

# Impact of Information Sources on Consumer Satisfaction Towards Two-Wheelers with Special Reference to Chennai City

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(Received 23 December 2024; Revised 05 February 2025, Accepted 24 February 2025; Available online 28 March 2025)

**Abstract** - This study examines the relationship between various forms of Information and individuals' satisfaction with two-wheelers in Chennai. Internet reviews, advertisements, word of mouth, and dealership interactions are just a few of the many information sources modern consumers encounter; these factors influence consumers' purchasing decisions and overall satisfaction. This research examines the impact of various information sources on consumer perceptions, attitudes, and post-purchase satisfaction using two-wheeler brands. To determine which sources of Information are most significant and trustworthy for purchasers, researchers in Chennai analyzed data and conducted surveys. The researchers continued by investigating the effects of various sources on decision-making, product quality, and consumer happiness. The findings highlight the importance of two-wheeler businesses' targeted marketing strategies to enhance the client experience and reveal key factors impacting satisfaction. The paper concludes with suggestions for companies to utilize information sources effectively to boost customer satisfaction and loyalty.

**Keywords:** Marketing Strategy, Survey, Customer Perception, Rank, Demographic Information

factor, and it provides an understanding of the relationship between the information sources during the decision-making process and consumer satisfaction, specifically mentioned through two wheels (Sagunthala, 2024).

Chennai is a metropolitan city with various demographic consumers with different needs and preferences. The city population is also known to increase the interest among two-wheelers, which makes the ideal location for analysis of the different factors that affect consumer satisfaction. To identify the various types of source information that influence the decision and satisfaction levels (Marazi et al., 2025). The main aim of this paper is to provide valuable Information for the two-wheeler manufacturers and marketers (Gayathiri & Anandakrishnan, 2017). This research study determines the relationship between various sources, such as consumer satisfaction, and whether it easily meets consumer expectations. This influenced the post-purchase experiences of Two-wheeler owners in Chennai (Rajmal & Gupta, 2025).

## I. INTRODUCTION

In India, Two-wheeler vehicles make up the central portion, followed by passenger vehicles (Kim et al., 2023). Motorcycles, scooters, and mopeds are the primary divisions. Apart from the Indian manufacturers, Japanese companies also contribute to producing two-wheelers in India. Indian companies contribute to the two-wheeler segment in India (Mathew & Varaprasad, 2025). The rapid growth of urban areas to raise the economic standard leads to increased demand for personal transportation, precisely like Chennai (Pandey et al., 2025). Following various modes of transportation, two-wheelers are gaining popularity due to their affordability, convenience, and ability to analyze congested traffic (Diwakar et al., 2024). Nowadays, Information plays a vital role in shaping consumer decisions. Here, we will explain various sources, such as advertisements, social media, and online platforms (Raj & Kaviarasu, 2015) It only assists the consumer in making a purchase decision and impacts overall satisfaction among the product purchases. Customer satisfaction is another key

## II. BACKGROUND INFORMATION

Nowadays, in the competitive market, various factors should influence consumer decision-making, which means the sources play an essential role. Consumers are related to different sources when purchasing two-wheelers, and they collect more Information related to these types of products, such as features, sales, service, and pricing (Dhayanidhi & Brindha Devi, 2024). This Information significantly affects consumer satisfaction, influencing repeat purchases, brand loyalty, and recommendations (Ariunaa et al., 2025). In the two-wheel industry in India, Chennai has experienced various growths in the analysis of income and the rise of the demand for personal transportation (Zakaria & Zaki, 2024; Zhang, 2024). Chennai is a heavy-traffic area; people purchase two-wheelers, making communication easy in all areas (Karthik et al., 2019; Kamala, 2023). Chennai is highly engaged with evaluating the different models and features to make purchase decisions compared to other cities (Selvaprassanth, 2024). Here, the roles of information sources in consumer decision-making are also described as offline

and online sources (Yoheswari, 2024). Offline sources, which means dealing with sales representatives (Koti & Prasad, 2016). Online sources include communication through social media, online reviews, and official websites (Sehgal & Soni, 2024).

Chennai is the capital city of TN; it is the central hub for automotive manufacturing consumption and has a well-developed infrastructure. Most consumers in Chennai use online and offline methods to make purchase decisions (Yokesh & Jayanthi, 2025). The availability of two-wheeler models and online platforms is to make Chennai the capital market with the impact of information sources on consumer satisfaction (Hariharan & Kumar, 2025). The main objective of this research is consumer satisfaction, which plays a vital role in determining how consumers perceive the two-wheeler products in Chennai (Khedkar, 2025).

### *Sales of Two-Wheelers in India*

TABLE I SALES OF TWO-WHEELERS IN INDIA (RAJ & KANNAN, 2022)

Sl. No	Year	Sales
1	2011	11.7
2	2012	13.4
3	2013	13.8
4	2014	14.8
5	2015	15.9
6	2016	16.4
7	2017	17.5
8	2018	20.2
9	2019	21.1
10	2020	17.4
11	2021	15.1

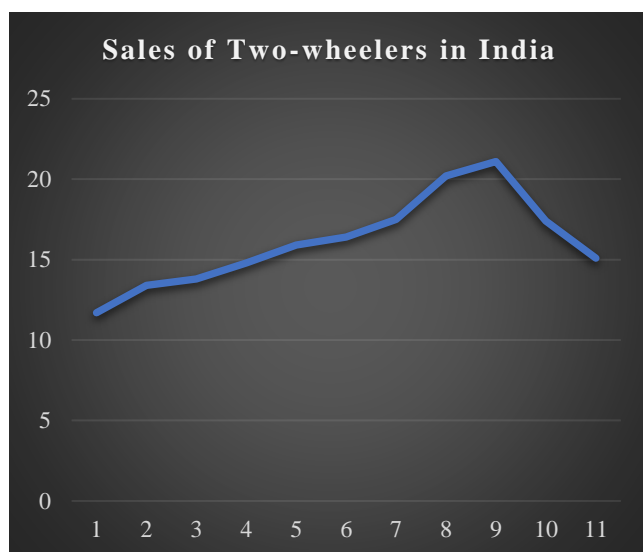


Fig. 1 Sales of Two-Wheelers in India

To interpret the above Table I and Fig. 1 analysis, we note the general sales from 2011 to 2018. In 2011, sales were 11.7; by 2018, they had grown to 20.2. This should indicate a steady state for increasing sales over the first seven years and reflect positive growth. In 2019, the sales increased to 21.1,

but the growth rate was slow compared to previous years. 2020, the value should decline, and sales should drop 2020 to 17.4 due to factors like the global COVID-19 pandemic and market disruptions. Future declined in 2021, which means sales decreased in value to 15.1 by 2021, continuing the trend from 2020. This is suggested as the recovery from the pandemic moved slowly and faced ongoing challenges that affected sales (Raj & Kannan, 2022).

### *Customer Perception*

Customer perception is how an individual acquires Information about the location and interprets Information related to attitudes. It is one of the marketing ideas for checking the studies followed by impression, awareness, opinion, and the company's product, service, and brand. The main attribute is that customers provide their preference through the automobile for comfort, color, size, and mileage (Mahambare et al., 2025). The perception of the customer decides the success of any product, which contains the most significant advancement mix as publicity.

## III. LITERATURE REVIEW

According to the authors (Doaa Abd El Samea et al., 2021), the four dimensions of CSR are economic, legal, ethical, and the impact on customers' purchase intentions. This research study mainly focused on CSR with the perception of customers included in the study, followed by the direct impacts of ethical and financial accountability on purchase intention and customers directly finding the responsibilities of service quality (Abd Elsamea & Rashed, 2021). (Sarthak Das, 2020) noted various factors, such as buying the two-wheelers, perception of a higher price, lack of knowledge and benefit among the extra prices, and lack of awareness (Ismail et al., 2024). Most customers lack awareness and have no positive perceptions of public events related to awareness programs. It is needed for the successful stage in the market (Das, 2020). The authors (Kamala et al., 2023) describe the sources of information as very important to all types of customers when making purchase decisions (Villacis et al., 2024). Most customers investigate through the required Information followed by readers to verify the advertisement attributed to two-wheelers. Social media platforms and Internet sources are important in purchasing two-wheelers in the digital world (Selvaprasanth, 2024). Manahila Ansar, 2019 concluded that Honda Activa Scooters are established in the two-wheeler industry. It is also known that the comfort and performance of students are worked in class (Ansar, 2019).

### *Importance of the Study*

Modern marketing concepts are used in consumer orientation, which is the consumers' perception of the product. Formulating the marketing mix is important. This research study also provides various directions among two-wheelers, specifically the pandemic, which has various factors influencing consumers' purchase decisions.

*Objectives of the Study*

- To examine customer perceptions of leading two-wheeler brands in Chennai.
- Identify the different factors that shaped customer opinions about motorcycles.
- To gauge respondents' awareness and perception of electric two-wheelers.

**IV. RESEARCH METHODOLOGY**

This research contains primary and secondary data used in two-wheel markets. It collected data from 220 respondents in Chennai, which contains the 200-person sample taken to check validity. Convenient sampling methods, chi-square, ANOVA, and Multiple regressions were used to pre-test the questionnaire sections (Pyakurel et al., 2025).

*Demographic Information*

TABLE II DEMOGRAPHIC INFORMATION

Demographics	particulars	Frequency	Percentage
Gender	Female	76	38
	male	124	62
	Total	200	100
Age	<20	22	11
	21-30	84	42
	31-40	65	32.5
	>=41	29	14.5
	Total	200	100
Occupation	Student	52	26
	Employee	62	31
	Professional	72	36
	Business	14	7
	Total	200	100
Salary	<26000	108	54
	26001-36001	53	26.5
	36001-46000	31	15.5
	>47000	8	4
	Total	200	100

To evaluate the demographic Information shown in Table II above, 53% of respondents are under 30, and more than 50% have graduation backgrounds and earn less than 26000 per month. Most people purchase two-wheelers on loan. 90% of women preferred the scooter due to its safety and convenience. 85% of men should be selected as bikes by style and performance. These are all found by purchasing the two-wheeler during the pandemic time for different genders.

*Customer Perception and Preference for Two-Wheeler*

TABLE III CUSTOMER PERCEPTION OF PREFERENCE FOR TWO-WHEELER

Particulars	T-Value and F value	Sig
Gender Influenced Two-Wheeler Purchase	16.935	0
Age & Consumer Perception and Two-Wheeler	24.17	0
Education and Factor Influences purchasing behavior	21.824	0
Income Factor Influencing Purchase Behavior	22.4561	0

To interpret the above table III, F and T values do not have a one-percent level indicating significant differences. It provides that most of the factors influence consumer purchasing behavior with two-wheelers and the profile of consumers.

*Influencing Perception of Product Features on 2-Wheeler Purchase Decision*

To use the ranking method, various factors are influenced by consumer perception of the brand. Table IV should indicate the credit facility, mileage, and prices. These are the important factors used to make two-wheeler purchase decisions. Another important factor to consider is the brand's engine performance and safety provisions in the vehicle.

TABLE IV RANK – FACTORS INFLUENCING FOR 2 WHEELERS PURCHASE

	1	2	3	4	5	6	7	8	Total
Brand	40	60	20	20	20			40	200
Price	60	60	40			40			200
Mileage	70	70	20		20	20			200
Model-Engine	30	30		30	50	30	30		200
Service	40	40	40	20	40	20			200
Safety	30			30	20		80	40	200
Resale value	30		30			50		70	200
Loan credit	50	10	30	30			30	30	200

*Impact of Factors Influencing Two-Wheeler Purchasing Behavior*

The results of the multiple regression analysis were utilized to assess how various factors related to consumer purchasing behavior affect satisfaction with two-wheelers. This data is presented in the table V below. The coefficients of multiple determination were 0.56, with an adjusted R-squared value of 0.54, indicating that the regression model is an effective fit. Variations among the dependent variable, such as 54.00, should be noted as independent variables. F value is 22.16, and it is significant to a one percent level of validating with the model as significant. Table V shows that the loan facility, mileage, and price factor impact the assumed positive consumer perceptions, followed by the credit card facility. Engine performance and brand values positively impact consumer satisfaction with two-wheeler purchases at the one percent level.

TABLE V FACTORS INFLUENCING CONSUMER PURCHASING BEHAVIOR FOR TWO-WHEELERS IN CHENNAI

Factors Influencing Consumer Purchasing Behavior	Regression Co-efficient	T-Value	Sig. Level
Intercept	1.012	10.811**	0
Brand	0.3010	6.402**	0
Price	0.4360	8.042**	0
Mileage	0.413	7.735**	0
Engine Performance	0.357	6.876*	0
Service	0.312	5.814	0
Safety	0.322	6.604	0

Resale Value	0.305	5.542	0
Loan	0.384	7.14	0
R <sup>2</sup>	0.56		0
Adjusted R <sup>2</sup>	0.54		0
F Value	22.16		0

### Brand Preference to Purchase Two-Wheelers Among Consumers

TABLE VI RANK WISE BRAND PREFERENCE FOR TWO-WHEELER

Brand Criteria	R1	R2	R3	R4	R5	R6	R7	Total
RE (Royal Enfield)	5	15	12	31	18	29	90	200
Yamaha	10	15	10	40	50	50	25	200
Suzuki	15	30	35	30	20	30	40	200
Bajaj	20	50	50	20	20	20	20	200
TVS	45	45	45	20	10	5	30	200
Honda	40	40	35	35	20	17	13	200
Hero	60	40	63	24	2	4	5	200

To interpret table VI analysis, most factors are determined by the positive relationship between price, mileage, engine performance, and support services. These factors are important in making two-wheeler purchase decisions. Engine performance is another critical factor in brand and vehicle safety provisions.

### Consumer Perception of Electric Two-Wheeler

TABLE VII CONSUMER PERCEPTION OF ELECTRIC TWO-WHEELER

S.NO	Perception	Respondents
[1].	High price	28
[2].	No extra value/extra cost	27
[3].	Lack of infrastructure	26
[4].	Lack of Awareness	19 (Raj & Kannan, 2022)

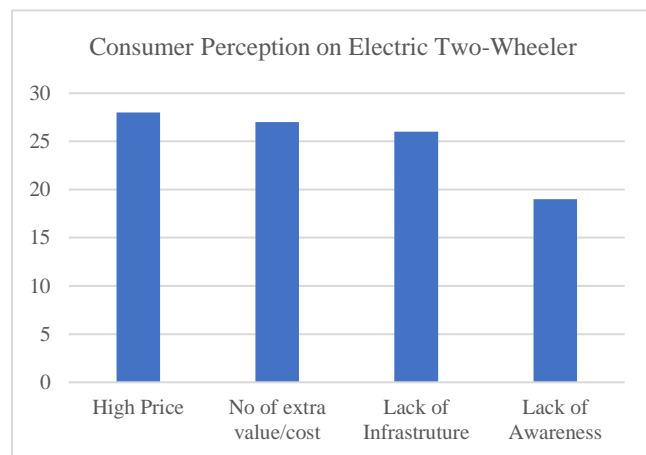


Fig. 2 Consumer Perception of Electric Two-Wheeler

From the above table VII and Fig 2 analysis, check whether 52% of the respondents knew the factors and benefits of electric vehicles. Check the awareness level of availability, which was 42%. It is also noted that some consumers prefer to purchase electric two-wheelers in small amounts (Sarathy & Gopal, 2019). This is followed by high consumer perception, adequate understanding of the various values, and

infrastructure support through brand awareness (Raj & Kannan, 2022).

## V. CONCLUSION

The automobile sector has undergone various changes due to technological advancement and meeting various consumer expectations. India boasts an impressive demographic profile, with a favorable climate and accessible infrastructure. The market is competitive, prompting two-wheeler brands to implement various strategies to increase their market share. Chennai is an urban area that provides a balance between online and offline sources, creating a healthy decision-making process for consumers to purchase two-wheelers; most companies in the two-wheeler industry should recognize the important sources of marketing strategies to ensure the consumer needs to enhance satisfaction and foster brand loyalty. To change governmental policy, environmental changes, and technological advancement in pandemic situations. This type of study helps to understand the perception among the consumers in the two-wheeler segment who purchased through Chennai and similar segments. These types of perceptions about electric vehicle purchases are in the government. The two-wheeler companies are providing awareness about the benefits and providing various features in the market share.

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