



Customer Satisfaction and Brand Loyalty in the Petrol Bike Market: A Study on Young Riders' Preferences and Expectations

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Abstract

Introduction: Satisfaction is a person's feelings of pleasure or disappointment resulting from a comparison of a product's perceived performance with expectations. As the definition indicates, satisfaction is a function of perceived performance and expectations. If the performance does not meet the customer's expectations, the customer is dissatisfied. If the performance exceeds expectations, the customer is very satisfied or happy. There has been a noticeable shift in the petrol bike market from a buyer's market to a seller's market, with plenty of choice. Players have to operate on various fronts such as pricing, technological product design, productivity, after-sales service, marketing and distribution. In the short term, the market shares of individual producers are sensitive to capacity, product acceptance, prices and competitive pressures from other producers. **Methods:** The research approach used is quantitative research approach in which each of the statements and questions have been provided with certain scores. The total of 123 respondents were taken to conduct the research. A structured questionnaire was designed based on five-point Likert scale. **Findings:** In terms of gender, the male population (89.4%) was greater than female population (10.6%). In accordance of age, the majority of people where from age group 18-25 (71.5%). According to the collected data (49.6%) of respondents ride their bike daily. **Conclusion:** According to the report, petrol bikes are most popular among young people, particularly from manufacturers such as Hero, Honda, Bajaj and KTM. Many users are satisfied with their bikes and would suggest them to others, but they believe they may be improved in terms of speed, fuel efficiency, noise, and lighting. Companies can increase customer satisfaction by enhancing these elements. Focusing on these improvements and marketing to young male riders may help these brands flourish.

Keywords: Customer, Petrol, Satisfaction, Bike



Introduction

In the modern economy, customer satisfaction and services are just as important for success as product sales. HERO, BAJAJ, HONDA, TVS, YAMAHA, and ROYAL ENFIELD are renowned makers of two-wheeled motorcycles. When conducting research on satisfaction, companies typically inquire about whether customers feel their product or service has lived up to expectations. Therefore, expectations play a crucial role in determining satisfaction levels (Choi, 2013). If customers have high expectations but those expectations are not met, they are likely to feel disappointed and rate their experience as unsatisfactory. As a result, a luxury resort may receive lower satisfaction ratings compared to a budget motel, even though the resort may offer superior facilities and service in absolute terms (Nikam, 2023; Neupane, Pant, & Bhattarai, 2023).

The degree to which a company's goods and services either match or exceed the expectations of its clients is known as customer satisfaction. These days, consumers expect immediate after-sale support in addition to simple items. Okay. Along with the utility of the product or service, customer happiness is mostly influenced by how consumers are handled before to, during, and after a sale is completed. After-sale service, according to Philip Kotler, is a service that a business offers to a client following a sale. High-margin businesses like after-sales services make up a sizable portion of company revenues. Despite making up only 24% of sales, businesses receive 45% of their gross earnings from the aftermarket, according to a 1999 AMR Research study. It is projected that acquiring a new client will cost (Giri & Thapa, 2016).

Examining customer satisfaction with bikes that run on gasoline is the primary goal of the study. Offering theoretical insights into how consumers view the handling, speed, and fuel efficiency of petrol bike is the main aim of this study . • In light of the advantages the bike provides, do customers believe the price is reasonable? • How happy are customers with the availability and quality of service for their own motorcycles? • Are customers satisfied with the features and functionality that gas-powered bikes provide? • How do consumers feel using a gas-powered bike compares to other forms of transportation in terms of its impact on the environment?

For several reasons, petrol bikes places the highest priority on customer happiness. Customers are more likely to stick with a brand and make more purchases if they are happy with their bikes. Contented clients frequently recommend their Bikes to friends and family, which helps the business, grow its clientele without spending money on expensive advertising (Malla, 2016). Good customer experiences help the brand become more credible and well-known, which makes it simpler for the business to stand out from the competition. Furthermore, manufacturers can improve their Bikes to better satisfy client needs by gathering feedback from both satisfied and dissatisfied customers. Customers' attitudes regarding fuel efficiency and emissions might have an impact on their overall happiness, especially in light of the growing environmental concerns. In the end, making sure that customers are satisfied (Achari & Choudhary, 2023). To describe customer satisfaction



regarding petrol bike: Performance, dependability, and affordability are often key factors that determine customer satisfaction with petrol bikes. Smooth acceleration, fuel efficiency, and low maintenance requirements are features that riders value in a bike.

Literature Review

In this study the author has studied the importance of customer satisfaction. Which is very important in gaining the customers. And he also stated that the customer relationship management is very important, there should be company should show some transparency actions to the customers (Achari & Choudhary, 2023). The author has given the meaning and definition about loyal customer. The author has examined the psychological factors influencing in satisfaction of the product and services. There are some psychological factors that help to enhance customer satisfaction, treating the customers when they visit the outlet, treating customers at the time of service and repaired. The company may send greetings & wishes to their customers in the time of special vacations like birthday etc (Roth, 2014). In the study the author has analyzed the evaluation of taste and quality of the products that are sold to the customers (Neupane, 2018). Because if the quality of the product meets the expectations of the customers then they will surely be satisfied but if the quality of the sold product failed to meet their expectations then they may be chances of disappointment (Achari & Choudhary, 2023; Neupane, Pant, & Bhattarai, 2023). The author has described the factors influencing in buying process, for example friends, relatives, media, and advertisements. These kinds of factors influence the customer to buy the 20 products. These are the strong forces which make potential buyer, in the time of buying durable goods the friends and media, relatives definitely play a dominant role (Utama, 2021). In this study, we can notice the value of customer's satisfaction, they started evaluating the expected satisfaction up on perceived satisfaction. It is very important to the companies to know what customers saw. And what they get? All the companies trying to match them but it is not so easy to demonstrate (Cleveland & Laroche, 2004). In this study the author have analyzed that customers attitude and desire are dynamic, the customer are not fixed to single product or brand they always want to change from ordinary to superior so the company must update its product and services according to the time and situations (Achari & Choudhary, 2023). As the market booms. Justin Gabriel (1996): - In this study, we can notice that how to increase the level of customer satisfaction. In this study the author has analyzed the buying behavior of customer which will helps to make selling strategies from the seller or company. Because in the modern world the customers' needs and attitudes are continuously changes, so customer satisfaction and buying behavior of the customer study is very essential now a days (Phd, 2019). In this study the author has analyzed the degree of customer expectations toward a particular brand. Hence the customer expectations differ from one brand to another. So, we have to sort out our customer expectations. For example, customer expects more from the popular branded products but they expect little from the local brands (Khan, Rehman, & Ali, 2009). The author examined the post purchase attitude of customers. in the time of purchase customers attitude is positive but after the purchase the attitude may be turn in to a negative.



And then it leads to dissatisfaction (Choi, 2013). In this study the author had explained the advertising and promotional skills to the sellers to gain the new customers to improve the sales volume. If sales volume increases automatically profit will also boom up.

Now a days without advertising our product we cannot sell a single piece, that's the power or advertisement (Vyshnivska, 2023). In this study the author has analyzed that customer satisfaction survey should be proper and well planned, without proper objectives and goals we can't find out the related information which are needed to the company. Related population and active sample are very important in the satisfaction surveys. By these we can find out the accurate solution to the problems. In this study the author studied about the loyal customers. Loyal customers are those who purchase a same brand product in their shopping. They never bothered about the price because they knew that the quality will be maintained according to the price. A loyal customer is more important than 10 new customers to the company (Szyndlar, 2024). In this study the author analyzed that there is a relationship between brand structure and customer gratification. I agreed because if the rate of customer satisfaction increases, the brand value increases and if the rate of customer satisfaction decreases then automatically brand value will decrease. In this study the author revealed that the impression of the customers towards company helps in a positive manner to enhance the customer satisfaction. Treating of customers should be same as in pre-sale and post-sale of product and services (Uca & Köse, 2013; Ghimire, Khanal, Neupane, & Acharya, 2018). In this study the author analyzed that, the company should take all the customers feedbacks in a positive manner so as to correct their faults and serve them even better. After receiving feedbacks from the customers, the company should show a gentle response to those customers this will create a positive and a healthy bond between customers and the company (Furnham, 2017). In the study the author highlighted the customer's needs and wants, if a customer is purchasing expensive product or service his expectations are too high his expectations are according to the price and brand value of the product.

The author argued that every business organization is to meet the customer's expectations. If a customer satisfied by the product and services provided by a company, he will again straight rebuy from the same company and then it will increase the brand value of that company, automatically there is an increase in the sales volume. Providing a quality product is not only increase customer satisfaction, together the company should provide all the required facilities to the customers before and after sales (Camilleri, 2017). In this study the author elaborated the skills and tactics to handle the critical situations in the company. We can learn how to handle the situation? How to handle customers? Etc. after learning these tactics we can easily negotiate with our customers (Prasad, 2020; Lamichhane & Neupane, 2023).

Methodology

The research approach used is quantitative research approach in which each of the statements and questions have been provided with certain scores (Mahat, Neupane, & Shrestha, 2024; Neupane, Joshi, Acharya, & Acharya, 2018). Exploratory research design is used for the



study. The study aims to explore between nutrition knowledge, dietary practice with regards to gender, religion and age so is it used. The population sample were both male and female petrol bikes user. The study was especially taken between the age group 18-25 and also the age group 26-35 and above 35. The sample size consists of 123 respondents. The people were asked to fill the questionnaire. Each respondent took about 5-10 minutes. The questionnaire was divided into two parts: i) The first part consisted of the socio demographic components like, age, sex, nationality, income. and ii) In second part the customer were ask to feel the questionnaire regarding petrol bikes.

Results and Analysis

The questionnaire was distributed or asked to the 128 respondents for the descriptive analysis.

Table 1 Demographic Analysis (Gender)

Demographic Analysis (Gender)					
Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	110	90.2	90.2	90.2
	Female	12	9.8	9.8	100.0
	Total	122	100.0	100.0	

Source: Survey 2024

Along with frequency and percentage data, the table displays the gender distribution of a sample population. 90.2% of the sample, or 110 out of 122 respondents, identified as men, according to the data. 12. Respondents who identified as female made up 9.8% of the sample overall. Given that men make up the majority in the dataset, this split demonstrates a clear gender imbalance. Whereas the percentages under "Valid Percent" show the percentage of each gender group among the total number of valid responses, the percentages under "Cumulative Percent" show the progressive accumulation of these percentages as you move down the list. Such data can direct targeted analyses or interventions that adopt gender-specific perspectives and are crucial for understanding the demographic composition of the sample.

Table 2 Demographic Analysis (Age)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	86	70.5	70.5	70.5
	26-35	28	23.0	23.0	93.4
	Above 35	8	6.6	6.6	100.0
	Total	122	100.0	100.0	

Source: Survey 2024

Information about the respondents' distribution across age groups in the 122-person sample is shown in the table. According to the system, there are three age groups: over 35, 26–35, and 18–25. The largest category, comprising 86 responses or 70.5% of the sample overall, is the

age range of 18 to 25. The next largest group, with 28 responses, or 23.0%, was the age range of 26 to 35. Those over 35 make up the youngest group of respondents, making up 8 of them or 6.6% of the sample. While the "Valid Percent" column shows the percentage of each age group in relation to the total number of entries, the "Cumulative Percent" column shows the cumulative percentage as you move down the age groups.

Table 3 Response Analysis (How often do you ride your petrol bike?)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	60	49.2	49.2	49.2
	Several times a week	23	18.9	18.9	68.0
	Once a week	14	11.5	11.5	79.5
	Occasionally	13	10.7	10.7	90.2
	Rarely	12	9.8	9.8	100.0
	Total	122	100.0	100.0	

Source: Survey 2024

Data about the frequency of petrol bike ridership among 122 respondents is presented in the table. When asked how frequently they ride their gas-powered motorcycles, respondents' answers were divided into five groups based on their responses. The most common response, "Daily," is given by 60 respondents, or 49.2% of the sample as a whole. The next response, "Several times a week," had 23 responders, or 18.9%. There are 14 responders who indicated they ride "Once a week," or 11.5% of the sample. Thirteen respondents, or 10.7%, selected "Occasionally," while twelve respondents, or 9.8%, selected "Rarely." The percentage of each response category in relation to all valid responses is shown in the "Valid Percent" column, and the cumulative percentage as you proceed down the frequency categories is displayed in the "Cumulative Percent" column.

Table 4 Response Analysis (Which brand of petrol bike do you use?)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Apache	1	.8	.8	.8
	Aprilia	1	.8	.8	1.6
	Aprilla	2	1.6	1.6	3.3
	Bajaj	34	27.9	27.9	31.1
	Benelli	1	.8	.8	32.0
	BMW	1	.8	.8	32.8
	Crossfire	1	.8	.8	33.6
	Hero	15	12.3	12.3	45.9
	Honda	38	31.1	31.1	77.0
	KTM	16	13.1	13.1	90.2
	Royal Enfield	1	.8	.8	91.0
	Royal Enfield	1	.8	.8	91.8
	TVS	4	3.3	3.3	95.1



	Yamaha	6	4.9	4.9	100.0
	Total	122	100.0	100.0	

Source: Survey 2024

The brand names of the gasoline bikes that 122 respondents utilized are shown in the table. It offers frequencies and percentages for each brand after classifying responses into groups. Honda is the brand that is most often cited, being used by 31.1% of responses, or 38 people. KTM is utilized by 13.1% (16 respondents), and Bajaj is used by 27.9% (34 respondents), following closely behind. Hero, Yamaha, and TVS are among the other brands that are included, with 12.3%, 4.9%, and 3.3% of the total. Certain brands receive only one or two mentions, making their overall percentage contribution negligible. The "Cumulative Percent" column in the table displays the progressive total as you proceed down the list of brands, while the "Valid Percent" column displays each brand's percentage in relation to the overall number of valid responses. This information offers insights.

Table 5 Response Analysis (How could you rate the fuel efficiency of your petrol bike?)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Good	17	13.9	13.9	13.9
	Good	67	54.9	54.9	68.9
	Fair	29	23.8	23.8	92.6
	Poor	8	6.6	6.6	99.2
	Very Poor	1	.8	.8	100.0
	Total	122	100.0	100.0	

Source: Survey 2024

Presents the respondents' evaluations of their petrol bikes' fuel efficiency, derived from a sample of 122 people. Five degrees of ratings are distinguished: "Very Good," "Good," "Fair," "Poor," and "Very Poor." The most popular rating, selected by 54.9% of respondents (67 people), is "Good," which is followed by "Fair" at 23.8% (29 respondents). Thirteen percent of the respondents evaluated it as "Very Good," eight respondents rated it as "Poor," and one responder assessed it as "Very Poor." As you proceed down the ratings, the "Cumulative Percent" column displays the progressive total, and the "Valid Percent" column displays the percentage of each rating category in relation to the overall number of valid responses. This information highlights different perspectives among respondents regarding the fuel efficiency of their gasoline-powered motorcycles.

Table 6 Response Analysis (How likely are you to recommend your petrol bike to others?)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Unlikely	13	10.7	10.7	10.7
	Neutral	44	36.1	36.1	46.7
	Likely	43	35.2	35.2	82.0
	Very Likely	22	18.0	18.0	100.0
	Total	122	100.0	100.0	

Source: Survey 2024



Based on 122 respondents, Table 6 presents the likelihood that respondents would suggest their petrol bikes to others. Four categories are used to classify responses: "Unlikely," "Neutral," "Likely," and "Very Likely." With 35.2% of responses (43 people), or most respondents, falling into the "Likely" group, "Neutral" is closely behind with 36.1% (44 respondents). With 18.0% (22 respondents) selecting "Very Likely," "Unlikely" is the least popular choice with 10.7% (13 respondents). The "Cumulative Percent" column displays the progressive total as you proceed down the recommendations, while the "Valid Percent" column displays the percentage of each suggestion likelihood group in relation to the overall number of valid responses. This information reveals respondents' desire to recommend their gas-powered motorcycles to others, indicating differing levels of satisfaction.

Table 7 Response Analysis (How satisfied are you with the speed performance of your petrol bike?)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	23	18.9	19.0	19.0
	Satisfied	70	57.4	57.9	76.9
	Neutral	23	18.9	19.0	95.9
	Very dissatisfied	2	1.6	1.7	97.5
	Dissatisfied	3	2.5	2.5	100.0
	Total	121	99.2	100.0	
Missing	System	1	.8		
Total		122	100.0		

Source: Survey 2024

Based on a sample size of 122 people, Table 5 presents an analysis of respondents' satisfaction levels with respect to the speed performance of their petrol bikes. Five categories are used to classify the responses: "Very satisfied," "Satisfied," "Neutral," "Very dissatisfied," and "Dissatisfied." 23 responders, or 18.9% of the genuine responses, expressed extreme satisfaction.

Seventy responders, or 57.9% of the valid responses, expressed satisfaction. Twenty-three responders, or 19.0% of the total valid responses, were neutral. 2 respondents, or 1.7% of the genuine responses, expressed extreme dissatisfaction. Three respondents, or 2.5% of the genuine responses, expressed dissatisfaction. The "Cumulative Percent" column displays the progressive total as you proceed along the satisfaction categories, while the "Valid Percent" column displays the proportion of each satisfaction level in relation to the total valid replies.

Table 8 Response Analysis (How Frequently do you encounter problems with your petrol bike?)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Frequently	12	9.8	9.8	9.8
	Frequently	35	28.7	28.7	38.5
	Occasionally	49	40.2	40.2	78.7



	Rarely	23	18.9	18.9	97.5
	Never	3	2.5	2.5	100.0
	Total	122	100.0	100.0	

Source: Survey 2024

Table 8 provides a study of the frequency with which respondents experience issues with their petrol bikes using a sample size of 122 people. Five levels of response classification are available: "Very Frequently," "Frequently," "Occasionally," "Rarely," and "Never." Very Often: Twelve people responded, making up 9.8% of the sample. Frequently: 28.7% of the 35 responders. From time to time: 49 respondents, or 40.2%. Rarely: 23 responders in all, making up 18.9%. Never: 3 responders, or 2.5 percent. While the "Cumulative Percent" displays the progressive total as you proceed down the frequency categories, the "Valid Percent" column displays the percentage of each frequency category in relation to the overall number of valid responses. The information highlights different degrees of maintenance concerns within the sample and offers insights into the frequency and severity of problems respondents had with their gasoline bikes.

Table 9 Response Analysis (How could you rate the noise level & vibration of your petrol bike during operation?)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Loud	10	8.2	8.2	8.2
	Loud	26	21.3	21.3	29.5
	Neutral	52	42.6	42.6	72.1
	Quiet	33	27.0	27.0	99.2
	Very Quiet	1	.8	.8	100.0
	Total	122	100.0	100.0	

Source: Survey 2024

Table 9 shows how much noise and vibration the respondents experienced when riding their gas-powered motorcycles. The information is grouped into five categories: "Very Loud," "Loud," "Neutral," "Quiet," and "Very Quiet." Its foundation is a sample of 122 individuals. Exceptionally Loud: Ten respondents, or 8.2% of the sample, said this. Out of the 26 respondents, or 21.3%, 26 spoke aloud. 52 responders, or 42.6% of the sample, had no opinion. 33 respondents, or 27.0%, chose to remain silent. Of the sample, one respondent, or 0.8%, was incredibly silent. The "Cumulative Percent" column displays the cumulative total as you move through the categories, while the "Valid Percent" column displays the percentage of respondents in each category in relation to the total number of valid responses. This information shows the range of experiences and gives a general idea of the respondents' perceptions of the vibration and noise level of their gasoline-powered motorcycles.



Table 10 Response Analysis (How satisfied are you with the visibility provided by the lights (Headlights, indicators) on your petrol bike?)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	25	20.5	20.5	20.5
	Satisfied	62	50.8	50.8	71.3
	Neutral	21	17.2	17.2	88.5
	Dissatisfied	1	.8	.8	89.3
	Very dissatisfied	13	10.7	10.7	100.0
	Total	122	100.0	100.0	

Source: Survey 2024

The satisfaction levels of the respondents with their fuel bikes' lights (indicators and headlights) in terms of visibility are shown in Table 10. Five levels of satisfaction are identified in the data, which is based on a survey of 122 people: "Very satisfied," "Satisfied," "Neutral," "Dissatisfied," and "Very dissatisfied." Very satisfied: twenty-five people, or twenty.5%, responded.50.8% of the 62 respondents expressed satisfaction. Twenty-one responses, or 17.2%, were neutral. One responder, or 0.8%, expressed dissatisfaction.10.7% of the 13 respondents expressed extreme dissatisfaction. The "Cumulative Percent" column displays the progressive total as you proceed through the categories, while the "Valid Percent" column displays the percentage of respondents in each satisfaction category in relation to the overall number of valid responses. The data presents an analysis of respondents' perceptions of the visibility offered by the lights on their petrol bike, revealing a range of satisfaction levels within the sample.

Table 11 Response Analysis (How comfortable do you find riding your petrol bike for long distances?)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Comfortable	23	18.9	18.9	18.9
	Comfortable	62	50.8	50.8	69.7
	Neutral	23	18.9	18.9	88.5
	Very Discomfortable	6	4.9	4.9	93.4
	Discomfortable	8	6.6	6.6	100.0
	Total	122	100.0	100.0	

Source: Survey 2024

An examination of respondents' comfort levels when riding their gas-powered bikes over long distances is shown in Table 11. The information is divided into five categories: "Very comfortable," "Comfortable," "Neutral," "Very Discomfortable," and "Discomfortable." It is based on replies from 122 people. Twenty-three respondents, or 18.9% of the sample, said they felt very comfortable. 50.8% of the 62 respondents said they felt comfortable. Twenty-three respondents, or 18.9%, were neutral. Very Uncomfortable: 6 responders, or 4.9% of the sample.



Uncomfortable: eight responders, or 6.6%.The percentage of respondents in each comfort category in relation to the overall number of valid replies is displayed in the "Valid Percent" column, and the progressive total as you advance through the categories is indicated in the "Cumulative Percent" column. This information shows different respondents' perceptions of comfort when riding their gasoline bikes over extended distances.

Table 12 Response Analysis (How expensive are you with the maintenance cost of a petrol bike?)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Expensive	11	9.0	9.0	9.0
	Expensive	55	45.1	45.1	54.1
	Neutral	31	25.4	25.4	79.5
	Very affordable	25	20.5	20.5	100.0
	Total	122	100.0	100.0	

Source: Survey 2024

Table 12 looks at the respondents' contentment with their gas bike maintenance expenses. Four groups have been created from the data: "Very Expensive," "Expensive," "Neutral," and "Very affordable." Reactions from 122 individuals form its basis. Exorbitant: Of the total respondents, 11 people (9.0%) participated. 45.1% of the sample, or 55 responders, were costly. A total of 31 respondents, or 25.4%, expressed no opinion. 25 responders, or 20.5% of the sample, is a very low number. As you move through the categories, the "Cumulative Percent" column shows the progressive total, while the "Valid Percent" column shows the percentage of respondents in each satisfaction category as a percentage of all valid replies.

Findings

The research findings indicate a significant trend in customer satisfaction regarding petrol bikes among the 123 respondents surveyed. The data reveals that a majority of users are young males aged 18-25, comprising 71.5% of the total sample, highlighting a demographic that is particularly engaged with petrol bikes. Approximately 49.6% of the respondents reported riding their bikes daily, suggesting that petrol bikes are an integral part of their daily lives. The study also identifies that popular manufacturers such as Hero, Honda, Bajaj, and KTM dominate the market, with users expressing general satisfaction with their products. Respondents reported positive experiences, particularly regarding the performance and reliability of their bikes. However, areas for improvement were identified, with users indicating that enhancements in speed, fuel efficiency, noise levels, and lighting could significantly elevate their satisfaction. The feedback underscores the importance of continuous innovation and responsiveness to customer needs in a competitive market, as satisfied customers are likely to recommend their bikes to others, contributing to brand loyalty and market growth.



Critical Analysis

The analysis of customer satisfaction in the petrol bike market presents both strengths and challenges for manufacturers. While the majority of respondents express satisfaction with their bikes, the critical feedback on areas for improvement points to a potential gap between customer expectations and product offerings. This disconnect highlights the necessity for manufacturers to engage in comprehensive market research and actively seek customer feedback to drive product enhancements. Furthermore, the concentration of satisfied customers within the young male demographic suggests a need for manufacturers to broaden their appeal, considering the diverse needs and preferences of different customer segments, including females and older riders. The findings also imply that brands should prioritize after-sales services, as these significantly impact overall customer satisfaction. In a rapidly evolving market, where consumer preferences are dynamic, a proactive approach to product development and customer engagement is essential. Manufacturers that can effectively respond to the insights gathered from customer feedback will likely achieve a competitive advantage and foster long-term loyalty in an increasingly crowded marketplace.

Conclusion

In conclusion, the study on customer satisfaction regarding petrol bikes reveals that while a significant majority of users, particularly young males aged 18-25, are generally satisfied with their experiences, there are clear areas for improvement that manufacturers must address. The findings suggest that while brands like Hero, Honda, Bajaj, and KTM have successfully captured market share, they must remain vigilant in understanding and responding to customer expectations. The emphasis on performance, reliability, and after-sales service highlights the critical role these factors play in shaping customer perceptions and loyalty. As the market shifts toward greater competition, manufacturers who prioritize customer feedback and continuous product innovation will be better positioned to enhance satisfaction and drive brand loyalty.

Recommendations

Based on the findings of this study, several recommendations can be made for manufacturers in the petrol bike market. First, companies should conduct regular surveys and feedback sessions with customers to better understand their needs and expectations, particularly focusing on the features that require improvement, such as speed, fuel efficiency, noise levels, and lighting. Additionally, developing targeted marketing strategies that appeal to a broader demographic, including female riders and older customers, can help expand market reach and enhance brand loyalty. Furthermore, investing in after-sales services and customer support can significantly improve the overall customer experience, ensuring that users feel valued and supported throughout their ownership journey. By adopting a customer-centric approach and fostering open communication, manufacturers can create a strong foundation for sustained growth and competitive advantage in the petrol bike market.



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