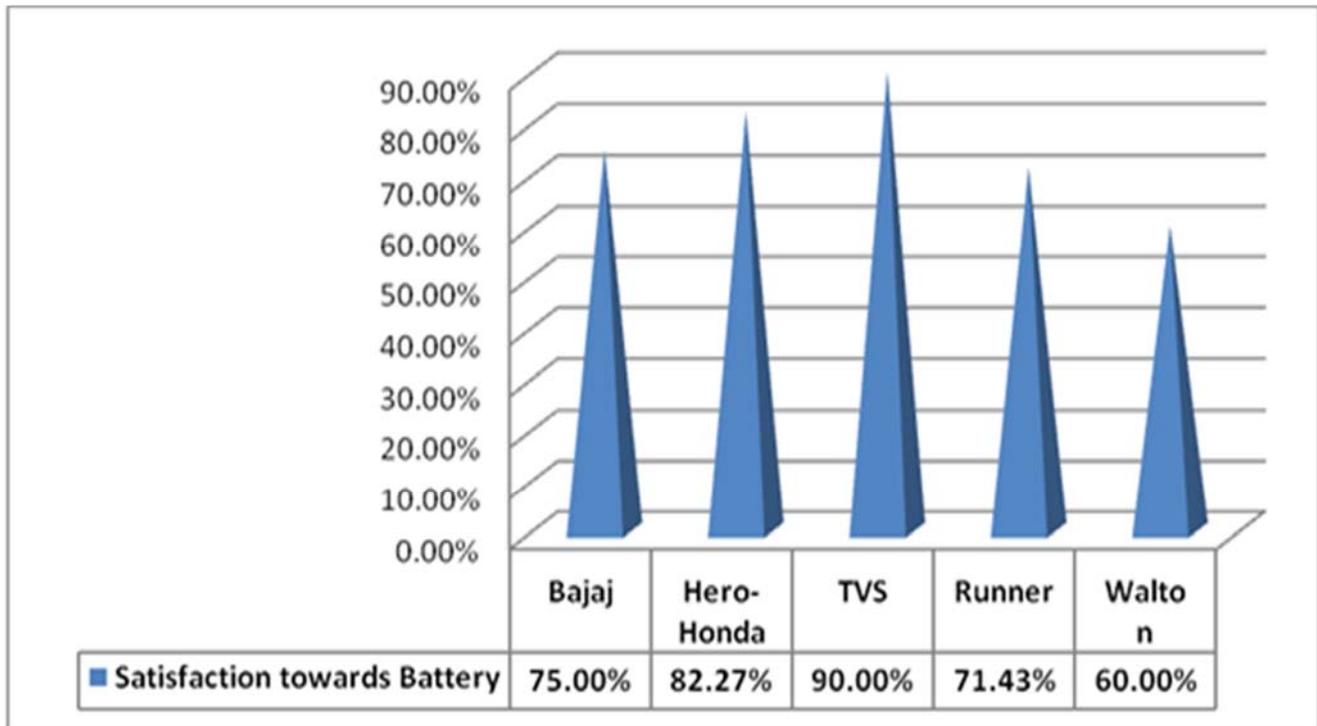
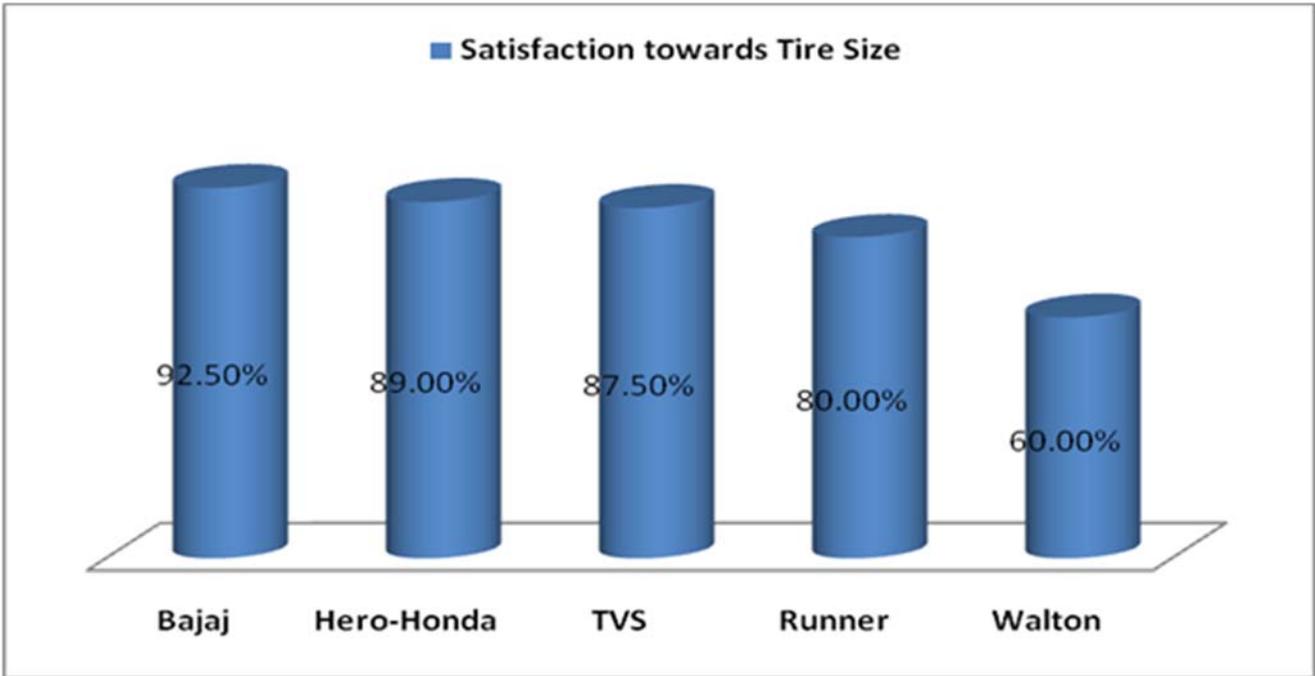


Fig 11: Satisfaction Level of “Battery” (Source: Own Survey 2014)

Bajaj, Hero-Honda, TVS, Runner, and Walton users show their satisfaction level towards color 75%, 82.27%, 90%, 71.43%, and 60% respectively.

**5.13. Satisfaction Level of “Tire Size”**

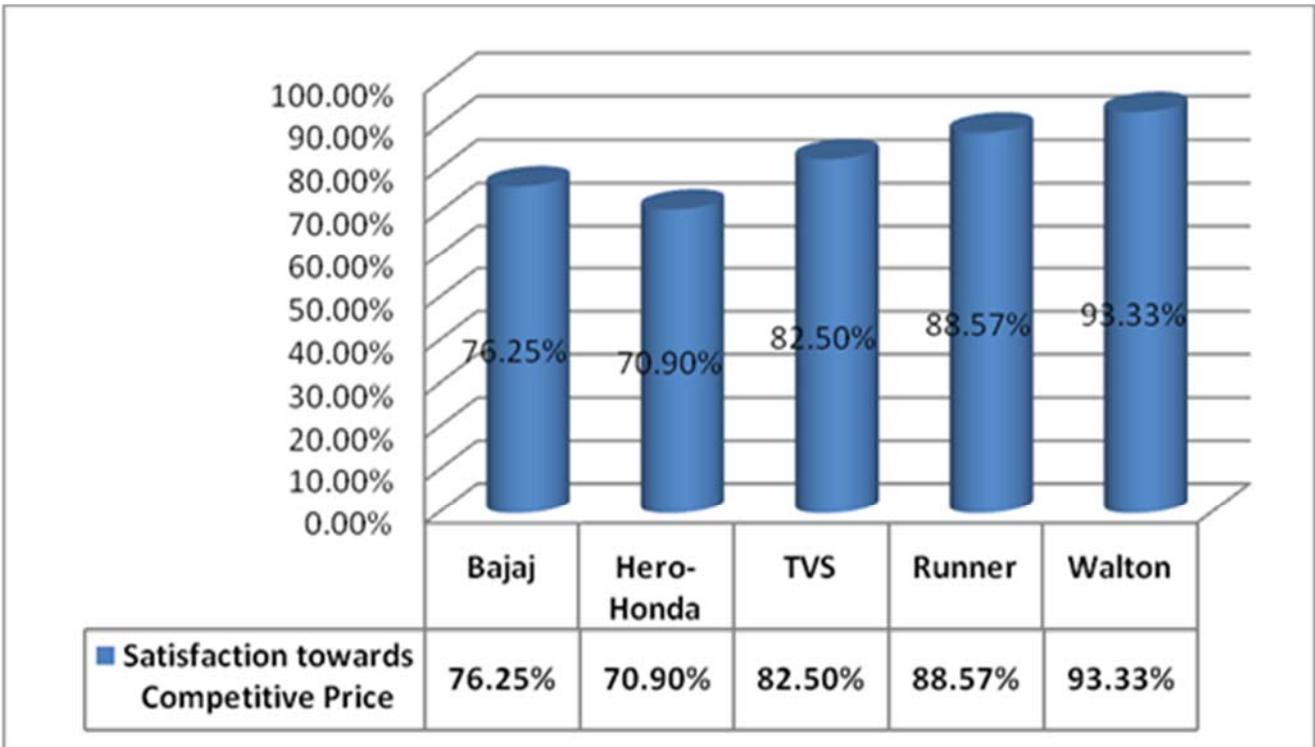


**Fig 12:** Satisfaction Level of “Tire-Size” (Source: Own Survey 2014)

Towards tire-size, Bajaj users show 92.5% satisfaction, Hero-Honda users show 89% satisfaction, TVS users show 87.5%

satisfaction, Runner users show 80% satisfaction, and Walton users show 60% satisfaction.

**5.14. Satisfaction Level of “Competitive Price”**



**Fig 13:** Satisfaction Level of “Competitive Price” (Source: Own Survey 2014)

Towards competitive price, Bajaj users show 76.25% satisfaction, Hero-Honda users show 70.90% satisfaction, TVS

users show 82.5% satisfaction, Runner users show 88.57% satisfaction, and Walton users show 93.33% satisfaction.

### 5.15. Satisfaction Level of “Discounts”

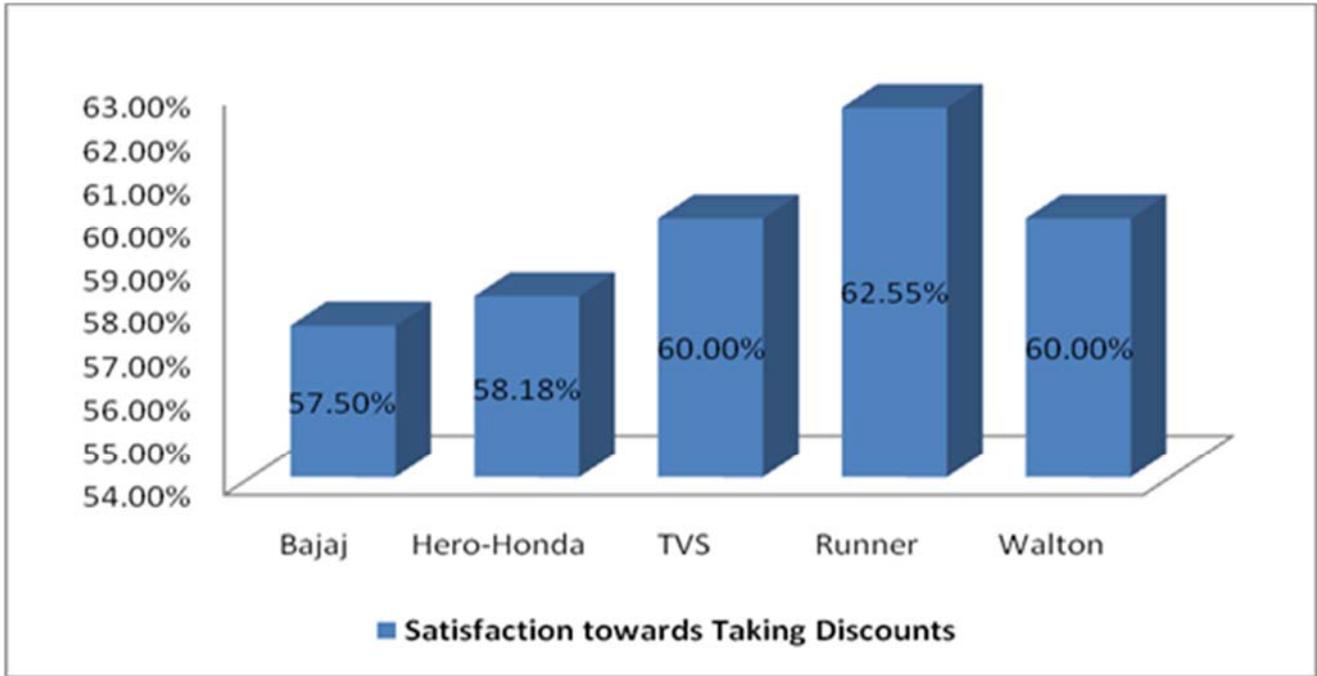


Fig 14: Satisfaction Level of “Discounts” (Source: Own Survey 2014)

Towards discounts, Bajaj users show 57.5% satisfaction, Hero-Honda users show 58.18% satisfaction, TVS users show 60%

satisfaction, Runner users show 62.55% satisfaction, and Walton users show 60% satisfaction.

### 5.16. Satisfaction Level of “Solving Customer Complaints in Time”

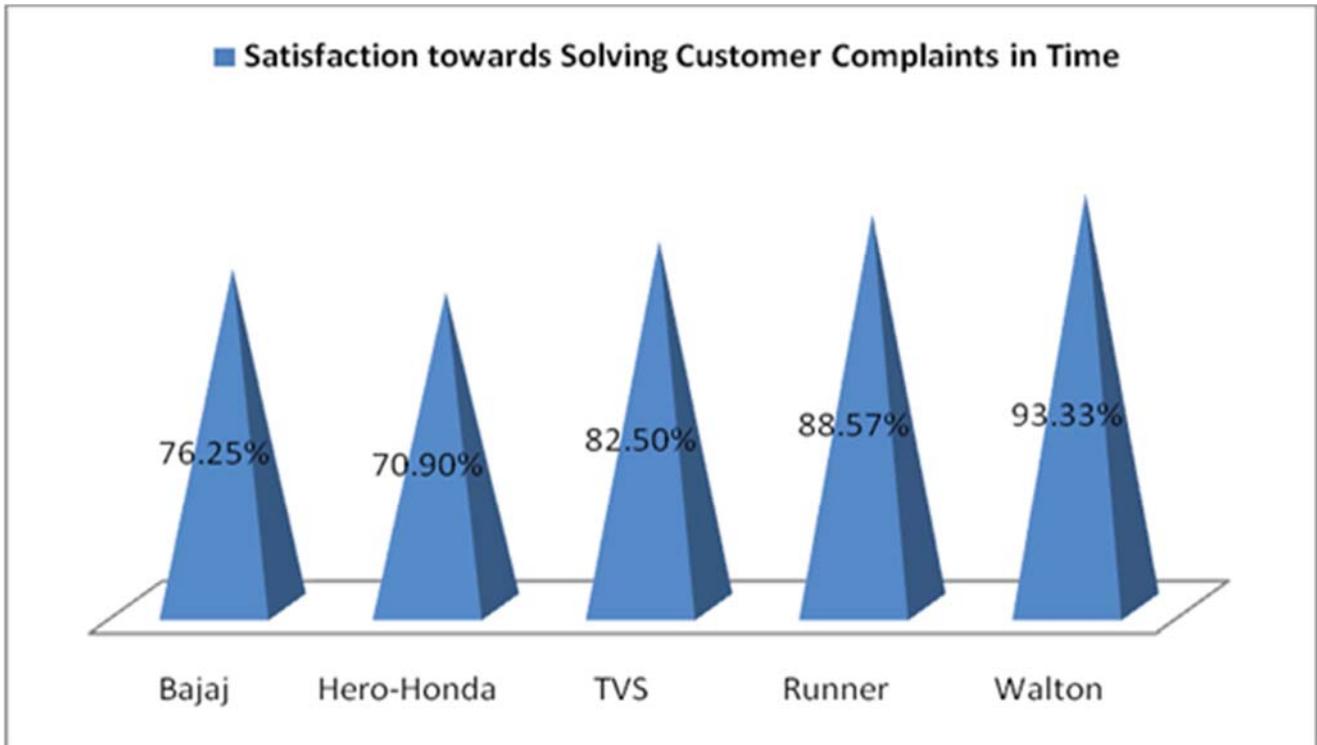


Fig 15: Satisfaction Level of “Solving Customer Complaints in Time” (Source: Own Survey 2014)

Bajaj users show their 76.25% satisfaction towards solving customer complaints in time. Hero-Honda users show 70.90% satisfaction in this regard. TVS users show their 82.5%

satisfaction. Runner users show their 88.57% satisfaction. Walton users show their 93.33% satisfaction level.

### 5.17. Satisfaction Level of “Regular Customer Feedback”

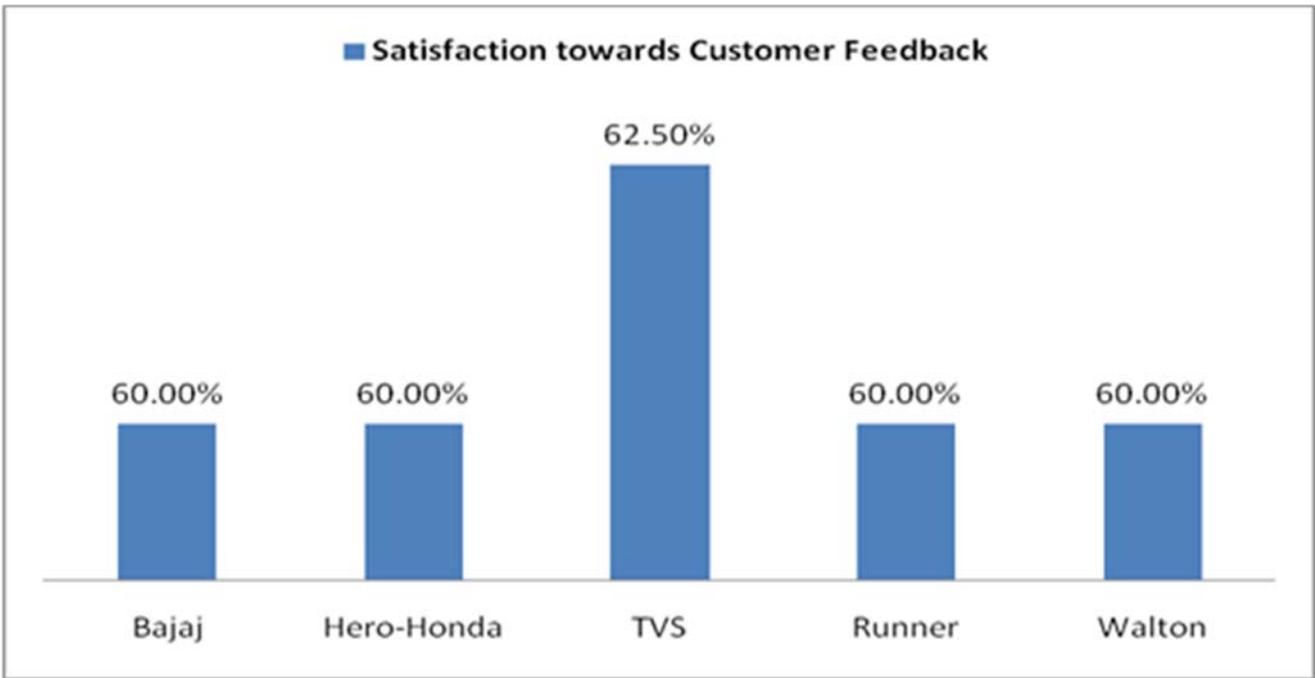


Fig 16: Satisfaction Level of “Regular Customer Feedback” (Source: Own Survey 2014)

Towards regular feedback, TVS users show 62.5% satisfaction. Bajaj, Hero-Honda, Runner and Walton users show 60% satisfaction in this context.

### 5.18. Satisfaction Level of “Courteous Behavior of Sales-Person”

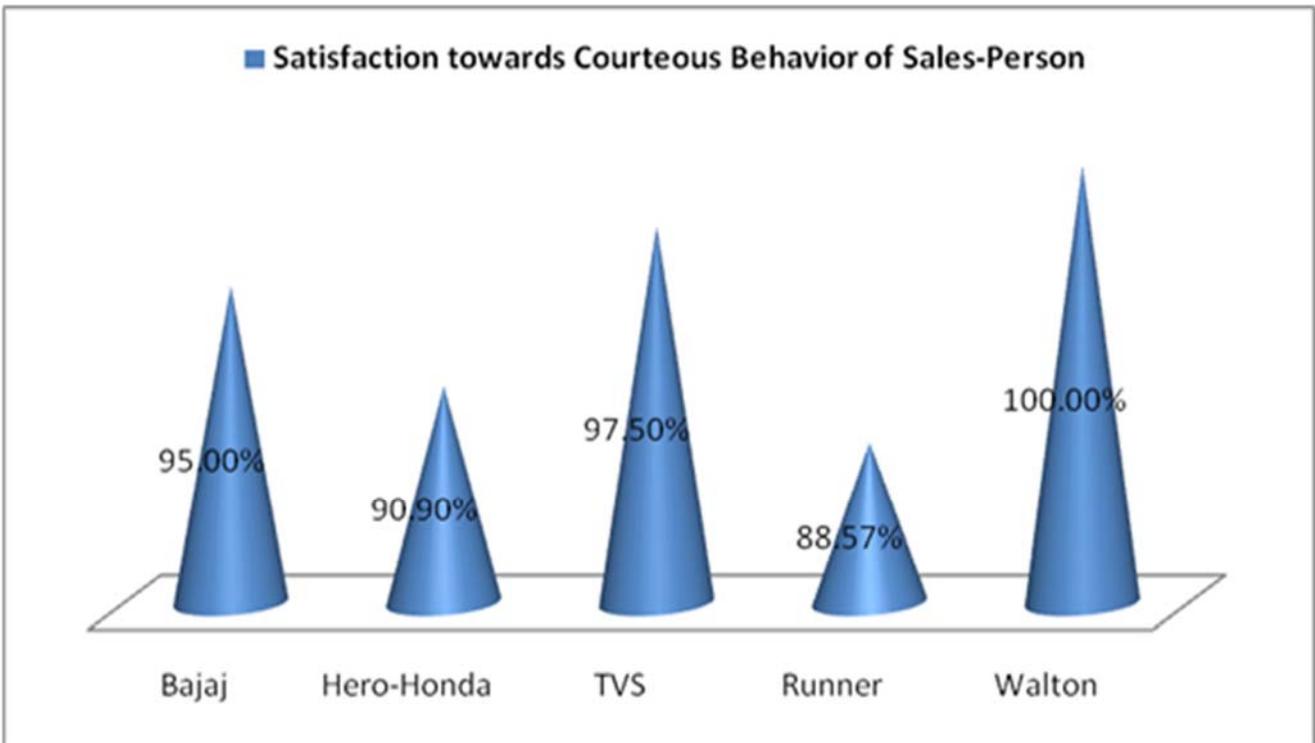


Fig 17: Satisfaction Level of “Courteous Behavior of Sales-Person” (Source: Own Survey 2014)

Bajaj users show their 95% satisfaction towards courteous behavior of sales person. Hero-Honda users show 90.90% satisfaction in this regard. TVS users show their 97.5%

satisfaction. Runner users show their 88.57% satisfaction. Walton users show their 100% satisfaction level towards courteous behavior of sales person.

### 5.19. Satisfaction Level of “Good Sales Promotion Strategies”



Fig 18: Satisfaction Level of “Good Sales Promotion Strategies” (Source: Own Survey 2014)

Bajaj, Hero-Honda, TVS, Runner, and Walton users show their satisfaction level towards good sales promotion strategies 62.5%, 69.09%, 72.5%, 82.85%, and 60% respectively.

Table 1: Comparison among the Selected Brands

Brands Variables	Bajaj	Hero-Honda	TVS	Runner	Walton
Mileage	88.75%	85.45%	80%	77.14%	46.67%
Fuel Capacity	96.25%	98.18%	100%	100%	93.33%
Design/Style/Model	87.5%	85.45%	82.5%	77.14%	60%
Speed	91.25%	83.63%	92.5%	85.71%	73.33%
Color	97.5%	89.09%	85%	71.42%	86.67%
Weight	81.25%	89.09%	77.5%	68.57%	73.33%
Engine-Power	87.5%	85.45%	82.5%	80%	73.33%
Battery	75%	82.27%	90%	71.43%	60%
Tire-Size	92.5%	92.5%	87.5%	80%	60%
Brand-Image	88.75%	94.54%	85%	62.55%	46.67%
Competitive Price	76.25%	70.90%	82.5%	88.57%	93.33%
Courteous Behavior of Sales-Person	95%	90.90%	97.5%	88.57%	100%
Good Sales Promotion Strategies	62.5%	72.5%	72.5%	82.85%	60%
Solving Customer Complaints in Time	71.25%	70.90%	80%	85.71%	60%
Discounts	57.5%	58.18%	60%	62.55%	60%
Taking Customer Feedback Regularly	60%	60%	62.5%	60%	60%
Average	81.80%	81.81%	82%	77.64%	69.17%
Rank	3 <sup>rd</sup>	2 <sup>nd</sup>	1 <sup>st</sup>	4 <sup>th</sup>	5 <sup>th</sup>

(Source: Own Survey 2014)

It could be inferred from the table 5.20 that TVS has ranked 1<sup>st</sup>, Hero-Honda 2<sup>nd</sup>, Bajaj 3<sup>rd</sup>, Runner 4<sup>th</sup>, and Walton 5<sup>th</sup> according to the satisfaction level of two-wheeler bike users in Jessore, Satkhira, and Khulna in Bangladesh.

### 6. Recommendations

On the basis of the findings and analysis, some recommendations are provided for different two-wheeler products.

#### 6.1 Recommendations for Bajaj

- ❖ The price range of Bajaj is comparatively high. They should also think about the lower income level users. In this regard, they can launch motor bikes of different price range.
- ❖ The battery of Bajaj motor bike should be improved. Customer satisfaction levels were in neutral position for these two features.
- ❖ They should follow some good promotion strategies to compete with the new and current rivals.

- ❖ They should ensure more customer-responsive environment.
- ❖ They can offer some discounts.
- ❖ They should take regular customer feedback.

### 6.2. Recommendations for Hero-Honda

- ❖ They should solve customer problems in due time.
- ❖ They should adopt good sales promotion strategies.
- ❖ They should provide motor bikes of different price range.
- ❖ The behavior of the sales persons should be more courteous.
- ❖ They can offer some discounts.
- ❖ They should take regular customer feedback.

### 6.3. Recommendations for TVS

- ❖ Availability of color should be ensured.
- ❖ Weight should be according to the customers demand. Respondents were in a neutral position towards this feature.
- ❖ They should also work for their good sales promotion strategies.
- ❖ They can offer some discounts.
- ❖ They should take regular customer feedback.

### 6.4. Recommendations for Runner

- ❖ Mileage, design, color, weight, and battery should be provided according to the customer demands.
- ❖ They can offer some discounts.
- ❖ They should take regular customer feedback.

### 6.5. Recommendations for Walton

- ❖ Walton customers show their dissatisfaction towards mileage, brand image and timely solving customer's problem. These should be maintained up to a mark.
- ❖ The respondents also show a neutral satisfaction level towards design, speed, weight, engine power, battery, and tire size. These features should be upgraded.
- ❖ Good sales promotion strategies should be adopted.
- ❖ They can offer some discounts.
- ❖ They should take regular customer feedback.

## 7. Conclusions

Automobile industry is one of the largest industries in global market. Being the leader in product and process technologies in the manufacturing sector, it has been recognized as one of the drivers of economic growth. During the last decade, well directed efforts have been made to provide a new look to the automobile policy for realizing the sector's full potential for the economy. Bangladesh is a high density country. It has an attractive market size with annual turnover of Tk 30 billion. So it is a very attractive market for the marketers. There are several companies in Bangladesh competing for the top spot in market share of motorcycle industry. Among other motor cycle companies, Uttara motors ltd, Atlas BD, TVS auto BD Ltd., Runner Automobiles Limited, Singer Bangladesh Ltd. and Walton are the frontrunners. The study has conducted to analyze the satisfaction level of customers towards different motor cycle products in Khulna Zone of Bangladesh. Information was collected through a structured questionnaire

from customers living in Khulna, Jessore and Satkhira. The study was conducted on the customers of Bajaj, Hero-Honda, TVS, Runner and Walton. This information was analyzed and interpreted. Then some findings have been identified. On the basis of these some recommendations were provided. The features of Bajaj, Hero-Honda and TVS are satisfactory. But Walton and Runner should improve their product features. The On the other hand, customers showed their dissatisfaction toward the price level of Bajaj. The study has found that the customer satisfaction towards TVS is highest among the five brands.

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