



Assessing Environmental Concerns and Their Effects on Customer Satisfaction with Petrol Scooters

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Abstract

Background: This study investigates customer satisfaction regarding petrol scooters, reflecting a shift in market dynamics from a buyer's market to a seller's market, characterized by increased competition and consumer choice. Understanding consumer satisfaction is vital for manufacturers to enhance loyalty and retain customers in this evolving landscape.

Objective: The primary objective of this research is to evaluate consumer perceptions of petrol scooters in terms of performance, pricing, service availability, and environmental impact. Specifically, it aims to identify the factors that contribute to customer satisfaction and the expectations users have regarding their scooters.

Methods: A quantitative research approach was employed, utilizing a structured questionnaire with a five-point Likert scale. The survey was distributed among 116 respondents, focusing on their experiences and satisfaction levels with petrol scooters.

Findings: The results reveal that a significant portion of the scooter-riding population is young females aged 18-25, with 44.8% using their scooters daily. While many users express satisfaction with their scooters, they also identify areas for improvement, such as speed, fuel efficiency, noise, and lighting. **Conclusion:** The study concludes that enhancing these features can bolster customer satisfaction, particularly among young women, thereby promoting brand loyalty and encouraging repeat purchases. Manufacturers should focus on these improvements to align with consumer expectations and preferences. **Novelty:** The novelty of this research lies in its focus on the unique preferences



of young female riders in the petrol scooter market, offering actionable insights for manufacturers to tailor their marketing strategies effectively.

Keywords: Customer Satisfaction, Petrol Scooters, Young Consumers, Performance Evaluation, Market Dynamics, Brand Loyalty

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 (Berry & Parasuraman, 1981; Mahato, Nepali, & Bhat, 2024). 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. Many companies aim for high satisfaction, because only satisfied customers will still find it easy to switch when a better offer comes along. Highly satisfied people are much less willing to change (Pandey & Adhikari, 2024; Yadav, 2024). Great satisfaction or joy creates an emotional affinity in the brain, not just a rational preference. The result is high customer loyalty. In this tough competition, customers play a very important role (Ghimire & Neupane, 2022). Therefore, if a company wants to survive, it should pay attention to the factors affecting customer satisfaction. Although this is a very subjective topic that varies from individual to individual, it is still important to identify some key parameters of customer satisfaction. Satisfaction is a person's feelings of pleasure and disappointment that arise when the perceived performance of a product is compared to their expectations. A businessman only pursues the happiness of the customer (Rayamajhi & Sejuwal, 2024; Mahat, Neupane, & Karki, 2023).

There has been a noticeable shift in the petrol scooter market from a buyer's market to a seller's market, with plenty of choice (Neupane, Pant, & Bhattarai, 2023; Lamichhane & Neupane, 2023). 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.

The study's main objective is to investigate consumer satisfaction with gasoline-powered scooters. The purpose of this study is to offer theoretical insights into how consumers perceive the speed, fuel efficiency, and handling of petrol scooters.

- Do consumers think the cost of the scooter is fair considering the benefits it offers?
- To what extent are consumers satisfied with the availability and caliber of service for their personal motorbikes?
- Are users happy with the features and performance that gasoline scooters offer?
- What impressions do consumers have of the environmental effects of gasoline scooter use compared to other types of transportation?

Scooters, which are an important part of our lives nowadays, represent a portion of the average man and woman. As technology evolves, petrol scooters gain new features to stay up



with the advancements. As more brands become available, consumers' lifestyles and shopping habits evolve alongside them. Youth, in particular, pay more attention to the scooter's style and design. The study specifically seeks to uncover purchasing patterns and obtain insight into consumer behavior. The study's key objectives were to improve understanding of the companies' marketing tactics and to discover the most favorable purchasing habits among scooter target users. The study's findings also helped corporations coordinate their marketing strategy with an evolving consumer base. Ensuring customer satisfaction regarding Petrol Scooters involves providing high-quality products, reliable after-sales service, and addressing customer concerns promptly to build trust and loyalty. Satisfied customers are likely to return and recommend the brand, driving long-term success.

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 (Goldner, 2006). In this study the author has provided the meaning and definition of customer satisfaction. And meaning of customer who is a customer? What is he needed? What criteria's to analyses the perception and attitude of customers. It helps to conduct the survey according to the plan (Grigoroudis & Siskos, 2009; Avhikari, Ghimire, Neupane, & Regmi, 2018).

The author has given the meaning and definition about loyal customer. A customer is a person who buys the goods and services of the same brand is known as loyal customer. A single loyal customer is important than the ten new customers so he tells about the need and importance of loyal customers (Vavra, 1997). 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 changing, so customer satisfaction and buying behavior of the customer study is very essential now a days (Howard & Sheth, 1969).

The author has examined the psychological factors influencing in satisfaction of the product and services. There are some psychological factors that helps 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 (Oliver, Identifying the health conscious consumer., 1981). In the study the author has analyzed the evaluation of taste and quality of the products that are sold to the customers. 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 (Hunt, 1977).

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. (Engel & Blackwell, 1982). 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 (Wilton, 1988).

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. As the market booms (Berry & Parasuraman, 1981). 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 (Gabriel, 1996).

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 (Markka's, 1994). 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 (Westbrook & Reilly, 1983).

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 booms up. Now a days without advertising our product we cannot sell a single piece, that's the power or advertisement (Holloway & Andy, 1999). 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 (liu, 2003).

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 (Ward & Andrew, 2000). 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 decreases (man & Kanuk, 2004).

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 (Woodruff & Gadian, 1996). 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 bondage between customers and the company (Hung, 1977).

According to the author Satisfaction is the customer's fulfillment comeback. Before providing any services to the customers it's better to learn the expectations because if a company provide their services without knowing customer expectation it may leads to dissatisfaction because he is expecting at a high rate if u fails to meet those it definitely leads to dissatisfaction (Oliver, Marketing Management, 1973). 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 (Tse & Wilton, 1988).

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 quality products is not only increase customer satisfaction, together the company should provide all the required facilities to the customers before and after sales (Switzes, 1980).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. (Anton, 1996).

Methods and Materials

Research Approach

The research approach used is quantitative research approach in which each of the statements and questions have been provided with certain scores.

Research Design

The purpose of the study is to ascertain about customer satisfaction regarding petrol scooter. In order to gather information on respondents' perceptions, a quantitative technique was applied in the research. To characterize the fundamental characteristics of the data in this inquiry, the research uses a descriptive and analytical research design. The study's chosen research design is a descriptive one in order to learn about the respondent profile, present and describe the data collection, and define the features of the respondents. Because it works with the correlations that already exist between unmanipulated variables, descriptive methodology is a widely acknowledged approach for application. The study has addressed a wide variety of factual issues regarding mental health.

The research is conducted among customers who uses petrol scooters. The questionnaire was asked to be filled by the respondents which consists of some socio-demographic information, questions regarding the satisfaction and dissatisfaction regarding petrol scooters. The



blueprint for data gathering and distribution for the study is the sampling design. A sample of the population has been chosen since a population census is not ideal for this type of investigation. This study's sample size consists of 116 respondents. Those respondents are currently studying in their respective fields. The sample design for the study has been appropriately and carefully developed to obtain the necessary and relevant information from the subject. For the study, convenience sampling was used. Thus, responses from various customers were used to gather the relevant answers. The data collection tool used was questionnaire. Multiple choice questionnaire was used for data collection where part A consists of the socio demographic information, part B consists of the information related to various customers and their preferences with the petrol scooters.

The primary survey was used to carry out the investigation. The information was gathered from a variety of respondents using a standardized questionnaire. A study was conducted to gather feedback from customers. All of the poll questions were closed-ended, which limited the respondents to the available options. The questionnaire was self-administered, and the appropriate approach was utilized for the circumstances. A survey was conducted with the help of the Internet in which students were asked to fill out the forms according to their perceptions.

Results and Analysis

The information was gathered via an online questionnaire disseminated among various respondents using petrol scooters. This section discusses the demographic profile of the respondents and how it was evaluated using the primary data acquired through surveys.

Table 1 Demographic Analysis (Gender)

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	42	36.2	36.2	36.2
	Female	74	63.8	63.8	100.0
	Total	116	100.0	100.0	

Source: Survey 2024

Table 1 shows the male and female proportion out of 116 respondents. Here, the percentage of female respondents (63.8%) of using petrol scooters is higher in wide range than that of male respondents (36.2%).

Table 2 Demographic Analysis (Age)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	83	71.6	71.6	71.6
	26-35	21	18.1	18.1	89.7
	4	12	10.3	10.3	100.0
	Total	116	100.0	100.0	

Source: Survey 2024



The above table shows that out of 116 respondents, 83 (71.6%) were between the ages of 18-25, 21 (18.1%) were between the ages of 26-35 and only 12(10.3%) were above the age of 40. This shows that the age group that are mostly using petrol scooters lies between 18-25.

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	52	44.8	44.8	44.8
	Several times a week	36	31.0	31.0	75.9
	Once a week	9	7.8	7.8	83.6
	Occasionally	11	9.5	9.5	93.1
	Rarely	8	6.9	6.9	100.0
	Total	116	100.0	100.0	

Source: Survey 2024

This table summarizes how often respondents ride their petrol scooter. 44.8% uses the scooter daily, 31.0% uses it several times a week, 7.8% uses it once a week whereas 9.5% uses it occasionally and 6.9% uses it rarely.

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hero	7	6.0	6.0	6.0
	Honda	38	32.8	32.8	38.8
	Yamaha	31	26.7	26.7	65.5
	TVS	17	14.7	14.7	80.2
	Others	23	19.8	19.8	100.0
	Total	116	100.0	100.0	

Source: Survey 2024

The table summarizes what brand of petrol scooter do the respondents use. Out of 116 respondents, 7 uses hero, 38 uses Honda, 31 uses Yamaha, 17 uses TVS and the remaining respondents uses other brands of scooter.

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Good	17	14.7	14.7	14.7
	Good	52	44.8	44.8	59.5
	Fair	31	26.7	26.7	86.2
	Poor	13	11.2	11.2	97.4
	Very Poor	3	2.6	2.6	100.0



Total	116	100.0	100.0
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Source: Survey 2024

This table summarizes how does respondents rate the fuel efficiency of their petrol scooter. 17 respondents are very satisfied with their fuel efficiency, 52 rate them good, 31 are fairly satisfied whereas 13 rated them poor and a very less proportion of respondents (3) rated them very poor.

Table 6 Response Analysis (How are you to recommend your petrol scooter to 5?)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Unlikely	2	1.7	1.7	1.7
	Unlikely	11	9.5	9.5	11.2
	Neutral	38	32.8	32.8	44.0
	Likely	35	30.2	30.2	74.1
	Very Likely	30	25.9	25.9	100.0
	Total	116	100.0	100.0	

Source: Survey 2024

From the above table, out of 116 respondents, 2 respondents are very unlikely to recommend their petrol scooter to others, 11 are unlikely, 38 are neutral with their decisions, 35 are likely and 30 are very likely to recommend their scooters according to their experiences.

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Dissatisfied	2	1.7	1.7	1.7
	Dissatisfied	85	73.3	73.3	75.0
	Neutral	29	25.0	25.0	100.0
	Total	116	100.0	100.0	

From the above table, out of 116 respondents, 2 respondents are very dissatisfied with the speed performance of their scooter, 85 are dissatisfied, 29 are neither satisfied nor dissatisfied.

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Frequently	23	19.8	19.8	19.8
	Frequently	23	19.8	19.8	39.7
	Occasionally	43	37.1	37.1	76.7
	Rarely	25	21.6	21.6	98.3



Never	2	1.7	1.7	100.0
Total	116	100.0	100.0	

Source: Survey 2024

From the above table, out of 116 respondents, 23 respondents encounter very frequent problems with their petrol scooter, 23 encounter frequent problems whereas 43 encounter occasional problems, 25 encounter problem rarely and 2 respondents never encounter problems with their petrol scooter.

Table 9 Response Analysis (. How could you rate the noise level & vibration of your scooter?)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Loud	16	13.8	13.8	13.8
	Loud	15	12.9	12.9	26.7
	Neutral	45	38.8	38.8	65.5
	Quite	34	29.3	29.3	94.8
	Very Quiet	6	5.2	5.2	100.0
	Total	116	100.0	100.0	

Source: Survey 2024

From the above table, 16 respondents rated the noise level as very loud, 15 rated loud, 45 rated neutral, 34 rated quiet and 6 respondents rated as very quiet.

Table 10 Response Analysis (. How are you with the visibility provided by the lights (Headlights, Indicators) on your petrol scooter)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Dissatisfied	4	3.4	3.4	3.4
	Dissatisfied	97	83.6	83.6	87.1
	Neutral	15	12.9	12.9	100.0
	Total	116	100.0	100.0	

Source: Survey 2024

From the above table, 4 respondents were very dissatisfied with the visibility provided by the lights, 97 were dissatisfied and 15 were neutral.

Table 11 Response Analysis (How satisfied are you with the visibility provided by the lights (Headlights, Indicators) on your petrol scooter?)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Uncomfortable	9	7.8	7.8	7.8
	Uncomfortable	10	8.6	8.6	16.4



Neutral	24	20.7	20.7	37.1
Comfortable	47	40.5	40.5	77.6
Very Comfortable	26	22.4	22.4	100.0
Total	116	100.0	100.0	

Source: Survey 2024

From the above table, 9 respondents find very uncomfortable to ride scooter in long distance, 10 find uncomfortable and 24 find it neutral whereas 47 find comfortable to ride scooter and 26 find very comfortable to ride scooter for long distance.

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Expensive	13	11.2	11.2	11.2
	Expensive	28	24.1	24.1	35.3
	Neutral	30	25.9	25.9	61.2
	Affordable	32	27.6	27.6	88.8
	Very Affordable	13	11.2	11.2	100.0
	Total	116	100.0	100.0	

Source: Survey 2024

From the above table, we can conclude that 27.6% of the customer thinks they can afford the petrol scooter, 25.9% of the customer are neutral with the statement, and 24.1% of the customer thinks they are expensive.

Findings

The findings of the report indicate distinct demographic and usage trends among scooter users. The majority of respondents are female (63.8%), exceeding the male respondents (36.2%), and most are within the 18-25 age range (71.6%), suggesting that younger women are predominant users. Daily scooter usage is common, with 44.8% of respondents riding their scooter every day. Honda scooters are the preferred choice among 32.8% of users, reflecting brand loyalty or market preference within this group. Fuel efficiency is positively rated, with 44.8% of respondents describing their petrol scooter’s fuel performance as good. Additionally, maintenance costs are viewed as affordable by 27.6% of respondents, indicating reasonable satisfaction with the upkeep expenses associated with scooter ownership. These findings highlight key demographic and product usage patterns that could inform targeted strategies in the scooter market.

Conclusion

This study highlights the significance of customer satisfaction in the petrol scooter market, emphasizing the need for manufacturers to understand and respond to consumer expectations. The research revealed that satisfaction is influenced by various factors, including performance, features, and after-sales service. With a majority of respondents being young



females, it is evident that this demographic plays a crucial role in shaping market trends and preferences. While many users expressed satisfaction with their petrol scooters from brands like Honda, Yamaha, and TVS, there were notable areas for improvement, particularly regarding speed, fuel efficiency, noise levels, and lighting. These findings underscore the necessity for manufacturers to continually adapt their products and services to meet evolving consumer demands, thus ensuring sustained customer loyalty and competitive advantage in a rapidly changing market.

Recommendation

To enhance customer satisfaction, it is essential for petrol scooter manufacturers to focus on improving key performance indicators that consumers prioritize, such as speed and fuel efficiency. Companies should invest in research and development to innovate their product offerings, ensuring they align with the latest technological advancements and consumer expectations. Additionally, enhancing after-sales services and addressing customer concerns promptly will foster trust and loyalty among consumers. Marketing strategies should target young female riders, highlighting features that resonate with their preferences and lifestyle. Moreover, conducting regular customer satisfaction surveys can provide valuable insights into consumer perceptions, enabling companies to identify and address gaps in their offerings. By implementing these recommendations, manufacturers can effectively enhance customer satisfaction, driving long-term growth and brand loyalty in the competitive petrol scooter market.

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