

## CUSTOMER SATISFACTION TOWARDS MOTORCYCLES: A CONCEPTUAL STUDY

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Received: 13 Apr 2018

Accepted: 18 Apr 2018

Published: 23 Apr 2018

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### ABSTRACT

*In general, satisfaction is a people's feeling of pleasure or disappointment resulting from comparing a product's perceived performance [or outcome] in relation to his or her expectations. If the performance lags the people's expectation, the customer is unhappy. If the performance goes with the expectations, the customer is happy. If the performance exceeds his or her expectation, the customer is delighted. The link between customer satisfaction and customer loyalty is not proportional. Suppose customer satisfaction is valued on a scale from one to five. At a very low level of customer satisfaction [level one], customers are likely to discard the company and even bad-mouth it. Through this conceptual review based paper efforts has been made to get insight into the factors responsible for attracting customers to buy motorcycles as well as factors resulting in consumer satisfaction and dissatisfaction as well. Use of secondary data has been made. Throughout the study, it has been found out that majority of the signaled towards consumer satisfaction with the respective brand/company adopted by the users except in a few cases while modernity of motorcycles is the key attracting factor with others as revealed in the paper below.*

**KEYWORDS:** Customer Satisfaction, Two-Wheeler, Motorcycle