



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

A Study On Customer Satisfaction Towards Vespa Scooters With Reference To Niki Motors, Tirupati

B Balaji*

L Vincent Raj Kumar**

* MBA II year, Annamacharya Institute of Technology and Sciences, Tirupati (Autonomous)

** Assistant Professor, Department of MBA, Annamacharya Institute of Technology and Sciences, Tirupati (Autonomous)

ABSTRACT

Customer satisfaction refers to the level of happiness or contentment a customer feels after purchasing and using a product or service. It is determined by how well the product or service meets or exceeds the customer's expectations. If the performance matches or goes beyond expectations, customers feel satisfied; if it falls short, they feel dissatisfied.

The research is based on both primary and secondary data. Primary data was collected from 90 customers of vespa scooters through a structured questionnaire using the convenience sampling method. The collected data was analyzed using percentage analysis and presented through tables and graphical representations.

The findings reveal that most respondents are satisfied with Vespa scooters, particularly in terms of design, style, driving comfort, and overall performance. However, some respondents expressed concerns regarding mileage, colour options, and availability of spare parts. The study concludes that Vespa has a strong brand image and maintains a good level of customer satisfaction, but improvements in mileage efficiency and service support can further enhance customer experience and strengthen customer loyalty.

Keywords: customer satisfaction ,vespa scooters, two wheeler industry, performance,milage,price,after sales service,customer perception exploratory research

Introduction

Satisfaction is a key concept in marketing and business management that refers to the degree to which a company's products or services meet or exceed customer expectations. It is an essential indicator of a business's performance and plays a vital role in building long-term relationships with customers.

In today's highly competitive market, where customers have numerous choices, businesses must focus on understanding and fulfilling customer needs effectively. A satisfied customer is more likely to become a loyal customer, offer repeat business, and promote the brand through positive word-of-mouth. Therefore, measuring and improving customer satisfaction has become a strategic priority for companies seeking sustainable success.

Customer satisfaction not only helps in retaining existing customers but also in attracting new ones. It serves as a foundation for customer loyalty, profitability, and continuous improvement. By identifying what satisfies or dissatisfies customers, organizations can refine their products, services, and operations to enhance the overall customer experience.

COMPANY PROFILE

Vespa is manufactured and marketed in India by Piaggio Vehicles Private Limited (PVPL), a wholly owned subsidiary of Piaggio & C. SpA, Italy. The brand returned to India in 2012 as a premium scooter after a gap of over a decade.

Corporate Heritage

Vespa scooters are globally recognized symbols of Italian craftsmanship. Introduced post- World War II in Italy, Vespa became a global cultural icon known for its distinct monocoque design and artistic flair.

INDUSTRY PROFILE

In India, the automobile industry is a key pillar of economic growth and contributes substantially to the country's Gross Domestic Product (GDP) and exports. India is one of the world's largest manufacturers of two - wheelers and passenger vehicles and has emerged as a major automotive hub due to the availability of skilled labor, cost-effective manufacturing, and a large domestic market. The industry includes major segments such as passenger vehicles, commercial vehicles, two-wheelers, three-wheelers, and electric vehicles (evs).

Review of literature

1. **Karmugil S.,Kannapa R.(2021):**Focused on study of customer satisfaction and identified it is the key indicator for future Purchase decisions. Also customer friendly strategies needs to be develop for selling the best quality product and services.
2. **Karmugil S.,Kannapa R.(2021):**Focused on study of customer satisfaction and identified it is the key indicator for future Purchase decisions. Also customer friendly strategies needs to be develop for selling the best quality product and services.
3. **Mohd. J.et.al (2021):**Researcher throws light on importance of customer satisfaction in any industry. Good quality service and improved customer satisfaction will lead to enhance the number of customers. Good service providers can also save the money required for different promotions and marketing activities as satisfied customer will always endorse these brands.
4. **Mistry S.(2018):**Customer Satisfaction plays an important role in every sector of business. Here purpose of this paper is to identify the factors affecting customer satisfaction in Banks and analyze their effects on the level of customer satisfaction.

NEED FOR THE STUDY

A customer satisfaction study is needed to understand customer perception to identify areas for improvement and ultimately enhances customer loyalty and business performance, Customer do not buy the services they buy satisfaction.The increasing competition in business compels the companies to pay much more attention is satisfy customers.

SCOPE OF THE STUDY

The survey is purely based on the customers of Vespa scooters in Tirupati region only .The scope of study is to find out the consumers level of satisfaction towards Vespa scooters. The study covers the different aspects of consumers satisfaction.

OBJECTIVES OF THE STUDY

- To identify and assess the major attributes influencing customer satisfaction.
- To measure the customer satisfaction of Vespa scooters.
- To examine the perception of Vespa owners regarding after-sales services and dealership experiences.
- To know tastes & preferences of customer regarding Vespa scooters.

METHODOLOGY OF THE STUDY

The key factor determining the success or failure of any project is the Research Methodology. Hence one should take care in performing the research methodology, such as the way of collecting data, analyzing or processing it into detailed information, sample selection techniques, etc.,

DATA SOURCE

Type of Research: Descriptive Research

Types of Data Sources:

- Primary Data: It is collected from customers through questionnaire.
- Secondary Data: It is collected from Journal articles, magazines, related online information and other relevant books.

Population: Customers of Vespa scooters in Tirupati.

Sample Size: 90 customers

Data Analysis: Data are analyzed by presenting charts, tables and simple percentages.

LIMITATIONS OF THE STUDY:

- The number of respondents may be too small to generalize results to the entire customer base.
- Customers might give socially desirable responses or rate higher/lower than their actual satisfaction due to emotions or perceptions.
- Customer preferences and satisfaction levels change over time; a single-point-in-time survey may not reflect long-term trends.
- Customers may misunderstand survey questions, leading to inaccurate or inconsistent responses.
- Satisfaction is a subjective feeling that varies from person to person; what satisfies one customer may not satisfy another.

Data Analysis and Interpretation

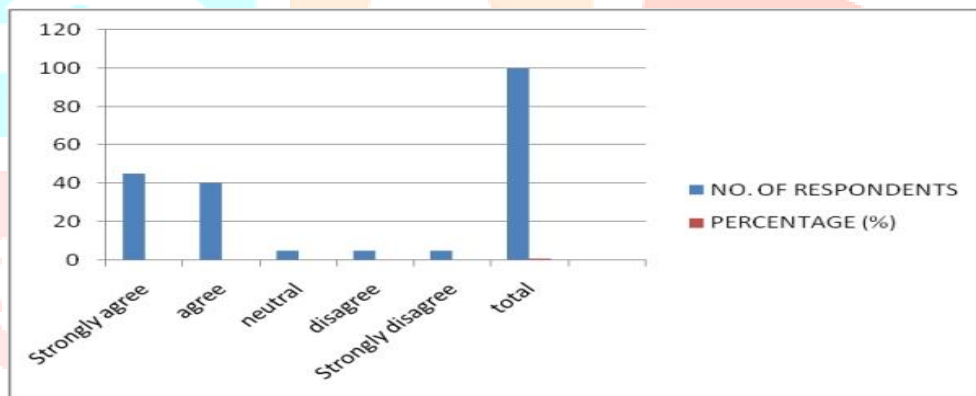
1. Justification of price of Vespa for its quality

TABLE:

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
Strongly agree	41	45%
Agree	37	40%
Neutral	4	5%
Disagree	4	5%
Strongly disagree	4	5%
Total	90	100%

Source: Primary data

GRAPH :



INTERPRETATION:

The table shows respondents' opinions on whether the price of Vespa is justified for its quality. 45% strongly agree and 40% agree, indicating that most respondents believe the price is justified. 5% remain neutral, while 5% disagree and 5% strongly disagree. Overall, the majority feel that Vespa's price matches its quality.

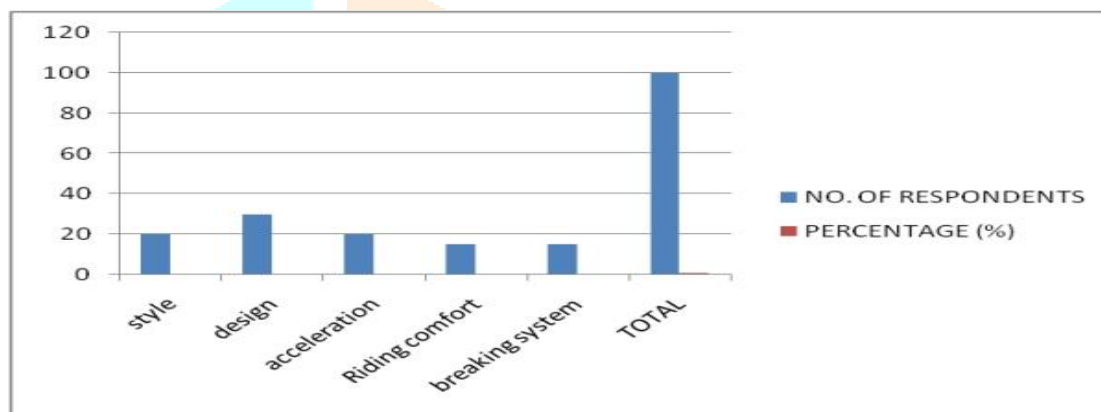
2. Features liked by customers in Vespa

TABLE

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
Style	18	20%
Design	28	30%
Acceleration	18	20%
Riding comfort	13	15%
Breaking system	13	15%
TOTAL	90	100%

SOURCE: Primary data

GRAPH :



INTERPRETATION:

The table shows the features liked by respondents in Vespa. 30% prefer the design, while style and acceleration are preferred by 20% each. Riding comfort and braking system are liked by 15% each. Overall, design is the most preferred feature.

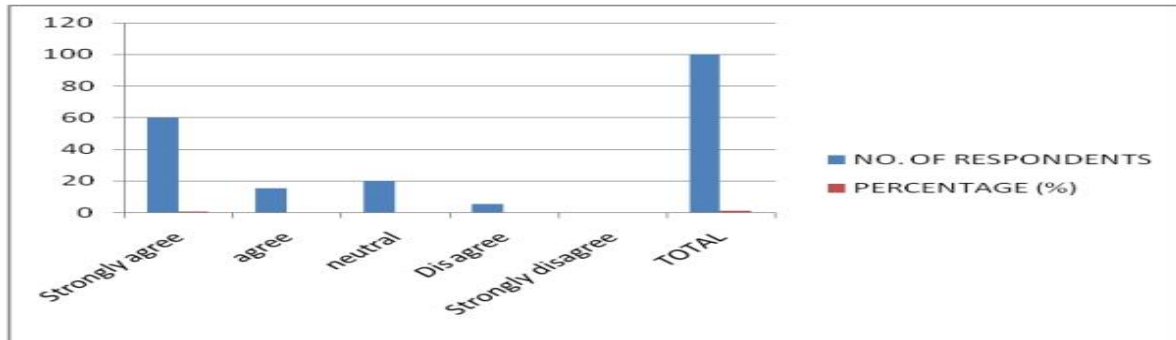
3. Vespa is good compared to other brands ?

TABLE :

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
Strongly agree	54	60%
Agree	13	15%
Neutral	18	20%
Disagree	5	5%
Strongly disagree	0	0%
TOTAL	90	100%

SOURCE: Primary data

GRAPH :



INTERPRETATION:

The table shows respondents' opinions on whether Vespa stands strong compared to other brands. A majority of respondents (60%) strongly agree with the statement, while 15% agree. About 20% of respondents remain neutral and 5% disagree. Overall, most respondents believe that Vespa stands strong compared to other brands.

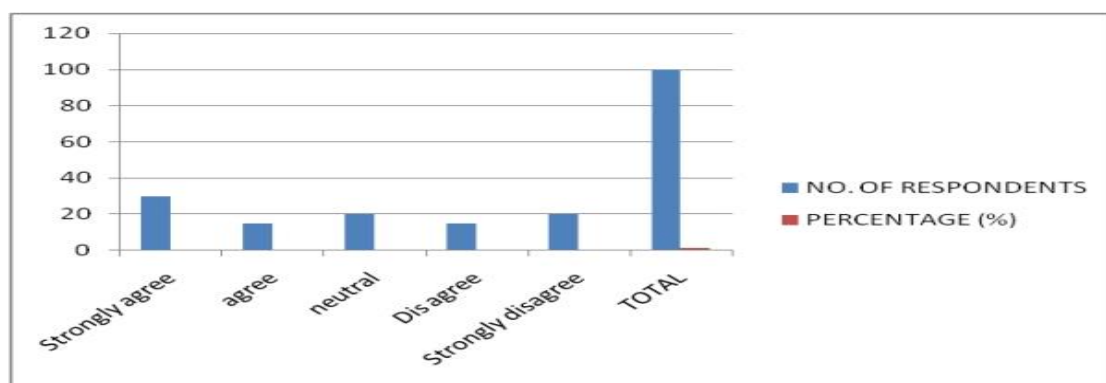
4. Vespa have attractive and appealing colour options ?

TABLE

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
Strongly agree	27	30%
Agree	14	15%
Neutral	18	20%
Dis agree	13	15%
Strongly disagree	18	20%
TOTAL	90	100%

SOURCE: Primary data

GRAPH :



INTERPRETATION:

The table shows respondents' opinions on whether Vespa has attractive and appealing colour options. About 30% of respondents strongly agree, while 15% agree with the statement. Around 20% remain neutral, 15% disagree, and 20% strongly disagree. Overall, opinions are mixed regarding Vespa's colour options.

FINDINGS

- The majority of respondents are satisfied with the driving comfort of Vespa scooters.
- A majority of respondents are satisfied with the pickup and performance of the Vespa scooter.
- A large proportion of respondents are satisfied with the after-sales service provided by Vespa. Most respondents feel that dealerships clearly explain the service procedures and costs.
- A majority of respondents believe that Vespa scooters offer good value despite their higher price.
- The majority of respondents believe that the price of Vespa is justified for its quality, with most respondents agreeing or strongly agreeing with the statement.

SUGGESTIONS

- Vespa should focus on improving fuel efficiency to meet customer expectations and compete better with other scooter brands.
- The company can introduce more attractive and trendy colours to appeal to a wider range of customers.
- Vespa dealerships should ensure consistent availability of spare parts and accessories.
- Dealerships should provide continuous training to staff to improve communication, problem-solving, and customer handling.
- Vespa should ensure quick service, clear service procedures, and transparent service costs.
- The company should continue improving riding comfort, suspension quality, and overall vehicle performance.
- Vespa can conduct promotional campaigns, test ride events, and digital marketing to highlight its design, style, and premium quality.
- Service centers should respond quickly to customer complaints and resolve issues efficiently to improve customer satisfaction.

CONCLUSION

Customer satisfaction refers to the level of happiness or contentment a customer feels after purchasing and using a product or service. It shows whether the product meets or exceeds the customer's expectations. In the case of Vespa scooters, customer satisfaction depends on factors such as performance, mileage, design, price, and after-sales service.

Overall, the study concludes that Vespa scooters have a strong market image and a good level of customer satisfaction, but improving mileage and some service aspects can further enhance customer experience.

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