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## RESEARCH ARTICLE

### A STUDY ON CUSTOMER SATISFACTION TOWARDS SUZUKI GIXXER TWO WHEELER

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#### ABSTRACT

The demand for two-wheeler is increasing day by day in leaps and bounds as it explores a stylish trend towards the modern youth nowadays. There are innumerable factors that affect them to stick with a particular brand. This study focuses at analyzing the factors that influence the customers to prefer the Suzuki Gixxer. For that the sample of 100 respondents has been chosen from the Coimbatore city. The sample was collected from the customers who owned the SUZUKI GIXXER and to know about the satisfaction level of the SUZUKI GIXXER two wheelers. The study identified few factors that influenced the customer preference such as colour/style, easy driving and availability of spare parts

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## INTRODUCTION

The automobile sector is one of the most vibrant manufacturing industries in India. The India auto mobile market can be divided into several segments, such as, two wheelers, three wheelers and commercial vehicles. India road in most cities, villages and towns are narrow. Two-wheelers allow people to navigate such road easily and it makes the daily travel both affordable and convenient. At present competition among the two-wheeler are manufacturers is growing stiff. All the players in the market are trying to hold their place in minds of the consumers. Branding is around for centuries as a means to identify and differentiate the goods and services of one producer from those of another. Brands are considered to be the valuable assets of business.

### SUZUKI GIXXER

The Suzuki Gixxer SF, a faired version of the Gixxer was launched on 7 April 2015. Stands for Sport Fairing. The fully faired version is 4kg heavier than the naked version; the other specifications remain the same.

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With its aerodynamic fairing, the faired version is faster by about 10 km/h and reaches a top speed of about 130 km/h. The Suzuki has launched special edition of their naked and faired bike with cosmetic changes of matte gray and black body color combination with racing flag inspired by motoGP. Ramakrishnan (2003) the two wheeler market that has seen an explosive rise in sales over the last few years which created an opportunity of various companies to enter the after sales business of two wheeler, Castrol, a company well known for its lubricants, has entered into the motorcycle servicing business with the roll out of its first 6 workshop 'Castrol PrimaZona' and have plans to have pan India presence. BiswajitMahanty and VirupaxiBagodi (2007) more than 55 million two wheelers are moving on Indian roads. Accordingly, two wheeler service sector should have generated revenue amounting to INR 1,00,000 million per year, but in reality, this has not been realized in the organized service sector, the Indian two wheeler service industry has not considered servicing as a line of business and providing conveniently reliable services is most important in two wheeler services in India to capture the market. BiswajitMahanty and VirupaxiBagodi (2008) It is an era of customer delight for the two wheeler industry and the conventional measures implemented by the service organizations tend to be inadequate to attract customers

**Table No. 1. Demographic Profile of the Respondents**

S.NO	AGE	FREQUENCY	PERCENTAE
	<b>FACTORS</b>		
1	18-27	60	60
2	28-37	32	32
3	38-47	8	8
4	48 And Above	-	-
	<b>MARITAL STATUS</b>		
1	Married	48	48
2	Unmarried	52	52
	<b>FAMILY SIZE</b>		
1	Three	36	36
2	Four	52	52
3	More Than Four	12	12
	<b>EDUCATIONAL STATUS</b>		
1	Up to School Level	20	20
2	Under Graduate	32	32
3	Post Graduate	44	44
4	Others	4	4
	<b>OCCUPATIONAL STATUS</b>		
1	Student	28	28
2	Businessman	16	16
3	Professional	16	16
4	Govt. Employee	8	8
5	Private Employee	32	32
	<b>MONTHLY INCOME</b>		
1	Below Rs. 20,000	48	48
2	Rs. 20,000-30,000	24	24
3	Rs. 30,001-40,000	8	8
4	Above 40,000	20	20

Source: Primary Data

**CHI-SQUARE ANALYSIS**

**Table No. 2. Age and Satisfaction Level**

AGE	SATISFACTION LEVEL					Total	P-Value
	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied		
18-27	24	32	4	0	0	60	.000
28-37	0	32	0	0	0	32	
38-47	4	4	0	0	0	8	
48 And Above	-	-	-	-	-	-	
Total	28	68	4	0	0	100	

Source: Primary Data

H<sub>0</sub>: There is no relationship between the respondent age and satisfaction level.

The Pearson Chi-Square value is 23.193 with the DF – 4, P-Value < .000. Hence it is clear that it is statistically significant at 5% level. Hence there is a relationship between the respondent age and satisfaction level.

**Table No. 3. Age and Frequency of Usage**

AGE	FREQUENCY OF USE				Total	P-Value
	Very Often	Daily	Once in two days	Weekly Once		
18-27 years	8	40	12	0	60	0.005
28-37 years	4	24	0	4	32	
38-47 years	0	8	0	0	8	
48 years And Above	-	-	-	-	-	
Total	12	72	12	4	100	

Source: Primary Data

H<sub>0</sub>: There is no relationship between age and frequency of use

The Pearson Chi-Square value is 18.704 with the DF – 6,P-Value < 0 .005. Hence it is clear that it is statistically significant at 5% level. Hence there is a relationship between the respondent age and frequency of use.

**Table No. 4 Age and Monthly Kilometer Coverage**

AGE	MONTHLY KILOMETER COVERAGE					Total	P-Value
	Below 500 kms	500-1000 kms	1001-2000 kms	2001-3000 kms	More Than 3000 kms		
18-27 years	12	24	4	8	12	60	0.00
28-37 years	12	12	8	0	0	32	
38-47 years	0	8	0	0	0	8	
48 years And Above	-	-	-	-	-	-	
Total	24	44	12	8	12	100	

Source: Primary Data

H<sub>0</sub>: There is no relationship between age and monthly kilometer coverage

The Pearson Chi-Square value is 31.199 with the DF – 8,P-Value < 0. Hence it is clear that it is statistically significant at 5% level. Hence there is a relationship between the respondent age and monthly kilometer coverage.

**Table No. 5. Monthly Income and Frequency of Service**

MONTHLY INCOME	FREQUENCY OF SERVICE				Total	P-Value
	Monthly Once	Once In 3 Months	Once In 6 Months	Only After a Breakdown		
Below Rs. 20,000	8	16	20	4	48	0.055
Rs. 20,000-30,000	4	4	12	4	24	
Rs. 30,001-40,000	0	4	4	0	8	
Above 40,000	0	4	16	0	20	
Total	12	28	52	8	100	

Source: Primary Data

H<sub>0</sub>: There is no relationship between the respondent age monthly income and frequency of service

The Pearson Chi-Square value is 16.621 with the DF – 9, P-Value < 0.055. Hence it is clear that it is statistically significant at 5% level. Hence there is a relationship between the respondent income and frequency of service.

**Table NO. 6. Reasons for selecting Suzuki Gixxer**

Variables	Rank I	Rank II	Rank III	Rank IV	Rank V	Rank VI	Rank VII	Rank VIII	Rank IX
Price	0	8	24	16	28	12	8	4	0
Less Maintenance	12	12	8	16	28	20	0	4	0
Mileage	12	4	16	16	16	24	0	4	8
Easy Driving	13	16	32	16	0	8	8	0	8
Color/Style	40	20	8	4	0	12	8	4	4
Pickup	11	24	8	12	4	8	8	20	4
Resale value	4	8	0	4	16	4	16	20	28
After Sales Service	0	4	0	12	8	8	24	24	20
Easy Availability of Spare Parts	8	4	4	4	0	4	28	20	28

Source: Primary Data

H<sub>0</sub>: There is no relationship between the respondent age monthly income and frequency of service

The Pearson Chi-Square value is 16.621 with the DF – 9, P-Value < 0.055. Hence it is clear that it is statistically significant at 5% level. Hence there is a relationship between the respondent income and frequency of service.

persistently Michael Cusumano, et al (2008) concluded that in many product oriented industries, services have become increasingly important. In case of automobiles, many automakers generate the vast majority of their profits from a service activity closely tied to their product activity. The automobile industry overall generates a large portion of its profits from other product related service activities such as insurance and repairs. The authors argued that despite the seeming importance of services, there is not much theory to help researchers or practitioners explain the 3 conditions under which services matter in product industries. The general view that emerges from the services literature is that services tend to become important for manufacturing firms once their industries reach a mature stage.

## STATEMENT OF THE PROBLEM

There are many types of two wheelers. It's an essential role in the fulfilling the needs of customer. Their needs can be changing as per customer scenario. The entire customer has different taste, satisfaction, preference etc., so satisfying customer occupies a most important in business management.

## NEED FOR THE STUDY

In the world of marketing, it is essential to know the pros & cons of the product that has been launched in the market. As customer becomes the king of market, the study is an attempt to know the exact expectation of customer attitude towards two wheeler vehicles in Coimbatore city based on performance and mileage and other factors influencing the purchase of Suzuki vehicle.

## OBJECTIVES OF THE STUDY

- To analyze the factors influencing the purchase of SUZUKI GIXXER.

- To find out the customer satisfaction level towards the usage of two-wheeler in SUZUKI GIXXER.

## RESEARCH METHODOLOGY

This study was carried out in Coimbatore City, Tamilnadu, which is located in the southern part of India. Non-Probability sampling method i.e., convenience sampling method was used to collect the data. By descriptive research survey, the primary data were collected by questionnaire method. 100 samples were collected from Coimbatore City. Collected data have been analyzed using the statistical tools such as frequency analysis, Chi-square and Rank analysis.

## LIMITATIONS OF THE STUDY

The study has all the traditional limitations of Type I and Type II error and so on. This study has been confined to Coimbatore city only so the results can't be generalized to other cities of Tamilnadu. Due to time constraints the sample has been limited to 100 respondents.

## SUGGESTIONS

Company should focus more attention in after sales service and availability of spare parts. Being the price of the Suzuki Gixxer is high they should try to reduce prices because there are many other competitors which can be selling at lower cost. If not, the sales may decrease. More features should be added to the bikes according to the needs of the customer, because their competitors are coming with new models.

## Conclusion

The study concludes that customer satisfaction towards SUZUKI GIXXER has been attributed to the factors colour/style, easy driving and availability of spare parts. The SUZUKI GIXXER should work extensively on the parameters taken in the study. It has been undoubtedly proven that

retaining customers is the only way to succeed in business. The study revealed the factors responsible for preferring a particular brand. In this study it has been found that most of the respondents are having a good opinion about the SUZUKI GIXXER two wheelers and the findings and suggestions of this study will support the company in an effective and better way.

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