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IMPACT OF CUSTOMER SATISFACTION TOWARDS THE SERVICE PROVIDE BY THE AUTOMOBILE SECTORS IN INDIA

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Abstract—*The satisfied customer is an advertisement in itself which is more reliable for others than any other advertisement technique. Service must be designed in a manner that it is convenient for the customers to experience it the showroom is one of the leading auto mobile outlets in India. For the past 10 years it's been into the active in promoting auto mobiles products but in the recent past since 2008 the sales of automobiles were dismal due the dissatisfaction among large group of customers due to deteriorating in the quality of after sales service. Totally more than 10 reviews will take. Data were taken mostly through primary data. However, company and product profiles were referred too. A structured disguised interview schedule was designed to collect data source. The schedule method was opted since the method would help to concise amount of information. The questions constitute of closed – ended and open –ended once. Open – ended questions were asked to get the ideas and suggestions from the respondents. Moreover, other than those mentioned in the questionnaire were asked to be specified. Closed - ended questions included dichotomous, multiple choice and ranking question. Rating scale was also included. The sample size is 120. The collected data have been analyzed with the help of statistical tools like, Simple percentage method, Chi – square.*

Keywords—*Automobile Sectors, Brand, Customer awareness, Customer preference, Customer satisfaction.*

INTRODUCTION

The concept of customer service started in 19th century. In after sales services delivery of service, installations and warranty are significant elements. Customer satisfaction level can be increased either by lowering the expectations of the customers or by improving the customer's perception of a service. When we make a purchase, we have many yard sticks to measure the quality of the product being bought i.e. style, hardness, colour, label, feel, packing, the manufacturer etc. If we are not aware of all these then, the price of a product indicates its quality through which the supplier gets the clue of the difference between the service expected and the actual service delivered to the customer. If the supplier keeps providing quality service to the customer he in fact conforming to the customer expectation consistently and gets awareness about the required type of service delivery system. The satisfied customer is an advertisement in itself which is more reliable for others than any other advertisement technique. Service must be designed in a manner that it is convenient for the customers to experience it

STATEMENT OF THE PROBLEM

The showroom is one of the leading auto mobile outlets in India. For the past 10 years it's been into the active in promoting auto mobiles products but in the recent past since 2008 the sales of automobiles were dismal due the dissatisfaction among large group of customers due to deteriorating in the quality of after sales service.

Hence the management has felt the need to conduct through analysis about the existing effectiveness of after sales service & its impact on the organization overall sales performance. Hence the management had realized the need to conduct the result oriented analysis through the management. The researcher was glad to accept this assignment from the organization perspective.

NEED OF THE STUDY

This study is helpful to know about the schemes, which are effective one. This research is helpful to know media is effective. It helps in gathering the sufficient information. This research is helpful to what strategies to be used for

increasing sales. This research is helpful to know indirectly consumer performance satisfaction. This research is to know about the contribution of discount offer to increase sale.

OBJECTIVES OF THE STUDY

- To know about the socio-economic factors of the customer.
- To know the respondent's satisfaction on various attributes of automobile.
- To study the advertisement effectiveness of automobile sector.
- To gain new ideas and knowledge from auto mobile sector Showroom customers for further enhancement of service.
- To know the various reasons for which customers purchase the automobiles
- To study the customer satisfaction level toward dealer services.

SCOPE OF THE STUDY

- From this study, the preferences and problems of the consumer can be met.
- The consumer view about the quality, service of the product can be known.
- This study helps to know the factor that influence the consumers to buy the auto mobiles and also helps to know about the brand awareness among the consumers.
- In this study analysis customer sales and service rendered by dealers
- The necessity change in the product features and other factors that the consumer's feel can also be looked into.

REVIEW OF LITERATURE

Gordon Cessford (2003) A variety of social and physical impacts are attributed to mountain biking. In many cases, the perception of these impacts differs from the reality of on-site experiences. This distinction is explored in two ways. First, a brief review of impact issues associated with mountain bikes is carried out. Second, results are presented from a survey of 370 walkers on a multi-day natural track where biking has been allowed on a trial basis. Walker opinions are surprisingly positive toward bikes. These opinions are found to be more positive among those walkers who had actual encounters with bikes. By contrast, more negative opinions were found among those who had no such encounters. Such distinctions between perception of a conflict and the actual outcome from an experience have important implications for park managers responsible for providing a range of different recreation opportunities.

Richard P. Bagozzi (2006) This paper investigates behaviour and determinants of the behaviour of small group brand community participants. A small group brand community is a friendship group of consumers with a shared enthusiasm for the brand and a well-developed social identity, whose members engage jointly in group actions to accomplish collective goals and/or to express mutual sentiments and commitments. Group activities centred on the brand intermingle with other social activities in these brand communities. A comprehensive model is proposed based on a broadening and deepening of the theory of planned behaviour to incorporate social intentions, three aspects of social identity (cognitive self-awareness of membership in the brand community, affective commitment, and evaluative significance of membership), anticipated positive and negative emotions toward achieving or failing to achieve group participation goals, and desire as a transformative mechanism translating reasons for acting into social intentions to do so. The proposed theoretical framework is tested on a sample of 154 members of Harley-Davidson Motorcycle small group brand communities and another sample of 255 members of motorcycle riding groups not organized around specific brands.

Moshe Givoni (2007) This paper focuses on two lines of investigation with regard to access to railway stations in the Netherlands. Firstly, the profile of the access and egress modes on journeys to and from railway stations is analysed. We also examine how the availability of car affects the mode choice on journeys to the station. Secondly, the effect of passengers' perception of the station and of the journey to the station on the overall perception of traveling by rail is estimated. The results show that most of the passengers choose walking, bicycle and public transport to get to or from the railway station and that the availability of a car does not have a strong effect on the choice of access mode to the station. The quality of the station and the access/egress facilities was found to have an important effect on the general perception of traveling by rail.

Jenny Brake (2007) Since public transport deregulation in the UK the provision of solutions to transport demand in areas of dispersed demand has been met by local authorities' attempts to "fill gaps" in the commercial public transport network, whilst the voluntary sector has addressed the needs of more specialised travel. Over the last five years more innovative

solutions have been enabled by the development of Intelligent Transport Systems (ITS), which allow more flexible transport services in terms of time and space. In addition, new ways of thinking about the provision of what might be considered public transport has led to more flexible transport modes becoming available, permitting the general public on education contract services, the use of taxis for shared public transport and the provision of vehicles enabling access to work. However, these innovations tend to operate independently leading to overlap, gaps and misunderstandings about the purpose, delivery and receipt of services. To address these issues, future public transport services will need wider area network planning, greater co-operation between service providers (e.g. in the form of partnerships) and improved understanding of passenger requirements. The case study of Northumberland presented in this paper embodies many of the problems faced by residents in rural areas of the UK to-day and illustrates diverse solutions that have been made to address these challenges.

Leonardo Caggiani (2012) A crucial issue in bike-sharing systems (BSS) is the unbalanced distribution in space and time of the bikes among the stations. Literature shows several methods, to solve the vehicle reallocation problem and most of them are based on rigid control thresholds and refer to car-sharing systems. In this paper, a more flexible fuzzy decision support system for redistribution process in BSS is presented. The aim of the proposed method is to minimize the redistribution costs for bike-sharing companies, determining the optimal bikes repositioning flows, distribution patterns and time intervals between relocation operations, with the objective of a high level for users' satisfaction. The proposed method allows to define the best bikes repositioning jointly to the best route for the carrier vehicles. The optimization method has been applied to a simulated BSS that can be considered as a module of a wider real BSS thanks to the scalable architecture of the decision support system. The results of this first tests are interesting even if further investigation is in progress.

Maya Abou-Zeid (2012) In previous research, we conducted a small-scale experiment in Switzerland to study the effect of a temporary use of public transportation by habitual car drivers on their commute satisfaction and mode switching. This paper reports findings from a similar experiment conducted at the Massachusetts Institute of Technology (MIT) with a larger sample, focusing on mode switching differences between the two experiments. Whereas none of the Swiss participants switched, about 30% of MIT participants switched to public transportation after the intervention (or treatment). An analysis of the underlying reasons for these differences is presented, including individual socio-demographic factors, travel attributes and institutional transportation policies, experiment context, social influences, and psychological variables. The individual and behavioural variables are compared between those who switched to public transportation and those who did not, and pre- to post-treatment changes are analysed.

Yung-Hsiang Cheng (2012) Bicycles and transit systems are considered to be the pinnacle of green transportation. The combined use of the two could provide a competitive alternative for an integrated, green, and seamless service, yet relatively few studies have investigated the multimodal integration problems of the entire service chain from the perspective of users. Users' perceived inconvenience during travel can be regarded as a latent construct that describes an unobservable and immeasurable characteristic. Nevertheless, the traditional Likert method in an ordinal scale causes a misleading statistical inference. The Rasch model eliminates such bias generated by an ordinal scale through a logistic linear transformation, and it compares person parameters with item parameters, which are then subjected to a logarithmic transformation along a logit scale to clearly identify which service items' inconvenience cannot be easily overcome by certain users. This empirical study demonstrates that perceived inconveniences differ based on the users' sex, riding frequency, trip purpose, and environmental awareness.

Michael Bruhn Barfod (2012) This paper presents an MCDA approach for the structuring and appraising activities of a large and complex decision problem. More specifically, the paper makes use of the three-step structuring process for decision analysis proposed by von Winterfeldt and Edwards: (1) identifying the problem; (2) selecting an appropriate analytic approach; and (3) developing a detailed analytic structure. For illustration of the approach a case study dealing with the assessment task of prioritising and selecting initiatives and projects from a public pool with limited funds is examined throughout the paper. The process is embedded in a Decision Support System (DSS) making use of the REMBRANDT technique for pair wise comparisons to determine project rankings. A procedure for limiting the number of pair wise comparisons to be made in the process is in this connection presented. Finally, strengths and weaknesses in the approach are discussed and conclusions are made.

Jyhjong Lin (2012) For enterprises to succeed in their business, customer relationships have been commonly recognized as a critical factor. Effective customer relationships help enterprises deliver services to customers based on their needs or preferences. In this context, many ideas have already been presented among which Consumer Support Systems (CSS) is the most recently introduced and one that alleviates the shortcomings of other approaches by a 4-layer framework of collaborative mechanisms to support effective information/service provision between customers and enterprises. Since

there are many integration issues to be addressed in CSS (e.g., sharing of information/requests among customers or comparison of services from enterprises), a comprehensive structure for easy sharing/comparison of this information/requests/services in the literature is therefore necessary. To meet this need, we present a specification method in this paper that takes advantage of the pristine structure for knowledge-sharing by ontology to specify these materials in respective ontologies.

Adonia E. Lugo (2013) Across the United States, bike movements are advocating for infrastructural changes to streets. Sustainable transport advocates and researchers expect that reshaping built environments will increase bicycle usage because people will feel safer riding with more cycling facilities in place. These strategies identify road design as the key factor in how people use streets. From an ethnographic perspective, cycling research should also consider how road users create meanings in transit. This paper looks beyond physical changes to space and explores how "human infrastructure" encourages or discourages bicycling. Tacking between observation and participation, cultural anthropology can help design experimental spaces, such as Los Angeles' CicLAvia, that offer diverse city inhabitants an opportunity to reflect on their transport habits in situ. Experimental spaces for bicycling show that human infrastructure shapes transportation behavior, and has the potential to change it. This paper contributes to a growing ethnographic literature in mobilities research.

Leonardo Caggiani (2013) In this paper a simulation model for dynamic bikes redistribution process is presented. The objective of the model is to minimize the vehicles repositioning costs for bike-sharing operators, aiming at a high-level users satisfaction, and assuming that it increases with the probability to find an available bike or a free docking point in any station at any time. The proposed model considers the dynamic variation of the demand (for both bikes and free docking slot) and micro-simulate the BSS in space and time determining the optimal repositioning flows, distribution patterns and time intervals between relocation operations by explicitly considering the route choice for trucks among the stations.

Lihong Zhang (2014) Bicycles are a desirable form of transportation for many reasons, including the fact that taking a bicycle is environmentally-friendly, economically cost-effective, a way to keep fit and healthy and, on occasions, an enjoyable social activity. This paper explores the characteristics and commonalities between particular bike-sharing systems in urban areas, with a view to deriving influences on the sustainability of such systems. The empirical study is China and the paper analyses bike-sharing systems in five Chinese cities. China is suffering from the severe negative consequences of high private vehicle usage in large and densely populated cities. Nevertheless, a long history of bicycle usage in the country provides great potential for such a green form of travel to be part of public and private transportation. The findings show that bike-sharing systems have varying degrees of success. The configurations which seem the most sustainable consider and integrate elements relating to transport planning, system design and choice of business model. Key conclusions are that those responsible for developing policy and practices in relation to bike-sharing systems need to understand the diverse aspects of value for the stakeholders wishing to engage with such a system.

Johannes Gruber (2014) one possible strategy to tackle the negative effects of urban freight is the substitution of cars by electric cargo bikes for inner-city courier shipments. This paper determines whether there is a potential market for electric cargo bikes, how the current market is organized, how electric cargo bikes are perceived by bike and car messengers, and what factors drive their willingness to use them. We find that in terms of cost, payload and range, electric cargo bikes lie in between two existing modes (bikes and cars) that have a largely overlapping market. Vehicle choice is commonly made by freelance messengers, as many courier companies don't operate their own fleets. Therefore, they can contribute only indirectly to the dissemination of electric cargo bikes by considering them in their operational management. Despite the fact that most messengers have not used an electric cargo bike before, it was generally regarded to be suitable for courier shipments. Using a binary legit model, we find that messengers' demographics, their professional practice as well as their attitudes and values have significant impacts on their willingness to use electric cargo bikes. Critical factors for actual implementation appear to be electric range, purchase price and publicly available information.

Robert Regue (2014) Bike sharing suffers from the effects of fluctuating demand that leads to system inefficiencies. We propose a framework to solve the dynamic bike sharing repositioning problem based on four core models: a demand forecasting model, a station inventory model, a redistribution needs model, and a vehicle-routing model. The approach is proactive instead of reactive, as bike repositioning occurs before inefficiencies are observed. The framework is tested using data from the Hubway Bike sharing system. Simulation results indicate that system performance improvements of 7% are achieved reducing the number of empty and full events by 57% and 76%, respectively, during PM peaks.

Elliot Fishman (2015) this study quantifies the motivators and barriers to bike share program usage in Australia. An online survey was administered to a sample of annual members of Australia's two bikeshare programs based in Brisbane and

Melbourne, to assess motivations for joining the schemes. Non-members of the programs were also sampled in order to identify current barriers to joining bike share. Spatial analysis from Brisbane revealed residential and work locations of non-members were more geographically dispersed than for bike share members. An analysis of bikeshare usage in Melbourne showed a strong relationship between docking stations in areas with relatively less accessible public transit opportunities.

Hamid Jafari (2015) the purpose of this paper is to explore the process of customization by investigating how retailers and consumers interact in bicycle retailing. The paper focuses on three high-end bicycle retailers. Building on qualitative data gathered through interviews and netnography, this study takes both retailers' and consumers' processes into account. The results show that retailers capitalize on external and internal opportunities for co-creation, including new technologies, production and distribution innovations, and social media. Retailers' planning for co-creation plays a significant role in providing a unique shopping experience for consumers. This includes supply chain solutions such as effective inventory and warehousing systems, partnerships and outsourcing, tracking, and postponement, which facilitate simplicity. Retailers rely on feedback from consumers to improve their planning and implementation processes. In terms of consumer processes, several emotions are evident, including the sense of standing-out and self-esteem, fun and coolness, creativity and imagination, and most importantly, the possibility of reflecting one's personality in self-designed bikes. Systems that are easy to interact with, such as interactive online configurators, contribute to consumers' cognitive processes. Loyalty and positive word-of-mouth turns out to be a common manifestation of the behaviour associated with such co-creation processes.

Hiroki Nakamura (2016) Public bicycle-sharing programmes (PBSPs) are experiencing enormous growth as an increasing number of cities worldwide are adopting the scheme. PBSPs are managed and operated by the private sector; by local community groups, including non-profit organisations (NPOs); and by local governments. In many Japanese cities where private bicycle sharing is high, the scale of PBSPs is relatively small, leading to challenges such as difficulty in securing funding and appointing operators. This paper proposes that NPOs may have the capacity to operate and effectively manage PBSPs in conjunction with other non-profit activities to promote community development. Using a case study approach and implementing a user perception survey, this study examines the experience of a small-scale, NPO-run PBSP in Kitakyushu City, Japan. Findings show that NPO management and operation added value to the PBSP. In addition, some users were interested in the PBSP beyond its role as a means of transport. These users tend to engage in local activities more frequently than other users. Finally, almost all of the users were satisfied with the bicycle-sharing service, regardless of their reasons for using the programme.

Angelika Wolf (2016) Electric bicycles (e-bikes) may reduce energy use, air pollution and noise for private transportation through a modal shift from fossil-fuel powered vehicles to e-bikes on short distance trips. However, designing effective promotion campaigns for the adoption of e-bikes requires detailed knowledge on user characteristics and motivations. In order to explain e-bike use on work, shopping and leisure trips, the present study combines concepts from technology adoption with factors derived from research on mobility behaviour. The study employs structural equation modelling to survey data from 1398 Austrian early adopters who purchased an e-bike between 2009 and 2011.

Sin C. Ho (2017) In this paper, we study the static bike repositioning problem where the problem consists of selecting a subset of stations to visit, sequencing them, and determining the pick-up/drop-off quantities (associated with each of the visited stations) under the various operational constraints. The objective is to minimize the total penalties incurred at all the stations. We present an iterated tabu search heuristic to solve the described problem. Experimental results show that this simple heuristic can generate high quality solutions using small computing times.

Francesca Pagliara (2017) Informed debate can generate democratic consensus over controversial issues, effective engagement can bring about better policy directions, improved local services, possibly new ways to initiate or plan for a particular situation and a better understanding of the local context by technical experts and community members. Moreover, any transport policy should be simulated first and its impacts assessed with a proper DSS. A case study in which local authority did not work in this direction is represented by the new bike lane in the city of Napoli in the south of Italy. Indeed, this intervention was introduced without making first any impact evaluation (i.e. on traffic or on the local economy) or reaching the consensus among the retailers where the lane was designed. Furthermore, the bike lane was not built as part of the wider traffic master plan and thus no political consensus was achieved as well. This paper attempts to analyse the effects of this way of acting and supports the philosophy that "mobility to be sustainable" should be conceived in this way.

RESEARCH METHODOLOGY

To fulfil any task, it is necessary to follow a systematic method. Research methodology is the main aspect of research studies. The methodology follow by research is detailed here.

Types of Research

The research was of descriptive design; aim to procure a clear, complete and accurate description of the situation.

Data Source

Data was taken mostly through primary data. However, company and product profiles were referred too. A structured disguised interview schedule was designed to collect data source. The schedule method was opted since the method would help to concise amount of information.

Interview Schedule Design

A good care was taken by the researcher to design the schedule. All the objectives were taken into consideration while designing the handout. More of the closed and few ended questions were asked for the survey.

Types of Question Used

The questions constitute of closed – ended and open –ended once. Open – ended questions were asked to get the ideas and suggestions from the respondents. Moreover, other than those mentioned in the questionnaire were asked to be specified. Closed - ended questions included dichotomous, multiple choice and ranking question. Rating scale was also included.

Sample Size

The sample size is 120

Sampling Techniques

The sampling techniques was used for the survey was convenience sampling.

Methods of Data Collection

Data Sources

Data in the study are of two types:

- Primary data
- Secondary data

Primary Data

Primary goal is original and collected by the researcher freshly. In this study primary data was collected through questionnaire. A questionnaire is a popular means of collecting primary data. A questionnaire is a list of question for the own.

Secondary Data

Secondary data is the data, which is already available. It can be obtained through company records, internet and some data collected from the observation method by the researcher.

Tools for Analysis

The following statistical tools have been used to analyse the data. The collect data have been analysis with the help of statistical tools like

- Simple percentage method
- Chi - square

Simple Percentage Analysis

A percentage analysis is used to interpret data by the researcher for the analysis and interpretation through the use of percentage. The data are reduced in the standard from which base equal to 100 which fact facility relative comparison.

$$\text{Simple percentage} = \frac{\text{No. of respondents}}{\text{Total No. of respondents}} \times 100$$

Chi - Square

The Chi- square test is one of the simplest and most wickedly used non-parametric tests in statistical work. The quantity ^{2} describes the magnitude at the discrepancy between theory and observation.

Chi – square test

$$x^2 = \sum \frac{(O - E)^2}{E}$$

O = Observed Frequency

E = Expected Frequency

In generated expected frequency for any cell can be calculated from the following equation.

$$E = \frac{RT * CT}{N}$$

DATA ANALYSIS AND INTERPRETATION

Table 1: Respondents on the basis of Gender

Gender	*No. of respondents*	*Percentage*
Male	100	83
Female	20	17
Total	120	100

Source: Primary Data

The above table reveals about the distribution 83% of the respondents on the basis of their gender Out of 17% respondents are coming under male category.

Hence it can be concluded that most 83%of the respondents are male category.

Table 2: Respondents on the basis of Age

Age	*No. of respondents*	*Percentage*
Below 20	17	14
21 - 30	70	58
31 – 40	20	17
Above 40	13	11
Total	120	100

Source: Primary Data

The above table reveals about the of the respondents on the basis of their age respondents, 14% of the respondents are coming under below 20, 58% 0f the respondents are said 21- 30, 17% of the respondents are said31-40 years age category, and 11% of the respondents are said above 40.

Hence it can be concluded that most of the respondents are under 21-30 years age category.

Table 3: Respondents on the basis of their Residing Area

Area	*No. of respondents*	*Percentage*
Urban	52	44
Semi - urban	48	40
Rural	20	16
Total	120	100

Source: Primary Data

The above table reveals about the distribution of the respondents on the basis of their age 44% of the respondents are said urban, 40% of the respondents are semi- urban area category, 16% of the respondents are said rural.

Hence it can be concluded that most of the respondents are under urban area category.

Table 4: Respondents on the basis of their Educational Qualification

Educational Qualification	*No. of respondents*	*Percentage*
Illiterate	11	11
Primary	40	40
Secondary	14	14
Graduate	35	35
Total	120	100

Source: Primary Data

The above table reveals about the distribution 11% of the respondents on the basis of theirIIIiterate, 40% of the respondents are educational belong to primary category, 14% of the respondents are said secondary, 35% of the respondents are said graduate.

Hence it can be concluded that most of the respondents are belong to primary category.

Table 5: Respondents on the basis of their Occupation

Occupation	*No. of respondents*	*Percentage*
Government	25	21
Private	58	48
Business & Profession	19	16
Others	18	15
Total	120	100

Source: Primary Data

The above table reveals about the occupation of the respondents on the basis of their 21% of the respondents are said government, 48% of the respondents are coming private category, 16% of the respondents are said business & profession, and 15% of the respondents are said other.

Hence it can be concluded that most of the respondents are private category.

Table 6: Respondents on the basis of their Monthly Income

Income per month	*No. of respondents*	*Percentage*
Below Rs.5,000	9	8
Rs.5,000 - Rs.8,000	72	60
Rs.8,001 - Rs.10,000	28	23
Above Rs.10,000	11	9
Total	120	100

Source: Primary Data

The above table reveals about the monthly income 8% of the respondents are said below Rs.5,000,60% of the respondents belongs to Rs.5,000 - Rs.8,000income category, 23% of the respondents are said Rs.8,001 – Rs. 10,000, and 9% of the respondents are said above Rs.10,000.

Hence it can be concluded that most of the respondents are belongs to Rs.5,000 - Rs.8,000 income category.

Table 7: Respondents on the basis of their Marital Status

Marital status	*No. of respondents*	*Percentage*
Married	61	51
Unmarried	59	49
Total	120	100

Source: Primary Data

The above table reveals about distribution of the respondents on the basis of their marital status. 51% of the respondents belongs married category, 49% of the respondents are said unmarried. Hence it can be concluded that most of the respondents belongs married category.

Table 8: Respondents on the basis of Mode of Payment in Purchasing Bike

Mode of payment in purchasing bike	*No. of respondents*	*Percentage*
Cash	37	31
Instalment	45	38
Bank loan	15	13
Others	23	19
Total	120	100

Source: Primary Data

The above table reveals about the basis of mode of payment in purchasing bike. 31% of the are said respondents have mode of payment in purchasing bike for, 38% of the respondents have mode of payment in purchasing bike for instalment, 13% of the respondents are have mode of payment in purchasing bike for bank loan, and 19% of the respondents are have mode of payment in purchasing bike for others.

Hence it can be concluded that most of the respondents have on the basis of mode of payment in purchasing bike for instalment.

Table 9: Respondents on the Basis of Using of Discover Bike

Using of discover bike	*No. of respondents*	*Percentage*
Less than one month	20	17
1-6 months	71	59
6-12 months	21	18
Above 1year	8	6
Total	120	100

Source: Primary Data

The above table reveals about the basis of using of Discover bike.17% of the respondents of the respondents have using of Discover bike in less,59% of the respondents have using of Discover bike in 1-6 months, 18% of the respondent are of the respondents have using of Discover bike in 12 months, 6% of the respondents are said of the respondents have using of Discover bike in above 1 year.

Hence it can be concluded that most of the respondents have using of Discover bike in 1-6 months.

Table 10: Respondents on the basis of Reason for Selecting this Model

Reason for select this model	*No. of respondents*	*Percentage*
Design	60	50
Mileage	37	31
Less maintenance	19	16
Resale value	4	3
Total	120	100

Source: Primary Data

The above reveals about the basis of reason for selecting this model. 50% of the respondents have reason for selecting this model in design, 31% of the respondents have reason for selecting this model in design, 16% of the respondents have reason for selecting this model in design, and 3% of the respondents have reason for selecting this model in design.

Hence it can be concluded that most of the respondents have reason for selecting this model in design.

Table 11: Respondents on the basis of know about this vehicle

Know about this vehicle	*No. of respondents*	*Percentage*
Friends	37	31
Relatives	49	41
Advertisement	24	20
Other	10	8
Total	120	100

Source: Primary Data

The above table reveals about the basis of know about this vehicle. 31% of the respondents have known about this vehicle in friends, 41% of the respondents have known about this vehicle in relatives, 20%of the respondents have known about this vehicle in relatives Advertisements, and 8%of the respondents have known about this vehicle in others.

Hence it can be concluded that most of the respondents have known about this vehicle in relatives.

Table 12: Respondents on the basis of media in advertisement

Media in advertisement	*No. of respondents*	*Percentage*
Newspaper	18	15
Magazines	17	14
Television	44	37
Banners	41	34
Total	120	100

Source: Primary Data

The above table reveals about the effective advertisement in media. 15% of the respondents have media for advertisement in newspaper, 14% of the respondents have media for advertisement in magazines, 37% of the respondents have media for advertisement in television, 34% of the respondents have media for advertisement in banners.

Hence it can be concluded that most of the respondents have media for advertisement in television.

Table 13: Respondents on the basis of factor attracting advertisement

Factors	*No. of respondents*	*Percentage*
Advertisement theme	45	38
Role Players	42	35
Clear information	19	16
Others	14	12
Total	120	100

Source: Primary Data

The above table reveals about the factor attracting advertisement in media. 38%of the respondents have advertisement, 35% of the respondents have advertisement theme, 16% of the respondents have advertisement, and 12% of the respondents have advertisement.

Hence it can be concluded that most of the respondents are advertisement theme for attracting the advertisement.

Table 14: Respondents on the basis of effective advertisement

Times	*No. of respondents*	*Percentage*
Serial Time	10	8
Cinema Time	52	42
Sports Time	33	28
News Time	20	17
Total	120	100

Source: Primary Data

The above table reveals about the effective advertisement on Discover. 8% of the respondents attract the serial time, 42% of the respondents attract the cinema time, 28%of the respondents attract the sports time, and 17% of the respondents attract the news time.

Hence it can be concluded that most of the respondents are attract the cinema time.

Table 15: Respondents on the basis of have colour

Colours	*No. of respondents*	*Percentage*
Black	36	30
Red	53	44
Blue	21	18
Green	10	8
Total	120	100

Source: Primary Data

The above table reveals about the have colour on Discover, 30% of the respondents have black colour Discover, 44% of the respondents have Red colour Discover, 18% of the respondents have blue colour Discover, 8% of the respondents have green colour Discover.

Hence it can be concluded that most of the respondents are have red colour Discover bike.

Table 16: Customer feel about sales and service

Sales and Service	*No. of respondents*	*Percentage*
Excellent	52	42
Nice	10	8
Average	33	28
Satisfaction	20	17
Total	120	100

Source: Primary Data

The above table reveals about the have customers feel about sales and service, 42% of the respondents are excellent have customer feel about sales and service, 8% of the respondents are nice have customer feel about sales and service, 28% of the respondents are average have customer feel about sales and service, 17% of the respondents are satisfaction have customer feel about sales and service.

Majority 42% of the respondents are excellent have customer feel about sales and service.

Table 17: Showroom provides credit facilities

Credit Facilities	*No. of respondents*	*Percentage*
Yes	82	68
No	38	32
Total	120	100

Source: Primary Data

The above table reveals about the have showroom provides credit facilities to the customer, 68% of the respondents are yes credit facilities to the customer, 32%of the respondents are no credit facilities to the customer.

Majority 68% of the respondents are yes credit facilities to the customer.

Table 18: Customer Preference

Customer Preference	*No. of respondents*	*Percentage*
Mileage	40	33
Engine capacity	33	28
Speed/ new mode	20	17
Price level	27	23
Total	120	100

Source: Primary Data

The above table reveals about the have customer preference to especially the bike, 33% of the respondents are mileage customer preference to especially the bike, 28% of the respondents are engine capacity customer preference to especially the bike, 17% of the respondents' speed/new mode are customer preference to especially the bike, 23% of the respondents price level are customer preference to especially the bike.

Majority 33%of the respondents are mileage customer preference to especially the bike.

Table 19: FEEL ABOUT THE LEVEL OF SATISFACTION

Satisfaction	*No. of respondents*	*Percentage*
Highly satisfied	50	42
Satisfied	42	28
Dissatisfied	20	17
Highly dissatisfied	8	23
Total	120	100

Source: Primary Data

The above table reveals about the have level of satisfaction, 42% of the respondents are highly satisfied have level of satisfaction, 28% respondents are satisfied have level of satisfaction, 17% respondents are dissatisfied have level of satisfaction, 23%respondents are highly dissatisfied have level of satisfaction.

Majority 42% respondents are highly satisfied have level of satisfaction.

Table 20: Price of Bikes

Price of bikes	*No. of respondents*	*Percentage*
Highly price	50	42
Moderate/ Average price	42	28
Low price	28	23
Total	120	100

Source: Primary Data

The above table reveals about the price of bikes in bike, 42% of the respondents are having highly price in price of bikes, 28% of the respondents are having highly price in price of bikes, and 23% of the respondents are having highly price in price of bikes.

Majority 42%of the respondents are having highly price in price of bikes.

CHI-SQUARE

Table 21: Analysis of the relationship between the Educational qualifications and Level of Satisfaction

Education	*Highly satisfied*	*Satisfied*	*Dissatisfied*	*Highly Dissatisfied*	*Total*
Illiterate	13	4	2	1	31
Primary	16	14	7	3	40
Secondary	6	5	2	1	14
Graduate	15	12	6	2	35
Total	50	42	20	8	120

Source: Primary data

Hypothesis:

H_0: There is no significance relationship between the Educational qualifications and level of satisfaction.

H_1: There is a significance relationship between the Educational qualifications and level of satisfaction.

Particulars	*Observed Frequency*	*Expected Frequency*	$(O-E)^2$	$\frac{(O-E)^2}{E}$
$R_1 C_1$	13	12.91	0.008	0.006
R_1C_2	4	3.85	0.022	0.005
R_1C_3	2	1.83	0.028	0.015
R_1C_4	1	0.73	0.072	0.099
R_2C_1	16	16.66	0.435	0.026
R_2C_2	14	14	0	0
R_2C_3	7	6.66	0.115	0.017
R_2C_4	3	2.66	0.115	0.043
R_3C_1	6	5.83	0.028	0.004
R_3C_2	5	4.9	0.01	0.002
R_3C_3	2	2.33	0.108	0.046
R_3C_4	1	0.93	0.004	0.005
R_4C_1	15	14.58	0.176	0.012

R_4C_2	12	12.25	0.062	0.005
R_4C_3	6	5.83	0.028	0.004
R_4C_4	2	2.33	0.108	0.046
Calculated value				0.335

Degree of Freedom : (r – 1) (c – 1)

= (5 – 1) (5 – 1)

= 4 X4 = 16

Level of significance = 5%

Table value = 26.296

Calculated value = 0.335

Result:

Since the calculated value is less than the table value. So, we accepted the null hypothesis. There is no significance relationship between the Educational qualifications and level of satisfaction.

FINDINGS

- 83% of the respondents are male.
- 70% of the respondents are 21 years – 30 years.
- 42% of the respondents are urban area.
- 40% of the respondents are primary level of qualification.
- 48% of the respondents are private employee.
- 72% of the respondents are earn Rs.5,000 - Rs.8,000 monthly.
- 51% of the respondents are married.
- 35% of the respondents are purchasing instalment basis.
- 71% of the respondents are using 1-6 months.
- 60% of the respondents are reason for selecting the bike for Design.
- 39% of the respondents are to know from the relatives.
- 34% of the respondents are television advertisement.
- 35% of the respondents are factor attracting the advertisement theme.
- 42% of the respondents are cinema time advertisement for effective on Discover.
- 43% of the respondents are like red colour Discover bike.
- 42% of the respondents are excellent have customer feel about sales and service.
- Majority 68% of the respondents are yes credit facilities to the customer.
- Majority 33% of the respondents are mileage customer preference to especially the bike.
- Majority 42% respondents are highly satisfied have level of satisfaction.
- Majority 42% of the respondents are having highly price in price of bikes.

SUGGESTIONS

- The company has to give more services and offers to their customers to fulfill their needs towards increase the sale.
- The company has to make arrangements to avail of all brands and range at all times as their customers' requirements.
- Employees of the company must give prompt service and kind attention to their prospect customers.
- They should deliver the bike at promised time. Proper hospitality must be provided in order to retain the customers.
- Staff members must be given proper training to provide complete answer for enquiry of their customers.

CONCLUSION

This study mainly aims at knowing the customer satisfaction. Most of the customers prefer some Showrooms for their prompt delivery and proximity.

- The service provided by the company is the key factors for the success of the product as well as the company in this industry.
- It has been able to make an impression in the market by delivering high quality products and value added -services.
- The company has a Service Activity Division supporting the customers and constantly monitoring the performance of service in the company and taking action.
- The organization should also give importance to the suggestions and recommendations so as to maintain support of present customers to create new customers.

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