



IMPACT OF MULTIPLE INFORMATION SEARCH PROCESS ON CUSTOMER SATISFACTION- A STUDY WITH REFERENCE TO TWO WHEELER CUSTOMERS IN CHENNAI CITY.

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ABSTRACT

Behavioural dimensions of customers towards information sources motivate the marketers to create strategies pertaining to advertisement and pricing strategies to magnetically attract the customers for the purchase of two wheelers. Each individual customers allocate different timing patterns to search information regarding the two wheeler purchase particularly for the price concessions. The main aim of this paper is to measure the impact of multiple information sources of customers and their level of satisfaction in the purchase of two wheelers. The researcher used convenience sampling method to collect usable 375 responses. The researchers systematically used t-test, one-way analysis of variance, exploratory factor analysis, confirmatory factor analysis, linear multiple regression analysis and structural equation model to verify the objectives and to test the hypotheses. It is found that the multiple information sources or different in influencing the customers to derive the information for the futuristic purchase decision and their level of satisfaction. All the two wheeler customers or the customers of different durable products are very meticulous in collecting the information about the product characteristics, price, comfort and the technology involved in the products.

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INTRODUCTION.

During the purchase of two wheelers the customers are very meticulous in taking their purchase decisions. The research information from multiple sources to make their purchase decision to get satisfaction over price, comfort, after sales service and latest technology. (Ratchford et al. 2003 and 2007). They intended to maintain new acquaintances to thoroughly research for various information sources regarding price of the two wheeler, lead updated in the two wheelers and also search for the best dealers to offer very high satisfaction

for their purchase decision. In particular they discuss with friends and relatives and also visit their websites of the two wheeler companies, dealers. Meticulous customers in person visit the breeders and the manufacturers to get price concession and other dealer's offers. Therefore it is very important to understand the consumer's behaviour towards several information sources and the time meticulously spent by the customers to get authenticated information.

These behavioural dimensions of customers towards information sources motivate the



marketers to create strategies pertaining to advertisement and pricing strategies to magnetically attract the customers for the purchase of two wheelers. Each individual customers allocate different timing patterns to search information regarding the two wheeler purchase particularly for the price concessions. An integrated approach of customers for getting satisfaction in all the fronts of two wheeler purchase, particularly searching for and perceived prestige after the purchase decision. They get many advices and information from friends and relatives to upgrade the technology in the two wheelers and also find the addresses of good dealers were able to do maximum discount for the two wheeler purchase. Some of the customers take lengthy time to get direct information regarding actual price of the two wheeler from the manufacturers.

The marketing strategies of dealers as well as the manufacturers are thoroughly investigated by the customers to argue for the price reduction. Some of the customers get extra fittings are the cheapest cost and also wait for the appropriate colours of the two wheelers. Some meticulous customers prefer particular colours before the make the purchase. These arguments politically relate that the multiple information search under time exploiting phenomenon of the customers is deeply related to the satisfaction level at preferences and the purchase decision.

REVIEW OF LITERATURE.

Singh, Ratchford and Prasad 2014) argued that information search behaviour of customers depends upon their interest towards the products and latest technology. This empirical study proved that multiple information channels or available for customers particularly for the purchase of auto mobiles. It is further identified that the first round information is

derived from family members, friends and relatives

Ratchford et al. (2003) identified that the consumers are interested to thoroughly investigate product attributes through the available information from manufacturers, marketers, dealers, family members, friends and relatives . The purchase decision of any product is mainly oriented towards price of the product. Therefore the study concluded that price behaviour of customers motivate them to choose the multiple information channels to reduce the cost of the product .

Singh et al. (2014) found that the present technologically augmented scenarios internet and websites are playing a very important role in giving maximum information to the customers. These information sources motivate the customers to directly contact the manufacturers rather than marketers and dealers . The customers also perceived that the web-based information are more authenticated rather than other private sources.

Viswanathan et al. (2007), meticulously found that online sources and off-line sources or equally popular among the customers during the purchase decision, preferences and customer satisfaction towards a particular product . The price comparison, technology comparison, discounts and offers can be done successfully by the customers through the availability of multiple sources of information .this form from the study that the customer is always really examine the resilience of many Internet sources which are able to do transparent and true information .

Zettelmeyer et al. 2006), in a different study argued that there is a comprehensive information search is conducted by all the customers before the purchase of high-value products. Particularly the durable products motivate the customers to be careful before the



purchase. The purchase decision of the product difference upon the hi-fi technology in the product, discounts and offers of the marketers and assured after sales service. The dealers are also playing a very important role in acting as one of the multiple channels of sources for the meticulous customers.

(Fornell et al. 1996), and empirical study proved that price satisfaction is the primary aim of information search of customers through multiple sources. The price satisfaction of customers can be achieved through that direct contact with the manufacturer and transparency in discounts and offers. The empirical analysis revealed that the purchase decision pattern is based on customers judgments on price, technology and perceived prestige of the product. The effectiveness of multiple sources of information search ultimately offers customer satisfaction.

Klein and Ford 2003, examined the relationship between online and off-line sources of information of customers under the dynamic decision-making as well as the satisfaction. The study revealed that the dynamic decision-making depends upon customers involvement in technology, product attributes and quality of the product. The price satisfaction of the customers can be achieved only through the trust product information directly given by the manufacturers rather than dealers.

RESEARCH GAP.

The thorough investigation of literature reviews on multiple information sources and customers interest to search for new multiple sources of information clearly revealed that there are three important research gaps which are not fully addressed by the researchers namely

1. What are all the different multiple sources of information available for two wheelers.

2. Is there any relationship between multiple information sources of customers under their purchase decision pattern.

3. What is the nature of relationship between customers interest towards various information search process and their level of satisfaction.

In order to venture upon these three research gaps, the researcher is focusing on an empirical study which is based on primary data obtained from two wheeler customers regarding their multiple information sources.

OBJECTIVES OF THE STUDY.

1. To study the different multiple information sources available to the two wheeler customers.

2. To study and validate the factors influencing satisfaction of two wheeler customers.

3. To measure the impact of multiple information sources of customers and their level of satisfaction in the purchase of two wheelers.

HYPOTHESES.

1. There is no significant difference among the information derived from multiple information sources for the two wheeler purchase.

2. There is no significant impact of multiple information sources of customers on their level of satisfaction during the purchase of two wheelers.

RESEARCH METHODOLOGY.

This study is completely based on primary data obtained from the two wheeler customers in the greater metropolitan city of Chennai. The opinion of two wheeler customers obtained through the viable research questionnaire. The questioner consist of four parts namely demographic details of customers, two wheeler purchase details, different information sources of two wheeler customers and their level of satisfaction. The first two ports of the questionnaire consist of both optional type questions and the bipolar type questions. The



third and fourth part or in the form of statements in likert's five-point scale.

PILOT STUDY.

After framing the suitable questionnaire the research conducted a pilot study by getting responses from all the 15 zones of Chennai city. The researcher collected 110 responses for the pilot study conducted the reliability test through cronbach alpha criterion. The reliability coefficient is found to be 0.867, this shows that the questioner is well understood by the two wheeler customers at 86.7% level which is above the benchmark of 75%. Therefore the researchers used the same type of questionnaire to collect the data of for the main study.

MAIN STUDY.

The researcher adopted convenience sampling method to collect the data for the main study. The researchers circulated 25 questionnaires in all the 15 zones unable to get only 375 usable Table 1. Multiple sources of information search

sources	N	Mean	Std. Deviation	Std. Error Mean	t	sig
Family members	500	3.4240	1.14317	.05112	8.294	.000
Friends	500	3.6920	.81883	.03662	18.897	.000
Relatives	500	3.7260	.84401	.03775	19.234	.000
Dealers	500	3.9380	.75849	.03392	27.653	.000
websites	500	3.7980	.77614	.03471	22.990	.000
Advertisem ents	500	3.8120	.82341	.03682	22.051	.000
Marketers	500	3.8500	.86080	.03850	22.080	.000
Manufactu rers	500	3.9500	.81291	.03635	26.132	.000

from the about table it is found that all the t values are positive and greater than the test value three. This implies all the multiple information sources for two wheelers or different and used by the customers and the different circumstances. Therefore this test

responses. Hence the sample size of the research is 375.

STATISTICAL TOOLS.

After collecting their usable 375 responses the researchers systematically entered the opinion of two wheeler customers in statistical package for social sciences version 23 to anatomically analyse the primary data. The researcher applied t-test, one-way analysis of variance, exploratory factor analysis, confirmatory factor analysis, linear multiple regression analysis and structural equation model.

ANALYSIS AND DISCUSSION.

At the first instant, the researcher applied t-test to verify the perception of all the two wheeler customers regarding multiple information sources. The different types of sources of information is responded by the customers in Likert's five-point scale which ranges from strongly agreed to strongly disagree. The results of t-test is clearly presented below

clearly reveals that the hypothesis is rejected by 5% level and concluded that all the different multiple information sources for two wheeler customers are totally different from each other. Table-2- Number of factors of customer satisfaction



VAR	INIEIG			VARROT		
	OUTCOM E	Variance	SUM	OUTCOME	Variance	SUM
1	5.425	21.700	21.700	3.041	12.163	12.163
2	2.477	9.908	31.609	2.991	11.962	24.125
3	1.775	7.101	38.710	2.754	11.016	35.141
4	1.556	6.225	44.935	2.228	8.911	44.052
5	1.269	5.076	50.010	1.489	5.958	50.010
6	1.169	4.676	54.686			
7	1.064	4.255	58.941			
8	.959	3.834	62.776			
9	.905	3.620	66.395			
10	.874	3.494	69.889			
11	.814	3.256	73.145			
12	.764	3.057	76.202			
13	.693	2.772	78.974			
14	.629	2.517	81.491			
15	.561	2.246	83.737			
16	.548	2.191	85.928			
17	.516	2.064	87.992			
18	.471	1.885	89.878			
19	.449	1.795	91.673			
20	.408	1.631	93.304			
21	.404	1.616	94.920			
22	.357	1.428	96.348			
23	.344	1.377	97.725			
24	.297	1.187	98.912			
25	.272	1.088	100.000			

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In the second instant, the researcher applied exploratory factor analysis on 25 variables of customer satisfaction and obtained the variance greater than 40%. This implies that all the 25 variables are normally distributed and more suitable and appropriate for factor segmentation. These 25 variables are reduced into five predominant factors with underlying

variables. These factors are namely price, colour, technology, comfort and mileage. After the formation of new factors the researcher intended to conform them to confirmatory factor analysis . The application of confirmatory factor analysis brought the following diagram of the table



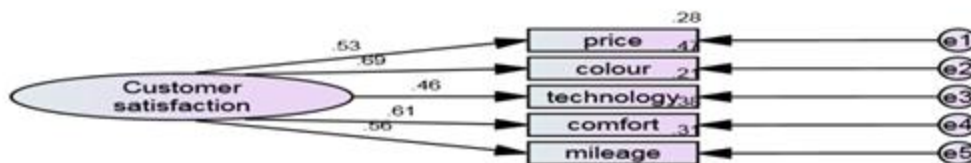


Table3- MODEL FIT INDICES AND BENCH MARKKKS.

S.NO	Fit indices	Values	Bench mark values
1	Chi-square	7.443	-
2	P-value	0.401	>.05
3	Goodness of fit index(GFI)	0.988	>.9
4	Comparative fit index(CFI)	0.986	>.9
5	Normed fit index(NFI)	0.984	>.9
6	Root Mean Square Error of Approximation(RMSEA)	0.07	<=0.08

from the about table and diagram it is found that all the 6 fit indices satisfy the benchmark values to conform the five factors price, colour, technology, comfort and mileage. After conforming these customer satisfaction factors , These factors are acting as dependent variables and the multiple information sources are taken up as independent variables. The application of linear multiple regression analysis for all these five dependent variables brought the following results.

Table 4-Model Summary

STG	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.473 ^a	.324	.214	.47221

from the about table it is found that the R-square values are all greater than 0.3. This implies that the multiple information sources are able to create impact on customer satisfaction.

Table 5- ANOVA^a

STG	SQU	DEG	MSQU	F	Sig.	
1	REG	25.360	5	5.072	22.746	.000 ^b
	RES	87.856	394	.223		
	TOT	113.216	399			



The above table identified that the F-values are statistically significant at 5 percent level. This implies that the multiple sources are able to derive satisfaction to the customers during the purchase of two wheelers.

Table-6-Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.102	.198		10.593	.000
Dealers	.086	.037	.118	2.314	.021
websites	.177	.048	.202	3.710	.000
Advertisem ents	.045	.041	.055	1.114	.006
Marketers	.207	.043	.254	4.842	.000
Manufactu rers	-.006	.042	-.007	-.144	.004

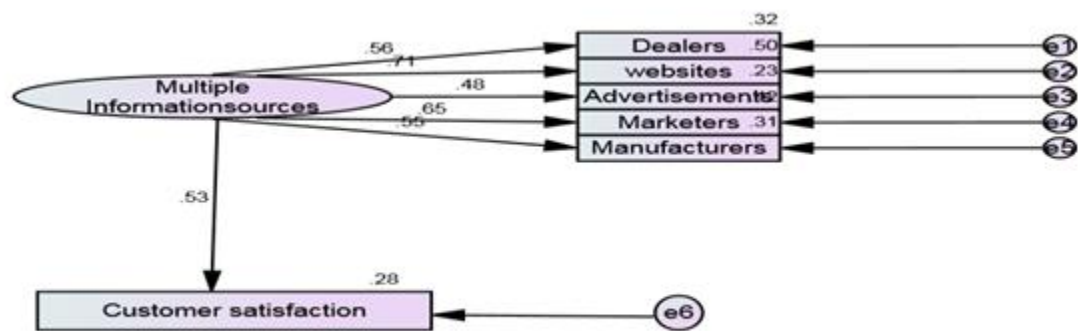
it is followed by the beta values, T values and probability values are statistically significant at 5% level. This shows that the multiple information sources namely manufacturer, marketer, dealers, family members, friends and relatives are able to create more significant impact on price satisfaction and it is followed by technological satisfaction, comfort satisfaction, mileage satisfaction and at last colour satisfaction.

In order to validate the whole research the researcher applied structural equation model on the independent variables multiple information sources on the dependent factors namely price, colour, technology, comfort and mileage. The application of structural equation model brought the following diagram on the table

Table 7-MODEL FIT INDICES AND BENCH MARKKS.

S.NO	Fit indices	Values	Bench mark values
1	Chi-square	6.425	-
2	P-value	0.678	>.05
3	Goodness of fit index(GFI)	0.985	>.9
4	Comparative fit index(CFI)	0.982	>.9
5	Normed fit index(NFI)	0.981	>.9
6	Root Mean Square Error of Approximation(RMSEA)	0.07	<=0.08





from the about table and diagram it is found that all the six fit indices satisfy the required benchmark values to prove the relationship between the multiple information sources under level of satisfaction of two wheeler customers. Hence the hypothesis 2 is rejected at 5% level and concluded that there is a significant impact of multiple information sources of two wheeler customers and their level of satisfaction.

FINDINGS AND CONCLUSION.

It is found from the empirical study that the multiple information sources or different in influencing the customers to derive the information for the futuristic purchase decision and their level of satisfaction. All the two wheeler customers or the customers of different durable products are very meticulous in collecting the information about the product characteristics, price, comfort and the technology involved in the products. Most of the consumers take the maximum time. Collect exact information from the marketers through their websites rather than other sources . They require authenticated information which gives them satisfaction in their purchase decision, prize, comfort and the updated technology. As far as the sources of information is concerned the websites on the Internet supported

documents are playing a very important vital role in giving both positive and negative associations with the marketers and the manufacturers. The online and off-line sources of information are highly useful for the customers for their verification purpose regarding the product characteristics and actual price of the products. Majority of the customers or intended to visit the dealers and manufacturers directly with the physical contact under try to find maximum information about the two wheelers and their associated product attributes. It is concluded from the research that the multiple information sources or interrelated with types of backgrounds namely online and off-line. These multiple information sources are highly responsible in determining the customer satisfaction of two wheelers.

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