

**WOMEN CUSTOMERS' PERCEPTION ON
QUALITY OF SERVICES RENDERED BY TWO WHEELER DEALERS**
A study with reference to Visakhapatnam City, Andhra Pradesh

Thesis Submitted for the Award of the Degree of
DOCTOR OF PHILOSOPHY
in the Faculty of Commerce and Management Studies

By

ACHUTA SRI LAKSHMI
Lecturer, Mrs. AVN College, Visakhapatnam
Research Scholar (Part – Time)



Under the Guidance of

Prof. M. SANDHYA SRIDEVI
Department of Commerce and Management Studies
Andhra University, Visakhapatnam

**DEPARTMENT OF COMMERCE AND MANAGEMENT STUDIES
ANDHRA UNIVERSITY
VISA KHAPATNAM – 530 003, INDIA**

2020

CHAPTER – VII

SUMMARY, FINDINGS AND SUGGESTIONS

7.1 Introduction

The importance of the service sector has sharply increased in competitive global market. The expectations and demands of the public are increasing day by day. Normal infrastructure and processes fall short in fulfilling these expectations and demands. As a result of which service sector is going through revolutionary change, which affects the way in which we live and work. Hence, new services are being launched on regular basis to meet the existing and potential needs of customers. Now, service becomes one of the most important elements for gaining a competitive advantage in the marketplace. The efforts of service managers and academic researchers are directed towards understanding how customers experience or perceive the quality of service. Service providers mainly focus on providing superior quality services to achieve higher level of customer satisfaction. Satisfying customers is one of the main objective of every business as it can result in increasing the company's income and they are more likely to purchase additional products and services and often generate new businesses for the companies through word-of-mouth recommendation. The study area that has attracted significant interest towards the understanding of customer satisfaction is service quality. The objective of improving service quality is to give rise to customer satisfaction. Service quality, as perceived by the consumer can have both direct and indirect impact on customer loyalty. The size of service sector is increasing in almost all economies around the world. At one end there are huge international corporations operating in industries such as airlines,

banking, hotels, telecommunications and insurance. At the other end there are locally owned and operated small businesses such as restaurants, automobile service centers, beauty parlors, laundries, etc. Any service industry cannot survive in this highly competitive environment until it satisfies its customers by providing good quality of service. (Naseem, et al., 2011). Providing the highest level of customer service and quality goods is imperative to compete for business against companies promoting similar products and services. In competitive markets, consumers expect more from any company they consider to invest their hard-earned money. In services it is the customer who defines the quality and human side of service is key to deliver quality by Katarne and Sharma (Katarne and Sharma, 2010).

Customer service serves the purpose of enhancing customer satisfaction by providing the consumer with a feeling that the product or service rendered has met or exceeded the customer's expectations. Customer service can be provided by a person or automated by means of self-service, such as on Internet sites. A challenge to this is ensuring that customer service representatives have focused attention on the right areas. Thus, the service quality model (Parasuraman, et al., 1988) is based on five service quality dimensions, namely: Tangibles - physical facilities, equipment and personnel appearance, Reliability-ability to perform the promised service dependably and accurately, Responsiveness-willingness to help customers and provide prompt service, Assurance-knowledge and courtesy of employees and their ability to gain trust and confidence and Empathy-providing individualized attention to the customers. All the above said service quality dimensions appear at three stages, i.e. before purchasing, at the time

of purchasing and after purchasing of a good. Therefore, the present study concentrated more on service quality on two-wheelers rendered by the dealer at these three stages.

In recent years the global automobile industry has been the subject of such analysis. Moreover the last decade has seen the Indian auto industry gain in maturity and confidence. The Indian automotive customer is well aware of global markets and products today, and hence expects the same levels of quality in products and services. In this scenario, providing effective after sales service for vehicles has become important for service centers in India to stay in the highly competitive market. The competitiveness in the market and continuous search for differentiation has called for more attention towards customer satisfaction and has increased the interest to research on the topic of service quality.

According to Al-Shammari and Samer Kanina (2014) a common response to the question of what differentiates one automobile dealer from another often revolves around the customers; view of quality and the quality of customer service. Hence goods and service providers are dedicated to satisfy the needs of customers. It is interesting to note that lot of research work has been conducted on sectors like hotels, health, public transport, telecommunication, banking whereas automobile service sector has limited published research on service quality and customer satisfaction. (Datsomor, 2012). These limited researches imply that there are more questions than answers on service quality rendered by dealers and customer satisfaction in automobile service sector. This study aims at providing the analysis of various

two wheeler automobile industries (Hero, Honda, TVS, Piaggio and Bajaj) by measuring the service quality rendered by dealers and customer (woman) satisfaction at three stages of pre-purchase, point of purchase and post-purchase. This will hopefully increase the knowledge and understanding about the service quality of two-wheelers that is being provided by various two-wheeler dealers nowadays.

Parasuraman et al (1985) defined service quality as the discrepancy between consumers' perceptions of services offered by a particular industry and their expectations about industries offering such services. If perception of service is below the expectation then customers judge quality as low and if perception of service is equal or above the expectation then customers judges quality as high. Dehgan (2006) defined service quality as the subjective comparison that customers make between the quality of service that they want to receive and what they actually get. Kotler and Keller (2009) defined service as an act or performance that one party can offer to another that is essentially intangible and does not result in the ownership of anything. They also stated that services have four distinctive characteristics which are intangibility, inseparability, variability and perishability. Vijaykanth Urs et al. (2014) defined service quality as the consumers' overall impression of the relative inferiority/superiority of the organization and its services. Therefore, service quality is a key for survival to all service providing companies. With service, companies not only retain their existing customers but increase chances of getting and attracting new customers.

Katarne and Sharma (2010) in his study measured current service quality level of a typical automobile dealership in an Indian city. The satisfaction/dissatisfaction of the customer has been measured using standard statistical tools, and an attempt has been made to find out reason(s) of dissatisfaction by applying root cause analysis and results of the study show that delay in delivery is the most critical reason responsible for dissatisfaction or poor service quality level. Asadollahi, et al. (2011) studied service quality and customer satisfaction in automobile after sales services in two Indian companies (Bahman Group and Irankhodro) and one foreign company General Motor Group. The results of the rate of customer satisfaction of after sales service for three companies in every five dimensions were analysed separately. The two Indian companies have no significant difference in all the dimensions but showed a meaningful significant difference with other foreign company in all the dimensions.

In this process of service quality, customer satisfaction is the result of cognitive and effective evaluation, where some comparison standard is compared to the actually perceived performance (Dehgan, 2006). If perceived performance is less than expected then the customer will be dissatisfied. On the other hand, if perceived performance exceeds expectations, customer will be satisfied. Good customer satisfaction has an effect on the profitability of nearly every business (Krishna Naik, et al., 2010). It is estimated that nearly one half of American business is built upon this informal, “word-of-mouth” communication. The cost of gaining a new customer is ten times greater than the cost of keeping a satisfied customer. Customer satisfaction in service quality has been defined in various ways, but the conceptualization that has

achieved the widest acceptance is that customer satisfaction is a post choice evaluative judgment of a specific transaction (Jhanshahi et al., 2011). Vijaykanth Urs et al. (2014) defined customer satisfaction as an individuals' reaction in the form of sequence of an information processing, valuation of the degree to fulfill the functions which a good service should possess. It also includes the feeling of happiness or joy of matching the expectation and having pleasure while consuming the service. Thus, the customer satisfaction is a result of service provided by the automobile dealers at various stages. Hence, the aim of this study is to analyse the perceptions of women customers towards service quality rendered by two wheeler automobile dealers.

7.2 Need and significance of the study

According to the recent survey reports all the three segments of two-wheelers, i.e. motorcycles, scooters and mopeds have witnessed capacity additions in the last few years and it will continue in the upcoming period. Two-wheeler sales in India reached an all-time high as of 2019, when India's auto industry sold some 21 million units. This figure is almost double the 2011 sales, when just 11.77 million two-wheeler units were sold in India. Over this period, only the motorcycle segment is expected to witness higher demand vis-à-vis supply, while the scooters and mopeds supply will outstrip demand. Due to more demand from the women customers, the scooter model two-wheeler sales during the last two years has increased. Scooters account for nearly one-third of total two-wheelers sold, and has been credited with single-handedly adding weight to the two-wheeler segment over the past few years.

As incomes grow and people feel the need to own a private means of transport, sales of two-wheelers is rising. The introduction of automatic transmission in scooters, increasing urbanisation, better roads and a growing number of women consumers are helping turn the wheels in favour of scooters. In an otherwise sluggish two-wheeler market, the demand for scooters has been growing, primarily due to an expanding base of women drivers. Now, more than a quarter of new scooters are being registered in the names of women buyers.

Today, women are in need of two-wheelers for travelling to various places. Before twenty years they went by bus or bicycle. After the arrival of automobile two-wheeler industry, two-wheeler advertisement makes women purchase these vehicles for their regular travelling needs. In general, while women purchase any kind of goods, they give more priority on service quality of the product and manufacturer. In this context, before purchasing a two-wheeler a woman plan and gather details about vehicle features and service quality of dealers from various sources of information through the family members, friends, advertisements and sales representatives. In automobile sector, dealer is the role player in service providing at three stages, i.e. before purchase, at the time purchase and after purchase. Thus, before purchasing a two-wheeler the customer directly visits the showroom or consults with the dealer/sales representative, the way that they receive the customer, explaining about the features of the vehicle, and the services provided are important. This will lead the customer to purchase the vehicle or encourage others to purchase. Here the quality of service rendered by the dealer at the time of purchase refers to how the dealer or the sales representative

approaches the customer, explaining about the model of vehicle, and assist in the purchasing and delivery process. The quality of service rendered by the dealer after sale of the two-wheeler is another important dimension, which give more satisfaction to the customer and influences the future purchasing behaviour.

Since customer satisfaction not only depends on the after sale service of the vehicle, but it also depends on the service provided by the dealers before purchasing and at the time of purchasing. It includes receiving the customer at the time of visiting showroom, show various models of vehicles, explain about the features, price, offers, finance availability, warranty, free services and free gifts, repair and maintenance of the vehicle. Company sends the reminder to the dealers after a certain time period and dealer also reminds the customer for free services. Customers are expecting a better pre-sale, point of sale and post sale support mainly in two-wheeler industry. Due to increased production of two-wheelers by various automobile companies, the demand for service also increased at three stages, i.e. before sales, at the time of sales and after-sales service. Dealers, especially in the service sector of two-wheelers are facing tension to prove their service quality to attract customer to purchase and improve their after sale service quality to retain and recommend others. In order to manage the service quality and resource constraints under which service centers operate, it is essential that expectations of two-wheeler customers, especially women are properly understood and measured, so that any gaps in service quality is identified.

Earlier researchers have mostly concentrated on customer satisfaction on after-sales service of automobile industry and companies but have not concentrated on quality of service rendered by two-wheeler dealers with reference to women customers. The main motivation behind this study is to examine the perceptions of women customers on the factors that influence and motivate to purchase a two-wheeler and the perceptions and satisfaction levels on the service quality rendered by the dealers of two-wheelers before-sales, point-of-sales and after-sales. Since, no research has been empirically investigated earlier in this background in Visakhapatnam city, the aim of the study is to evaluate the service quality of two-wheeler dealers of various automobile companies in the Visakhapatnam city as per its women customers' perceptions and expectations. The study has been conducted with the customers and the important roles played by them during the service delivery of two-wheeler dealers. Thus, the present study has entitled 'Women Customers' perception on Quality of Services rendered by Two-wheeler Dealers – A study with reference to Visakhapatnam city, Andhra Pradesh' with the following objectives. In this context the objectives of the study are:

1. To study the factors motivating the women towards purchase of two-wheelers.
2. To examine the factors influencing women towards a particular Brand.
3. To elicit the Service Quality of dealers at the time of purchase.
4. To gauge the perceptions of women customers on after sales service quality of dealers.

5. To examine the problems encountered by women customers in getting Good quality Service.
6. To offer Suggestions to improve the quality of Service by dealers.

Based on the research objectives, the following null hypotheses have been formulated:

1. There is no significant relationship between demographic profile of women and motivational factors in purchasing of two-wheeler.
2. There is no significant relationship between demographic profile of women and influenced factors in purchasing particular brand of two-wheeler.
3. There is no significant relationship between demographic profile of women customers and service quality of dealers at the time of purchase.
4. There is no significant relationship between demographic profile of women customers and after sales service quality of dealers.
5. There is no significant relationship between problems encountered by women customers and service quality of two-wheeler dealers.
6. There is no significant relationship between women customers and grievance handling mechanism in service quality of dealers

7.3 Scope and methodology

This research is mainly concerned with perceptions of two-wheeler women customers towards quality of service provided by their respective dealers in Visakhapatnam city. In Visakhapatnam city there are more than 20 two-wheeler motor cycle showrooms of various brands. For the last few years it is observed that more than 10 thousand vehicles are selling from these showrooms in every year, and out of which nearly fifty percent of vehicles are selling in the name of women, especially the scooty and moped models. For this purpose the researcher has selected five automobile two-wheeler company dealers in Visakhapatnam city which are leading marketers of two-wheeler vehicle to various categories of customers. In this regard the selected dealers of two-wheeler companies are Hero, Honda, TVS, Piaggio and Bajaj. Based on conceptual and theoretical framework of the research, this study focuses on the perceptions of the women two-wheeler customers which are collected with the help of a standardized research tool (interview schedule) for a sample size of 366 respondents on random basis under five categories of two-wheeler company dealers in Visakhapatnam city.

This study is mainly based on empirical analysis where the women customers of two-wheelers are the samples. In this context an interview schedule has been used as a research instrument to collect the data from the respondents. The interview schedule has been designed with appropriate questions to fulfill the objectives of the study. The present study is mainly based on primary data. To collect the primary data a random sampling survey method has been used through a non-disguised structured questionnaire

comprising questions of dichotomous type, multiple choice etc. for women two-wheeler customers. The first part of the tool for women customers consisted of personal information about the respondents regarding their Name, Age, Education Qualification, Occupation, Income levels, etc. The second part captures the motivational factors to purchase a two-wheeler. The third part of the tool is Influenced factors to purchase a particular model of two-wheeler. In the fourth part the pre-purchasing behaviour of two-wheeler customers, the service quality of dealers before purchase of the two-wheeler is also presented. The fifth part of the tool deals with the Service quality of dealer at the time of purchasing a two-wheeler and contain four factors viz; 1) Initial purchase experience, 2) Price and negotiation, 3) Finance process and 4) Delivery of new vehicle. The sixth part of the tool deals with Service quality of deals after purchasing a two-wheeler. This contains with 3 factors of service i.e. 1) Performance of serviceperson, 2) Service charges payment process and 3) Delivery process of serviced vehicle. The seventh part of the tool is satisfaction level of customers on two-wheeler owned. The eighth part of tool is about Future purchase behaviour of the customers of Two-wheelers. The ninth part of the tool is behaviour of dealer after-sale. The tenth part of the tool is about the Problems experienced by two-wheeler customers.

7.4 Data processing and Statistical Analysis

The data and information collected through the schedules has been processed through SPSS software for classification of tables, generation of graphs, testing of hypotheses, analysis and interpretations. In this process statistical calculations like percentages, means, standard deviations have

been used to describe the sample distribution, perceptions, preferred attributes and level of customer satisfaction. Rank analysis also been done to analyse the priority based preference of customers on various factors of quality services. One way ANOVA, independent sample t-test have been used to test the significant association between the groups of respondents in their perception and satisfaction scores for independent variables like age, education, occupation, income and so on.

7.5 Findings

Based on the analysis the following findings have been derived and presented in the following paragraphs.

7.5.1 Profile of the respondents

To derive meaningful conclusion the personal profile of respondents related to age, marital status, education qualification, occupation, family annual income, size of family, nature of family and residential status have been studied. The following are the findings related to profile of the respondents.

1. According to age-wise distribution predominant group fall under age-group of 26-36 years i.e. 36.3 percent.
2. According to the study of marital status majority are of married women i.e. 75.1 percent.
3. According to educational qualification major group are holding i.e. 42.9 percent are graduates.

4. As per occupational distribution predominant group of women are working in private organisation i.e. 30.9 percent.
5. It is observed from the data most of them are earning between Rs.1,00,000-Rs.3,00,000 as their family annual income.
6. According to the study it is concluded that majority of respondents family size (54.1%) 3-6 members.
7. The study reveals that most of the respondents are nuclear families i.e. 68%.
8. It is inferred from the analysis that most of the respondents are living in a rented individual house.

7.5. 2 Motivational factors to purchase a two-wheeler

1. The data reveals that perceptions of the respondents towards motivational factors to purchase a two-wheeler as a symbol of social status, 62.0 per cent have given high priority, and for the family requirement 59.0 per cent have given high priority. More than forty per cent of the women two-wheeler customers have given high priority for source of entertainment. For safety and security it is observed that 65.3 percent have given high priority, whereas 47.3 percent have given high priority towards purchase of a two-wheeler as symbol of style.
2. It is observed that 55.5 per cent of women have purchased two-wheelers, with the influence of friends and relatives nearly fifty per cent of the respondents (49.7%) have made purchases. It is observed that 43.2 per cent of the women are using two-wheelers to save time when

they are travelling to their office or other works. It shows from the analysis 41.3 per cent said moderate level of priority that they have given two-wheeler as a gift from their family / friends, but 45.9 percent said high priority for peaceful travel.

3. Regarding the influence in purchase of two-wheeler by the women respondents, shows 39.3 per cent by spouse and 33.1 percent by children. It is also observed that 42.3 percent have purchased for the purpose of office use.
4. Regarding finance support for purchasing of two-wheelers, it is found that 49.2 per cent got finance through private financiers like Bajaj, Sundaram, etc. some customers got financial support from national banks among which nearly forty per cent have made purchase due to less formalities, and 37.2 per cent have purchased due to easy repayment.
5. Mileage of the two-wheeler is one of the important factors to determine a particular model or company. In this regard it is observed that a majority group of 66.7 percent told that their vehicle is giving 40-50 kms per litre petrol. Whereas in purchasing of a particular model of two-wheeler it is observed that 41.8 percent preferred for fashion and 32.8 percent preferred due to the service quality of its dealer.

7.5.3 Factors influencing to purchase a two-wheeler

1. It is found that 37.4 per cent expressed fuel consumption, 33.1 per cent expressed maintenance cost and 28.7 per cent expressed price range are the most influenced factors. It is also observed that 45.1 per cent

are more influenced for free accessories and gift offers and 42.1 percent got influenced by appearance and comfort of the vehicle. After sale service is another important aspect which is influenced by 37.4 percent customers. Nearly forty percent of the respondents are most influenced by engine power in purchasing of a particular model of two-wheeler.

2. It also observed that 41.5 percent of the women customers are most influenced by its safety and security feature, 42.1 percent influenced by its looking style, 38.2 percent influenced by availability of spare parts, 42.9 percent influenced by its nearest service center, 42.9 percent influenced by its resale value, 41.3 percent influenced by its brand image and 34.7 percent of women customers purchased a particular model of two-wheeler as a social status. On the other hand resale value is another important factor in selecting.

7.5.4 Purchase behaviour of women customers

1. The study revealed that 70.5 percent of the respondents are using new vehicles.
2. The study revealed that a significant 27.90 per cent of women customers are using two-wheeler of piaggio model.
3. It is observed from the analysis that 29.8 per cent of the women customers are having 6-10 years of experience in using two wheeler.
4. As per the study 30.6 percent of the respondents bought the two-wheeler with the help of brokers.

5. It is clear from the analysis that is 35.5 per cent felt on their own the need to use a two-wheeler of their choice.
6. As per the study majority of the respondents i.e. (72.1%) acquired information on model from various sources like brokers, mechanics etc.,

7.6 Service quality of dealer at the time of purchase

7.6.1 Pre-purchasing

1. It is observed that perceptions of the respondents towards purchase satisfaction or purchase experience, in which majority group 61.7 percent respondents said excellent in amount of time waited at showroom, regarding the salesperson's explanation about features, advantages and benefits of the vehicle including information of competition. 55.2 percent said excellent, with the courtesy and friendliness of sales executive, that a dominated group 63.4 percent said excellent purchase experience of two-wheeler. Towards the salesperson's attention focused on customer prior to purchase decision, in which 44.8 percent said excellent group respondents that purchase experience of two-wheeler.
2. In demonstration of vehicle (static and test drive) 37.7 percent felt average satisfaction, from the thoroughness of follow up on enquiries/ requests prior to purchase decision, 53.6 percent felt excellent satisfaction, in displaying product information of vehicles (e.g. price, product brochures, colors, etc.), 52.7 percent felt excellent satisfaction.

7.6.2 At the time of purchasing

1. It is observed that the price negotiation at the time of purchase, 63.1 per cent felt excellent in range of payment options, 65.6 percent replied excellent, in price and negotiation process, with regarding price paid relative to expectations 62.6 per cent said excellent, towards fulfillment of commitments, 70.8 percent rated excellent. From the observation we can say that majority of the respondents were satisfied at the time of purchases of two wheeler.
2. The study reveals that 65.60 per cent of respondents expressed their satisfaction in the price negotiation of two-wheeler.
3. It is observed from the analysis, 53.6 per cent said excellent ease of providing required documents for financing vehicle, financial process (including the time of approval of the loan), 56.6 per cent said excellent finance process of two-wheeler. Out of total respondents majority of respondents are (i.e. 67.2%) said excellent consideration and respect in dealing with confidential personal documents in their finance process of two-wheeler, while it shows from answers to finance related questions in which, 55.7 percent said excellent group in their finance process at the time of purchase.
4. The study revealed that a majority of i.e (56.60%) of customers have expressed their satisfaction in the finance process felt satisfaction in dealing with confidential in personal documents.

5. In delivery of new vehicle, the study shows that 56.3 per cent said excellent in duration of time needed to deliver the vehicle, 62.8 per cent felt excellent in condition and cleanliness of vehicles, 32.8 per cent average satisfaction of thoroughness in explanation of user manual, features of vehicle, etc.

7.6.3 After purchasing

1. Regarding the service quality of dealers after purchasing a two-wheeler, it is observed that 55.2 per cent felt excellent in courtesy and friendliness of service persons, 54.6 per cent said excellent about service person's knowledge about vehicles. In this regard, 47.5 per cent said excellent identification problem of vehicle, the time taken for complaint rectification in which, 37.2 per cent said excellent performance of serviceperson, 59.3 per cent of respondents said excellent in fulfillment of service complaints.
2. It is observed that the perceptual score analysis of respondents shows maximum number of respondent satisfied with fulfillment of service complaints, which secured a scale value of 1213, and the least number of respondents felt satisfied with time taken for complaint rectification, with a scale value of 1044.
3. Perceptions of the respondents towards quality of dealers after purchase of a two-wheeler on the service payment process, among the total respondents i.e. 30.9 per cent are said high and nearly 30% of the respondents are said very high in their reasonable service charges. Regarding the spares and engine oil charges in which, 43.2 per cent

said very high in their service payment process, for the color and tinkering charges, 47.3 per cent are said very high. It is observed that 32.8 per cent said high and 32.5 per cent said very high cleaning and water service charges, for the replacement of accessories, 44.0 per cent expressed very high in their service payment process.

4. It is observed from the data that due to perceptual score analysis of respondents on service payment process performance there are five statements. It shows that maximum number of respondents has been given to the statement that color and tinkering charges, which is carrying a scale value of 1150, whereas the minimum number of respondents is given to the statement that reasonable service charges, with a scale value of 993.
5. It is noticed from the study that the respondents opinion towards delivery process of serviced vehicles, 41.8 per cent expressed excellent regarding the time taken to service the vehicle. Ability to deliver vehicle at requested time, 39.6 per cent expressed excellent. 41.5 per cent rated excellent ability to deliver vehicle at promised time,. regarding conditions/cleanliness of vehicle after delivery, 36.9 percent rated excellent, enthusiasm of staff in making the delivery process that half of the respondents are said excellent group in their service quality after purchase of a two-wheeler.
6. 50 per cent of respondents are satisfied with priority given to enthusiasm of the staff in making the delivery process, which is carrying a scale value of 1127, and a least number of respondents

satisfied with the duration of time required to service the vehicle, with a scale value of 1042.

7.7.4 Customers' satisfaction after purchasing the two-wheeler

1. The level of customers' satisfaction after purchasing the two-wheeler, it shows that a significant 36.9 per cent of the respondents are satisfied and 31.7 per cent are highly satisfied with the fuel consumption, among from the choice of colors, 33.1 per cent are satisfied and nearly thirty per cent of the respondents are highly satisfied with level of customers satisfaction after purchasing the two-wheeler. Regarding from the model of two-wheeler, 33.3 per cent said satisfied, from the look and comfort, 29.2 per cent are satisfied, while it shows that 28.4 percent said satisfied with the breaking system.
2. Nearly thirty percent of the respondents are satisfied and 26.5 percent are highly satisfied with engine power, among from safety features, 38.0 percent said highly satisfied and 37.2 percent said satisfied with level of customers satisfaction. From the seating convenience, majority of respondents opined negatively in which, 33.1 percent said highly dissatisfied, regarding from the lighting power, 41.5 per cent are highly satisfied with level of customers satisfaction after purchasing two-wheeler, and finally, it shows that nearly thirty percent of the respondents pick up to the level of customers satisfaction after purchasing the two-wheeler.
3. It is found that in the perceptual score analysis of respondents towards the level of customers satisfaction after purchasing the two-

wheeler, it was observed that 65.3 per cent of customers opined safety and security with highest score value.

7.7.5 Problems faced by women customers in getting good service

1. The proper recognition of the dealer after taking the two-wheeler to the service center in which 63.7 per cent said 'yes'. Frequency of contacts of dealers only 29.2 per cent said once in a month after purchase of a two-wheeler.
2. It is observed that a dominant group of i.e. 80.9 per cent respondents expressed, bridge between insurer and insured through cordial rapport is expected from the dealer, whereas, 66.7 per cent are thoroughly dissatisfied on after sales service of the dealer.
3. Regarding problems faced by the women, 200 respondents have given highest ranking (i.e. 1st) for longer time of servicing. And the next highest rank for cost of service/spares (i.e. 45.4%), 30.9 per cent responded for lack of offerings of highly reliable services, 45.6 per cent responded to indefinite timing delivery of their two-wheeler.
4. Regarding observation of problems faced by the women two-wheeler customers, it is noticed that inadequate size of vehicle is more discomfort, because of their physical strength. Females cannot handle heavy vehicles during pushing, standing position, etc., Some two-wheelers may not be comfortable to women for sitting and riding because of the design of the vehicle. Some of the low cost and economy model two-wheelers are out dated technology. Since they are

in the market they may not give comfort and satisfaction to the women. In this regard women customers face difficulty and problems at the time of starting, travelling and applying breaks, etc., Today most of the two-wheelers are charging high cost of service when they visit service centers. This may be due to the cost of spare parts and high salaries paid to the service engineers. Some models of two-wheelers are less in CC power which are poor in pickup while they put additional load in it. In this case especially women may feel problematic during travel. Regarding the women customers with their two-wheelers may feel difficult to drive on ruff-roads and in case of the non-availability of spare parts. And two-wheeler may have starting trouble and mileage problem also.

7.7.6 Post purchase behaviour of the customer

1. A significant respondents expressed (30.1%) 5-10 years, 29.2 percent express no fixed duration, and 25.7 per cent express below 5 years that they change they two wheelers.
2. In preference to buy the same brand again in case of replacement, 48.6 percent of the respondents said 'yes' to same brand again. But 18% are not satisfied with the same brand and expressed their refusal to continue the same brand of two-wheeler.
3. Towards possessing more than one two-wheeler, it shows that a highest 71.9 per cent of the respondents said 'yes'. It is observed that 48.9 percent prefer the same brand of the two-wheeler.

4. It is observed that 70.2 percent suggested to their friends/relatives to buy two-wheeler. In this regard, a significant respondents suggested (i.e. 32.8%) Piaggio brand of two-wheeler to their friends/relatives. The study reveals that the reason to purchase a particular model of two-wheeler, in which, 30.9 percent is perceived easy availability of spare parts.

7.7.7 Grievance handling mechanism in service quality of dealers

1. The study reveals that out of the total women customers as many as 66.1 percent strongly agreed that all complaints shall be monitored and marked as closed only after giving reply/resolution to the customer grievance.
2. It is observed that out of total women customers more than half (51.1 percent) strongly agreed that the policy on customer complaint handling aims to measure the service quality. This may give satisfaction in using the vehicle with the support of dealers.
3. The study also revealed that out of total women customers 38.8 percent agreed and 31.1 percent strongly agreed that customer complaint handling policy is accessible to all on website and also available at company showrooms and service centers. This makes the customers more ease to avail themselves of the required services from the dealers as soon as the customer need.
4. It is observed from that 32.2 percent of the customers agreed and 30.1 percent strongly agreed that to improve processes and system towards

better customer experience by taking cognizance of customer feedback and complaints are more satisfied. This may lead to retaining of existing customers and encourage new customers.

7.8 Perceptual analysis of women customers on quality of services rendered by two wheeler dealers

The demographic profile of women two-wheeler customers on quality of service rendered by dealers. In this process the perceptive score analysis has been done on motivational factors to purchase a two-wheeler, influencing factors in purchasing a particular model of two-wheeler, Service quality of dealer at the time of purchasing a two-wheeler, Service quality of dealer after purchasing a two-wheeler, Level of customers satisfaction after purchasing a two-wheeler and Brand of women two-wheeler customer behaviour on quality of service and the findings from the discussion are presented in the following.

1. It is observed that there are found significant differences on motivational factors to purchase a two-wheeler, namely age-group, marital status, education qualification, occupation and family annual income.
2. The study revealed that there is a significant difference towards factors influenced in purchasing the particular model of two-wheeler, which they age-group, marital status, occupation and family annual income, whereas, it shows that there is no any significant difference in educational qualification.

3. From the analysis, it can be understood that there are a significant difference on initial purchase experience of two-wheeler, which are age-group, marital status, education qualification, occupation and family annual income.
4. It is noticed from the data analysis that there is a significant difference on price and negotiation of two-wheeler in which family annual income, whereas, there is no significant difference on age-group, marital status, education qualification and occupation.
5. It is also observed that, out of total respondents there is a significant difference on finance process of two-wheeler vehicles which are age-group, education qualification and occupation. While, there is no any significant difference on marital status and family annual income.
6. It is found from the study that there is no any significant difference on delivery of two-wheeler vehicle which are age-group, marital status, education qualification, occupation and family annual income.
7. It is also found that there is a significant difference towards the performance of service person which are marital status, education qualification, occupation and family annual income, whereas, there is no any significant difference on age-group.
8. The study reveals that there is a significant difference on service payment process of two-wheeler in which marital status, while, it shows there is no any significant difference on age-group, education qualification, occupation and family annual income.

9. It is also observed that there is a significant difference towards delivery process at the time of purchase which are age-group, education qualification and occupation. Whereas, there is no significant difference on marital status and family annual income.
10. It is observed that there is a significant difference on the level of customer satisfaction after purchasing the two-wheeler which are age-group, occupation and family annual income, while it shows that there is no any significant difference on marital status and education qualification.
11. The study revealed further that there is significant difference on grievance handling mechanism in service quality of dealers and demographic profile of the women customers.

7.9 Suggestions

1. It is observed that 12.3 per cent of women customers felt poor and 9.8 percent felt average about the fulfillment of commitments during the sales practice of the dealer. It is also observed that in case of providing required documents for financing vehicle 16.1 per cent customers felt poor and 18 percent felt average. Therefore, it is suggested that the dealers should fulfill all their commitments promised at the time of pre-purchase and also compress documents for the financial process.
2. The data reveals that more than 10 percent of the customers are not influenced by free accessories or discounts, and more than 20 percent of the customers are not influenced by the maintenance cost during the

purchase of vehicle. This can be inferred that the dealers are unable to influence the customers with accessories, discounts and maintenance. Therefore, it is very important on the part of dealers to delivery what is promised to the customers in ordered to expand their business specifically to satisfy their women customers.

3. As per the data it is observed that nearly 10 percent (9.6%) of the customers felt poor in negotiation process at the time of purchase. This may be due to social stigma and shy feeling to bargain with the dealer or sales representative while most of the public appear in the showroom. Hence, it is suggested that dealers should start exclusive showrooms for women or at least a separate guidance cell for women to make it comfortable for them to negotiate the deal.
4. It is observed that 9.3 percent of the women customers felt poor with the demonstration of vehicle (static and test drive). This may be realised that many of the women customers purchase vehicle without knowing driving or having driving license. This may cause accidents after purchasing a new vehicle. Therefore, it is suggested that the dealers should establish separate driving schools for women and also help them to get driving certificate in a systematic process.
5. The data reveals that above 10 percent of the customers felt poor (13.1%) regarding the time taken for the compliant rectification at the two-wheeler service centers. It is also observed that more than 60 percent of the customers are expecting mobile service facility (63.4%) from their dealers. So, it is recommended that there is a need for the

establishment of service points at the nearby residential area of the customers to make it convenient especially for women customers to visit and rectify the problem of their vehicles.

6. It is observed that as many as two-third of the respondents felt highly dissatisfied and 10.4 percent dissatisfied after sales service of the dealers. Therefore, it is suggested that dealers should conduct a survey to get the opinions of the customers on after sales service quality in order to better the performance of after sales service facilities.
7. Regarding the problems with after sales service of the dealers, the data reveals that 54.6 percent felt long time has been taken for servicing the vehicle, 26.2 percent felt lack of offerings in reliable services, 10.4 percent felt indefinite time in delivery of serviced vehicle and 8.7 percent opined high cost of service/spares. Therefore, it is suggested, that in order to enhance the satisfaction of the customers, the dealers will have to ensure correct engine oil level, electrical status, tyre pressure and accessories at the time of delivery, through which the servicing time of the vehicle can be reduced.
8. As per the data it shows that 9.3 percent of the women customers felt dissatisfaction with courtesy and friendliness of sales executives at the showrooms and 6.3 percent felt sales person's attention is focused on customer priority to purchase of two wheeler. Therefore, it is recommended that the dealers should engage proper well trained women force to encourage the women customers.

9. Today some of the two-wheelers, especially designed for women are more expensive due to its cost (more than one lakh), high range of maintenance, more fuel consumption, etc. Therefore, it is suggested that the government has to offer discounts in GST for women customers to encourage them.
10. While initial purchasing experience is very much important for purchase of a two-wheeler it is observed that 55.2 per cent are satisfied with salesperson's explanation of features, advantages and benefits of the vehicle including information of competition, 44.8 per cent are satisfied with salesperson's attention is focused on customer, prior to purchase decision, display product information of vehicles and 21 per cent felt satisfied with the demonstration of the vehicle (static and test drive). Therefore, it is recommended that the dealer of the showrooms should keep well trained salespersons to motivate the customers with their marketing skills.
11. According to the perceptual score analysis of women two-wheeler customers on satisfaction levels in delivery of new vehicles at the time of purchase, it is observed that 28.7 per cent felt excellent and 21.9 per cent felt good with thoroughness of dealer or sales representative in explanation of manual, features etc of the vehicles. Thus, it is recommended that the dealers or sales representatives should have good marketing skills to motivate the customers to purchase the product during sales time.

12. As per the perceptual score analysis of two-wheeler women customers on the performance of service person after the purchase of the vehicle(s) it is noticed that 47.5 percent of respondents expressed their positive attitude towards identification of problem of vehicle and 37.2 percent felt excellent with time taken for complaint rectification at the time of service. Therefore, it is very much needed to take proper care and response from the service representatives at the service centers. Therefore, it is suggested that there is a need for technically skilled service representatives to identify and rectify the problems of vehicles, and deliver the serviced vehicle in time.
13. It is found that 32.5 percent felt very high and 32.8 percent felt high with service charges levied at service centers. In this regard it is recommended that the dealers should encourage customers with reasonable charges.
14. As per the data analysis of the perceptual score of women customers on level of satisfaction towards performance of their two-wheelers it is observed that more than 20 percent felt dissatisfied with comfort. Above 25 percent felt dissatisfied with pickup and 33.1 percent felt highly dissatisfied and 23.8 percent felt dissatisfied with seating convenience of the vehicle. Since, this study belongs to women two-wheeler customers there must be some feasible special features like more spacious cabin to carry their essentials and seat comfortness of the vehicle and solid pickup to satisfy the customers. These features should be considered by the manufacturers but not by the dealers or

sales representatives. So, the dealers should recommend the companies about the needs and requirements of the customers to the manufacturer, so that they produce the vehicle with adequate requirements of the women customers.

15. It is observed from the data that more than 30 per cent (17.2% strongly disagree and 13.4 percent disagree) are dissatisfied with the maintenance of the complaint register. In this regard it is suggested that whenever the customer registered a complaint, to make better service, it should be carried out with proper care.

16. The data reveals that more than 30 percent (20.8% strongly disagree and 13.1% disagree) are dissatisfied on sharing their experience with the dealers. This may be due to the inconvenience of women customers to express or share their service problems freely with the dealers or the service executives. In this regard it is suggested that dealers can use suggestion box to get the feedback from the customers or appoint female executives especially for women customers.

17. With Regard to providing an opportunity to customer in communicating their complaints and grievance for improving their service quality, it is observed that more than 35 percent (24.6% strongly disagree and 14.2 disagree) are dissatisfied. In this regard it is suggested that dealers should conduct a survey to take the feedback from the customers every year to know their opinions on service quality performance to update themselves.

18. The data reveals that more than 40.0 percent (24.6% disagree and 20.5 percent strongly disagree) of the women customers are dissatisfied with the complaints raised by them are dealt with courtesy and on time. In this regard it is suggested that the dealers should take care of customers' satisfaction in all aspects of service quality.
19. It is observed from the earlier study that the employees with automobile dealers work longer hours than do those in most other industries (Katarne and Sharma, 2010). Eighty-three percent of automobile dealer employees worked full time, and among which 35 percent worked more than 50 hours a week. To satisfy customer service needs, many dealers provide evening and weekend service. More than 8 hours in a day and 7 days in a week is the exception of majority of the dealers, rather than the rule, in this industry. In this context the service quality from the service persons may decrease and it may lead to dissatisfaction of the customers. Therefore, the automobile dealers should follow the labour rules and maintain the time schedule of the service people in the service centers for reliable and quality services.
20. It is suggested that the sales team of an automobile dealer to present every feature of the vehicle and explain the benefits of those features to build value in the product and distinguish it from the competition.
21. Point-of-sale displays should be at "the point of sale." That means dealers should have required spare parts with them at or near their service centers to demonstrate the need for replacement.

22. There is a need of estimate proposal for the primary item once diagnosed the vehicle, as well as the estimate proposal for any additional repairs or services found during the multipoint inspection. All of these proposals should always be in writing. So that the customer will be able to assess which is most required or which is not

7.12 Conclusion

The Indian automobile industry is closely linked to country's GDP growth and accounts for 7.1% of the GDP. Two-wheeler industry is major sub-segment of the overall automobile industry in terms of volumes and is likely to report a volume CAGR of 7-8% in medium term, as per rating agency ICRA. It is believed from the reports and records that positive structural factors like low penetration, rising discretionary spending, improving participation of women in workforce and rapid urbanization are likely to bring steady growth for the automobile industry. Improvement in rural demand driven by strong government push would also aid to growth profile of this industry. Recent correction in commodity prices may help in improving margins for two-wheeler companies in near term.

The customer satisfaction in two-wheeler sector has been a subject of great interest to automobile companies as well as its dealers. The principal objective of automobile companies is to maximize profits through their sales and to minimize cost. Profit maximization can be achieved through increase of their sales through dealers with prominent service to their customers. One of the factors that can help to increase sales is customer satisfaction, because satisfaction leads to customer loyalty, retention, recommendation and repeat

purchase. Service quality has become a major area of attention during the past few decades for managers, researchers, practitioners because of its huge impact on business performance of firms. Service quality has become a key strategic factor for companies to differentiate their products and services from other competitors by using service quality as a process that customers evaluate. In this investigation many researchers suggest that by comparing what they expect from a dealers and the actual service performance to the customers.

The search for service quality is with no doubt the most important customer trend of the new era, as customers now are demanding higher quality in products and services than ever before. Therefore, service quality is a key of survival to all automobile companies. In this quality service dealers of the automobile companies are the key role players, who are the end sellers of the vehicles. Thus, service quality is viewed as a form of attitude representing a long-run overall evaluation. Quality of services occurs with the interaction of the customer with the dealer before purchase, at the time of purchase and after purchase during vehicle delivery, service delivery.

Customer satisfaction is a result of after sales service provided by the automobile service industries. The aim of this study is to analyse the perceptions of women two-wheeler customers who expected service quality attributes and perceived service quality attributes. The overall service quality for Hero and Honda two wheeler automobile service industries was found below the expectations of the users and it was nearer to the expectation of users in case of Bajaj two wheeler automobile service industry. Moreover,

among all the five automobile company dealers Bajaj seems to have better overall service quality. As a whole the service attributes like visually appealing materials under Tangibility dimension, service without delays and error free service under Reliability dimension, service staff has time to answer customers' questions and willingness to help customers under responsiveness dimension, service staff instills confidence in under assurance dimension, service staff provides personal attention under empathy dimension and parking area under accessibility dimension were found common service attributes that need to be improved in order to provide better service quality to their users.

The service attributes like feel safe and secure in transaction under assurance dimension and appropriate location under accessibility dimension were found above the expectation level of users in all three service industries. The study can be further extended by taking combined data from different automobile users and then comparing them and also similar study can be done for four wheeler service industries.

7.13 Scope for further research

During the course of literature survey and field study, the researcher has found that the quality of service rendered by two-wheeler dealers in Visakhapatnam city towards the women customers is satisfied in the recent years. Still there is a scope for further research in the following grounds.

1. The study relating to customer behaviour towards the service quality of two-wheeler dealers in Visakhapatnam district may be undertaken.

2. Besides, a comparative study of customer behaviour towards service quality of two-wheeler dealers and four wheelers may also be considered.
3. While this study is limited to only women customers, there is a scope to do a comparative study of customer behaviour towards service quality of two-wheeler dealers between male and female.
4. Since, the study is limited to a few of the quality service measures which are considered by the two-wheeler customers, but there is a scope to study on many quality of service parameters may be measured in further research.
5. While the sample is limited to only 366 of selected 5 brands of automobile companies, but there may be a scope to take more samples from more automobile companies to establish some more observations and suggestions in automobile service sector.