

A study emphasized on Two-wheeler Dealers in Lunglei Town



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CERTIFICATE

This is to certify that the dissertation entitled “A study emphasized on Two-wheeler Dealers in Lunglei Town” submitted to the Mizoram University for the award of the degree of Bachelor of Commerce, is a record of research work carried out by Lalruatsanga, Roll No. 2123BCOM030, IV Semester B.Com. He has fulfilled all the requirements laid down in the regulations of Mizoram University. This dissertation is the result of his investigation into the subject. Neither the dissertation as a whole nor any part of it was ever submitted any other University for any degree.

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I, **LALRUATSANGA**, hereby declare that the subject matter of this dissertation is the record of work done by me, that the contents of this dissertation did not form to anybody else, and that the dissertation has not been submitted by me for any research degree in any other university or institute. This is being submitted to the Mizoram University for the degree of Bachelor of Commerce.

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Thank you,
Lalruatsanga

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Chapter – I

INTRODUCTION

1.1 Conceptual framework

Two-wheelers fulfil the needs of low and middle-income people and help to fill the gaps when public transport systems are inefficient, not integrated or non-existent. As incomes rise, users of public transport and people are limited by their lack of mobility are looking to private modes of transportation to meet their mobility needs. Two-wheeler industry is one of the largest industries in global world. The sale of two-wheeler products has increased substantially. Even in this small edge corner of India. Mizoram is one of the highest ranks in purchasing of two-wheelers. In Mizoram, two-wheelers are one of the most flexible forms of transportation.

The two-wheeler Dealers in Lunglei town is growing at a very rapid pace but the Customer needs are not fully satisfied. Due to advancements of technology, the new products have been launched in every individual dealer within Lunglei town itself. The demanding level of two-wheelers are increasing day by day. The objective of this paper is to understand the level of satisfaction of customers.

Now-a days, two-wheelers industry are operating in a gradually more competitive environment. It is characterized by overcapacity and declining customers, where the promotional activities of the two-wheelers are increasingly being used to differentiate the brand through quality of services, updating technology and stylish brand. Two-wheelers form an integral part of Lunglei roads. The ever-persistent demand for this mode of transport increases the need and knowledge about the two-wheeler insurance cover as well. Most of the insurance covers offered in the market offer protection for the loss of vehicle, damage to vehicle parts, wear and tear, from any man made or natural reasons.

1.2 Literature Review

Before attempting any study on consumer behaviour, it is essential to review the available literature data and facts to intensify knowledge and update background material, present scenario and future outlook. A few such literatures reviewed include the following:

Leonard-Blackley, (2001) in his study finds that previously, motorcycles were viewed as a cheap means of transportation, but unlike Asia and some European countries, motorcycling in the US is mostly for sport and leisure rather than transportation. This new perception of motorcycles has led to the introduction of more expensive models with higher prices.

Krishnan Santana, R. (2007) said that looks into various issues faced by the two-wheeler industry. In terms of competition, the industry is likely to face competition from used cars and low-cost cars. Other issues are the declining margins due to increased cost of materials and shift in buyers demand to electric vehicles to save on petrol. In terms of growth, there are expectations that the industry is likely to grow by 15%. Most of the growth is likely to come from motorcycles. Some of the Indian motorcycle companies are also likely to set up plants in foreign countries to meet export needs.

Tekchandani Viraj (2009) wrote an article on auto two-wheelers in which he stated that the Indian two-wheeler market constitute 20% of the global market and is increasing by around 20% every year. In the bike segment, Bajaj Auto has been making progress while TVS bikes had made strides. Hero Honda, through its across the board merchant system and fuel effective models, keeps on residual appealingly ready to procure prizes of the development in industry. In future, rivalry is liable to be from organizations like HMSI, LML, Suzuki and Kinetic.

According to **Anuj Kumar Kanojia, (2011)** in his article finds the impact of behaviour of consumer on two-wheeler sales in urban areas of India. However, the study additionally showed that urban and rural regions have totally different angle once it involves choosing the 2 wheelers bike model.

According to **Salwan Prashant (2012)**, the Indo-Japanese joint ventures – Hero Honda, TVS Suzuki, Bajaj Kawasaki-adopted different strategies to become competitive. TVS engines utilize the cost lessening (esteem building, worldwide sourcing, incline fabricating, waste end and ceaseless decrease in expense) and securing item administration (great brands, inventive bundles, data innovations, creating vitality effective advances and market/item extension) to end up focused. Bajaj Auto's technique was to redo its items according to market needs. Saint Honda's arrangement for the residential business sector was to make fuel productive vehicles.

Gomathi (2012), in her views an important aspect of this development is that the rural buyer is slowly realizing the number of products, brands and services available in the market, a scope which was unnoticed earlier. The two-wheeler market in India is the biggest contributor to the automobile industry with a size of Rs.100,000 million. The two-wheeler market in India comprises of 3 types of vehicles- namely motorcycles, scooters, and mopeds. Foreign collaborations have been playing a major role in the growth of the Indian two-wheeler market, and most of them are Japanese firms. The modern two-wheeler firms in India have been manufacturing new categories of two-wheelers. These have been produced by combining two or more two-wheeler segments.

Raghubir, Priya and Kim Corfman (2012) in their paper focuses on two-wheeler automobile industry in India for studying the existing and potential usage of social media in promotional strategy & promotional activities. Two-wheeler segment in India has a high potential to grow in near future. Proper means of promotional strategy elements may elicit the company's performance. Hence this study has been conducted to know the awareness level of social media, existing usage of social media in promotional strategy of two-wheelers and buyer preferences towards different forms of social media.

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.

1.3 Rationale of the Project

The Two-wheeler industry is one of the major industries that can contribute to the state/district economic development. It also contributes the easy mode of transportation for daily use and to earn a living as well. Mizoram is one of the smallest states and having less history regarding two-wheeler industry. As a youngest and smallest state in India, Mizoram as a whole especially youngsters have lots of enthusiasm regarding the two-wheelers. Mizoram stood first in two-wheeler industry and marketing ranks all over India. Within this Lunglei also plays an important role in contribution of sales and servicing sectors as well.

The two-wheeler industry in Lunglei seems to run smoothly as expected. But, on the other hand the Two-wheeler dealers came up with neglecting and ignorance of the customer needs. This came across from different owners of different Two-wheeler company. And, this cause a huge impact on the customer regarding the After sales service i.e. Servicing, Spare Parts and Maintenance.

Regarding the two-wheeler industry, Lunglei as a second largest district capital face lots of problems of regarding the level of satisfaction of customer care, availability of parts and service work. This cause huge problems in ordering it on online and from other places not within Lunglei area.

1.4 Statement of Problem

The two-wheeler industry and marketing in Lunglei is under the Authorization of Aizawl as Aizawl is the Main Dealer and Division of the District distributors. In this manner, the District dealer i.e. Lunglei also faced lots of problems regarding the number of vehicles, spare parts and oils they received. The main reasons of the problems of this situation first arise from the Main Headquarters where the Authorized Dealers are based as Aizawl being the Authorized Dealer are not responsible for the quantity they received. These problems can be due to different reasons such as the demanding levels of Vehicles are high in number and the difficulty in transportation and road conditions as well. This causes huge impact on the Dealers as the Demanding of vehicles are high in number but the Production site could not easily produce more one at single go. This can be solved with the co-operation of the Authorized dealers and the Headquarters who handle the North-East region.

1.5 Objective of the Project

- 1) To understand the Marketing Strategies of Scooters and Motorcycles dealers in Lunglei.
- 2) To gain Valuable insight into the Two-wheeler sectors.
- 3) To know the Level and Satisfaction of Customer Service of Individual Dealers.

1.6 Research Methodology

1.6.1 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.

1.6.2 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.

1.7 Limitations of Project

- 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 study was confined to people living in Lunglei Town within the age group of 20-40 years. Thus, the result revealed from the study may not be compatible for different age groups of Two-wheeler owners.
- 4) The respondents were contacted at their individual workplace during their free time and breaks, so chances of biasness are there as they got a limited time to fill up the questionnaire.

CHAPTER -II
DATA ANALYSIS & INTERPRETATION

2.1 Gender

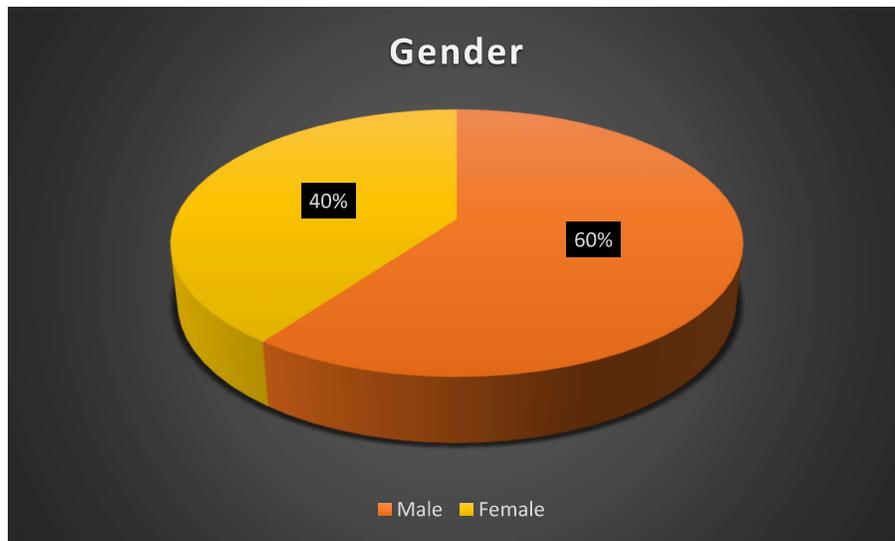
This chapter analysis the demographic background of the respondents. It also analysis on Two-wheeler Dealers in Lunglei Town.

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% is male and 40% is female of the respondents. It shows that there are more male consumers than female consumers.

Figure 2.1 Gender



Interpretation

From the above data, it clearly shows that the number of male respondents is much more than female respondents.

2.2 Age

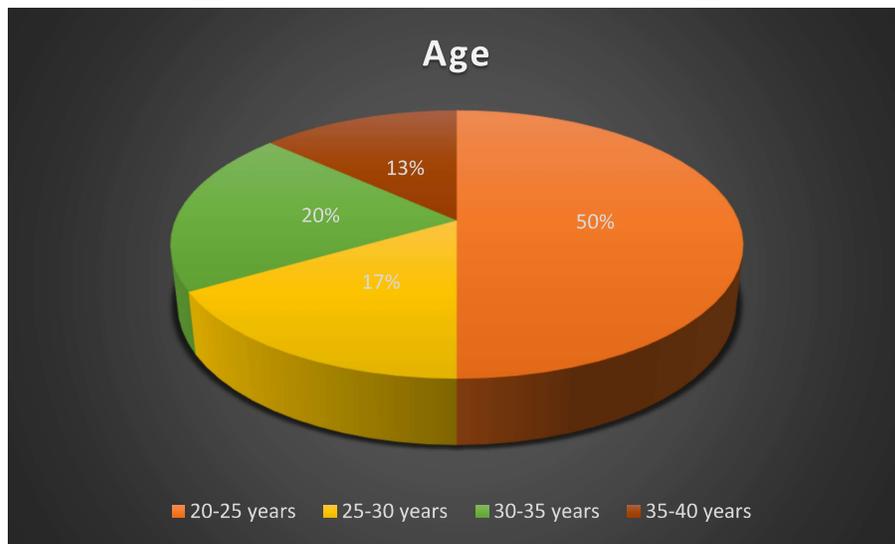
This section is the study about the age of the respondent male respondents in regards to the Two-Wheeler Dealers in Lunglei Town.

Table 2.2 Age

Age	Number of Respondents
20-25 years	15
25-30 years	5
30-35 years	6
35-40 years	4
Total	30

The above table shows that the age group between 20-25 are highest in number and 35-40 are least in number.

Figure 2.2 Age



Interpretation

From the above data, it shows that the majority belong to the age of group between 20 – 25 years and with the percentage of 50%. Followed by age group of 30 – 35 with 20%, the age group of 25-30 years with 17% and at last the age group of 35-40 years.

2.3 Occupational Status

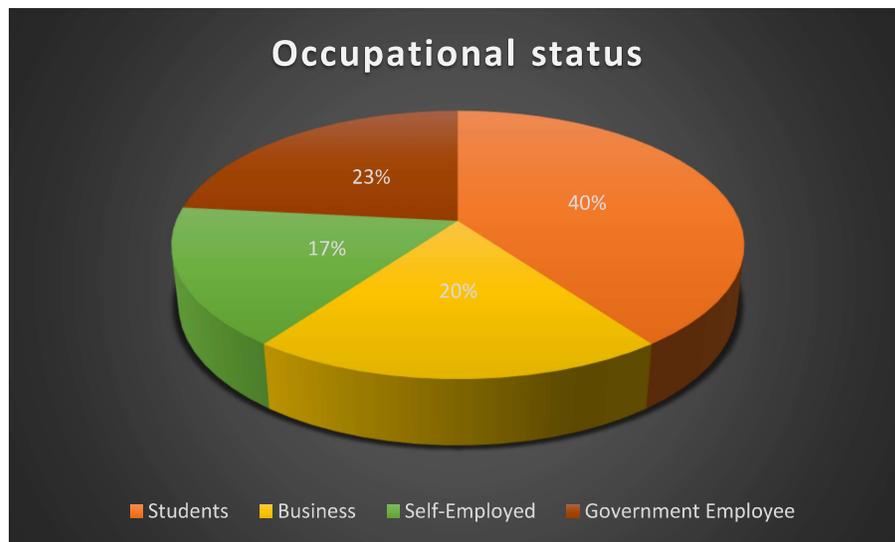
From here the respondents are about the occupational status of the respondents regarding the Two-wheeler owners.

Table 2.3 Occupational Status

Occupational status	Number of respondents
Students	12
Business	6
Self-Employed	5
Government Employee	7
Total	30

The above table shows that most of the respondents are Students and Self-employed respondents are least in numbers.

Figure 2.3 Occupational status



Interpretation

From the above data, it shows that Majority of the respondents are students, and only few of them are in Business, Self-Employed and Government Employee.

2.4 The riding experience of the individual owners of various company

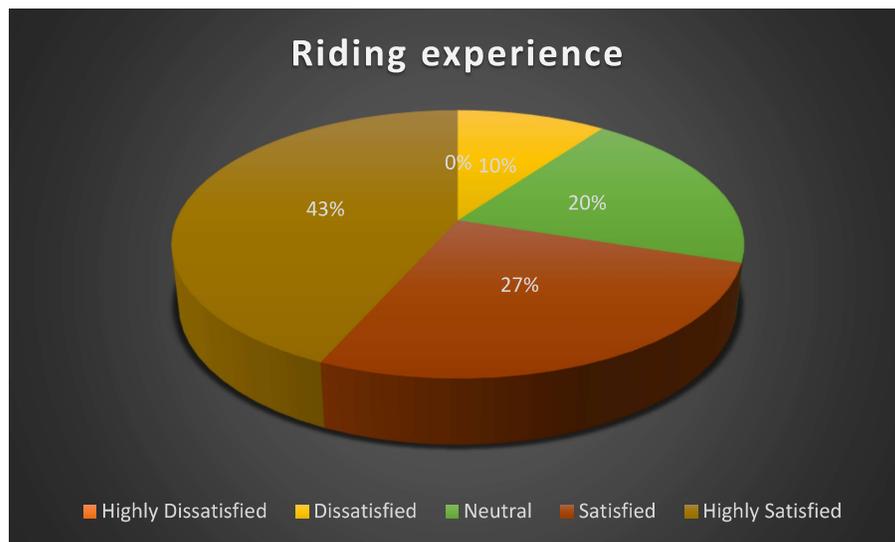
A comfortable, clear and well organized as well as knowledge and responsive is very important regarding the Riding Experience of Two-wheelers.

Table 2.4 The riding experience of the individual owners of various company

Riding experience	Number of respondents
Highly Dissatisfied	0
Dissatisfied	3
Neutral	6
Satisfied	8
Highly Satisfied	13
Total	30

The above table shows that most of the respondents are Highly Satisfied with the riding experience of their own Two-wheeler and few of them are Satisfied, Neutral, Dissatisfied and Highly Dissatisfied in the Riding Experience.

Figure 2.4 The riding experience of the individual owners of various company



Interpretation

From the above data, it is defined that most of the respondents are Highly Satisfied and the other respondents are in order.

2.5 The style & looks of the individual vehicles of every dealer

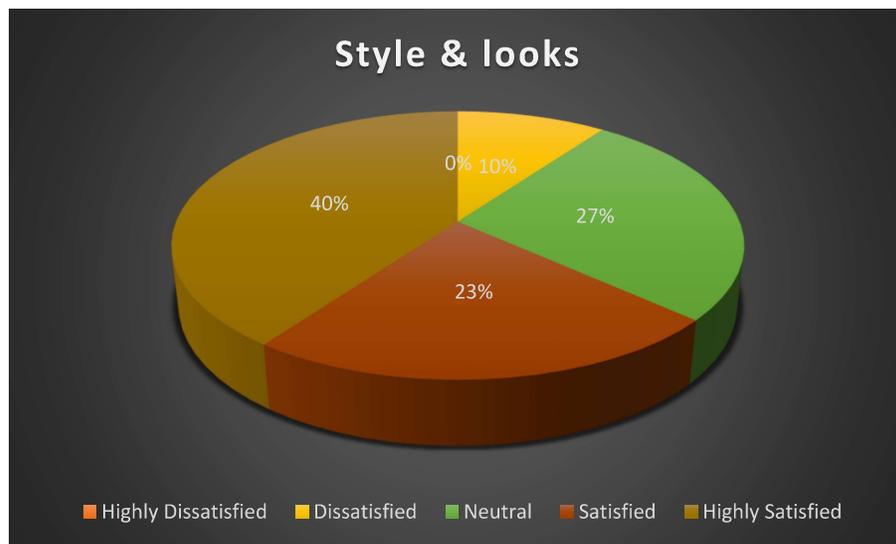
The table shows most of the respondents are highly satisfied with the product Style & Looks.

Table 2.5 The style & looks of the individual vehicles of every dealer

Style & looks	Number of respondents
Highly Dissatisfied	0
Dissatisfied	3
Neutral	8
Satisfied	7
Highly Satisfied	12
Total	30

From the above table, it shows that most of the respondents are Highly Satisfied with the Two-wheeler they owned.

Figure 2.5 The style & looks of the individual vehicles of every dealer



Interpretation

From the above data, it shows that most of the respondents are Highly Satisfied with the Style & Looks of their Two-wheeler. This shows that most of the Two-wheeler dealers are aware of the Style & Looks.

2.6 The feature of product of the individual vehicles of every dealer

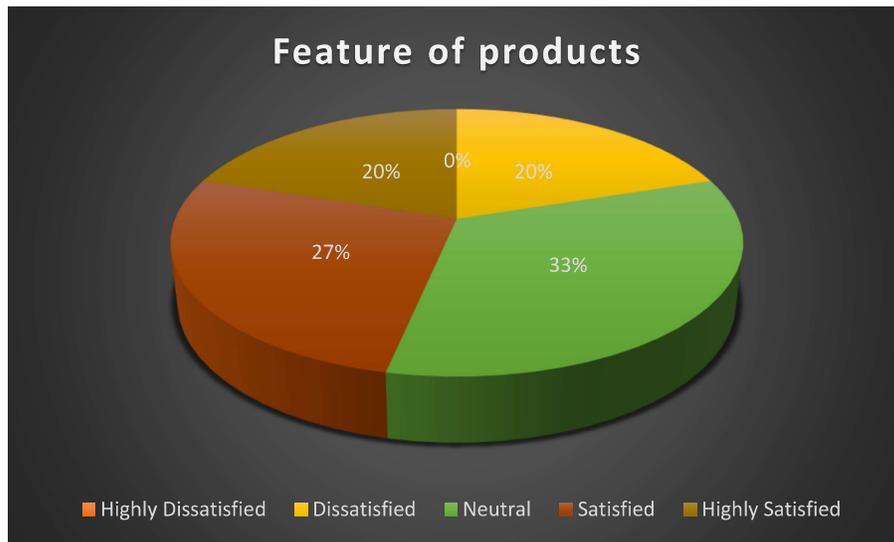
The following respondents are classified below the given table.

Table 2.6 The feature of product of the individual vehicles of every dealer

Feature of Product	Number of respondents
Highly Dissatisfied	0
Dissatisfied	6
Neutral	10
Satisfied	8
Highly Satisfied	6
Total	30

The above respondents clearly show that most of them are not aware of the Feature of Product.

Figure 2.6 The feature of product of the individual vehicles of every dealer



Interpretation

From the above data, it shows that most of the respondents are Neutral with the Feature of Products. As the respondents are not really aware of the Features installed on the Two-wheeler.

2.7. The quality of product for every individual vehicles of every dealer

The following numbers of respondents are categorised in different ways.

Table 2.7. The quality of product for every individual vehicles of every dealer

Quality of product	Number of respondents
Highly Dissatisfied	0
Dissatisfied	5
Neutral	6
Satisfied	10
Highly Satisfied	9
Total	30

From the above table, it shows that most of the respondents are Satisfied in the Quality of Product.

Figure 2.7 The quality of product for every individual vehicles of every dealer



Interpretation

From the above data, it shows that the respondents are quite Satisfied with the Quality of Products. This is due to the Quality test faced by every Individual Company.

2.8. The variety of model for every individual vehicles of every dealer

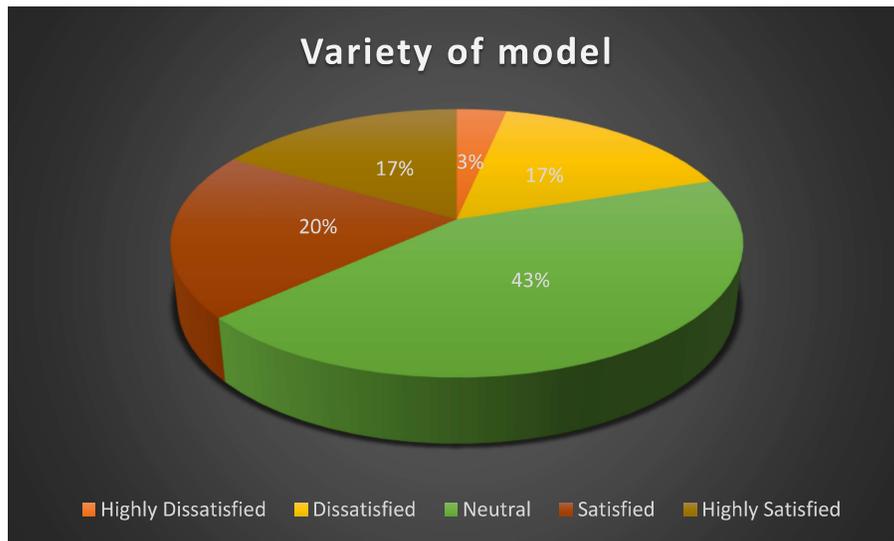
This section shows the preference of customers for various model from dealers.

Table 2.8. The variety of model for every individual vehicles of every dealer

Variety of model	Number of respondents
Highly Dissatisfied	1
Dissatisfied	5
Neutral	13
Satisfied	6
Highly Satisfied	5
Total	30

From the above table, it clearly shows that the Variety of Model is no Classified much in every Two-wheeler Company.

Figure 2.8 The variety of model for every individual vehicles of every dealer



Interpretation

From the above data, it clearly shows that most of the response are not really aware of the Variety of Model of every individual company. As the Variety are not classified much due to the demand of the Two-wheeler.

2.9 The cost of vehicle of every individual vehicles of every dealer

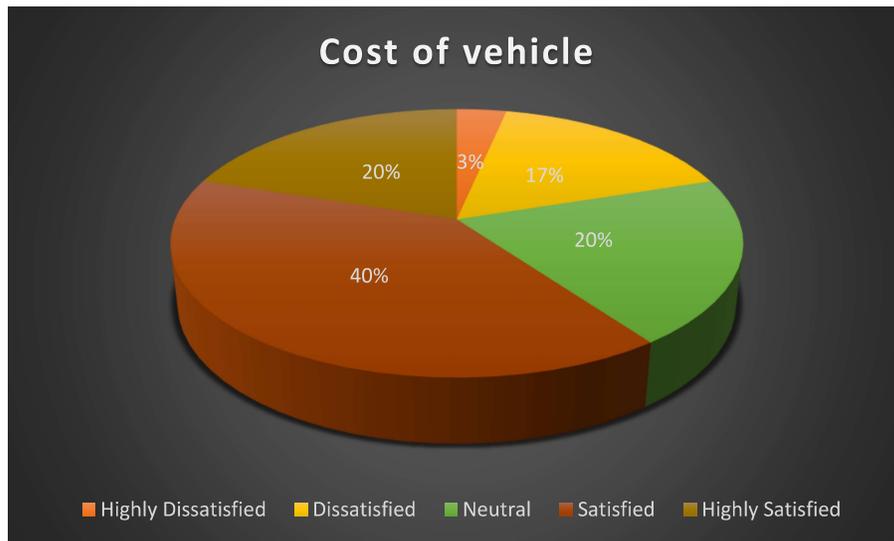
This section shows the opinion of customers regarding the price of vehicles.

Table 2.9 The cost of vehicle of every individual vehicles of every dealer

Cost of vehicle	Number of respondents
Highly Dissatisfied	1
Dissatisfied	5
Neutral	6
Satisfied	12
Highly Satisfied	6
Total	30

From the above table, it shows that most of the Two-wheeler owners are satisfied with the price of the vehicles.

Figure 2.9 The cost of vehicle of every individual vehicles of every dealer



Interpretation

From the above data, it shows that the Cost of Vehicles are quite affordable and satisfied for most of the respondents. This is because most of the Two-wheeler we see are advance in Technology and this makes the price little higher.

2.10 The mileage of vehicle every individual vehicles of every dealer

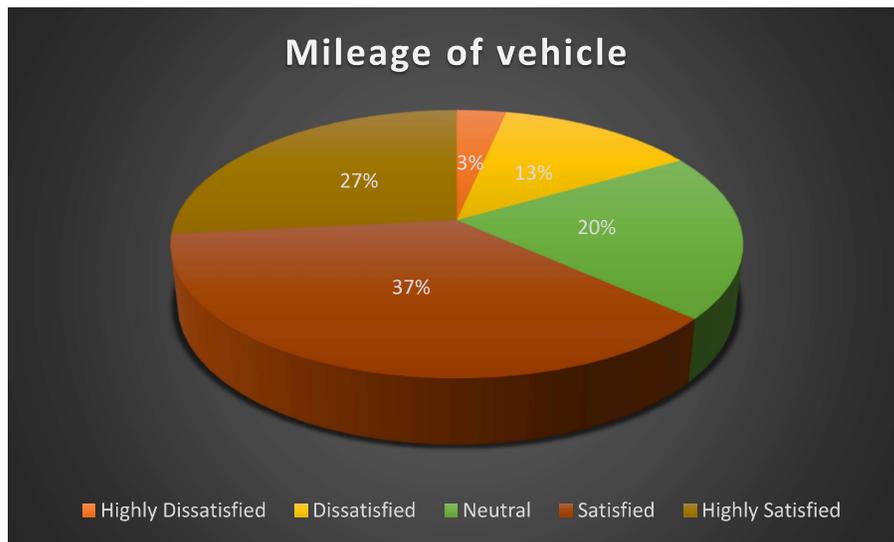
This section shows the mileage of the vehicles from dealers.

Table 2.10 The mileage of vehicle every individual vehicles of every dealer

Mileage of Vehicle	Number of respondents
Highly Dissatisfied	1
Dissatisfied	4
Neutral	6
Satisfied	11
Highly Satisfied	8
Total	30

From the above tables, the average of Two-wheeler mileage is really good due to the advancement of the technology and depending upon the road condition.

Figure 2.10 The mileage of vehicle every individual vehicles of every dealer



Interpretation

From the above data, it shows that the Mileage of Vehicle is quite good due to the Company's owned by the satisfied respondents.

2.11 The service charges of every individual vehicles of every dealer

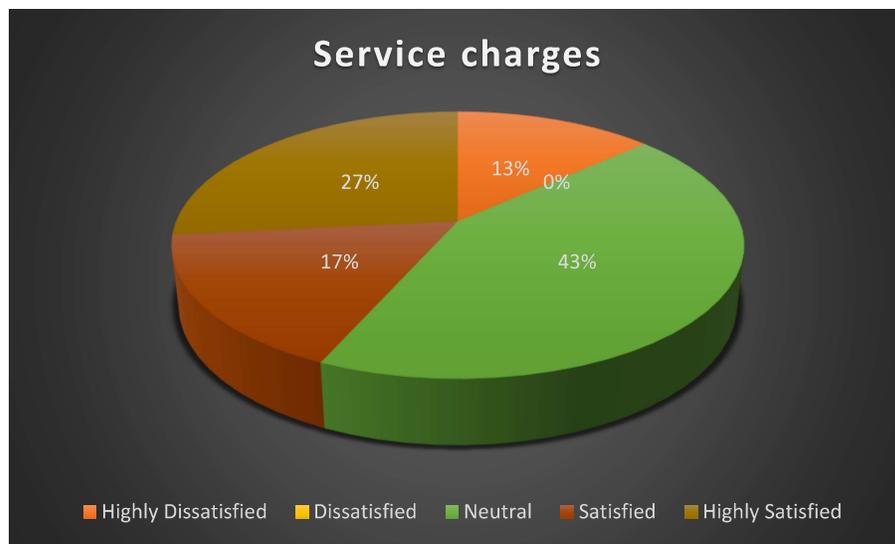
This section shows the satisfaction of customers regarding the service provided by the dealers.

Table 2.11 The service charges of every individual vehicles of every dealer

Service charges	Number of respondents
Highly Dissatisfied	4
Dissatisfied	0
Neutral	13
Satisfied	5
Highly Satisfied	8
Total	30

From the above tables, the service charges of Two-wheeler dealers are highly happy with the Neutral.

Figure 2.11 The service charges of every individual vehicles of every dealer



Interpretation

From the above data, it shows that most of the respondents are quite happy with the Service Charges of the work for their Two-wheelers.

2.12 The maintenance cost of every individual vehicles of every dealer

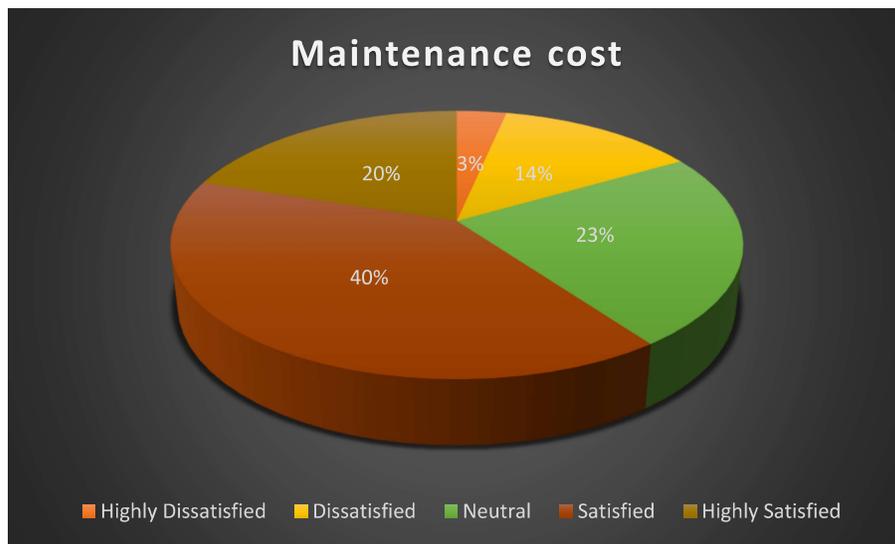
This section shows the cost of maintenance of vehicles from different dealers.

Table 2.12 The maintenance cost of every individual vehicles of every dealer

Maintenance cost	Number of respondents
Highly Dissatisfied	1
Dissatisfied	4
Neutral	7
Satisfied	12
Highly Satisfied	6
Total	30

From the above tables, it shows that most of the Two-wheeler owners are not aware of the Maintenance Cost of the Two-Wheeler.

Figure 2.12 The maintenance cost of every individual vehicles of every dealer



Interpretation

From the above data, it shows that most of the response are Satisfied with the maintenance cost. But this may be fluctuated due to the price of the Parts and other Accessories for the Two-wheeler.

2.13 The spare parts availability of every dealer

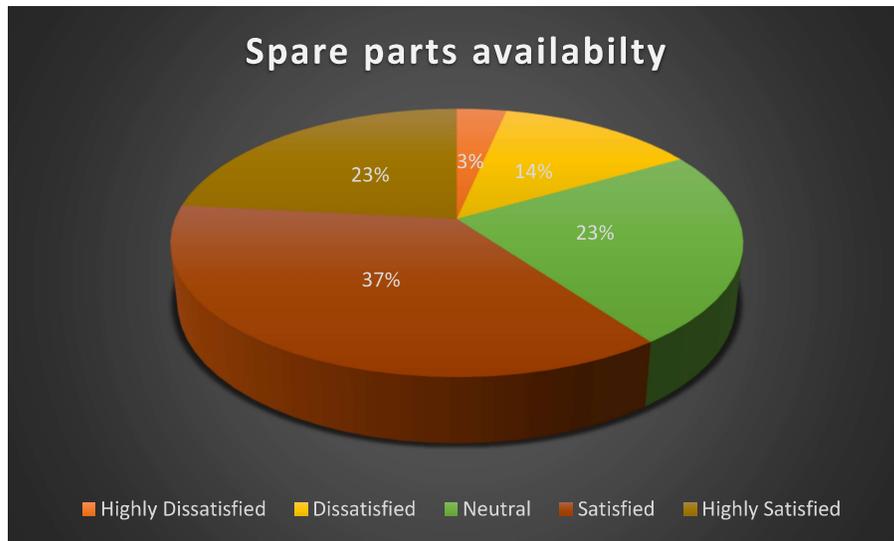
This section shows the availability of spare parts of vehicles from different dealers.

Table 2.13 The spare parts availability of every dealer

Spare Parts Availability	Number of respondents
Highly Dissatisfied	1
Dissatisfied	4
Neutral	7
Satisfied	11
Highly Satisfied	7
Total	30

From the above tables, it clearly shows most of the Two-wheeler Dealers in Lunglei Town are aware of the Availability of Spare Parts

Figure 2.13 The spare parts availability of every dealer



Interpretation

From the above data, it shows that the respondents are Satisfied due to the Spare Parts Availability. But, this can be differed due to the Road conditions and the Manufacturing Company.

2.14 The customer service of every individual vehicles of every dealer

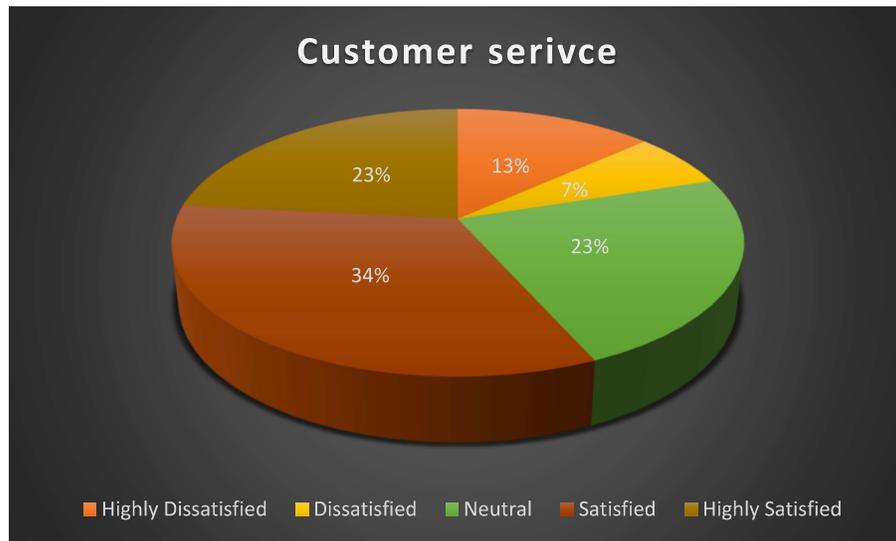
This section shows the customer service provided by the different dealers.

Table 2.14 The customer service of every individual vehicles of every dealer

Customer Service	Number of respondents
Highly Dissatisfied	4
Dissatisfied	2
Neutral	7
Satisfied	10
Highly Satisfied	7
Total	30

The above table shows that most of the respondents are satisfied with the customer service of the Two-wheeler Dealers in Lunglei Town.

Figure 2.14 The customer service of every individual vehicles of every dealer



Interpretation

From the above data, it shows that the Dealers are quite good in Customer Service as from the Response. But, this can be changed due to the individual owners.

2.15 The after sales service of every individual vehicles of every dealer

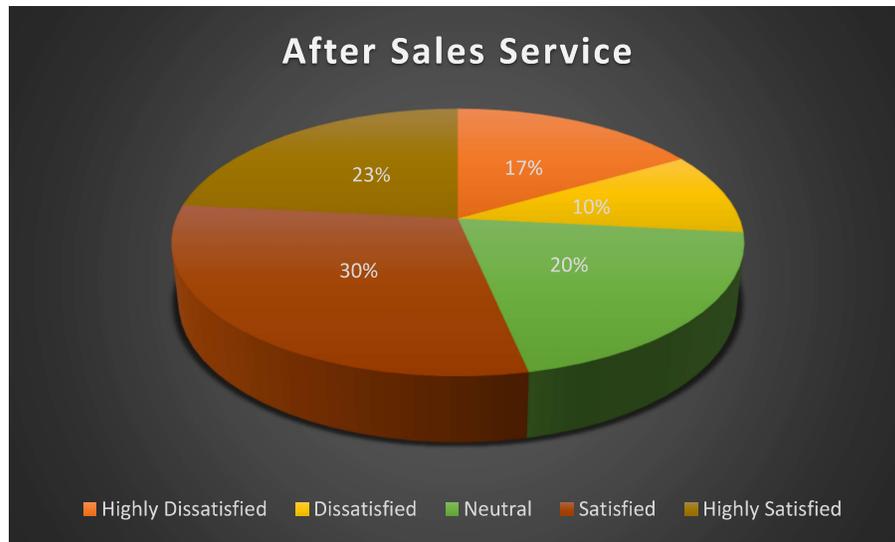
This section provides information regarding the After Sales services provided by the dealers.

Table 2.15 The after sales service of every individual vehicles of every dealer

After Sales Service	Number of respondents
Highly Dissatisfied	5
Dissatisfied	3
Neutral	6
Satisfied	9
Highly Satisfied	7
Total	30

From the above table, it shows that the Two-Wheeler Dealers are quite good and responsible for after sales service of their own Product.

Figure 2.15 The after sales service of every individual vehicles of every dealer



Interpretation

From the above data, it shows that the respective dealers are quite responsible for the customer. This can also include the availability of the parts and accessories of the individual Two-wheeler.

Chapter – III

RESULTS AND DISCUSSIONS

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

- 68% of the respondents were male, and 28% were female. Majority respondents were male.
- 48% of the respondents were between the age group of 20-25 years, 20% between 25-30 years, 20% between 30-35 years and the remaining 12% is the age group between 35-40.
- Majority of the respondents were students and the other respondents were Businessman, Self-Employed and Govt. Employee.
- Most of the respondents were highly satisfied with the riding experience of their individual Two-wheeler.
- The respondents are not satisfied with the features of the product because comparing from the price, the technology installed on the vehicle is not as expected.
- As per the respondents most of them are quite satisfied with the quality of the product. This is because most of the Two-wheelers gone through high level of securities and test.
- The variety of model were not available to classified much in the respective models of the Two-wheeler.
- Majority of the respondents are quite satisfied with the price range of the Two-wheeler because most of the prices of another items price are high as well.
- These days most of the Two-wheeler company are in competition world, so the product we've seen in our doorstep are quite good with the mileage for the respondents
- The respondents are not that satisfied with the service charges for their two-wheeler because it seems that it is quite expensive.
- Most of the respondents are happily satisfied with the maintenance of their Two-wheeler because the product we see are really advanced and are really friendly to maintain.
- The availability of the spare parts is easy these days due to easy and good condition of roads for transportation.

- Due to high population of customers, the respondents are not really satisfied with the customer service of their respective company owned.
- As per the respondents, most of them are not satisfied with the after sales service because the population of the owners are increasing day by day.

CHAPTER – IV

SUGGESTIONS AND CONCLUSIONS

Through this research, it is observed that the respondents play an important role in order to improve the upliftment of the two-wheeler Dealers in Lunglei.

Suggestions

- It is recommended that the location of the shop is not unusually well for most of the customers and this may also affect the servicing sectors and warranty that come along with the two-wheeler as well.
- The parking facilities for the customer are not up to the mark in the location of every dealer.
- The study reveals that the customer service of every individual dealer must be improved and this also includes the customer lounge and other services as well.
- Most of the dealers did not get their vehicles on time in order to hand-over to their customers.
- And also, regarding the availability of spare parts and the servicing, the dealers must have sufficient stock of spare parts and other required parts of the two-wheeler.
- Factors like trust, peace of mind, availability of latest equipment, special offers and original parts are highly influential in attracting the two-wheeler users in using the company authorized service.
- When hiring the employees for the service the two-wheeler dealer has to make sure that the new employees have the understanding that customer satisfaction is a key for survival.
- From the study it is observed that the customer relationship management is highly significant to enhance the satisfaction level of the customers, thus it is recommended that the two-wheeler dealers must have customer relationship management on their top priorities.

Conclusions

A lot of dealership activities are recognized by many consumers which are necessary to follow and to be practice. That is the only way to provide the quality and well service for the consumers. The most important objectives are to observe whether the consumers are satisfied with the dealers and to facilities provided for the consumers. In order to run a full-fledged dealership, the proprietor must be aware of all available circumstances in order to prevent from the customer side. This is because the customers are the first priority in the business and even for the good feedback for the owners. And plus, if there is no quality control in a service sectors 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 two-wheeler dealers.

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PART- I PERSONAL DATA

1. Name of the respondent: _____

2. Age: _____

3. Sex:

a) Male

b) Female

4. Marital status:

a) Married

b) Single

c) Never married

d) Separated

e) Divorced

f) Widowed

5. Qualification:

a) Class 10 above

b) Class 12 above

c) Bachelor

d) Master

6. Occupation:

a) Professional

b) Government employee

c) Private Service

d) Business

e) Self-employed

f) Retired

g) Students

h) House wife

i) Any other please specify: _____

7. i) State the Family size:

a) No. of Adults

b) No. of Children

ii) Type of family:

a) Nuclear family

b) Joint family

PART-II DETAILS OF TWO-WHEELERS

8. Which of the two-wheelers do you own?

- a) Scooters
- b) Motorcycles

9. Who services your Two-Wheeler?

- a) Authorized Service Centre
- b) Local Mechanic

10. Please specify the brand of two-wheelers you are using:

Name of the Company	Scooters	Motorcycles
Suzuki		
Honda		
TVS		
Yamaha		
Aprillia/Vespa		

11. i) Will you prefer to buy the same brand of above two-wheelers in future too:

- a) Most likely
- b) Likely
- c) Cannot say now
- d) Most unlikely
- e) Never

ii) If yes what makes you stick on to the brand you possess. Please tick the statement applicable:

- a) My conviction arises only through personal experience from the use of the two-wheeler
- b) Advertisement has convinced me
- c) After sales service is very good
- d) Rival brands are in no way better

12. Kindly rate the below mentioned variable of respective two-wheeler companies on a scale of 1-10, one considering 1 lowest and ten highest.

	1	2	3	4	5
CRITERIA	Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied
Riding Experience					
Style and Looks					
Features of Product					
Quality of Product					
Variety of Models					
Cost of Vehicle					
Mileage of Vehicle					
Service Charges					
Maintenance Cost					
Spare Parts Availability					
Customer Service					
After Sales Service					

13. What suggestion would you like to offer to improve motorcycle dealer of your preference?
