

A Study on Customer Satisfaction towards Vespa Scooter in Bidar City at Pande Motors, Bidar

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Abstract- Vespa is manufactured by Piaggio and it's an Italian brand. In 1946 piaggio started manufacturing single model motor scooter. Piaggio owned today one of seven companies of scooter in Italy. Vespa scooters are well known for their unibody, their painted, pressed steel which combines a complete cowling for the engine, and a prominent front fairing and a flat floorboard in to a structural unit. In April 1946 for the Vespa scooter design piaggio filed a patent. IN the following December patent was approved. The piaggio company's past industrial experience led to an efficient Ford style volume production line and with that was aiming to manufacture the new Vespa in large volume. It's public debut at the 1946 Milan fair.

Indexed Terms- Customer relationship, customer service, Advice and brand awareness

I. INTRODUCTION

The 2 wheeler industry has been comes in India since 1955. It includes three sections.

Bikes

Mopeds

Motorcycle

The extension in offers of the two wheeler industry is proof of its improvement. For every year around 0.1 million units arrangement were there in 1971. This figure had increased to 3 million units for every year from 1998.

Objective of the study

- Know customer satisfaction with the various features and technologies used.
- Identify the reason behind the purchase of the VESPA Scooter.
- Analyse VESPA user preferences based on price.

Scope of the study

- This study provides an overview of the VESPA Scooter,
- This study shows how customers feel about the VESPA Scooter service.
- The study takes into account the customers' opinion about the VESPA Scooter.

Methodology adopted

In the first time the primary data has been accumulated, also known as new data. Primary data accumulated by direct interaction with discouragement through questionnaires.

II. SOURCES OF DATA

- PRIMARY DATA: The essential information is gathered by the respondents when the survey question is asked.
- SECONDARY DATA: Secondary data collected from the official VESPA Scooter web sites and data were collected from data available from sources.
- BOOKS
- WEBSITES
- JOURNAL
- CATALOGUE
- Design research expressive
- Do Research instruments questionnaires
- Review location Bidar district
- Sample size 50 customers

III. THEORETICAL BACKGROUND OF THE STUDY

• CUSTOMER SATISFACTION

"Satisfaction is the response of consumer it is a judgment that a characteristic of the product or service itself provides a pleasant level of compliance related to consumption" Satisfaction of customer is the thinking to show of the produce or the service of the single in relation to his expectations. The experience expectation of coincidence will be met. And whose expectations are exceeded will be very satisfied. Customer satisfaction is linked with customer behaviour to fine different types of customers with fully satisfied and loyal consumers who continue to buy and pass on to other very positive information about the company. Who feel positive satisfied with equally to stop doing their business with the company and spread negative word of mouth. Dissatisfied

• LITERATURE REVIEW

Research Name: Nazim hussain
 Published on: 2011
 Volume on: 6, No. 4, pp. 561-572
 Key words: Client desire, Human capital, Service delivery system
 Abstract: In the present changing aggressive condition, business can't survive they fulfil their customer

Research Name: Ms. Rati Dhillon
 Published on: 2015
 Volume no: 54, pp69-82
 Key words: After sales service, Customer satisfaction, Mobile phone industry.
 Abstract: The current study is focus on the service that customers are provided with after the product is sold delivered to them.

Research Name: Ladokun Issac
 Published: 2013
 Volume no: 11, ISSUE 4, PP54-54
 Key words: After sales service, Warranty, Installation
 Abstract: This investigation is the effect of after sales service on customer fulfilment and support with the reference to LG hardware

Research Name: Rajesh amonkar
 Published: 2016
 Volume no: 5, issue 10
 Key words: customer satisfaction, after sales service
 Abstract: customer satisfaction is a strategy goal of any organization satisfied the customer in core of any organization.

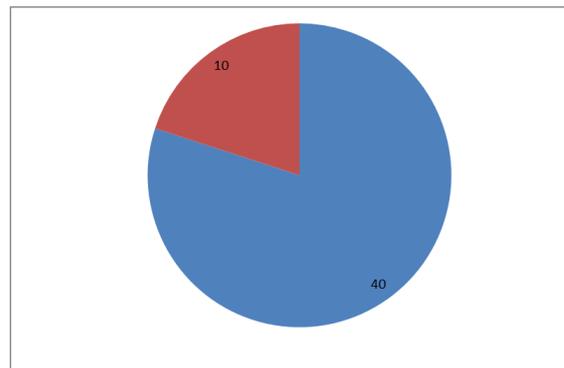
Research Name: Hormoz mehrani
 Published: 2014
 Volume no: 2(6), 175-179
 Key words: After sales service, customer satisfaction.
 Abstract: The purpose of investigation is to examine the position of after sales service in customer satisfaction. In this study was the descriptive and correlation method.

Researcher Name: Subardi wan Mansoor
 Published: 2009
 Volume no: 5, no.6
 Key words: Delivery, after sales service, warranty, fixing
 Abstract: This study is about the innovation of the factor effecting satisfaction in after sales service. It helps to understanding on the factors that exist and its pressure towards customer satisfaction.

• ANALYSIS AND INTERPRETATION

Table 1.
 Q-1. Do you own any two wheelers currently?

Particular	Respondents	Percent
yes	40	80%
NO	10	20%
total	50	100%



ANALYSIS:

From the above table out of 50 respondents, 40 respondents are said yes and rest 10 respondents said no.

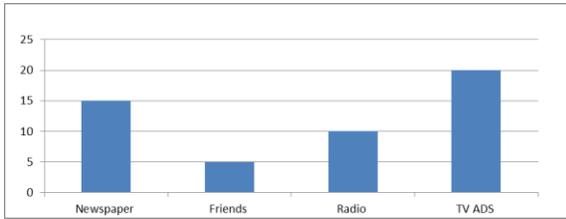
INTERPRETATION:

From the above graph it's clear that most of the respondents they owns two wheeler.

Table 2.

Q-2. How do you come to know about Vespa scooter?

Particular	Respond	Percent
TV ADS	20	40%
Newspaper	15	30%
Friends	5	10%
Radio	10	20%
Total	50	100%



ANALYSIS:

The above Table its shows that out of 50 respondents 20 respondents are come to know from TV ads, 15 respondent are come to know from Newspapers, 5 respondent are come to know from friends and 10 respondents are know from Radio.

INTERPRETATION:

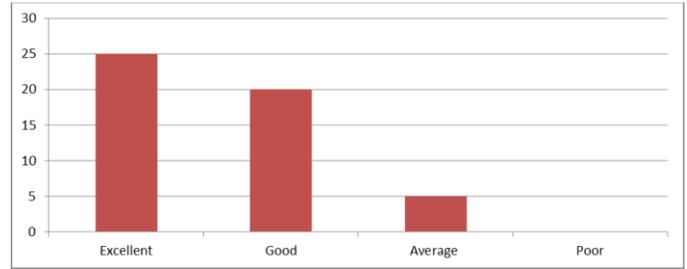
From the above graph its clearly shows that most of the respondents are come to know about the Vespa scooter from TV ads.

Table 3.

Q-3. What will you rate the design, looks and body style of Vespa Scooter?

Particular	Respondents	Percentage
Excellent	2	50%
Good	20	40%
Average	5	20%
Poor	-	-

Total	50	100%
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ANALYSIS:

From The above Table its shows that out of 50 respondents 25 respondents are rated to excellent , 20 respondents are rated to good, 5 respondents are rated to average and no one rated it as poor .

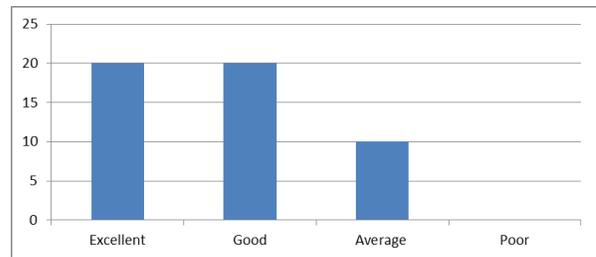
INTERPRETATION:

From the above graph it's clearly shows that most of the respondents are rated to excellent and they feel it's excellent.

Table 4.

Q-4. What did you felt after the first test driving comfort of Vespa scooter?

Particular	Respondents	Percent
Excellent	20	40%
good	20	40%
average	10	20%
Poor	-	-
total	50	100%



ANALYSIS:

The above table its shows that 50 respondent 20 respondents are felt excellent level of comfort, 20 respondent are felt good level of comfort, 10 respondents are average level of comfort and no one said the it has poor comfortless.

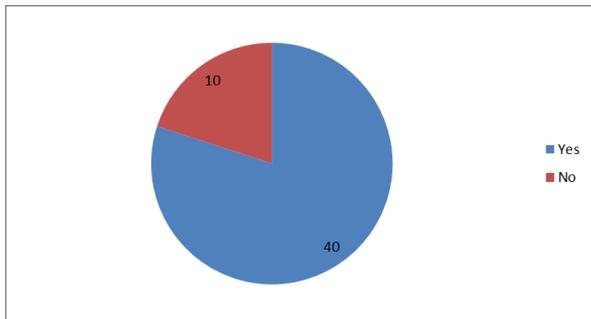
INTERPRETATION:

From the above graph it clearly shows that Vespa scooter has excellent and good comfortless.

Table 5.

Q-5. Are you satisfied with the performance and pickup of the vehicle?

Particular	Respond	Percent
yes	40	80%
no	10	20%
total	50	100%



ANALYSIS:

Form the above table of out of 50 Respondents 40 respondents are satisfies with the pickup and performance of the Vespa and 10 respondents are not satisfied with it.

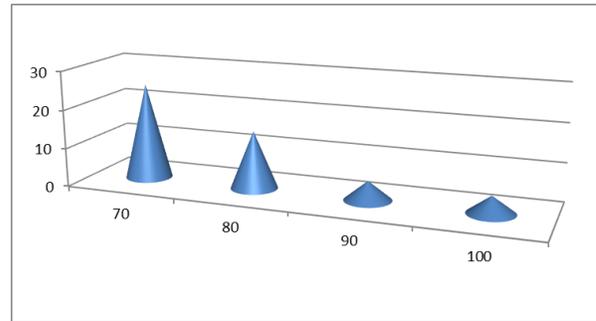
INTERPRETATION:

The Vespa’s pick up and performance is satisfied most of the customer.

Table 6.

Q-6. What was the top speed observed while riding the Vespa scooter?

Particular	Respondents	Percentage
70	25	50%
80	15	30%
90	5	10%
100	5	10%
Total	50	100%



ANALYSIS:

The above table it’s clear that most of the respond ridden in the 70 speed, some are ridden in 80, some are at 90 speed and last 5 members are ridden n the scooter at 100 speed.

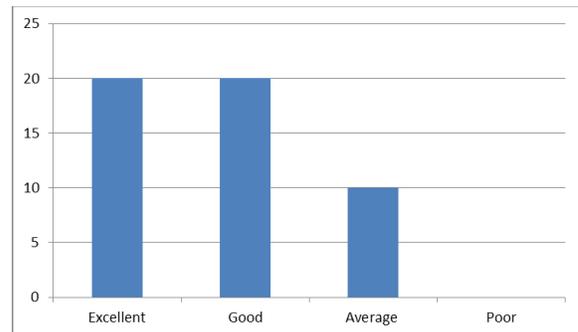
INTERPRETATION:

From above the graph it’s clear that most of the riders to speed was 70 and it’s good at 70 speed.

Table 7.

Q-7. What do you feel about the quality of Vespa scooter?

Particular	Respond	Percent
excellent	20	40%
good	20	40%
average	10	20%
poor	-	-
total	50	100%



ANALYSIS:

The above table its shows that out Of 50 respond 20 says that Vespa has good quality, 20 respondents said it’s good, 10 are said that its quality is poor.

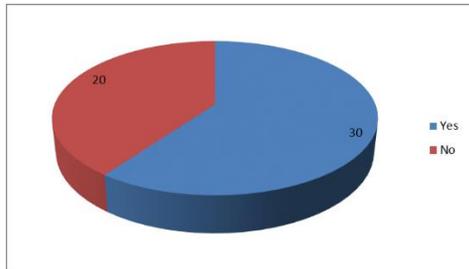
INTERPRETATION:

Most of the respondents said that Vespa scooty's feature is good but some are said it's not good characteristic product so take care of it and improve.

Table 8.

Q-8. Does the price of Vespa scooter suits your budget?

Particular	Respond	Percent
yes	30	30%
no	20	70%
total	50	100%



ANALYSIS:

The above table it's clear that out of 50 respondents 30 respondents are said it's in their budget and rest 20 said it's not in their budgets it has high cost.

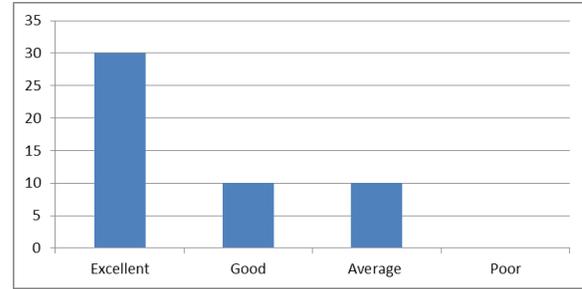
INTERPRETATION:

The above table and graph it's clear that it's in the budget of the people and some are said it is not, so look after their budget also.

Table 9.

Q-9. What do you feel about the design of Vespa scooter?

Particular	Respond	Percent
excellent	30	60%
good	10	20%
average	10	20%
poor	-	-
total	50	100%



ANALYSIS:

The above table its shows that out of 50 respond 30 respondents are said it has an excellent design, 10 respondents are said it's good and 10 are said it's poor.

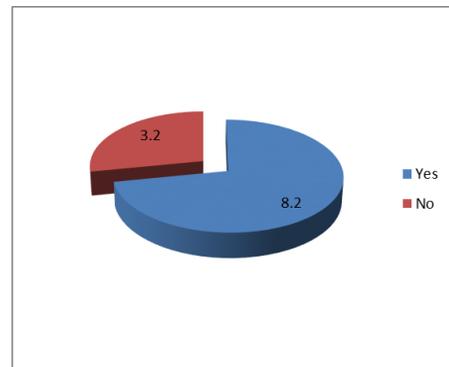
INTERPRETATION:

From above the table and graph it's clear that most of the respondents likes the design of best and it's good.

Table 10.

Q-10. Did you get proper information regarding features and price of the Vespa scooter from the executive?

Particular	Respondents	Percentage
Yes	45	90%
No	5	10%
Total	50	100%



ANALYSIS:

The above table it shows that out of 50 responds 45 respondents are said yes and 5 respondents are said no.

INTERPRETATION:

From above the table and graph its clear shows that most of the respondents are said yes.

CONCLUSION

Customers Satisfaction is the tool of marketing with an exact charge extra help. It is supposed by customers significant as prime your organization recommend. This founds that how customers likely to have the Vespa scooters and how Vespa scooters does made satisfaction to the BIDAR location customers.

This will help me out understand that how customers satisfied with Vespa scooters and Vespa scooters services. Customer's having good awareness about Vespa scooters at bidar city. A Vespa scooter has to be involved in introducing offers and advertisements on upcoming new upgraded model bikes.

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