A Study on Post Purchase Behaviour with Special Reference to Mahindra Two Wheelers

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Abstract

The two-wheeler market in India is the biggest contributor to the automobile industry, with a size of ₹100,000 million. Today's customers are becoming harder to please. They are smarter, more price conscious, more demanding, less forgiving, and collect information about many more competitors with equal or better offers. The interaction between consumer expectations and actual product performance produces either satisfaction or dissatisfaction. At the higher levels of satisfaction, customers are likely to re-purchase and even speak well of the company and its products. The study aimed to assess expectations, perceptions, and post purchase behaviour of Mahindra scooter customers, which will enable both the manufacturer and the distributors to know about the customers' expectations, perceptions, and post purchase behaviour, that in turn helps to reduce the post purchase dissonance and aids in enhancing customer satisfaction.

Keywords: **customer satisfaction, expectations, perceptions, post purchase behaviour, two wheelers, scooters**

Scooters are perceived to be family vehicles, which offer functional value such as a broad seat, big storage space and easier ride. During the past decade, three main players in the scooter segment were Hero Honda Motors Ltd. (HHML) (now Hero MotoCorp Ltd.) , Bajaj Auto Ltd. (Bajaj Auto) and TVS Motor Company Ltd. (TVS) accounting for over 80% of the industry sales. Scooters have been the darlings of the Indian masses for long because of the convenience it provides to the riders. Cheap scooters have been launched by the manufacturers to reach the wider net of customers. Two-wheeler manufacturers have also introduced scooters for they are a handy mode of commuting for the physically challenged. The two-wheeler market in India is the biggest contributor to the automobile industry, with a size of ₹ 100,000 million. India is the second largest producer of two-wheelers in the world. In the last few years, the Indian two-wheeler industry has seen spectacular growth. The country stands next to China and Japan in terms of production and sales respectively.

This segment continues to expand, driven by change in product positioning and entry of new players. As a product category, scooters have covered a considerable distance over the last decade. From being a laggard in technology and characterized by two-stroke engines, higher emissions, and old styling, scooters have now acquired more refined engines and contemporary styling. Product positioning has also undergone a change with all original equipment manufacturers now including in their portfolios gearless scooters with low kerb weight and self- start, features that appeal to certain consumer categories like women. Honda Motorcycles and Scooters India has enjoyed a strong market position till now, but going forward, it could face competition from newer entrants like Mahindra Two Wheelers Limited (MTWL). Mahindra & Mahindra has entered the two wheeler circuit via its acquisition of the business assets of Kinetic Motor Company Ltd. (KMC) in July 2008. The entry of new players and increased segmentation (with 100cc and 125cc options) are expected to drive volume growth further and lead to an expansion of the market for scooters. There are primarily three sub-segments in the two wheelers market in India (and recently, electric bikes have been included), which are as follows:

- **Scooter/Scooterette:** Two wheelers having wheel size less than or equal to 12 inches.
- **Motorcycles:** Two wheelers having wheel size more than 12 inches.
- **Mopeds:** Two wheelers having engine capacity less than 75 cc with fixed transmission and wheel size more than 12 inches.
- **Electric Two Wheelers:** These are electrically driven bikes.

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	Scooter	Motorcycle	Moped
Price(₹)	> 22,000	> 30,000	> 12,000
Stroke	2-stroke, 4-stroke	Mainly 4-stroke	2-stroke
Engine Capacity (cc)	90-150	100, 125, > 125	50, 60
Ignition	Kick/Electronic	Kick/Electronic	Kick/Electronic
Engine Power (bhp)	6.5-9	7-8 and above	2-3
Weight (kg)	90-100	> 100	60-70
Fuel Efficiency (kms per litre)	40-75	50-80+	70-80
Load Carrying	High	Highest	Low

The following are the main factors that affect two-wheeler sales in India:

❖ **Increase in Credit and Financing for Auto Vehicles :** Two-wheeler loans and financing has been on the rise.

❖ **Increase in Disposable Income :** Due to opportunities offered by multinationals, the disposable incomes of salaried individuals has increased manifold.

❖ **Constant Petrol Prices :** Today, the Government of India has been working on reducing subsidies on kerosene and diesel, which will keep petrol prices at more or less the same level.

❖ **Delay in initiation of Mass Transport System :** Probably, a future threat to the two-wheeler market, the implementation of the mass transport system has been delayed.

Review of Literature

"Consumer Expectations and Consumer Satisfaction Measurements: A Case Study from India" conducted by Abdeldayen and Khanfar (2007) aimed to identify the expectations of consumers and performance evaluation among customers regarding Bajaj Super Scooter. Purposive sampling technique was administered with a sample size of 213 respondents. The study revealed that disconfirmation is significantly associated with satisfaction. The study also identified ten attributes like price, fuel efficiency, road grip etc. that are significantly correlated with satisfaction.

"Factors Affecting Customer Satisfaction in After Sales Service of Malaysian Electronic Business Market" conducted by Shaharudin, Yusof, Elias, and Mansor (2009) aimed to investigate the effects of delivery, installation, and warranty on customer satisfaction. Probability sampling technique was administered and data collected were based on stratified sampling. The sample size was 100 and data was collected through a self administered questionnaire. The study revealed that the delivery, installation, and warranty aspects were important for business organizations to make their customers satisfied and delighted.

Menji (2009) conducted a study on "Customer Satisfaction with Service Quality: An Empirical Study of Public and Private Sector Banks" . The objective of the study was to investigate the service quality of private and public sector banks in Jammu. Convenience sampling was done with a sample size of 88 respondents (44 from each sector). For the study, a questionnaire was designed on the five point Likert scale in the SERVQUAL tool. The study revealed that the customers of Public sector banks were more satisfied with the service quality, than those of the Private sector banks.

A study on "Relations among Service Quality differences, Post-Purchase Behaviour intentions with Personality traits" was conducted by Lin (2009). The objectives of the study were to discuss the effect of the differences between the consumer's expectations and perceptions of service quality and the effect of consumer's personality traits on post-purchase behaviour intentions. Convenience sampling technique was administered and the survey was conducted through a questionnaire among the customers of top ten banks in Taiwan. The sample size for the study was 243 respondents. The study revealed that smaller the difference between expectation and perception of service quality, the more the customers will show their loyalty in post-purchase behaviour; and the bigger is the difference between expectation and perception of service quality, the more complaints will be made by the customers and will lead to customers switching to other brands.

Lilly (2010) conducted a study on "Customer Perception and Preference towards Branded Products (With Special Reference to Television sets)" .The objectives of the study were to evaluate the customers' perception (the promotional factor of purchase) towards the purchase of branded products, to know whether the demographic variables of the respondents had an influence on brand preference of television sets, to know the role of the family members in information search about the brand they possessed, and to know the important variables that influence the respondents in purchasing their own brand of television. Primary data were collected through a questionnaire from customers of various retail electronic outlets / showrooms in Coimbatore district and also through observations and discussions. Convenient sampling technique was administered with a sample size of 200 respondents. The study concluded that the demographic variables such as age, gender, educational qualification, occupational status, and monthly income have an impact on the customers' perception of branded products. In case of customers' preference towards television brands, all demographic variables except nature of family had a significant relationship with brand preference of the television set. In a family, the role of the spouse was considered to be the most important in seeking information about television brands and while selecting the branded television set, technical features in the television set were considered to be the most important influencing factor.

Statement of the Problem

Today's customers are becoming harder to please. They are smarter, more price conscious, more demanding, less forgiving, and collect information about many more competitors with equal or better offers. The interaction between consumer expectations and actual product performance produces either satisfaction or dissatisfaction. At the higher levels of satisfaction, customers are likely to re-purchase and even speak well of the company and its products. Higher levels of satisfaction create an emotional bond with the company, not just a rational preference. Both the manufacturers and distributors should be well aware about the customers' expectations, perceptions, and post purchase behaviour to reduce the post purchase dissonance and to enhance customer satisfaction.

Since Mahindra entered into the two wheeler segment in the year 2007, a study on customers' expectations, perceptions, and post purchase behaviour with regard to Mahindra scooters and after-sales service performance of its dealers in Coimbatore was chosen as the topic of the present study.

Objectives of the Study

- To identify the expectations and perceptions of the customers regarding Mahindra scooters.
- To identify the expectations and perceptions of the customers regarding after sales service of dealers in Coimbatore for Mahindra scooters.
- To determine the gap between the expectations and perceptions of the customers.
- To identify the post purchase behaviour of the customers.
- To provide recommendations based on research findings.

Research Methodology

- **Type of the Study :** A descriptive study was undertaken in order to ascertain the expectations, perceptions, and post purchase behaviour of the customers. The customers who had purchased Mahindra Scooters - Rodeo, Duro, or Flyte in Coimbatore and who had taken at least one service for their Mahindra scooters were considered as the respondents for the present study.

- **Sampling Design :** The sampling method used in the study is purposive sampling because the data for the study was collected from the customers of Mahindra scooters who had brought their vehicle for servicing. Since the data had to be collected from the customers coming in for after sales service, which required a time gap of 45 days from the date of sale, sales made until February 2010 were taken for the study. The population size for the study is 201. The sample size to be considered for the study is 132, and it was determined by using the formula given below:

$$ss = z^2 * p\,(1\text{-}p) / c^2;$$
$$\textbf{New ss} = \textbf{ss} / (\textbf{1} + \{(\textbf{ss} - \textbf{1}) / \textbf{pop}\})$$

Where,
Z = Z value (e.g. 1.96 for 95% confidence level).

p = percentage picking a choice, expressed as decimal (.5 used for sample size needed).
c = confidence interval, expressed as decimal (e.g., .05 = ±5), pop = population.
The sample size for the study was 132 respondents. The time period of the study is from January - July 2010.

❖ **Data Collection :** A separate questionnaire was prepared and a pilot study was carried out with 10 customers. The final questionnaire was prepared based on pilot study and primary data collection was done from the samples. Secondary data for the study was collected from internet sources and trade journals.

❖ **Tools for Analysis :** The tools used in the study for analysis are Simple percentage, Mean score, Paired sample t-test and Chi-square.

❖ **Limitation of the Study :** The study cannot be generalized since the study was conducted with Mahindra scooter customers in Coimbatore, Tamil Nadu.

Data Analysis and Interpretation

Table 1 : Demographic Profile of the Respondents

S. No	Demographic Profile		%
1	Gender	Male	91.4
		Female	8.6
2	Age	Less than 25 yrs.	4.3
		26 - 35 yrs.	51.4
		36 - 45 yrs.	32.9
		46 - 55 yrs.	4.3
		Above 55 yrs.	7.1
3	Family Income (Per Month)	Less than ₹ 10,000	37.1
		₹ 10,001 - ₹ 20,000	35.7
		₹ 20,001 - ₹ 30,000	11.4
		₹ 30,001 - ₹ 40,000	8.6
		Above ₹ 40,001	7.1
4	Educational Qualification	No Formal Education	0
		Below 12th	20
		U.G	60
		P.G	17.1
		Others	2.9

Source : Primary data

The Table 1 indicates that a majority (91.4%) of the respondents were male and 51.4% of the respondents belonged to the age group of 26 – 35 years, followed by 32.9% belonging to the age group of 36 – 45 years. Most (37.1%) of the respondents belonged to the family income group (per month) of less than ₹10,000 followed by 35.7% belonging to the income group of ₹10, 001 to ₹ 20,000. A majority (60%) of the respondents were graduates followed by 20% of the respondents who had an educational qualification of being educated till below Class 12. The Table 2 indicates that for a majority (55.7%) of the respondents, Mahindra was not the first scooter being purchased and owned by them. A majority (62.9%) of the respondents had purchased their Mahindra scooter during the year 2010. Most (41.4%) of the respondents owned the Flyte brand of Mahindra scooter followed by 31.4% of the respondents owning the Rodeo brand. A majority (64.3%) of the respondents considered the Activa brand while making a purchase decision of Mahindra scooter followed by 21.4% of the respondents having considered Scooty Pep +.

Table 2 : Product Profile of the Respondents			
S.No	Product Profile		%
1	First time purchase	Yes	44.3
		No	55.7
2	Year of Purchase	2009	37.1
		2010	62.9
3	Brand Owned	Flyte	41.4
		Duro	27.1
		Rodeo	31.4
4	Brand considered	Activa	64.3
		Aviator	4.3
		Dio	0
		Scooty Pep +	21.4
		Streak	10
		Others	0

Source : Primary data

❖ **Expectation Vs. Perception Regarding Mahindra Two Wheelers - Gap Analysis :** This section deals with the expectation and perception of the customers for each brand of Mahindra two wheeler i.e., Flyte, Duro, and Rodeo based on 12 features like Price, Pick up, Mileage, Body design, etc. measured on a 5 point Likert scale. Gap analysis was performed by identifying the difference between expectations and perceptions. Hypotheses were formulated to test whether there is a significant difference between the expectations and perceptions of the respondents regarding the after-sales service provided for Mahindra scooters.

❖ **H_{01} : There is no significant difference between expectation and perception of customers regarding various features of Flyte brand of scooters.**

❖ **H_{02} : There is no significant difference between expectation and perception of customers regarding various features of Duro brand of scooters.**

❖ **H_{03} : There is no significant difference between expectation and perception of customers regarding various features of Rodeo brand of scooters.**

The Table 3 indicates that gap existed between the perception and expectation of the customers owning the Flyte brand regarding all the features except Price (Refer to Figure 1). However, as revealed by the analysis, there was no significant difference between the expectation and perception of the customers of Flyte brand with regard to Price . Gap existed between the perception and expectation of the customers owning the Duro brand of scooters with reference to all the features with the exception of Price and Brand Image (Refer to Figure 2). There was no significant difference between the expectation and perception of the customers of Duro brand with regard to brand image, body design, and weight. Gap existed between the perception and expectation of the customers owning the Rodeo brand with reference to all the features except Price, Speed, and Brand Image (Refer to Figure 3). It was also revealed that there was no significant difference between the expectation and perception of customers of Rodeo brand with regard to Brake power, Weight, Road grip, Head Light Power, and Colour.

❖ **Relationship between Brand Owned and Overall Satisfaction**

❖ **H_{04} : There is no significant relationship between brand owned and overall experience.**

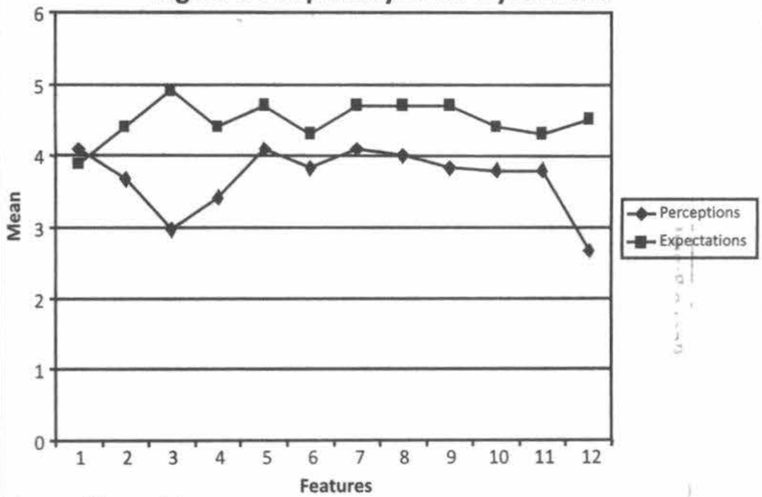
The chi-square value = .000. The value is less than .05. Hence, the null hypothesis H_{04} is rejected (Refer to Table 4 for cross tabulation). Therefore, it is concluded that there was a significant relationship between the brand owned and

Table 3 : Expectation Vs. Perception Regarding Mahindra Scooters : Gap Analysis

	Flyte Brand					Duro Brand					Rodeo Brand				
Features	**Perceptions (P)**	**Expectations (E)**	**Gap Score (P - E)**	**P**	**Result**	**Perceptions (P)**	**Expectations (E)**	**Gap Score (P - E)**	**P**	**Result**	**Perceptions (P)**	**Expectations (E)**	**Gap Score (P - E)**	**P**	**Result**
Price	4.10345	3.89655	0.2069	0.448	Accept	4	4	0	0	Reject	4.04546	3.5	0.54546	0.042	Reject
Pick up/ Speed	3.68966	4.41379	-0.7241	0	Reject	4.36842	4.73684	-0.3684	0.005	Reject	4.31818	4.31818	0	0	Reject
Mileage	2.96552	4.93103	-1.9655	0	Reject	3	5	-2	0	Reject	2.40909	4.59091	-2.1818	0	Reject
Body Design	3.41379	4.41379	-1	0	Reject	4.21053	4.36842	-0.1579	0.083	Accept	4.31818	4.31818	0	0	Reject
Brake Power	4.10345	4.72414	-0.6207	0	Reject	4.26316	5	-0.7368	0	Reject	4.45455	4.31818	0.13636	0.451	Accept
Weight	3.82759	4.31035	-0.4828	0.004	Reject	4.21053	4.31579	-0.1053	0.578	Accept	4.45455	4.18182	0.27273	0.162	Accept
Road Grip	4.10345	4.72414	-0.6207	0	Reject	4.26316	5	-0.7368	0	Reject	4.59091	4.72727	-0.1364	0.329	Accept
Head Light Power	4	4.72414	-0.7241	0	Reject	4.21053	4.57895	-0.3684	0.005	Reject	4.45455	4.31818	0.13636	0.083	Accept
Brand Image	3.82759	4.72414	-0.8966	0	Reject	4.36842	4.36842	0	1	Accept	4.04546	4.59091	-0.5455	0	Reject
Storage Space	3.7931	4.41379	-0.6207	0	Reject	4.47368	5	-0.5263	0	Reject	4.59091	4.31818	0.27273	0.011	Reject
Colour	3.7931	4.31035	-0.5172	0.013	Reject	4.1579	4.73684	-0.579	0	Reject	4.45455	4.31818	0.13636	0.329	Accept
Resale Value	2.65517	4.51724	-1.8621	0	Reject	3.42105	5	-1.579	0	Reject	3.13636	4.86364	-1.7273	0	Reject
	Average Gap Score	**-0.819**			**H01 : Rejected**			**-0.5965**		**H02 : Rejected**			**-0.2576**		**H03 : Rejected**

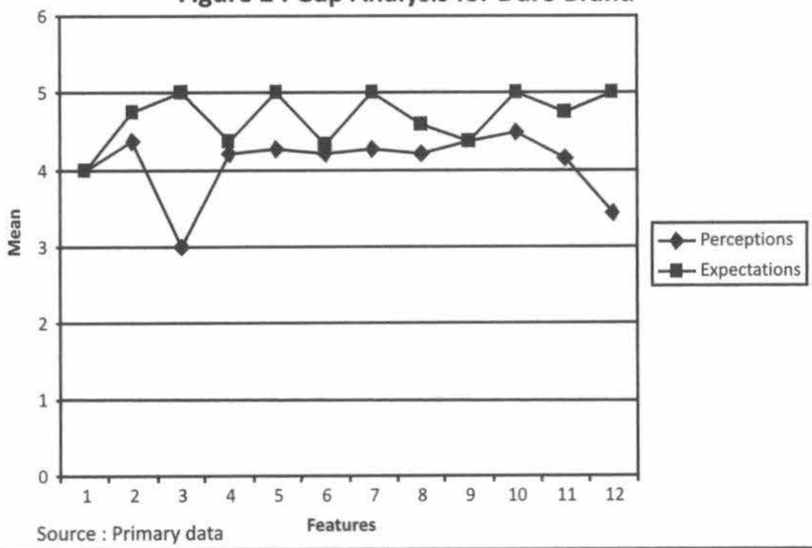
Source : Primary data

Figure 1 : Gap Analysis for Flyte Brand



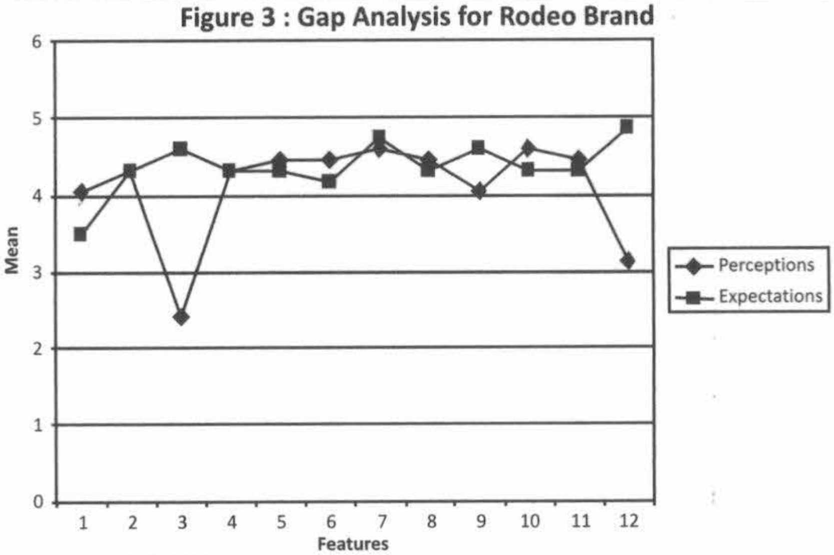
Source : Primary data

Figure 2 : Gap Analysis for Duro Brand



Source : Primary data

Figure 3 : Gap Analysis for Rodeo Brand



Source : Primary data

Table 4 : Cross Tabulation: Brand Owned Vs. Overall Experience

Brand Owned	Overall experience				Total
	Highly satisfied	Satisfied	Neutral	Dissatisfied	
Flyte	0	46	0	9	55
Duro	6	30	0	0	36
Rodeo	0	30	11	0	41
Total	**6**	**106**	**11**	**9**	**132**

Source : Primary data

Table 5 : Post Purchase Behaviour of the Respondents

S.No	Post Purchase Behaviour		%
1	Overall experience	Highly Satisfied	4.3
		Satisfied	80
		Neutral	8.6
		Dissatisfied	7.1
		Highly Disssatisfied	0
2	Indulge in Positive Word of Mouth	Yes	84.3
		No	15.7
3	Indulge in Negative Word of Mouth	Yes	7.1
		No	92.9
4	Opinion about Purchase Decision	Right Decision	70
		Wrong Decision	25.7
		Don't Know	4.3
5	Mahindra brand Preference during Replacement Purchase	Yes	80
		No	11.4
		Don't Know	8.6
6	Intention to sell within 2 years	Yes	57.1
		No	38.6
		Don't Know	4.3

Source : Primary data

Table 6 : Gap Analysis based on the Expectations and Perceptions of the Respondents Regarding After Sales Service

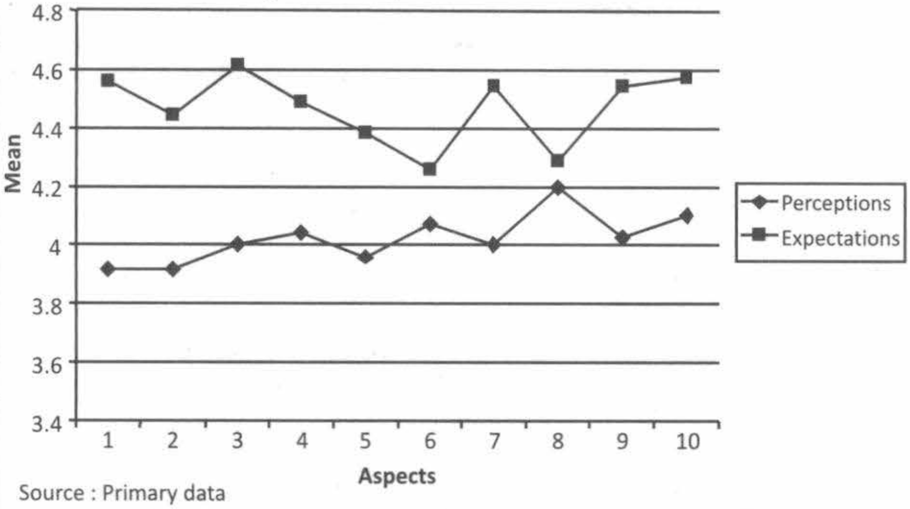
Gap Analysis for various aspects of After Sales Service

S. No	Aspects	Perceptions (P)	Expectations (E)	Gap Score (P - E)
1	Solving complaints at first time	3.914286	4.557143	-0.6429
2	Keeping up promises regarding delivery time	3.914286	4.442857	-0.5286
3	Listening to Complaints	4	4.614286	-0.6143
4	Understanding the needs	4.042857	4.485714	-0.4429
5	Response to telephone enquiries	3.957143	4.385714	-0.4286
6	Facilities at Waiting Lounge	4.071429	4.257143	-0.1857
7	Individual Attention	4	4.542857	-0.5429
8	Intimation regarding next service period	4.2	4.285714	-0.0857
9	Taking care of special requests	4.028571	4.542857	-0.5143
10	Convenient Operating Hours	4.1	4.571429	-0.4714
	Average Gap Score			**-0.4457**

Source : Primary data

the overall experience of the consumers. The Table 5 indicates that a majority (80%) of the respondents were satisfied with Mahindra two wheeler's overall experience followed by 8.6% of the respondents having a neutral opinion about the overall experience. A majority (84.3%) of the respondents said that they will recommend Mahindra's brands of two wheelers to others. A majority (92.9%) of the respondents opined they will not recommend Mahindra's brands of two wheelers to others. A majority (70%) of the respondents opined that their purchase decision of a Mahindra two wheeler was right, followed by 25.7% of the respondents opining that their purchase decision was wrong. A majority (80%) of the respondents said that they would go in for a repeat purchase, and preferred a Mahindra two wheeler in case of a replacement purchase. A majority (57.1%) of the customers had an intention to sell their Mahindra two wheeler within a period of two years followed by 38.6% of the respondents, who had no intention to sell their two-wheeler. From the Table 6, it is inferred that gap existed between perception and expectation, and it indicates that expectations of the customers regarding the various aspects of after-sales service were higher than their perceptions (Refer to Figure 4).

Figure 4 : Gaps in After Sales Service



Source : Primary data

Table 7: After Sales Service Experience of the Respondents

S.No	Experience		%
1	Overall experience	Highly Satisfied	27.1
		Satisfied	65.8
		Neutral	7.1
		Dissatisfied	0
		Highly Dissatisfied	0

Source : Primary data

The Table 7 indicates that a majority (65.8%) of the respondents were satisfied with the overall after sales service experience followed by 27.1% of the respondents being highly satisfied with the overall after-sales service experience.

Conclusion

The study revealed that there is a gap between the expectations and perceptions of the customers regarding various product features and after sale service attributes, which means that the customers' expectations were higher than their perceptions. The gap between the expectation and perception regarding Mileage and Resale Value of Mahindra two wheelers is higher, which means that the expectations were higher than the actual perceptions. Furthermore, the study also revealed that a majority of the customers were satisfied with the overall performance. A majority of the customers opined that they would recommend others to buy a Mahindra two wheeler, and they preferred to go with Mahindra incase of a replacement purchase. In order to minimize the gap that exists between the perception and expectation of the customers owning Flyte, Duro, and Rodeo brand on various product features, the dealer's sales team should disclose the actual features of the brand while closing the sale. The findings revealed that Mileage and Resale Value are the features that had a huge gap with reference to expectation and actual perception. Mahindra can come out with fuel efficient technology in the future and focus more on its positioning as power scooters. Furthermore, the dealer's sales force should reveal the correct mileage to the customers while closing the sale. It has been revealed that gap existed in most of the after-sales service aspects and in particular, the perception of the customers regarding listening to customer complaints and resolving the issue at the first instance was much below than the customers' expectations. So, the employees acting as point of contact with the customers should be given training regarding customer handling so that they can handle the customers effectively and sort out the issues at the first instance.

Scope for Future Research

Future research can be carried out by expanding the geographic region and including new products of Mahindra two wheelers for generalizability. It will help the organization in having an idea regarding the expectations and perceptions of their customers in terms of product features and business partners (dealers) service, which will enable them to serve their customers and future prospects better by formulating and implementing effective marketing strategies.

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