

A COMPARATIVE STUDY ON CUSTOMER SATISFACTION TOWARDS PERFORMANCE OF NOBLE HONDA BIKES

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Abstract

The Automobile company gain market leadership only if understands the consumer taste and preference for final solution that delights consumer through superior value, quality and service, consumer preference is a vital factor in marketing. Consumer preference and customer satisfaction are similar, attributed in broad prospective. In order to accomplish this objective a market survey was conducted with 125 respondents in the study are. Advertisement campaign should aim at reaching the ultimate custom and the authorized dealers should also device a suitable advertisement to catch local customers. The introductions of Honda bikes have revolutionaries in the field of two wheeler industry. Large number of fancy two wheeler should be introduced by the company. A survey is done among the customers of Honda to study of the brand after the split. Customer opinions are recorded about their choice of the brand .It is concluded from the study that the Honda motor company gaining market share in two wheeler industry and what happen after split the Honda

INTRODUCTION

In today's market the sales of the product is not only way to get success, the service and the customer satisfaction is also important. The companies HERO, HONDA, BAJAJ, TVS are the world class companies in the two wheelers bikes. These all are the highest two wheeler selling companies in India. But the performance and the customer approach toward these companies is important.

The topic "**A Comparative Study on Customer Satisfaction towards Performance of HONDA Bikes**". Is a kind of survey that shows the performance of this company. so this shows the customers view toward the companies and their problems about the companies.

Here in this study, we try to analyse about the number of two wheelers and how many people are using two wheeler? what motivates and influence them to buy two wheeler? which are the most preferable choices in two wheelers in case of motor cycle and scooters and the most recent two wheeler choice in the market? What are their consumer attitude toward performance of two wheeler bike which influence them and the reason to buy?

STATEMENT OF THE PROBLEM

In today's intensely competitive environment companies today are constantly looking for ways to attract customer by having a better understanding of changing customer attitude towards performance of two wheelers bikes.

The ever changing market characteristics have huge impact on corporate decisions. The global environment also poses several complexities to marketer in understanding the market and consumer attitude.

OBJECTIVES OF THE STUDY

- ❖ To identify the customer satisfaction level towards the performance of the bikes.
- ❖ To identify the factors which influence consumer decision making process.
- ❖ To identify the possible area of improvement in bike.
- ❖ To identify the competitive position of various brands of two wheeler in customers mind.

SCOPE OF THE STUDY

The project was based on the “**A COMPARATIVE STUDY ON CUSTOMER SATISFACTION TOWARDS PERFORMANCE OF HONDA BIKES**” and data was collected from the Malegaon City. This shows the company's performance and the customer's satisfaction toward the company's products. It also helps to know the customers demand and the expected services from the companies. The projects also help to know the reasons behind the reduction of sales of the company's product. So it is important for customer as well as the company.

RESEARCH METHODOLOGY

Research is defined as “systematized effort to gain knowledge”. Research comprises defining and redefining problems, formulating hypothesis or suggest solutions, collecting, organizing and evaluating data, making deductions and reaching conclusions and at last carefully testing the conclusions to determine whether they fit the formulated hypothesis.

Research Design

“A research design is the arrangements of conditions for collection and analysis of data in a manner that aims to combine relevance to the researcher purpose with economy in procedure”.

It constitutes the blueprint for the collection, measurement and analysis of data. As such the design includes an outline of what the researcher will do form writing the hypothesis and its operational implications to the final analysis of data.

Sampling Design

A sampling design is a definite plan for obtaining a sample from the sampling frame. It refers to the procedure the researcher would adopt in selecting some sampling units from which inferences about the population is drawn. Sampling design is determined before any data are collected.

Selective sampling technique was adopted. In this method the researcher select those units of the population in the sample, which appear convenient to the research or the management of the organisation where the research was conducted.

Questionnaire Design

Questionnaire design based on the following types

- Open ended questions
- Multiple choice questions

Sample Size

125 samples were taken at NOBLE HONDA at NAMAKKAL

Description of Statistical Tools Used

Following are the tools used for statistical analysis of the data collected

- ❖ Percentage method
- ❖ Chi-square test

Limitation of the Study

- The study is conducted only in **Noble Honda Motorcycle and Scooters**.
- Employees are very busy.
- Even to get information from a single employee it takes a lot of time.
- The study was limited to certain respondent groups.
- All the findings observations were based only on the basis of respondents answer might not be right always.

FINDINGS

- The Research reveals that the majority (80%) of the respondents are belongs to the age group 25-40.and also the study shows that the majority (60 %) of the Respondents are Male.
- The Research reveals that the majority (32%) of respondents are Private Employee.

- The Research reveals that the majority (68%) of the respondents are comes under the income between 200000-400000.
- The Research reveals that the majority (46 %) of the respondents have own Honda.and also (28.%) of the respondents have preferred Bajaj.
- The Research reveals that the study show that the majority (52 %) of the respondents preferring using own bike for more than 2 years to 5 years.
- The Research reveals that the majority (36 %) of the respondents are friends/family. And also (24%) of the respondents are Internet.
- The Research reveals show that the majority (48%) of the respondents are personal work. And also (36.05 %) of the respondents are Office work.
- The Research reveals that the majority (32%) of the respondents are cash to purchase the bike. And also (24 %) of the respondents are Bank loan & friends /Relative.
- The Research reveals that the majorities (36%) of the respondents are Prefer the Power , (36%) of the respondents are Mileage and Maintenance.
- The Research reveals that the majority (32%) of the respondents are Brand aware the TVS Company.
- The Research reveals that the majority (40 %) of the respondents are Good feature come in , then would to change the bike.
- The Research reveals that the Majority of respondents are businessman.
- The Research reveals that the Majority of respondents have bought BAJAJ FOR ITS MILEAGE.
- The Research reveals that the Majority of respondents are belonging to 5000 – 10000 monthly income groups
- The Research reveals that the 48% of respondents own CT 100 DLX and 12% of respondents own pulsar.
- The Research reveals that the74% of the respondents are highly satisfied with co-operation of the agency in selecting and maintain the bike
- 47.5% of the respondents are saying high satisfied,51% of the respondents are saying satisfied, 1% of the respondents are saying non satisfied,.5% of the respondents are saying dissatisfied

- 38.5% of the respondents are saying high satisfied,51.5% of the respondents are satisfied, 9.5% of the respondents are saying non satisfied, remaining .5% of the respondents are saying dissatisfied
- 37.5% of the respondents are saying high satisfied, 50% of the respondents are saying satisfied, 11.5% of the respondents are saying non satisfied, remaining1% of the respondents are saying dissatisfied.
- 34.5% of the respondents are saying high satisfied, 47.5% of the respondents are saying satisfied, 16% of the respondents are saying non satisfied, remaining 2% of the respondents are saying dissatisfied.
- 21% of the respondents are saying high satisfied,52.5% of the respondents are saying satisfied, 23.0% of the respondents are saying non satisfied,2.5% of the respondents are saying dissatisfied.1%of the respondents are saying highly dissatisfied.
- 17.5% of the respondents are saying high satisfied,48% of the respondents are saying satisfied, 32.5% of the respondents are saying non satisfied,2% of the respondents are saying dissatisfied.
- 7% of the respondents are saying high satisfied,45% of the respondents are saying satisfied, 39.5% of the respondents are saying non satisfied,8% of the respondents are saying dissatisfied, .5% of the respondents are saying highly dissatisfied.
- 10.5% of the respondents are saying high satisfied,54.5% of the respondents are saying satisfied, 32.0% of the respondents are saying non satisfied,2.5% of the respondents are saying dissatisfied, remaining .5% of the respondents are saying highly dissatisfied.
- 13% of the respondents are saying high satisfied,42% of the respondents are saying satisfied, 36.5% of the respondents are saying non satisfied,6.5% of the respondents are saying dissatisfied, remaining 2% of the respondents are saying highly dissatisfied.

- 25% of the respondents are saying advertisements, 38.5% of the respondents are saying internet, 22.0% of the respondents are saying news paper,10.5% of the respondents are saying friends, remaining 4.0% of the respondents are saying relatives.
- 36% of the respondents are saying satisfied, 42% of the respondents are saying neutral, 22% of the respondents are saying non satisfied
- 16% of the respondents are saying break down,24.5% of the respondents are saying poor mileage, 31% of the respondents are saying cost of spares,22% of the respondents are saying service un available.6.5% of the respondents are saying higher maintenances cost
- 36% of the respondents are very satisfied, 45% of the respondents are satisfied,18% of the respondents are average,1% of the respondents are dissatisfied.

SUGGESTIONS

1. Honda should introduce more model having more engine power.
2. Honda should think about fuel efficiency in case of upper segment bikes.
3. More service centres' should be opened for their Customers.
4. Maintenance cost and the availability of the spare parts should also be given due importance.
5. They also introduce some good finance/discount schemes for students.
6. The price should be economic.

CONCLUSION

1. Hero, Bajaj and Honda is considered to be most fuel - efficient bikes on Indian roads.
2. Service & Spare parts of Honda bikes are available throughout India in local market also.
3. While buying a motorcycle, economy is the main consideration in form of maintenance cost, fuel efficiency.
4. Majority of the respondents had bought their motorcycle more than 2 years.

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