A Study on Consumer Preference towards SEOYON E – HWA Cycle Sharing With Special Reference to Chennai City

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***Abstract*- In our country cycle industry is one of the fastest growing. Seoyon e – hwa cycle sharing is one of the leading company in market leadership. In this study is mainly observed that consumers reference towards Seoyon e – hwa cycle sharing. This kind of research is helps to know the consumer preferences of our company product such as Seoyon e – hwa cycle sharing. Most of the consumers are refering this product because, our company products are high quality with long time life. Consumer referral based on customer loyalty and customer satisfaction. Seoyon e – hwa cycle sharing is built a long term brand image in customer mindset. Our product occupy distinct place in the customer mind and positive customer based brand equity. Customer expected values are meets the actual values.**

INTRODUCTION

A Bicycle-sharing system, public Bicycle system, or Bicycle-share scheme, is a service in which Bicycles are made available for shared use to individuals on a very short term basis for a price. Bicycle share schemes allow people to borrow a Bicycle from a "dock" and return it at other dock in the city, as long as the two docks belong to the same system. Docks are similar to Bicycle racks, except that all the Bicycles are locked into the dock, and can only be released a computer located in a kiosk at one end. The user enters their payment information, and the computer unlocks one of the available Bicycles. When the user returns the Bicycle, they place it in the dock, and enter their information into the computer, and it locks the Bicycle into the dock.

Many Bicycle-sharesystems offer subscriptions that make the first 30–45 minutes of use either free or very inexpensive, encouraging use as transportation. This allows each Bicycle to serve several users per day.

In most Bicycle-sharecities, casual riding over several hours or days is better served by Bicycle rental than by Bicycle-share. For many systems, smartphone mapping apps show nearby stations with available Bicycles and open docks.

Bicycle-sharebegan in Europe in 1965 and a viable format emerged in the mid-2000s thanks to the introduction of information technology. As of June 2014, public Bicycle share systems were available in 50 countries on five continents, including 712 cities, operating approximately 806,200 Bicycles at 37,500 stations. As of May 2011, the Wuhan and Hangzhou Public Bicycle Bicycle-sharesystems in China were the largest in the world, with around 90,000 and 60,000 Bicycles respectively. Of the world's 15 biggest public Bicycle share programs 13 of them are in China. With the arrival of dockless Bicycle shares, there are now over 70 private dockless Bicycleshares operating a combined fleet of 16 million shareBicycles in China.[7] Beijing alone has 2.35 million shareBicycles from 15 companies. As of July 2013, the systems with the higher market penetration are both operating in France, the Parisian Velib' with 1 Bicycle per 97 inhabitants and Vélo'v in Lyon with one Bicycle per 121 residents.

NEED FOR THE STUDY

Bicycle-sharing systems are an economic good, and are generally classified as a private good due to their excludable and rivalries nature. Bicycle-sharing systems also provide a discrete and limited number of Bicycles, whose distribution can vary throughout a city. Nonetheless, the hope of many cities is to partner with Bicycle-share companies to provide something close to a public good.

Through this study, the researcher tries to identify the key areas to be enhanced to improve the user satisfaction of the Bicycle sharing system by

engaging them in evaluating it. This will help the management of SEOYON E-HWA Bicycle to match their product features based upon the consumer preferences.

SCOPE OF THE STUDY

The scope of the study is to know the Service users' perception towards 'SEOYON E-HWA BICYCLE'. Customer's expectations and perceptions on the five dimensions of service quality as Tangibility, Empathy, Assurance, Reliability and Responsiveness are dealt to the purpose of this study.

OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE

To study the customer preference towards SEOYON E-HWA cycle with reference to Chennai city

SECONDARY OBJECTIVES

- To understand the expectation from seoyon e-hwa cycle service users'.
- To analyse the level of satisfaction regarding services.
- To identify the gap between expectations and the satisfaction level.
- To analyse the relationship between demographic variable and level of satisfactions.

LIMITATIONS OF THE STUDY:

For anything there should be some limitations like that my project also have certain limitations. The following are some limitations what I faced:

1. The area of study is limited to Chennai city only.
2. The study is about preference of the people. The findings are valid only for the present time. These are not universally valid.
3. The findings are applicable only to 'Seoyon e-hwa Cycle' service industry.
4. The sample size is only 130 so the sample may not be truly representative of the total population

Reliability and accuracy of the analysis depends on the respondents' openness and trueness towards each question in the questionnaire.

REVIEW OF LITERATURE

Pucher & Buehler, 2012 As contemporary urban policy seeks to overcome the challenges presented by Bicycle dependence, replacing Bicycle journeys with Bicycles has emerged as an increasingly common response. This paper does not seek to repeat a discussion of the benefits of bicycling found elsewhere, but simply wishes to highlight that the rise of Bicycle share has come. Finally, the establishment of Bicycle share programs has prominently enabled cities to demonstrate their commitment to addressing climate change, population health issues, traffic congestion, oil dependence and liveability.

Shaheen et al. 2010, in their overview of the Bicycle share concept, history and future, outline the benefits of Bicycle share programs, which can be summarized as: . flexible mobility; . emission reductions; . individual financial savings; . reduced congestion and fuel use; . health benefits and . support for multimodal transport connections, by acting as a "last mile" connection to public transport.

Midgley, 2011, Implicit in many of the aforementioned benefits is the assumption that a significant proportion of users are transferring to public Bicycle from single occupant Bicycle use. Yet, a wide range of papers from a number of countries have reported that this is seldom the case. A report on Bicycle share from the United Nations warned about the possibility of exaggerating the benefits of these programs, given that it is quite common for the majority of Bicycle share trips to be substituting for sustainable modes. This United Nations report failed to describe the precise methodology used

V.Venkata Ramana and G.Somayajulu. Publisher – Excel Books. 2003 Edition. 'Customer Relationship Management'. The book attempts to provide the nature, concept and implementation of CRM practices and methodology as applicable to different organizations. The book is divided into three parts: Part I of the book provides a conceptual framework, application of CRM in manufacturing and service sector. Part II deals with the e-CRM concepts and implementation issues involved in its' relevance to different sectors. Part III consists of case studies of organizations which have implemented CRM.

Murphy 2010 sought to determine the influence of the Dublin Bicycle share program specifically measuring trips that would have previously been

made by Bicycle. Eight randomly selected stations (out of a total of 40) were used as sites for the Bicyclerying out of the survey, where Bicycle share users were targeted. Survey times were strati- fied, in an effort to diversify the sample. In total, 251 surveys were completed, which approximates, according to the author, 8% of Dublin's Bicycle share users in any average 24-h period

Shaheen, Shaheen, Zhang, Martin, and Guzman 2011, undertook one of the most detailed investigations to date into Bicycle share in China. The authors sought to better understand the travel impacts of the world's second largest Bicycle share program, in Hangzhou, China. The researchers conducted intercept surveys with members and nonmembers of the Bicycle share program, all in close proximity to docking stations. A key aim of the study was to determine how the Bicycle share program influenced transport choice. Over 800 surveys were completed, the vast majority of respondents being members of the Bicycle share program.

Shaheen, Martin, Cohen, & Finson, 2012 A landmark study into Bicycle share in North America provides the most up-to-date, comprehensive assessment of Bicycle share, from both the operator and user perspective. The report sets out to understand, among other things, the impacts of Bicycle share on transport choice, user perceptions and the influence of commute distance on propensity to use Bicycle share. The method used by the authors involved an extensive literature review, interviews with Bicycle share operators and transport stakeholders. The study team also conducted an online survey with 10 661 users of Bicycle share, in Montreal, Toronto, Washington, DC and Minneapolis/St. Paul

Shaheen et al. 2011When looking at Bicycle ownership characteristics of members and nonmembers, found in their research conducted in Hangzhou (with the world's second largest Bicycle share program), that there were an average 0.55 Bicycles per household for members and 0.49 for nonmembers. This finding is somewhat counterintuitive in that, owning a Bicycle is associated with greater interest in Bicycle sharing. This finding also confirms a theme throughout the literature — Bicycle share members have a greater propensity to cycle independently of Bicycle share programs.

Fishman, Washington, & Haworth, 2012, Safety concerns are a major barrier to bicycling in Australia, the UK and North America, and these concerns appear to hold true for Bicycle share participation (Fishman et al., 2012a; Wiersma, 2010). In focus groups with riders and nonriders in Brisbane, Australia, safety concerns emerged as a major barrier (Fishman et al., 2012b).

Shaheen et al.'s 2012, The issue of safety was also addressed in large scale study. Their analysis concludes that Bicycle share accident rates were relatively low across North American systems. It is not clear what level of injury severity was sustained in these accidents or the precise method used to determine crash rates. The report notes that for systems with more than 1000 Bicycles, there is an average of 4.3 accidents per year. As Bicycle share systems mature, it may be beneficial for the industry and government to develop common, well-accepted reporting standards to determine crash rates for Bicycle share users.

Fischer et al. 2012, The work is supported by the multisystem, North American analysis conducted by Shaheen et al. (2012), which found that Bicycle Share: A Synthesis of the Literature 13 Downloaded by [Elliot Fishman] at 16:43 07 April 2013 industry experts generally agreed that helmet use is not conducive to Bicycle share usage.

Fishman, 2016 However, the actual magnitude of causality between Bicycle infrastructure and Bicycle ridership demand is still not well understood. There are a number of studies that relate Bicycle infrastructure to ridership demand from shared Bicycles, due to their increasing popularity around the world.

Fishman, Washington & Hawarth 2013**,** This is done essentially by imple- menting different types of policies, by building cycling infrastructures and by fostering the implementation of Bicycle Share Systems (BSS). Although these Bicycle share programmes have existed for over 50 years, they have gained popularity and have grown exponentially

over the past 10 years, in general, worldwide , and particularly, in Spain (Anaya & Castro, 2011)

Buehler & Hamre, 2014, "Travel time savings" were mentioned as a reason to use Capital Bicycleshare (CaBi), Washington DC, by 73% of users, followed by "enjoyment" (42%), "exercise" (41%) and "travel cost savings" (25%). Joining to save money had a significant positive association with new trips, indicating that Bicycle sharing can help meet suppressed demand for travel and make urban travel more affordable Bicycle sharing was perceived as cost saving by a sample of Valencia University students, who also considered it effective to address Bicycle security/theft concerns (Molina-García et al., 2013). Avoidance of private Bicycle theft and maintenance was also mentioned as a motivation to use BIXI in Montreal (Bachand-Marleau et al., 2012).

Bernatchez et al 2015, Bicycle sharing has numerous perceived benefits, including improved health, enhance economic development, better urban environment and an enhanced quality of life (Shaheen, 2010). Despite these advantages, scholarly literature on why, when and how cities integrate Bicycleshare programs (or as part of a comprehensive transport and land use system) has remained scant (Ahillen et al., 2015; Faghih-Imani et al., 2014). The fundamental lack of awareness about the scheme and how it can facilitate certain outcomes is one of the reasons that restrict its widespread implementation

Petersen and Robèrt, 2009, In Sweden, bicycling is a well-accepted means of travel, and a Bicycle sharing project was introduced to Stockholm in September 1, 2006. This project is named Stockholm City Bicycles (SCB) and is funded by the outdoor advertisement company Clear Channel and co-promoted by the city of Stockholm. This project is also part of the EU project OBIS, Optimizing Bicycle Sharing in Europeans Cities

Foale, Tony 2006, Motorcycle Handling and Chassis Design. Tony Foale Designs. pp. 4–1. ISBN 978-84-933286-3-4. The book provides detailed information about the anatomy of motorBicycle. It explains in a very easy and simple language how a motorcycle works. It also gives information about the development in the automobile technology. Pictures and diagrams are an integral part of the book. The book is a must for every researcher working in similar field.

Mohit Sharma 2014, investigated on Consumer Perception of two wheelers for Automobile Industry. This paper presents the consumer's behavior' concerning automobile industry (two wheeler) in Tank city Rajasthan (INDIA). The Group surveyed 100 consumers using semistructured questionnaires to examine people perception about two wheelers. The study revealed that all respondents are willing to pay a price premium, but the level of acceptability varied considerably, and some factor work behind this behavior show by the consumer. "The manly studies focus on understanding the factors like demographic, social, cultural, price, quality, product attributes, etc. for buying two wheelers. A total of 58% of the cv consumers is willing to pay the premium price of Bicycles. Mostly consumer wants Bicycles and gives preference for buying Bicycles that have a better design, comfort, mileage, fuel efficiency, etc. The survey also suggested that the consumption of two wheelers is increasing; however, product development and innovations in certification, Processing, labeling, and packaging are needed to stimulate demand further.

V.Venkata Ramana and G.Somayajulu. Publisher – Excel Books. 2003 Edition. 'Customer Relationship Management'. The book attempts to provide the nature, concept and implementation of CRM practices and methodology as applicable to different organizations. The book is divided into three parts: Part I of the book provides a conceptual framework, application of CRM in manufacturing and service sector. Part II deals with the e-CRM concepts and implementation issues involved in its' relevance to different sectors. Part III consists of case studies of organizations which have implemented CRM.

RESEARCH METHODOLOGY

Fundamental to the success of any formal marketing research project is a sound research design. A good research design has the characteristics of problem definition, specific methods of data collection and analysis, time required for research project and

estimate of expenses to be incurred. The function of a research design is to ensure that the require data are collected accurately and economically. A research design is purely and simply the framework or plan for an analysis of data. It resembles the architect`s blue-print (map) for constructing a house. It may be worthwhile to mention here that a research design is nothing more than the framework for the study ensures that the study will be relevant to the problem and the study will employ economical procedures.
Claire seltizetal defines Research Design as "Research design is a catalogue of the phases and facts relating to the formulation of a research effort. It is the arrangement of collection and analysis of data in a manner that aims to combine relevant to the research purpose with economy in procedure".

Three important about research design are

1. The design of investigation should stem from the problem
2. Whether the designs are productive in a given problem setting depends on how imaginatively they are applied. An understanding of the basic design is needed so that they can be modified to suit specific purpose
3. The three basic design are as follows
   i. Exploratory Research design
   ii. Descriptive Research design
   iii. Casual Research design

The Research design used in the study is descriptive research design

RESEARCH DESIGN

Descriptive research design is also called explanatory design. This is the one that simply describes something such as demographic characteristics. The descriptive study is typically concerned with determining frequency with which something occurs or how two variables vary together.

SAMPLE SIZE

It refers to the number of elements of the population to sample. The sample size chosen for the survey is 130 SEOYON E-HWA cycle users

DATA SOURCES

After identifying and defining the research problem and determining specific information required to solve the problem, the researcher`s task is to look the type and sources of data which may yield the desired results. Data sources are of two types through which data is collected.

Data sources may be classified as

1. Primary data
2. Secondary data

PRIMARY DATA

Primary data is the original data collected by the researcher first hand. It is collected for the first time through field survey. These are those that are gathered specifically, for the problem at hand. The various sources for collecting primary data are questionnaire, observation, interview etc. The primary source used for the study is questionnaire.

SECONDARY DATA

Secondary data is the information which is already available in published or unpublished form. When the needed information is collected from the census of population available in a library means then it is a secondary data. It is also used for collecting historical data. The various sources of secondary data are books, periodicals, journals, directories, magazines, statistical data sources etc. The secondary source used for this study is company profile, scope, need, review of literature.

RESEARCH INSTRUMENTS

Research instrument are the instruments which is used for gathering or collecting information. The instruments used in the study are

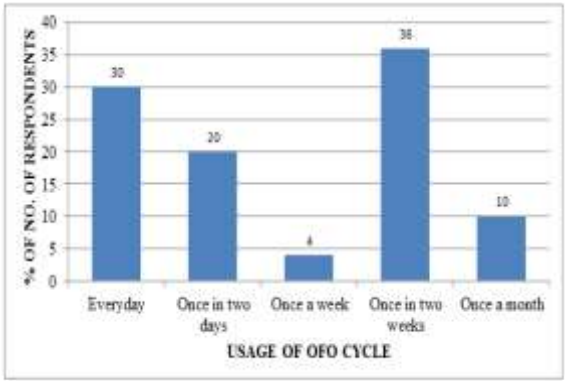
1. Direct questions
2. Close end questions
3. Dichotomous questions
4. Multiple choice questions

DATA ANALYSIS AND INTERPRETATION

Table shows the percentage of usage of Seoyon e-hwa cycle by the respondents.

S. No	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Everyday	39	30
2	Once in two days	26	20
3	Once a week	5	4
4	Once in two weeks	47	36
5	Once a month	13	10
	Total	130	100

Chart showing the percentage of usage of seoyon e-hwa cycle by the respondents.



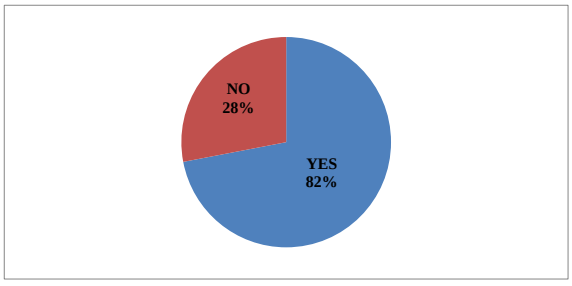
INTERPRETATION

From the above Table we find, 36% of the respondents used once in two weeks seoyon e-hwa cycle and 30% of the respondents used every day seoyon e-hwa cycle. Therefore most of the respondents used once in two weeks seoyon e-hwa cycle.

Table shows whether the respondents feel comfortable with seoyon e-hwa cycle.

S. No	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Yes	93	72
2	No	37	28
	Total	130	100

Chart shows whether the respondents feel comfortable with seoyon e-hwa cycle.



INTERPRETATION

From the above Table we find, 72% of the respondents comfort with seoyon e-hwa cycle and 28% of the respondents didn't comfort with seoyon e-hwa cycle.

Therefore most of the respondents comfort with seoyon e-hwa cycle.

FINDINGS

- Therefore most of the respondents belong to the age group between 18-25 years
- Therefore most of the respondents were students
- Therefore most of the respondents are earning >3 lakhs.
- Therefore most of the respondents own an automobile.
- Therefore most of the respondents used seoyon e-hwa cycle once in two weeks.
- Therefore most of the respondents are comfortable with seoyon e-hwa cycle.
- Therefore most of the respondents used the alternative if provided.
- Therefore most of the respondents aware about seoyon e-hwa Bicycle sharing system.
- Therefore most of the respondents got knowledge about the seoyon e-hwa Bicycle sharing system through friends.
- Therefore most of the respondents ride in the seoyon e-hwa Bicycle.
- Therefore most of the respondents found the useful of seoyon e-hwa Bicycle.
- Therefore most of the respondents agreed with the service provided.
- Therefore most of the respondents like safety measures service.
- Therefore most of the respondents suggest someone to use it.
- Therefore most of the respondents think seoyon e-hwa cycle will be successful if implemented in other places of Chennai.

SUGGESTIONS

- Core benefit of the Bicycle sharing system of seoyon e-hwa Bicycle can be realized by the consumers only when it's implemented in all the places in Chennai.
- Management of SEOYON E-HWA Bicycle can give more advertisements. These advertisements

should portray cycle as an exercise tool and an outlet for experiencing their adventurous spirit

- Some respondents feel procedure to update customer data is difficult the company can provide the customers with adequate information and training to the customers.
- Features in the SEOYON E-HWA cycle App can be improved based on the preference of the consumers.

CONCLUSION

Although users of such systems generally pay to use vehicles that they themselves do not own, sharing systems differ from traditional for-profit Bicycle rental businesses. The first Bicycle sharing projects were largely initiated by local community organisations, either as charitable projects intended for the disadvantaged, or to promote Bicycles as a non-polluting form of transport.

This study has been undertaken to understand the overall customer preference towards SEOYON E-HWA cycle with reference to Chennai city. For this purpose, responses from the employees have been collected and analyzed. Based upon the findings out of the research, few valuable suggestions have been given to the management of SEOYON E-HWA Bicycle to improve SEOYON E-HWA Bicycle sharing systems based on the consumer preferences.

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