

A STUDY ON THE CONSUMER SATISFACTION ON THE SERVICES GIVEN BY SRI MOTORS DEALING WITH SECOND HAND TWO WHEELERS.

**Submitted in partial fulfillment of the requirements for the award of
Bachelors of Business Administration
by**

RITHIKA N

Register No. 38280075



**SCHOOL OF MANAGEMENT STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
SATHYABAMA INSTITUTE OF SCIENCE AND
TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE

JEPPIAR NAGAR, RAJIV GANDHI SALAI,

CHENNAI- 600119, TAMILNADU

MARCH-2021



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)

Accredited with "A" grade by NAAC I 12B Status by UGC I
Approved by AICTE
Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai – 600 119
www.sathyabama.ac.in

SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **RITHIKA N (38280075)** who carried out the project entitled "**A study on the consumer satisfaction on the services given by sri motors dealing with second hand two wheelers.**" under my supervision from January 2021 to March 2021.

Ms.M.Sivapriya., M.Com.,M.Phil.,PGDCA

Internal guide

Dr. BHUVANESWARI .G, MBA., Ph.D
Dean – School of Management Studies

Submitted for viva voce examination held on _____

Internal Examiner

External Examiner

DECLARATION

I RITHIKA N (**38280075**) hereby declare that the Project Report entitled “**A study on the consumer satisfaction on the services given by sri motors dealing with second hand two wheelers.**” done by me under the guidance of **Ms.M..Sivapriya., M.Com.,M.Phil.,PGDCA** at SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY, CHENNAI is submitted in partial fulfillment of the requirements for the award of Bachelor’s of Business Administration degree.

DATE:

PLACE:

SIGNATURE OF THE CANDIDATE

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of SATHYABAMA for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my thanks to Dr. G. Bhuvaneswari, MBA., Ph.D., Dean, School of Management Studies and Dr. A. Palani, M.Com., M.Phil., M.B.A., Ph.D., Head of the Department, Dept. of Management Studies for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide Ms.M..Sivapriya., M.Com.,M.Phil.,PGDCA., for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the Department of Business Administration who were helpful in many ways for the completion of the project.

ABSTRACT

India is one of the largest manufacturers and producers of two-wheelers in the world. Indians prefer the two-wheeler motorcycles because of their needs, manageable size, low maintenance, pricing and easy loan repayment. Motorized two wheelers are seen as a symbol of status by the populace based on that consumer purchase of two wheelers. In this process customer satisfaction is a strategic goal of any organization, it plays a crucial and critical role as it deals with customers and their needs. The Indian two-wheeler industry attracted worldwide attention after the major reforms (LPG) in 1991 and after, even though it had its beginnings in the late fifties when Enfield set up its plant to make 'bullet' motorcycles. A number of foreign players entered the market and prominent among them were Suzuki, Honda, Yamaha and Kawasaki in Joint Venture route, later on some break-ups also observed. Motorcycles became the largest segment (more than 80 per cent) in the two-wheeler industry with different segments.

This study is based on the consumer satisfaction on the services given by sri motors dealing with second hand two wheelers. It includes the satisfaction level of customers of Sri Motors. Second hand two wheelers are basically either purchased or sold in Sri Motors. This study consists of only purchased vehicles and their performance satisfaction, tastes, preferences on second hand two wheelers.

TABLE OF CONTENTS

CHAPTER NO.	TITLE	PAGE NO
	ABSTRACT	v
	LIST OF TABLES	vii
	LIST OF CHARTS	viii
1	INTRODUCTION	1
	1.1 Introduction	1
	1.2 Industry profile	1
2	REVIEW OF LITERATURE	2-6
	2.1 Introduction	2
	2.2 List of reviews	2
	2.3 Conclusion	6
3	RESEARCH METHODOLOGY	7-8
	3.1 Significance and need for study	7
	3.2 Objectives of the study	7
	3.3 Research design	7
	3.4 Structure of questionnaire	8
	3.5 Sampling technique	8
	3.6 Sources of data	8
	3.7 Analytical tools	8
	3.8 Period of Study	8
4	DATA ANALYSIS AND INTERPRETATION	9-24
	4.1 Percentage analysis	9
5	5.1 Findings	22
	5.2 Suggestions	23
	5.3 Conclusion	24
	REFERENCES	25
	ANNEXURE (QUESTIONNAIRE)	26-28
	BIBLIOGRAPHY	29

TABLE NO	LIST OF TABLES	PAGE NO
4.1.1	Gender	9
4.1.2	Age	10
4.1.3	How many kms driven would you prefer?	11
4.1.4	Would you prefer if there were any dents and damages?	12
4.1.5	Did your purchase include insurance?	13
4.1.6	how was the engine condition and brake system at the time of purchase?	14
4.1.7	How old is your purchase?	15
4.1.8	Mileage given after purchase	16
4.1.9	Fuel tank capacity	17
4.1.10	Preferable brand	18
4.1.11	Performance satisfaction of your purchase	19
4.1.12	Are you satisfied with the wide range of availability	20
4.1.13	Overall satisfaction of your purchase	21

CHART NO	LIST OF CHARTS	PAGE NO
4.1.1	Gender	9
4.1.2	Age	10
4.1.3	How many kms driven would you prefer ?	11
4.1.4	Would you prefer if there were any dents and damages ?	12
4.1.5	Did your purchase include insurance ?	13
4.1.6	how was the engine condition and brake system at the time of purchase?	14
4.1.7	How old is your purchase ?	15
4.1.8	Mileage given after purchase	16
4.1.9	Fuel tank capacity	17
4.1.10	Preferable brand	18
4.1.11	Performance satisfaction of your purchase	19
4.1.12	Are you satisfied with the wide range of availability	20
4.1.13	Overall satisfaction of your purchase	21

CHAPTER 1:

1.1 Introduction

Customer satisfaction plays an important role within your business. Not only is it the leading indicator to measure customer loyalty, identify unhappy customers, reduce churn and increase revenue; it is also a key point of differentiation that helps you to attract new customer in competitive business environments

This topic is based on consumer satisfaction on the services given by a particular organisation i.e Sri Motors, with their availability of second hand two-wheeler vehicles.

Sri motors is located in jaferkhanpet, Chennai. It is an organisation with both buying and selling two wheelers. Their motive is If a customer is provided with a decent quality second-hand two wheeler with proper paperwork and fulfils all the customer's requirements, he/she ends up becoming satisfied customer, but the customer ends up being bothered, when the dealer fails to do the job.

Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services and capabilities. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its products services.

1.2 INDUSTRY PROFILE:

- Second-hand goods have been popular in their use since this time of bartering, and in the context of digitalization, they are gaining popularity among consumers around the world.
- The second-hand goods retail market is considered to be a segment of the general commodity market which operates on the bases of every product bringing value to its owner regardless if its first or second-hand.

CHAPTER 2:

REVIEW OF LITERATURE

2.1 Introduction:

The following are composed of several dimensions covering almost all important elements that have been dealt with many other research works. Review of this literature also brings to light other research findings and suggestions on similar customer satisfaction practices. The purpose of this literature review is to verify whether the selected model is applicable in this study. Since the research analyse the impact of important contextual factors on these practice, several research findings associated with some contextual factors are also discussed in this review.

The purpose of this review is to provide a background and justification for the research undertaken. A Number of relevant articles, books, research papers, doctoral theses have been referred for this purpose. This review has helped the research to gain an insight into the past, present and future status of the auto industry in general and auto component industry in particular.

2.2 List of reviews:

A. Inayaththulla (2018) in his article" A Study on Customer Satisfaction" stated that Automobile sector is one of the evergreen part in everyone life. India is one of the biggest 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. Customer satisfaction is the degree of satisfaction provided the goods or services of a company as measured by the number of repeat customer. The main objectives are to find out the customer satisfaction and loyalty towards Yamaha bikes. The universe of the population includes the respondents who are the customer of Yamaha bike. After Yamaha bikes, from the research it is concluded that the demographic variable such as age group, gender and occupation are having less impact on the factors of customers satisfaction

Malviya (2017) in his article" A study on brand preference to HONDA two wheelers among Youths " stated that Brand preference is the measure of brand loyalty in which a consumer will choose a particular brand in presence of competing brands, but will accept the substitutes if that brand is not available. Brand preference is the selective demand for a company's brand rather than a product; the degree to which consumer prefer one brand over the another. Brand loyalty refers to the extent of the faithfulness of consumer to a particular brand, expressed through their repeated purchases, irrespective of the marketing pressure generated by the competing brands. Pricing, promotional deals and product availability have tremendous impact on the position of brand in the consumer's preference set.

Meenakshi (2018) in his article" Customer Satisfaction Towards Motorcycles: A Conceptual Study " stated that satisfaction is a people's feeling of pleasure or disappointment resulting from comparing a product's perceived performance [or outcome] in relation to his or her expectations. If the performance lags the people's

expectation, the customer is unhappy. If the performance goes with the expectations, the customer is happy. If the performance exceeds his or her expectation, the customer is delighted. The link between customer satisfaction and customer loyalty is not proportional. Suppose customer satisfaction is valued on a scale from one to five. Efforts has been made to get insight into the factors responsible for attracting customers to buy motorcycles as well as factors resulting in consumer satisfaction and dissatisfaction as well.

Prof. Mohd. Akbar Ali Khan (2018) in his article "Two-Wheeler Consumers' Behavior Towards Customer Satisfaction " stated that The Indian two-wheeler industry attracted worldwide attention after the major reforms (LPG) in 1991 and after, even though it had its beginnings in the late fifties when Enfield set up its plant to make 'bullet' motorcycles. A number of foreign players entered the market and prominent among them were Suzuki, Honda, Yamaha and Kawasaki in Joint Venture route, later on some break-ups also observed. The Auto market changed dramatically in terms of technology also viz., four-stroke motorcycles, fuel injection motors, looks, benefitted features, power, mileage (fuel economy), environmental compliance, performance, comfort, alternative fuel, and electric two-wheelers.

Dr. K. Mallikarjuna Reddy (2017) in his article " Consumers Behavior Towards Two-Wheeler Motor Bikes stated that " The marketing concept is consumer oriented and the emphasis is more on the consumer rather than on the product. The essence of modern marketing lies in building of profit along with creating meaningful value satisfaction for the costumers, whose needs and desires have to be coordinated with the set of products and production programmes. Therefore, marketing success an enterprise depends as its ability to create a community of satisfied consumers. All the business activities should be carried out in ways which are directed towards the satisfaction of the consumer needs.

Dheeraj R (2016) in his article " A Study on Consumer Satisfaction Among Yamaha Two Wheeler Users" stated that The essence of organization is the customer and not the product shall be in the heart of the entire business system. Customer satisfaction plays a crucial and critical role as it deals with customers and their needs. This research analyses the satisfaction level of customers towards Yamaha vehicle. Yamaha two wheelers are well known for their designs and performance. Youth is the target for Yamaha. And this research have found the satisfaction level of customers in various categories like different age group, gender, income levels, and factors influencing them to buy Yamaha vehicle and most of its users are highly satisfied thus retaining customer loyalty.

K. P Najeemudeen (2016) in his article " Information Sources for Two-wheeler Purchase: An Analytical Study with Special Focus on Malappuram District of Kerala " stated which the marketers tamed the minds of the customers to their favor using colour full television commercials with breathtaking visuals, pulsating punch lines and celebrity endorsement. Modern day customers are very shrewd and highly rational. Technological advancements have opened a wide variety of sources to them from which they can access information on any product to their fingertips within Nano seconds. They cannot be deceived any more with the graphical sorcery in the

television commercials and the glittering promotional materials, offers or any such things. Buying process starts when the buyer recognizes a problem or need.

Nutan Sharma (2016) in his article "Customer Perception Towards Major Brands Of Two Wheelers In Jaipur City And Its Impact On Buying Decision" stated In an era of increasing global competition, "Customer Perception" remains a research topic of strong interest. By keeping in view that future disposable income of average household people will increase, so in future their demand and need both increases. To meet their expectations it become a prime importance to study various factors influencing their perceptions and hence impact on purchase decision. In other words we can say that motorcycle is a common man vehicle. Keeping in consideration that people have a criteria of preference in the minds before they go to purchase a motorbike.

Basavaraj H. Huggi (2016) in his article "A Study on Customer Satisfaction Towards After- Sales Service", stated that that two wheeler customers are very much concerned about the performance and quality of the bikes or scooters they intend to purchase than any other attributes. Instead of getting lured by the advertisements, they have started collecting information from all the available sources, with the help of which they make the most logical and rational purchase decision. They consider the feedbacks obtained from existing two-wheeler users, word of mouth review from their dear and near, ideas shared in social media and the expert opinion from the twowheeler mechanics as the most accurate, unbiased and accurate sources of information for making the right choice of their two-wheeler.

Dr. N. Chandrasekaran (2014): investigated the wants of the customer are carefully studied by conducting surveys on consumer behaviour. The study also helps to know various marketing variables such as price and product features. This study will help gain knowledge about the influence of consumer to prefer a particular brand and the problems faced by them using such brands.

Debasis Tripathy (2014) in his article "A Study on Consumer Satisfaction of Two-Wheeler Bikes" stated that Satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance in relation to his or her expectation". As the definition makes it clear, satisfaction is a function of perceived performance and expectations. If the performance falls short of the expectations of the customer, the customer is dissatisfied. If the performance exceeds the expectations, the customer is highly satisfied or delighted. Many companies are aiming for high satisfaction because customers who are just satisfied still find it easy to switch, when a better offer comes along. Those who are highly satisfied are much less ready to switch.

Philip T. Kotler & Gary Armstrong, (2011) in his article "Principles of Marketing Management" stated that investigates vital basic leadership from two points: he demonstrates different ways to build relations and create skills that will strengthen these relationships and he likewise analyses how to create and own new markets. The author focuses on developing and maintaining relationship with customers as he considers it as very noteworthy while planning and executing of a marketing plan. The author tries to explain relationship marketing and competitive advantage with real time

examples. The author considers the advantages of significant worth of value-added association and the long-term management of customers.

Chandrasekaran Kathiravana (2010) in his article "The Competitive Implications of Consumer Evaluation of Brand Image, Product Attributes, And Perceived Quality in Competitive Two-Wheeler Markets of India " stated that Two-wheeler segment is one of the most important components of the automobile sector that has undergone significant changes due to shift in policy environment. The two-wheeler industry has been in existence in the country since 1955. It consists of three segments viz. scooters, motorcycles and mopeds. This high figure itself is suggestive of the importance of the sector. In the initial years, entry of firms, capacity expansion, choice of products including capacity mix and technology, all critical areas of functioning of an industry, were effectively controlled by the State machinery.

Abdul karim (2007), in his Article, "A study of two-wheeler consumer buyer behaviour in Tirunelveli city" stated that that fuel economy, price and maintenance expenses are the main factors influencing the buying decision of a particular two-wheeler, followed by brand name, style and after sales service. The study gives clear picture about brand popularity that Hero Honda Splendor has occupied first place in four stroke two wheelers, TVS Suzuki Max IOOR in the two stroke two-wheelers, TVS Scooty & Scooty pep in the scooterettes series, TVS champ in the mopeds series. In -general TVS brand occupies first place followed by Hero Honda and Bajaj. Most of the two-wheeler buyers select the models irrespective of their income and occupation.

M Abdul Haneef, M Edwin Gnanadhas, Mr. BA Abdul Karim, Mr. Vikas Singhal (2006): In his study of automobile Industry sector he has mentioned that the two-wheeler segment has recorded significant change in the past 4-5 years. The market for motorcycles is growing and its sale rose by 27 percent annually during the last four years. He pointed out that while the market for motorcycles is growing that for mopeds and geared scooters is shrinking. This change in the taste of the consumers is possibly due to the technological change. Also most of the manufacturers like Hero Honda, Bajaj and TVS had reduced the prices of their entry level motorcycles in order to capture a bigger share of the market.

Mr. Subhadip Roy(2006) SR Mohnot (2002): In his study of two and three wheelers he out from the standpoint of means of personal transportation. The two-wheeler has become an expression of the owners' personality. The (customer in making his choice does evaluate the product in terms of utility, fuel economy, reliability, maintenance, affordability, performance, good after-sales service at reasonable cost, availability of spare parts at :economical prices, looks, safety and comfort and ease of riding for driving. Total sales of two- 'wheeler in first eight months of 200 1-02 had increased to 2.70 million units from 1.33 million units in the corresponding period of the preceding year.

Siddhartha and S Mukherjee (2002): The Study reveals. That, the two-wheelers in India are used for variety of work such as visiting people, carrying loads, outdoor jobs like selling and buying. In rural areas it helps people to travel more frequently to nearby

towns to their daily needs. The two-wheeler has become a valuable support for increasing productivity and in turn the profit, besides helping as a personal mode of transportation.

Rajmani Singh and AS Yasso (2001): He also pointed out that a major part of growth in the two-wheeler industry has come from motor cycles, which are considered fuel efficient, reliable and its suitability on rough roads. As per his study, TVS-Suzuki, Hero: Honda, Bajaj dominates the two wheeler scene. The study also says that due to stiff competition from automobile major Bajaj which is a largest producer of scooters the LML is facing considerably stiff competition. However, dominance of this category has been declining because of shift in customer preference towards motor bikes. Lutz (1981): In this study a perspective into consumer behavior is motivated by a desire to understand the relationship between attitude and behavior.

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.

Dr.N.Chandrasekaran 2001 : investigated the wants of the customer are carefully studied by conducting surveys on consumer behavior. The study also helps to know various marketing variables such as price and product features. This study will help gain knowledge about the influence of consumer to prefer a particular brand and the problems faced by them using such brands.

2.3 Conclusion:

Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service. From the above we conclude that the state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviours such as return and recommend rate. The level of satisfaction can also vary depending on other options the customer may have and other products against which customer can compare organization's product.

CHAPTER 3:

RESEARCH METHODOLOGY

3.1 SIGNIFICANCE AND NEED FOR STUDY:

Customer satisfaction is defined as “the number of customers, or percentage of total customers. Whose reported experience with a firm, its services exceeds specified satisfaction goals.” This study mainly focuses on second hand two wheeler sold by sri motors. From the 122 respondents are collected and it will be simple percentage to know the various satisfaction in the features of two wheelers and service.

- In order to increase the recommendations of potential clients, customer input and satisfaction play a significant role.
- To be aware of the customers preference which helps us to think beyond the organization.

3.2 OBJECTIVES OF THE STUDY:

- To know the working process of the company.
- Future prospective of the company.
- To know customer satisfaction level regarding product and service.
- To understand the competitor strategy.

3.3 RESEARCH DESIGN:

- **Type of research: Descriptive**
Descriptive research is study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.
- Sampling area: Chennai
- Sample Size: 122

3.4 STRUCTURE OF QUESTIONNAIRE

Questionnaire was divided into two sections. First part to know the general and basic information about the customer, and the second part is to enquire about their satisfaction on services given by Sri Motors.

3.5 SAMPLING TECHNIQUE:

Sampling method: Convenience sampling

A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

- Data collection method used for study

3.6 SOURCES OF DATA:

- Primary data: Collected directly from the respondent with the help of a questionnaire
- Secondary data: The secondary information gathered— through Internet, magazine, Journals, Text Book and Company Website.

3.7 ANALYTICAL TOOLS:

Percentage analysis, bar chart, pie chart etc.

3.8 PERIOD OF STUDY:

The duration of study is from January 2021 to march 2021 which is three months of study.

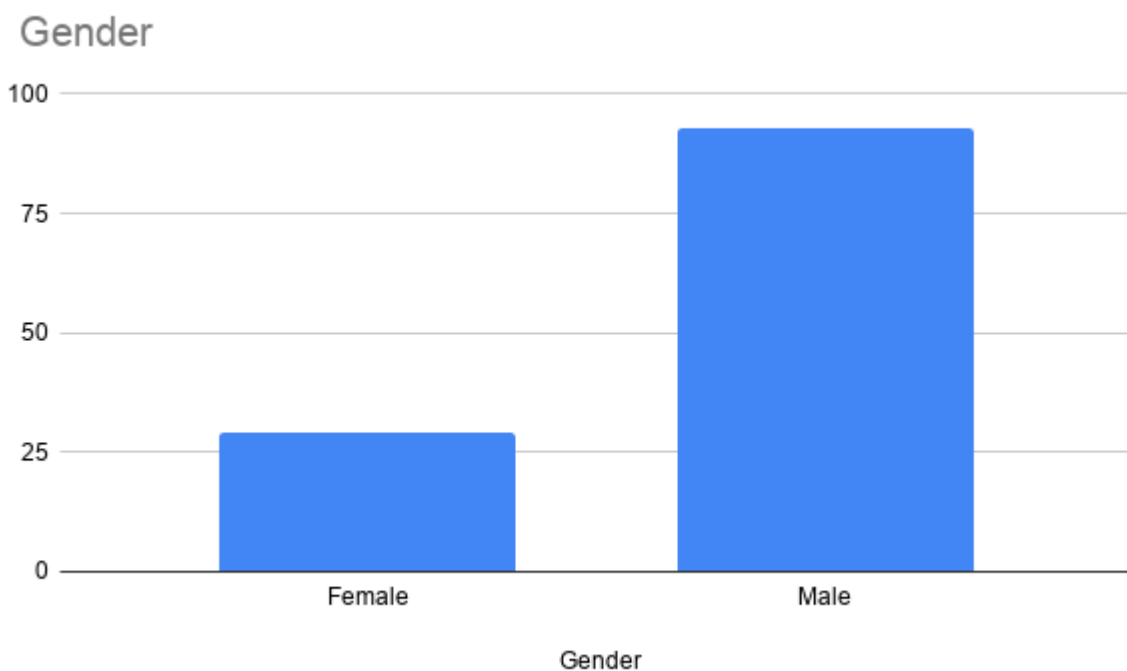
CHAPTER 4:

DATA ANALYSIS AND INTERPRETATION

4.1 Percentage analysis

4.1.1 GENDER

Gender		Gender	
Female			29
Male			93



Interpretation:

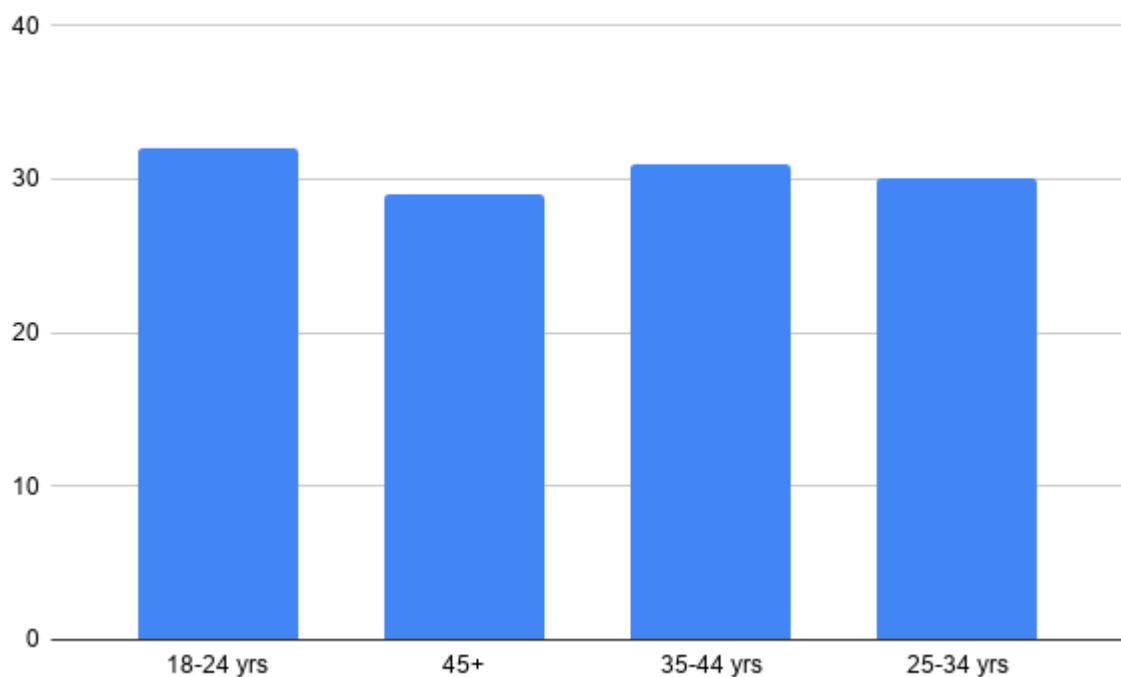
From the above table it is interpreted that the 76.2% of the respondents are male and 23.8% of the respondents are female.

Inference:

Majority (76.2%) of the respondents purchasing second hand two wheelers are male.

4.1.2 Age:

Age	Age
18-24 yrs	32
45+	29
35-44 yrs	31
25-34 yrs	30



Interpretation:

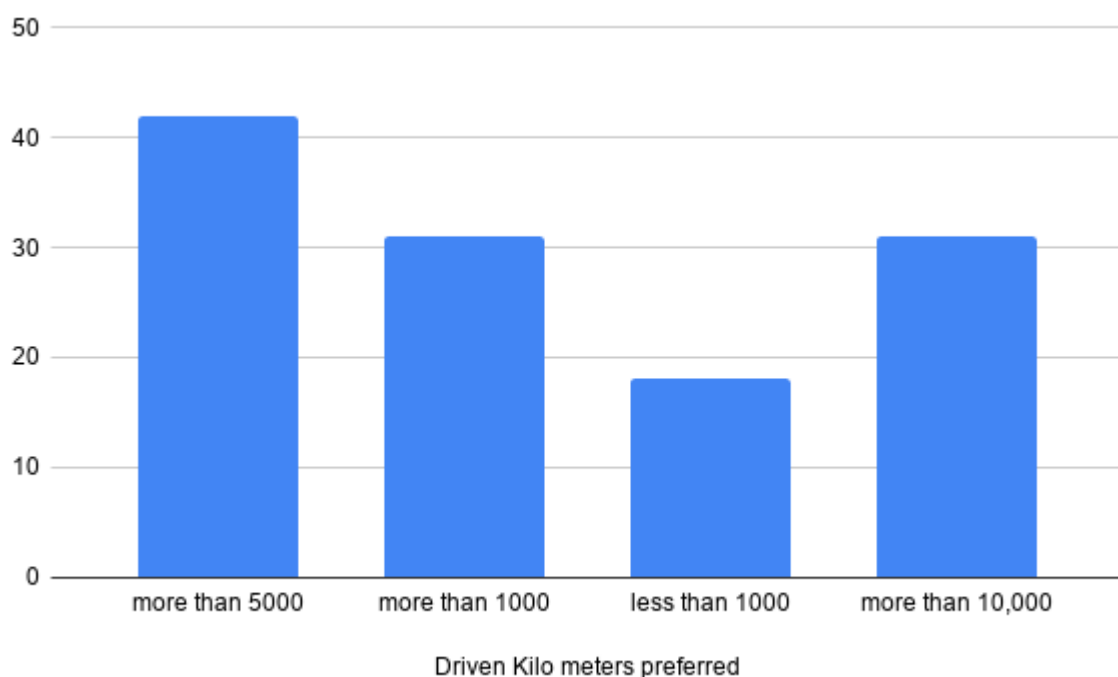
From the above table it is interpreted that the number of respondents between 18 – 24 age are 26.2% between 25 to 34 the age of respondents are 24.6% . between 34 to 44 age of respondents are 25.4% and 45 above age of respondents are 23.8% .

Inference:

Majority (26.2%) of the customers are between the ages 18-24 years old.

4.1.3 How many kms driven would you prefer?

How many kms driven would you prefer ?	How many kms driven would you prefer ?
more than 5000	42
more than 1000	31
less than 1000	18
more than 10,000	31



Interpretation:

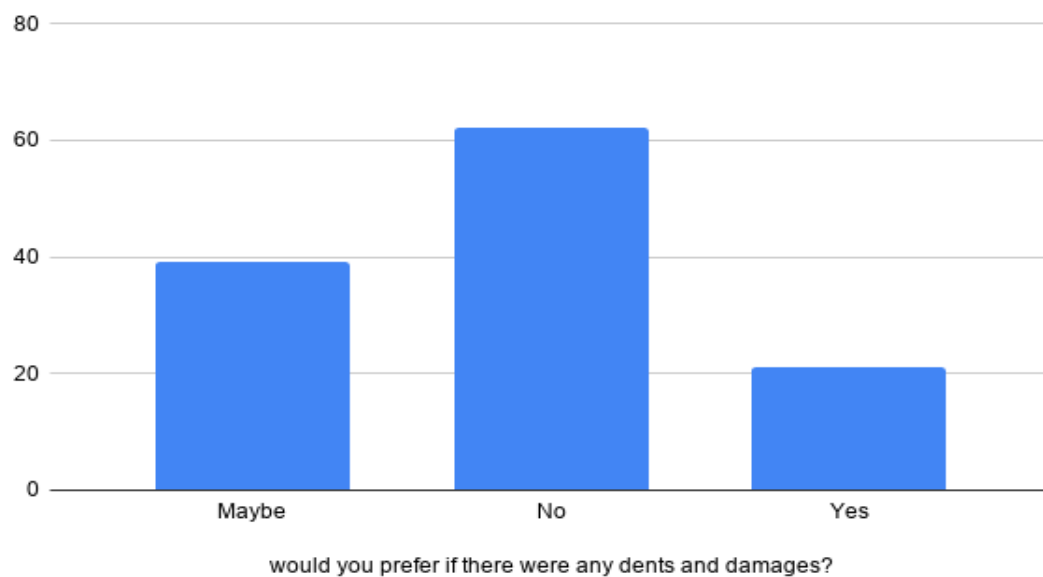
From the above table it is interpreted that customers preference on kilo-meters driven is 25.4% more than 10,000 kms, 14.8% less than 1000, 25.4% more than 1000, 34.4% more than 5000.

Inference:

Majority (34.4%) of the respondents prefer kilo meters driven more than 5000.

4.1.4 Would you prefer if there were any dents and damages?

Would you prefer if there were any dents and damages ?	Would you prefer if there were any dents and damages ?
Maybe	39
No	62
Yes	21



Interpretation:

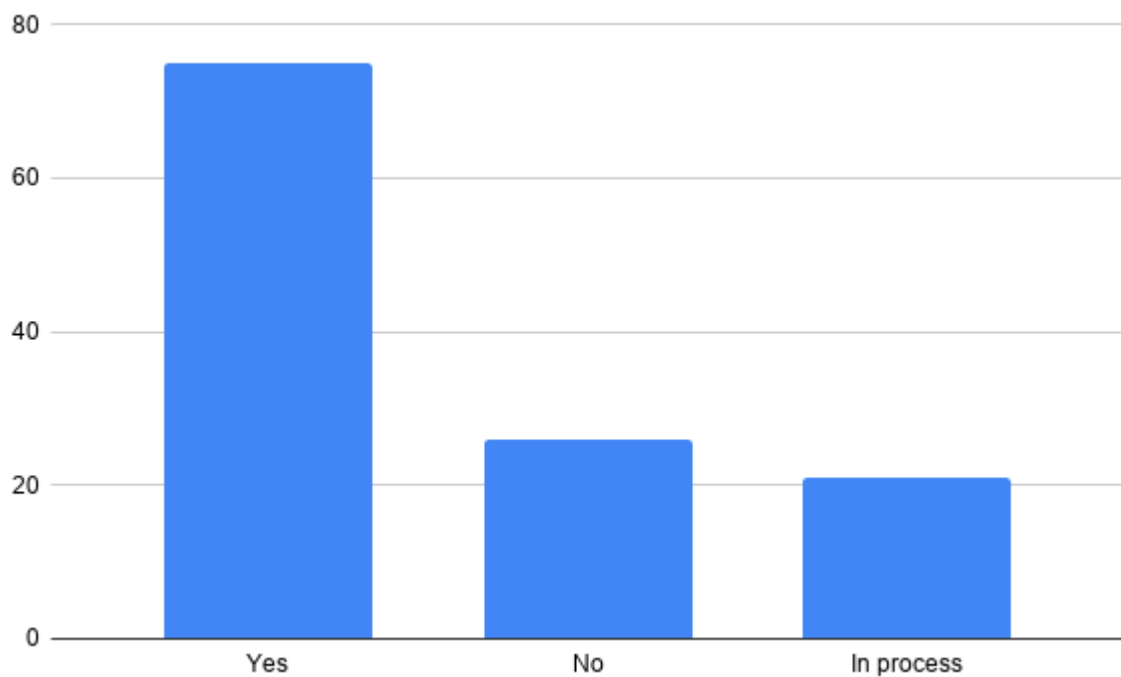
From the above table it is interpreted that 62% of no, 39% maybe and 21% yes.

Inference:

Majority (62%) of the respondents says no if they'd prefer dents and damages.

4.1.5 Did your purchase include insurance ?

Did your purchase include insurance ?	Did your purchase include insurance ?
Yes	75
No	26
In process	21



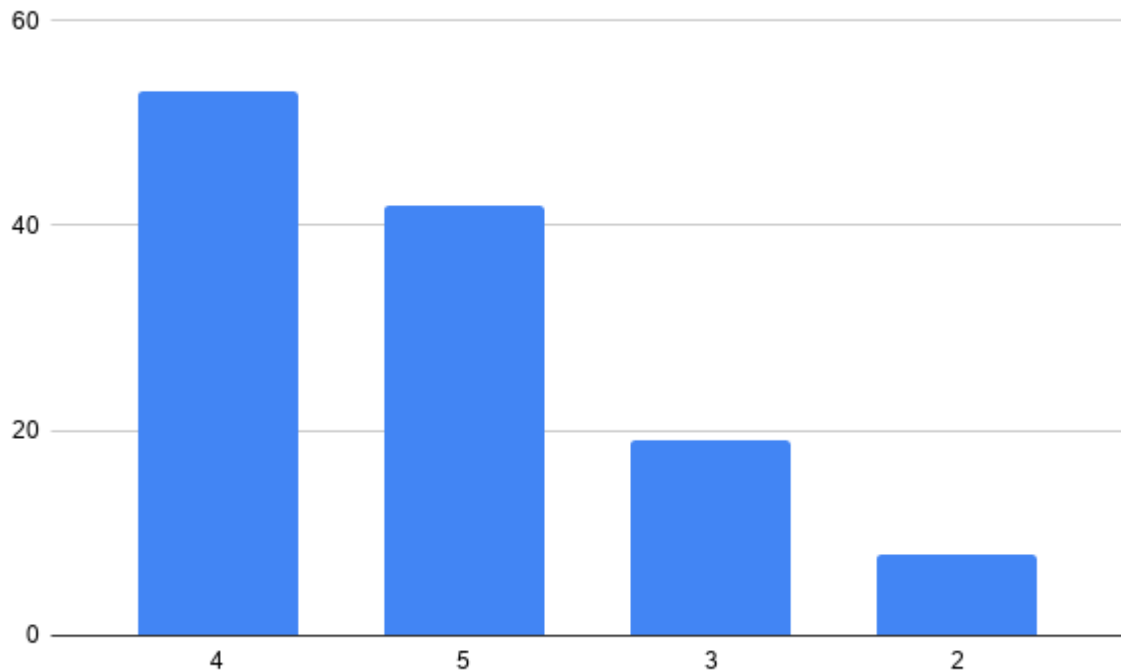
Interpretation:

From the above table it is interpreted that 75% say yes, 26% no and 21% in process.

Inference:

Majority (75%) of the respondents says yes with the include of insurance with their purchase.

4.1.6 How was the engine condition and brake system at the time of purchase?



Interpretation:

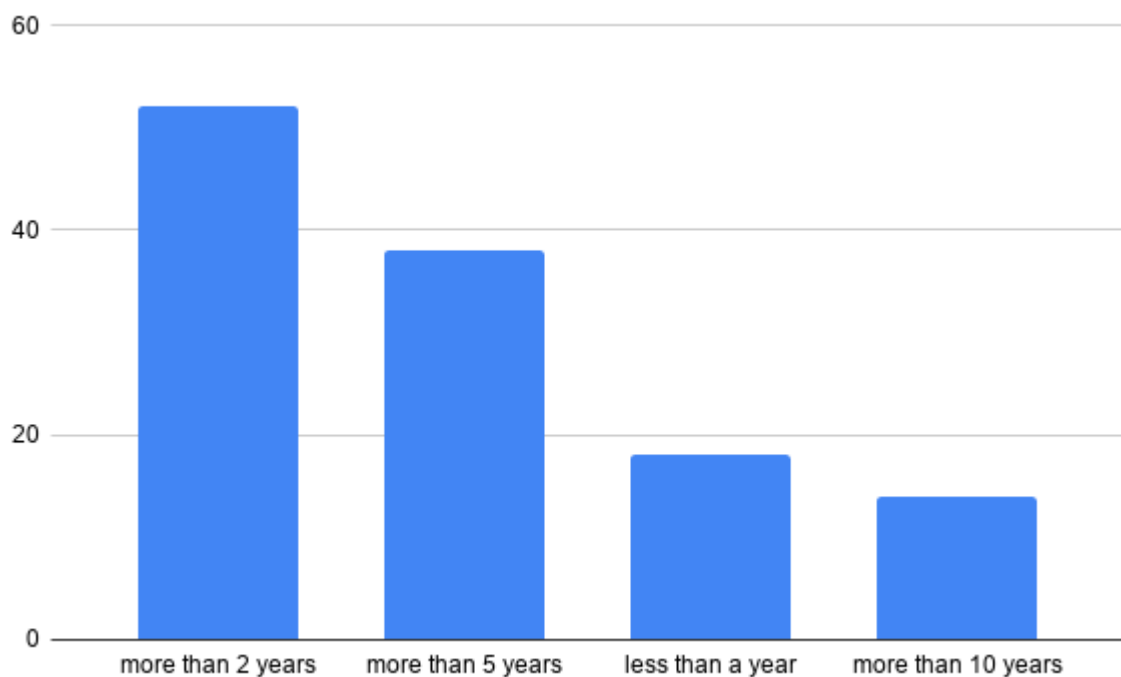
From the above data it is interpreted that 6.6% customers are second level satisfied with engine condition and brake system, 15.6% customers are third level satisfied, 43.4% customers are fourth level satisfied and 34.4% customers are fully satisfied.

Inference:

Majority (43.4%) of the customers are happily satisfied with their engine condition and brake system.

4.1.7 How old is your purchase?

How old is your purchase ?	How old is your purchase ?
more than 2 years	52
more than 5 years	38
less than a year	18
more than 10 years	14



Interpretation:

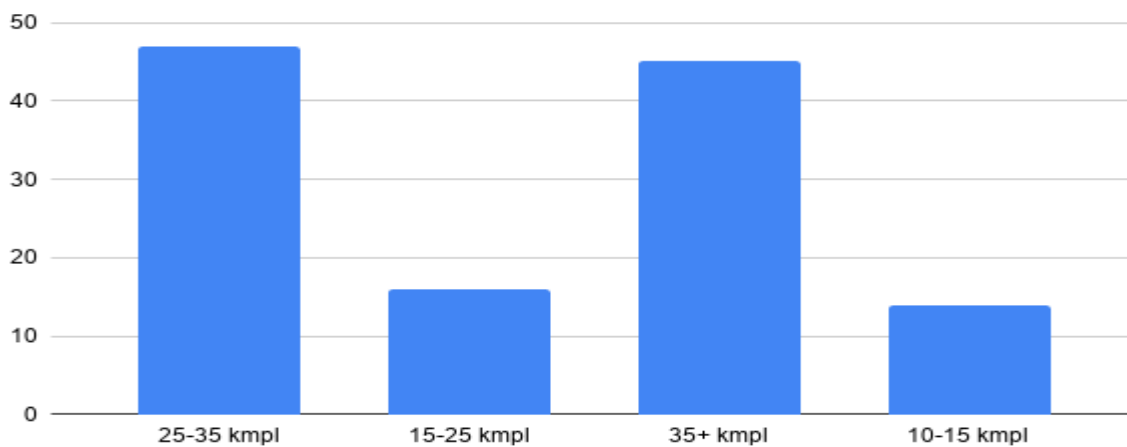
From the above table it is interpreted that 52% of the respondents has done more than 2 years, 38% more than 5 years, 18% less than a year and 14% more than 10 years.

Inference:

Majority (52%) of the respondents have purchased more than 2 years.

4.1.8 Mileage given after purchase

Mileage given after purchase	Mileage given after purchase
25-35 kmpl	47
15-25 kmpl	16
35+ kmpl	45
10-15 kmpl	14



Interpretation:

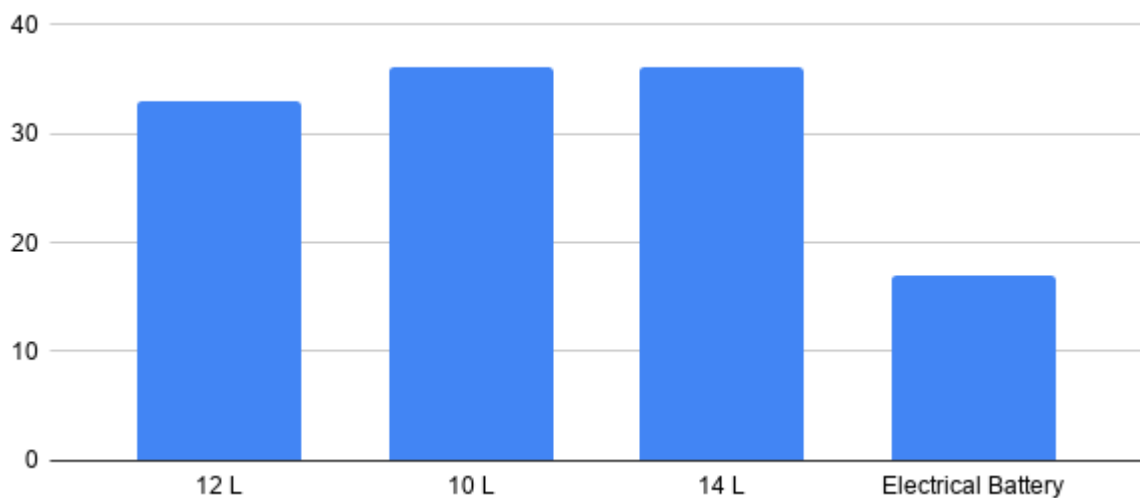
From the above table it is interpreted that 47% is 25-35kmpl, 16% are 15-25, 45% of them have 35+kmpl and 14% with 10-15kmpl.

Inference:

Majority (47%) of the respondents have 25-35 kmpl.

4.1.9 Fuel tank capacity

Fuel tank capacity	Fuel tank capacity
12 L	33
10 L	36
14 L	36
Electrical Battery	17



Interpretation:

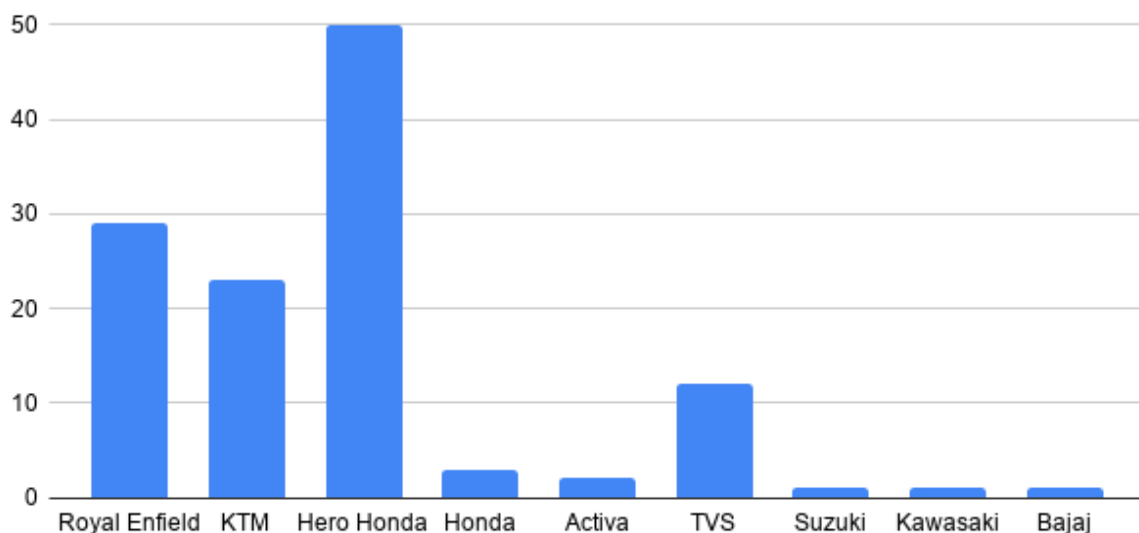
From the above table it is interpreted that 13.9% run on electrical battery, 29.5% of the vehicles have a capacity of 10L and 14L, and 27% of the vehicles have the capacity of 12L.

Inference:

Majority (29.5%) of the vehicles have the fuel tank capacity of 10L and 14L.

4.1.10 Preferable brand

Preferable brand	Preferable brand
Royal Enfield	29
KTM	23
Hero Honda	50
Honda	3
Activa	2
TVS	12
Suzuki	1
Kawasaki	1
Bajaj	1



Interpretation:

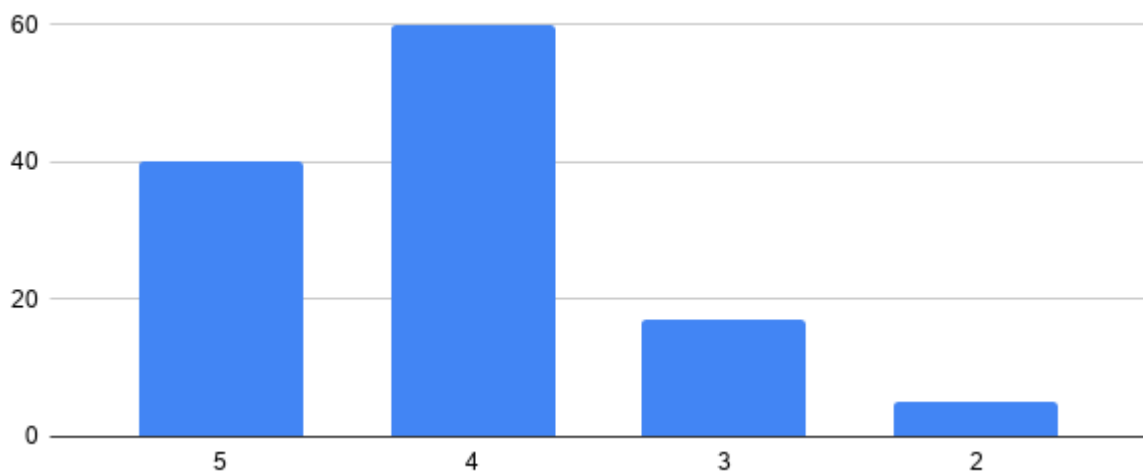
From the above table it is interpreted that 29% royal enfield ,23% of KTM, 50% Hero Honda , 3% of Honda , 2% of Active , 12 % of TVS , 1 % of Suzuki , 1% of Kawasaki , 1% of Bajaj

Inference:

Majority(50%) of the respondents has Hero Honda

4.1.11 Performance satisfaction

Performance satisfaction of your purchase	Performance satisfaction of your purchase
5	40
4	60
3	17
2	5



Interpretation:

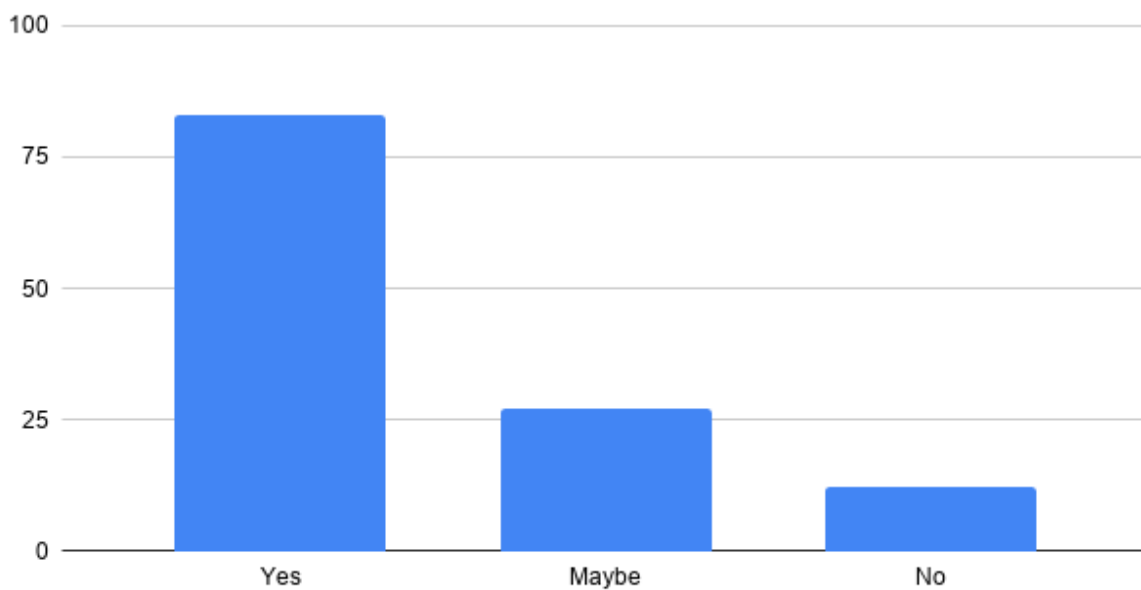
From the above table it is interpreted that 49.2% of the respondents are satisfied with 4 out of 5, 32.8% are satisfied with 5 out of 5, 13.9% are satisfied with 3 out of 5, 4.1% are satisfied with 2 out of 5.

Inference:

Majority (49.2%) of the respondents are satisfied 4 on a scale of 5.

4.1.12 Are you satisfied with the wide range of availability

Are you satisfied with the wide range of availability	Are you satisfied with the wide range of availability
Yes	83
Maybe	27
No	12



Interpretation:

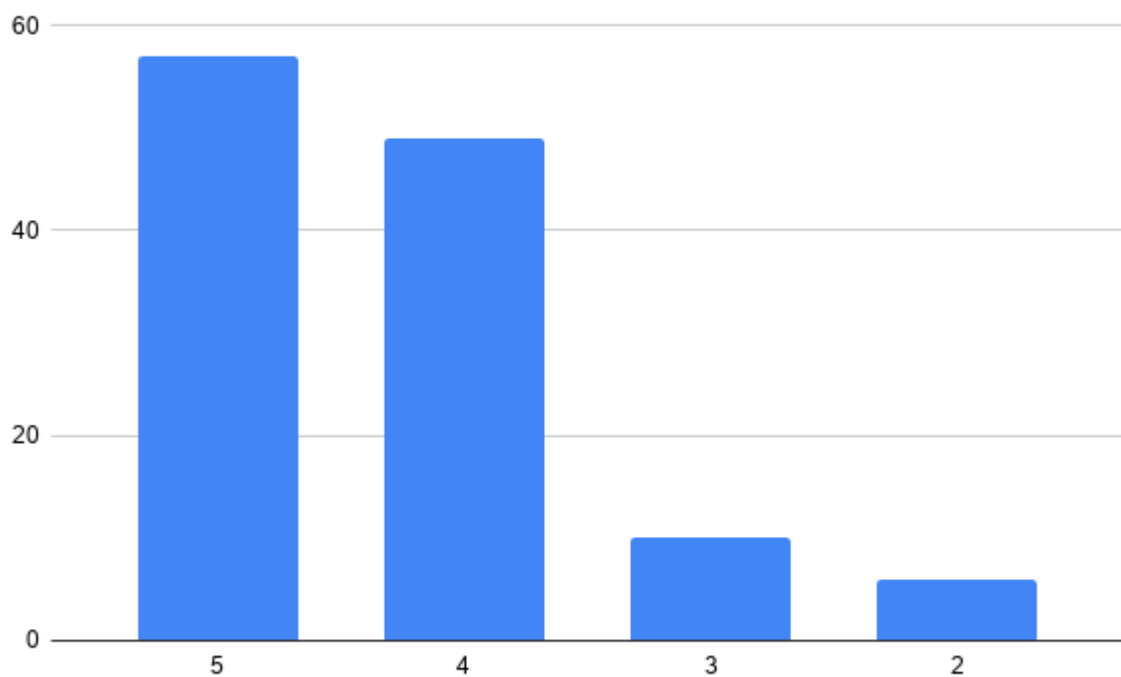
From the above table it is interpreted that 83% say they are satisfied, 27% maybe and 12% no.

Inference:

Majority (83%) of the respondents are satisfied with the wide range of availability.

4.1.13 Overall satisfaction

Overall satisfaction of your purchase	Overall satisfaction of your purchase
5	57
4	49
3	10
2	6



Interpretation:

From the above table it is interpreted that 57% are satisfied at a scale of 5,

49% at 4,

10% at 3

and 6% at 2.

Inference:

Majority (57%) of the respondents have satisfied with rating of 5, with their overall purchase satisfaction.

CHAPTER 5:

5.1 FINDINGS

1. Majority (76.2%) of the respondents purchasing second hand two wheelers are male.
2. Majority (26.2%) of the customers are between the ages 18-24 years old.
3. Majority (34.4%) of the respondents prefer kilo meters driven more than 5000.
4. Majority (62%) of the respondents says no if they'd prefer dents and damages.
5. Majority (75%) of the respondents says yes with the include of insurance with their purchase.
6. Majority (43.4%) of the customers are happily satisfied with their engine condition and brake system.
7. Majority (52%) of the respondents have purchased more than 2 years.
8. Majority (47%) of the respondents have a mileage of 25-35 kmpl.
9. Majority (29.5%) of the vehicles have the fuel tank capacity of 10L and 14L.
10. Majority (50%) of the respondents has Hero Honda
11. Majority (49.2%) of the respondents are satisfied 4 on a scale of 5.
12. Majority (83%) of the respondents are satisfied with the wide range of availability.
13. Majority (57%) of the respondents have satisfied with rating of 5, with their overall purchase satisfaction.

5.2 SUGGESTIONS:

- 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's should be followed.
- Focus more on mileage bikes as the style and performance are playing the major role.
- The dealer is also required to provide discount on cash purchase.
- The company should provide the warranty for some parts like clutch plates mark.
- The dealer is promotional strategy should provide test rides in colleges and after some special gifts like diaries pens, bags etc.
- All spares, accessories should be available at the service stations on proper time.
- As television as the common media for advertising frequent advertisement must be shown in local city cable.

5.3 CONCLUSIONS:

Chennai is a developing main city. During this unexpected pandemic no civilians were able to travel from one place to another without local public transport. Working people who migrated from one city to another for their jobs were not able to move back to their natives without public transport. Thus, second hand two wheelers were the best option to go back to their hometown, I personally witnessed a lot of customers purchasing second hand two wheelers to ride back home. I would say that second hand two wheelers businesses were one among the very few businesses which survived during this pandemic.

This study particularly tells us how Sri Motors serves their customers and their satisfaction. From the above findings we can conclude that they have been doing a great job at their work. We could increase more electric battery vehicles and increase mileage options. And increase a more wide variety of vehicles. Increasing their dealership options with buying and selling and knowing the first owner themselves would increase their strategy.

REFERENCES:

- Abdul karim (2007)**, -, "A study of two-wheeler consumer buyer behaviour in Tirunelveli city"
- Chandrasekaran Kathiravana (2010)** ,-" The Competitive Implications Of Consumer Evaluation Of Brand Image, Product Attributes, And Perceived Quality In Competitive Two-Wheeler Markets Of India " Serbian Journal of Management
- Philip T. Kotler & Gary Armstrong, (2011)** , - " Principles of Marketing Management" Interdisciplinary Journal of Contemporary Research in Business.
- Debasis Tripathy (2014)** -"A Study on Consumer Satisfaction of Two Wheeler Bikes" Volume-4, Issue-4, International Journal of Engineering and Management.
- Priyanka Jain (2015)** -" A Study of Customer Satisfaction of Two Wheelers on Yamaha " IOSR Journal of Business and Management (IOSR-JBM) Volume 17, Issue 8.Ver. II
- Basavaraj H. Huggi (2016)** -" A Study on Customer Satisfaction Towards AfterSales Service" South Asian Journal of Marketing and Management Research, Vol.2
- Nutan Sharma (2016)** , - " Customer Perception Towards Major Brands Of Two Wheelers In Jaipur City And Its Impact On Buying Decision" Abhinav International Monthly Refereed Journal of Research in Management & Technology
- Dheeraj R (2016)** , - " A Study On Consumer Satisfaction Among Yamaha Two Wheeler Users" International Journal Of Core Engineering & Management (IJCEM) Volume 3, Issue 1"
- K. P Najeemudeen (2016)** , - " Information Sources for Two-wheeler Purchase: An Analytical Study with Special Focus on Malappuram District of Kerala " Universal Journal of Industrial and Business Management .
- Dr. K. Mallikarjuna Reddy (2017)** , - " Consumers Behavior Towards Two-Wheeler Motor Bikes. " Osmania Journal of Management.
- Malviya(2017)** , - " A study on brand preference to YAMAHA two wheelers among Youths " Journal of Emerging Technologies and Innovative Research (JETIR)
- Prof. Mohd. Akbar Ali Khan (2018)** ,-" Two-Wheeler Consumers' Behavior Towards Customer Satisfaction " International Journal of Research Vol.6 (Iss.2)
- A. Inayaththulla (2018)** , - " A Study On Customer Satisfaction" Vol-4 Issue-4
- A. Meenakshi (2018)** , - " Customer Satisfaction Towards Motorcycles: A Conceptual Study " IMPACT: International Journal of Research in Humanities, Arts and Literature Vol. 6, Issue 4.
- M.V Akshay (2020)** – "A study on customer satisfaction towards second hand two wheelers with special reference to Shivamogga city."

Annexure (Questionnaire)

1. Name
2. Email id
3. Gender
 - male
 - female
 - other
4. Age
 - 18-24 years
 - 25-34 years
 - 35-44 years
 - 45+ years
5. Annual income
6. How many kms driven would you prefer?
 - less than 1000
 - more than 1000
 - more than 5000
 - more than 10,000
7. Would you prefer if there were any dents and damages?
 - yes
 - no
 - maybe
8. Did your purchase include insurance?
 - yes
 - no
 - In process

9. How was the engine condition and brake system at the time of purchase?

- 1) very poor
- 2) poor
- 3) not bad
- 4) good
- 5) extremely good

10. How old is your purchase?

- Less than a year
- More than 2 years
- More than 5 years
- More than 10 years

11. Mileage given after purchase?

- 10-15 kmpl
- 15-25 kmpl
- 25-35 kmpl
- 35+ kmpl

12. Fuel tank capacity

- 10L
- 12L
- 14L
- Electrical battery
-

13. Preferable brand

- TVS
- Hero Honda
- KTM
- Royal Enfield

14. Performance satisfaction of your purchase

- 1) Very poor
- 2) Poor
- 3) Not bad
- 4) Good
- 5) Very good

15. Are you satisfied with the wide range of availability?

- Yes
- No
- Maybe

16. Overall satisfaction of your purchase.

- 1) Not satisfied
- 2) Mildly satisfied
- 3) Satisfied
- 4) Happily satisfied
- 5) Very satisfied

BIBLIOGRAPHY:

- www.ijemr.net
- www.iosrjournals.org
- www.jetir.org
- www.ijariie.com
- www.dl.lib.mrt.ac.lk
- www.ezinearticles.com