

A study emphasized on two-wheeler service workshops in Lunglei Town



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Chapter I

Introduction

1.1 Conceptual Framework

The two wheeler repairing workshop in Lunglei town is growing at a very rapid pace but the quality still does not reach to the top most mark. Due to advancement in vehicle technology the service requirement of vehicles has also become technology dependent. Demand of highly skilled workers is on the rise. Hence, there is growing demand for organized service retailing. The objective of this paper is to understand the market potentiality, existing condition of two wheeler repairing business industry, recent problem in two wheeler servicing business & a guideline of quality service.

We describe the problems encountered by the client and how the simulation study illuminated a pathway to significant improvements in customer service and financial profitability. To understand the situation of two wheeler business in Lunglei town , a representative survey of customers, owners of different two wheeler workshop; technicians involved in this business and spare parts sellers was conducted. Necessary suggestions have been made and service centre has started executing them for the improvement in current service quality level and improve their business performance.

1.2 Literature Review

One of the important parts of study is review of literature because it helps in formulation of the methodology of the study, finding out the cause and effect relationship of the study and exploring the existing research gap. Literature reviews provide a multipurpose guide to a particular topic.

Banerjee (2019) stated that the biggest challenge in current work scenario is how to engage people on the job as long as possible by carving a proper career path for them and shaping their future prospects in job. Based on actual facts and findings, retaining the best employees makes sure client satisfaction, increase in product sales, peer satisfaction and

effective succession planning. An entrenched organizational knowledge and learning which means, imparting proper training time and investment on regaining lost knowledge of employees, helps gaining back job security and a costly employee is won back. Thus, failing to which leads to a loss of important employees. A range of approximation suggests that losing a middle manager in most organizations costs up to five times his salary.

Kaur and Padmanabhan (2019) examined the work related causes for employee dissatisfaction at work place that results to attrition. The outcome of this research can be utilized for redesigning the HR policies and practices and take corrective actions to reduce the attrition rate. Employee attrition means not only losing employee, it also reflects to loss customer from organization. The impact of employee attrition proves negative sign in terms of less productivity and employee morale. Higher rate of employee attrition shows failure of organizational efficiency in terms of retaining skilled employee.

Mathimaran and Kumar (2017) tried to review the various available literature and research work on employee retention and the factors affecting employee retention and job satisfaction among the employees. The findings of the study suggested that certain variables were crucial in influencing the employees' decision to either leave or remain in an organization. Such variables included training and Development, recognition/reward for good performance, a competitive salary package and job security. Nonetheless, the importance of other variables should not be Under- estimated when formulating a retention policy.

Mohapatra, Gupta and Lamba (2017) aimed at finding the causes of attrition in a reputed sales organization with its presence in all major cities in India. Using convenience sampling method, a sample size of 120 was taken for data collection. This sampling method was used to ensure that the employees from all regions, tenure range, business units and grades are included. After conducting the attrition and exit interview analysis, the major reasons for attrition across all tenure ranges, grades and regions was found.

After the data analysis, it was found that workplace politics, role stress, supervisor-related issues, better working opportunities and personal problems like relocation predominantly contributed to job dissatisfaction

Rajeshwari and Sulaipher (2016) studied about the relationship between the major factors and employee attrition in information technology sector in techno park, Trivandrum. For this study the descriptive research was adopted. The study was conducted with primary data. The findings of the study suggested that long hours of work, unrealistic time pressure, bullying at work by others were the cause of attrition in IT sector. So the research concluded that the company should offer flexible working time, maintain friendly approaches to workers and different development programme to reduce attrition rate.

Sreenivas (2017) stated that a stable workforce creates a significant competitive advantage and if an organization has unstable work conditions, it may be forced to invest heavily in recruiting, orientating, training, overtime and supervision. It is observing that a large number of companies appear to have made their workforce into competitive assets and moderate progress has occurred everywhere.

1.3 Statement of the project

The two wheeler vehicle industry is one of the major industries that can contribute to country's economic development. The two wheeler vehicle industry in India is one of the largest two wheeler vehicle industries in the world. Also, India's two wheeler vehicle market is one of the fastest growing markets in the world. As North- East is still a virgin market for expansion of many two wheeler vehicle companies, it is seen that the numbers of two-wheeler vehicle service workshops are increasing in North- East. The two wheeler vehicle market of Lunglei district which is in Mizoram is good in present days though the scope of expansion is still there. This was possible because of proper, timely and satisfactory service given to the customers.

For growth of any kind of organisation, after sales service is as important as sales. Because people buy products only from those organisations where they can get excellent service facility after sales part is done. In this regard, two wheeler vehicle service workshops play a very important role in growth of two wheeler vehicle industry as well as two wheeler vehicle markets in India. Extensive literature review is done in this topic by the researcher. After doing vigorous literature review, the objectives of this research have been finalised.

1.4 Objective of the project

- 1) To know the level and satisfaction of customer for service quality of two wheeler workshops in Lunglei town.
- 2) To find about service quality of two wheeler workshops in two workshops in Lunglei town.
- 3) To find out preferences regarding the services provided

1.5 Research Methodology

1.5.1 Sample size

Sample size denoted the number elements selected for the study. For this research, 30 respondents were selected who are willing to participate and share their opinions and experiences regarding the topic.

1.5.2 Sources of data collection

The secondary data were collected through different sources. Such sources include journals and thesis published, existing research articles and various websites of the internet, which have been very helpful in understanding the concept and meeting the objectives.

1.6 Limitations of the study

- 1) The findings of the study are applicable only in the selected study areas and cannot be generalized for other area.
- 2) The study is restricted to 30 respondents only.
- 3) The researcher feels that the information collected are insufficient and feels that the research would be more reliable if a longer time period were available and the information collected can thus be more sufficient.
- 4) Due to conservative nature, it is possible that some respondents may not have given their responses in the questionnaire in fully true manner.

Chapter II

Data Analysis and Interpretation

This chapter analyse the demographic background of the respondents. It also analyse on two wheeler workshops in Lunglei town.

Demographic profile

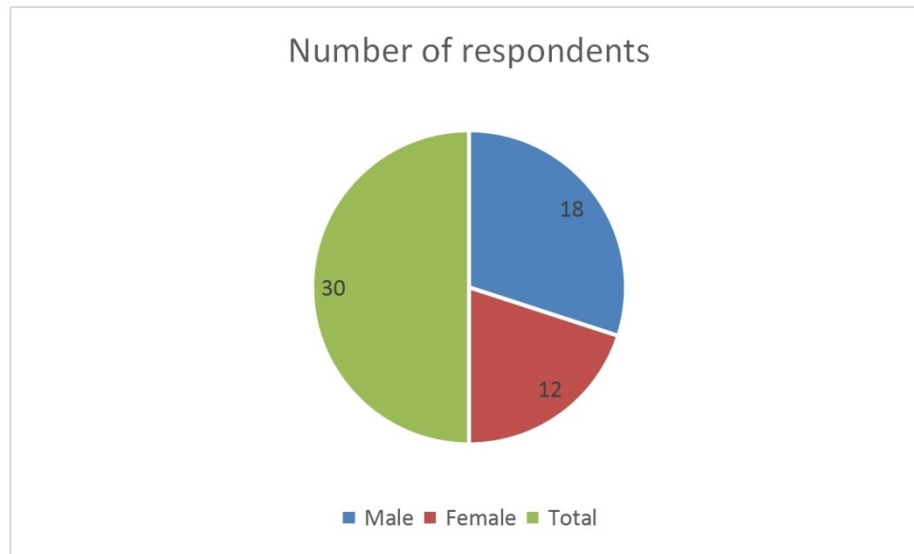
In this section the researcher had studied the demographic profile of the respondents, regarding the service of two wheeler workshops.

Table 2.1 Gender

Gender	Number of respondents
Male	18
Female	12
Total	30

The above table shows that there are 30 respondents in total in which 60% of the respondents are male and 40% of the respondents are female. It shows that there are more male online consumers than female online consumers.

Figure 2.1 Gender



Interpretation

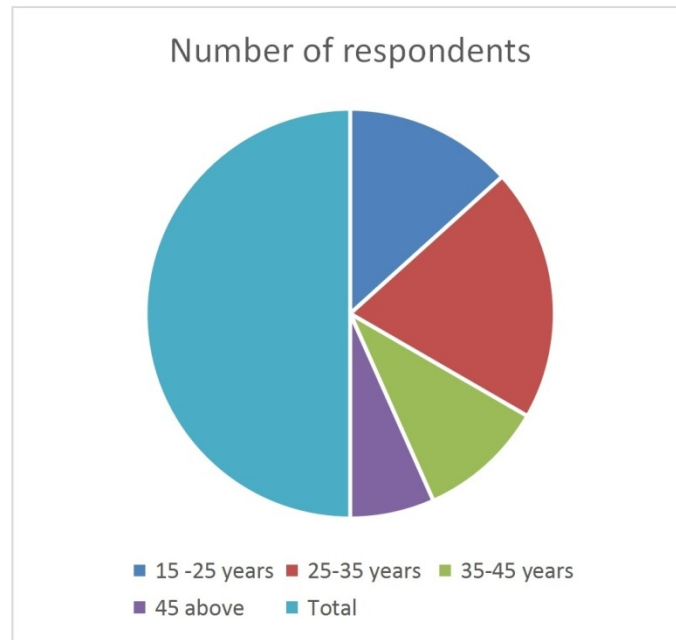
From the above data, we can see that the numbers of male respondents are much more than female.

Table 2.2 Age

This section is the study about the age of the respondent in regards to the service of two wheeler workshop in Lunglei town.

Option	Number of respondents
15 -25 years	8
25-35 years	12
35-45 years	6
45 above	4
Total	30

Figure 2.2 Age



Interpretation

From the above data, it can be seen that the majority belong to the age group 25 to 35 years and only a few of them are above 45 years of age.

Table 2.3 Occupational Status

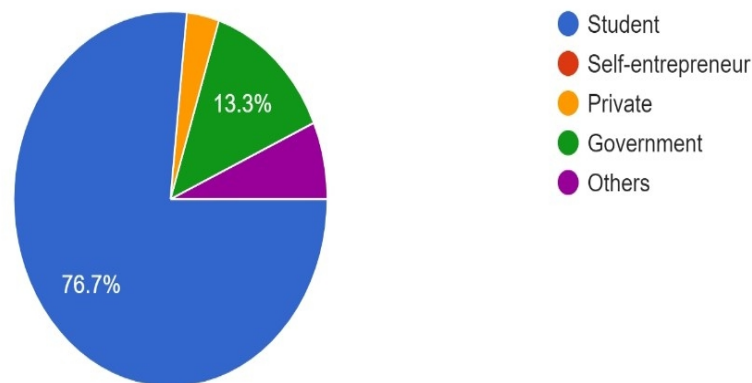
From here we studied about the occupational status of the respondent regarding the service of two wheeler workshop.

Option	Number of respondents
Student	23
Self Entrepreneur	0
Private	1
Government	4

Others	2
Total	30

Figure 2.3 Occupational Status

Occupational Status
30 responses



Interpretation

From the above data, we can see that 76.7% of the respondents are students, and only few of them are government and private.

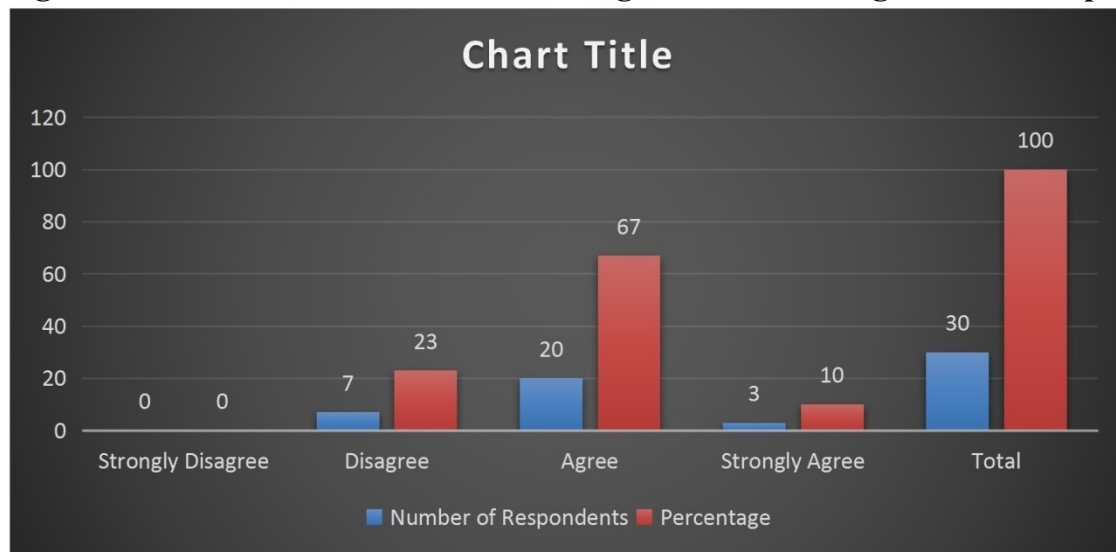
Table 2.4 Comfortable, clear and well organized, knowledgeable and responsive

A comfortable, clear and well organized as well as knowledge and responsive is very important regarding service of two-wheeler workshop. So, in this section we are going to study whether their services are comfortable and well organized as well as knowledge and responsive or not.

Option	Number of Respondents
Strongly Disagree	0

Disagree	7
Agree	20
Strongly Agree	3
Total	30

Figure 2.4 Comfortable, clear and well organized, knowledgeable and responsive.



Interpretation

From the above table and figure, it can be seen that most of the respondents are agree with the comfortable, clear and well organized, knowledgeable and responsive from the workshops.

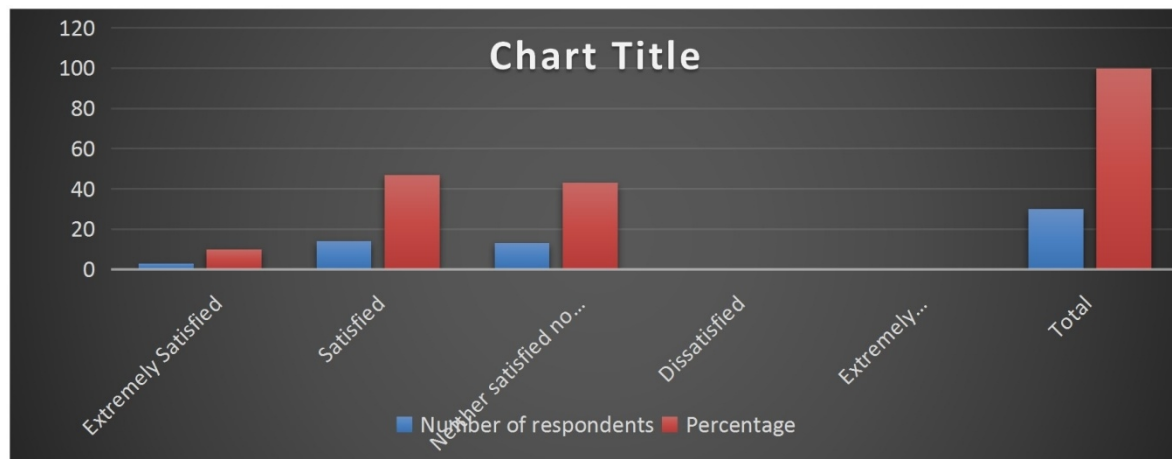
Table 2.5 Time taken for service, after sale service is well taken care off, treated with special care and trust, availability of customer waiting area.

(In this section we are going to study whether the respondent are satisfied or not regarding the time taken for service, whether their after sale service is well taken care off or not,

whether the respondent are treated with a special care and trust and the availability of customer waiting area are satisfying or dissatisfying.)

Option	Number of respondents
Extremely Satisfied	3
Satisfied	14
Neither satisfied nor dissatisfied	13
Dissatisfied	0
Extremely dissatisfied	0
Total	30

Figure 2.5 Time taken for service, after service is well taken care off, treated with special care and trust, availability of customer waiting area.



Interpretation

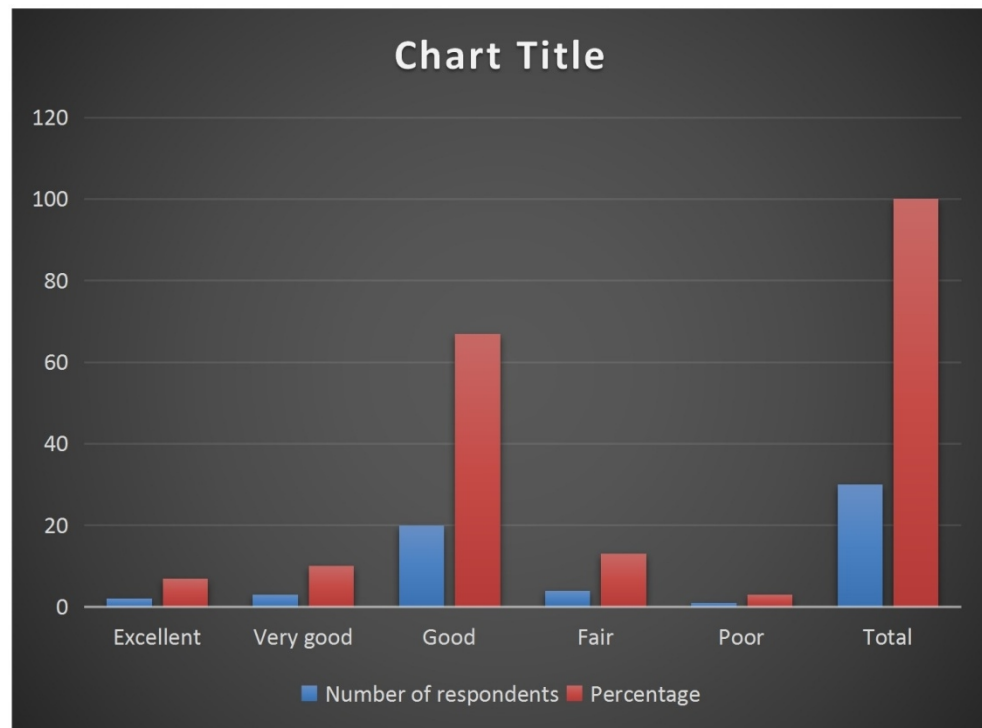
From the above table and figure, it can be seen that most of the respondents are satisfied with the time taken for service, after service is well taken care off, treated with special care and trust, availability of customer waiting area in the workshops.

Table 2.6 Overall rating, methods of services, instructor and pricing for work charge.

The overall rating regarding the service of two wheeler workshops in Lunglei town may be good or bad even the method they had used in their servicing, the instructor and pricing for work charges as well. So, in this section we are going to study whether their services are good or bad from the respondents' point of view.

Option	Number of respondents
Excellent	2
Very good	3
Good	20
Fair	4
Poor	1
Total	30

Figure 2.6 Overall rating, methods of services, instructor and pricing for work charge.



Interpretation

From the above table and figure, it can be seen that most of the respondents feel good regarding the overall rating, methods of services, instructor and pricing for work charge in the workshops.

Chapter III

Results and Discussion

The present research work is a study emphasized on two wheeler workshops in Lunglei Town. The analysed information has been summarized for the purpose of drawing valid conclusions.

Summary

- 60 per cent of the respondents were male, while the remaining 40 per cent were female. Majority of the respondents were male.
- 27 per cent of the respondents were between the age group 15-25, 40 per cent between 25-35, 20 per cent between 35-45 and the remaining 13 per cent defines to the age group of above 45 years.
- The study reveals, that out of 30 respondents, 77 per cent of the two wheeler users are students, 13 per cent of the two wheeler users are working under government as their occupation, 10 per cent of the two wheeler users are private and others occupation. It clearly indicates that most of the two wheeler users are students.
- The study reveals that out of 30 respondents 67% of two wheeler users agree the workshops venue was well comfortable. 23% of respondents disagree the workshop venue was well comfortable and the remaining 10% strongly agree the workshop venue was well comfortable. It shows that most of the customers are satisfied with the workshops venue.
- 70% of the respondents agree the workshop handouts were clear and well-organized while 23% disagree the workshops handouts were clear and well-organised. The remaining 7% of the respondents strongly agree and disagree. The study reflects the workshops handouts were clear and well-organized.
- 63% of the respondents agree the workshop facilitators were responsive to customers' questions while 23% disagree the workshops. The remaining 14% of the respondents

strongly agree. It shows that most of the facilitators were responsive to customers' questions.

- 47% of the respondents are satisfied with the problem even after the service is well taken care off, 40% of the respondents are neither satisfied nor dissatisfied, 6.5% of the respondents are extremely satisfied and the remaining 6.5% are extremely satisfied with the problem even after the service is well taken care off. This shows the problem after the service is well taken care off by the workshop employees.
- 53% of the respondents are satisfied in how customers are treated with care and trust, 17% of the respondents are dissatisfied, 10% are extremely satisfied and the remaining 20% are neither satisfied nor dissatisfied. This indicates most of the customers are treated with care and trust.
- 47% of the respondents are satisfied regarding the availability of the customer waiting area while 13% of the respondents dissatisfied, 33% of the respondents are neither satisfied nor dissatisfied. 3.5% are extremely satisfied and the remaining 3.5 are extremely dissatisfied. This shows that most of the workshops are having the customer waiting area or lounge.
- The workshops have good rating by most of the customers and satisfied with the pricing of regarding the work charge.

From the data collected, it clearly shows that the customers are satisfied with the level of service quality and their preference is the service quality, how employees treat their customer and the pricing regarding the work charges.

Chapter IV

Suggestions and Conclusion

Suggestion

- From the data, it is observed that most of the factors are playing a positive role for the service to be continued with the service receivers. Even though, their price should be more competitive.
- And also the service advisor should contact the customer by telephone to ensure the problem or concern has been rectified entirely to the customer's satisfaction.
- The study reveals that the frequency of usage of free workshop maintenance service is very low; it shows that the workshop needs to put in efforts to educate the two-wheeler users about the importance of free workshop maintenance service for its regular customers.
- The factors like trust, peace of mind, availability of latest equipments, special offers and original parts are highly influential in attracting the two-wheeler users in using the company authorized service.
- It is recommended that the two-wheeler workshops should motivate the two-wheeler users in using the company authorized service by specifying their utility in terms of trust, peace of mind, availability of latest equipments, special offers and original part.
- Most of the workshops are not having sufficient parts for two-wheeler, so they need to care about having efficient part for the workshop.
- When hiring the employees for the service the two-wheeler workshop has to make sure that the new employees have the understanding that customer satisfaction is a key for survival.
- Proper awareness to two-wheeler users will help them to minimize their maintenance expenses by timely getting two-wheelers serviced.

- From the study it is found that customer relationship management is highly significant to enhance the satisfaction level of customers, thus it is recommended that the two-wheeler workshops to have customer relationship management on top priorities.
- It is observed that the Factor Analysis resulted with the factors i.e., trust, annual maintenance contract and the same can be treated as the dimensions while creating the strategy for customer relationship management, it can be recommended that the use of above factors needs to be used for attracting the two-wheeler users in using the workshops.

Conclusion

A lot of process activities are recognized which are necessary to follow and control. That is the only way to provide the quality of service that consumers expect. Quality control is the process which is provided by independent quality controller and means operational checks and required corrections. If there is no quality control in a company whose main activity is to maintain vehicles, the possibility of mistakes is increased, which may be very expensive. Further research should be made considering the benefits of implementing Quality control into service workshop.

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Annexure

This questionnaire is to be used by Lalrintluanga Pachuau, 4th Semester B.com, HATIM only for study purposes. I would be very grateful to you if you could kindly look upon and give answers to it. The names of the respondents will not be clarified.

1. Sex :

(a) Male () (b) Female ()

2. Age of Respondents:

(a) Below 30 years () (b) 31-35 years () (c) 36-40 years () (d) Above 40 years ()

3. Marital Status :

(a) Married () (b) Unmarried () (c) Widowed () (d) Divorced ()

4. Educational Qualification of respondents:

(a) HSLC and below () (b) HSSLC () (c) Above HSSLC ()

5. Occupational status

(a) Student () (b) Self-entrepreneur () (c) Private () (d) Government () (e) Other ()

6.

Sl. No.		Extremely Satisfied	Satisfied	Neutral	Dissatisfied	Extremely Dissatisfied
1	Exact time taken for service is well informed					
2	Services are performed as discussed by technical supervisor					

3	The problem even after the service is well taken care off					
4	The expected charges are informed to the customers before carrying out the services					
5	The invoice is explained to the customer					
6	The charges applied are economical					
7	Customers are treated with special care and trust					
8	Availability of customer waiting area or lounge					
9	Employees give prompt service to its customers					

7.

Sl. No.		Excellent	Very Good	Good	Fair	Poor
1	Overall how would you rate the workshop					
2	Are you satisfied with the method of changing the engine oil					

3	How would you rate the workshop instructor					
4	Are you satisfied with the method of changing the wheel					
5	.Are you satisfied with the pricing regarding the work charge					