

A STUDY ON CUSTOMER SATISFACTION TOWARDS HONDA TWO-WHEELER AT KALLAKURUCHI

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ABSTRACT

Customer satisfaction is a feeling of pleasure or disappointment resulting from comparing a products perceived performance or outcome in relation to his or her expectations. In this paper we found that 60% of respondents to know the advertisement of Honda Bike through media, 90 percent of the respondents were completely satisfied with the mileage and performance of the bike, 73% of respondents are satisfied with pick-up of the Honda Bike, 56% of the respondents are attracted to the quality of the service to choose this bike, 50% of the respondents are satisfied with the design of the bike, 54% of the respondents considered the price of the Honda, 60 % of the respondents felt the explanation to be "excellent". Find that there is significance difference between the preferable factors like mileage, pickup, price and design.

1. INTRODUCTION

My project report is on the topic "A study on customer satisfaction towards Honda Two-wheelers." I successfully completed. It helped me to learn some new skills. It was an unforgettable moment, I felt it was healthy working environment, more over i learn a lot from this project. This study is based to identify the satisfaction level of Honda two wheeler bike users. This Study is mainly focused on the factors in which the bike owners are satisfied or dissatisfied with Honda two wheeler bikes Customer satisfaction is important to business from short long term point view. In short importance we can include worn & repurchase, while in long term brand image and market share. If a customer is satisfied he will praise product his or her friend, relatives or colleagues and he or she recommend the product to people he or she may intend to buy the same product, or may buy again in near future one satisfied customer may be the best means of advertisement. Hence short term benefits of satisfaction will pave way too long term benefits empirical evidence regarding extend of negative versus positive word of mouth in some equivocal. This study has under taken to know the customer satisfaction towards Honda two wheeler bikes.

2. OBJECTIVES OF THE STUDY

- To identify Customer Satisfaction towards the Honda two-wheelers
- To know about consumer preferences towards Honda two wheelers
- To analyse the effectiveness of customer service provided by Honda motors
- To find the problems faced by customers of Honda two-wheelers To figure out the factors influencing in buying Honda bikes.
- To provide suggestions, opinions to the company to improve its sale and profitability.

NEED OF THE STUDY:

- The growth and success of the organization depends on the level marketing strategy. So, it is essential to make the customers satisfied by providing quality customer service.
- In this modern world we can notice the intense competition in all the industries from pin to plane. Customers taste, preferences are very dynamic they can change at any time, they always in search of advanced and updated products and services.
- It has been a Herculean task to retain the customers. So an effective customer satisfaction data is necessary.
- In India, the market for Honda two-wheeler is almost well established. So, maintaining the present company domination and brand value is very important hence it needs a proper and effective data regarding present customer satisfaction.

CUSTOMER SATISFACTION:

DEFINITION OF CUSTOMER SATISFACTION:

Philip Kotler defines customer satisfaction as a 'person's feeling of pleasure or disappointment, which resulted from comparing a product's perceived performance or outcome against his/her expectations'. Although Kotler uses abstract terms like pleasure and disappointment, the definition is by no means ambiguous.

MEANING OF CUSTOMER SATISFACTION:

Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or change its products and services.

CUSTOMER SATISFACTION EXPLANATION:

Customer satisfaction, a term frequently used in marketing, is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals."

It is seen as a key performance indicator within business and is often part of a Balanced Scorecard. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy.

"Within organizations, customer satisfaction ratings can have powerful effects. They focus employees on the importance of fulfilling customers' expectations. Furthermore, when these ratings dip, they warn of problems that can affect sales and profitability.

Here are the top six reasons why customer satisfaction is so important:

- It is a leading indicator of consumer repurchases intentions and loyalty
- It is point of differentiation
- It reduces customer churn
- It increases customer lifetime value
- It reduces negative word of mouth
- It is cheaper to retain customers than acquire new ones.

3. RESEARCH METHODOLOGY

Research Methodology is way to systematically solve the research problem. It is a plan of action for a research project and explains in detail how data are collected and analysed. Research Methodology may be understood as a science of studying how research is done scientifically. It can cover a wide range of studies from simple description and investigation to the construction of sophisticated experiment.

A clear objective provides the basis of design of the project. Since the main objective of this study is to identify the brand awareness. It was decided to use descriptive research design include, surveys and fact-finding enquires of different kinds, which found out to be the most suitable design in order to carry out the project.

This study assumes the characteristics of descriptive. The study is based on primary data collection. The secondary data was collected from the articles, journals, newspaper and websites. The sample size comprises of different types of consumer who are potential users of Honda Two Wheeler like employees, students, and professional etc.

RESEARCH DESIGN:

A research design is considered as the framework or plan for a study that guides as well as helps the data collection and analysis of data. Present study is an analytical and descriptive in nature and based on empirical study. The data was collected from both primary and secondary sources. The primary source of data is respondents concerned and collected by using a predefined questionnaire. The secondary sources include books, articles, periodicals, newspapers, various reports, websites etc.

DESCRIPTIVE RESEARCH:

Descriptive research design is used for this study. It describes the state of affairs as it exists at present. Descriptive research includes surveyors' and fact-finding enquires of different kinds.

TYPES OF DATA USED:

PRIMARY DATA:

Primary data were collected from the customers of DEEN HONDA MOTORS through the questionnaire. Only limited number of data is collected from the customers through primary data.

3.5.2 SECONDARY DATA:

Secondary data means already collected information like website, journals, magazine, newspaper, and books. I have used in secondary data are website and books.

DATA COLLECTION TOOL:

QUESTIONNAIRE:

A Questionnaire is a research instrument consisting of a series of questions and prompts for the purpose of gathering information from respondents. Although they are often designed for statistical analysis for the responses, this is not always the case.

SAMPLE:

The selected respondents constitute what is technically called a "sample". The group consisting of these is known as "sample".

SAMPLING TECHNIQUES:

The sampling method adopted for this study was simple random samplings. Simple random sampling (sometimes known as grab or opportunity samplings) is the method of choosing items in an structured manner from the population frame. Though almost impossible to treat meticulously, it is the method most commonly employed in many practical situations.

SAMPLING DESIGN:

Sampling design is to clearly define set of objective, technically called the universe to be studied. Sampling technique used is simple random sampling method.

SAMPLE SIZE:

Sample size is 50. It was collected by using questionnaire.

SAMPLE AREA:

The survey conducted in DEEN HONDA MOTORS.

TOOLS FOR ANALYSIS:

To arrange and interpret the collected data the following statistical tool were used.

1. Percentage analysis.
2. Correlation.

PERCENTAGE ANALYSIS:

Percentage refers to special kind of ration. It is used in making comparison between two or more series of data. It is used to describe relationship. It is used to analyses the data. Bar charts, pie charts were used to explain tabulation clearly,

FORMULA:

$$\text{Percentage} = \frac{\text{Number of respondents}}{\text{Total number of respondents}} \times 100$$

CORRELATION:

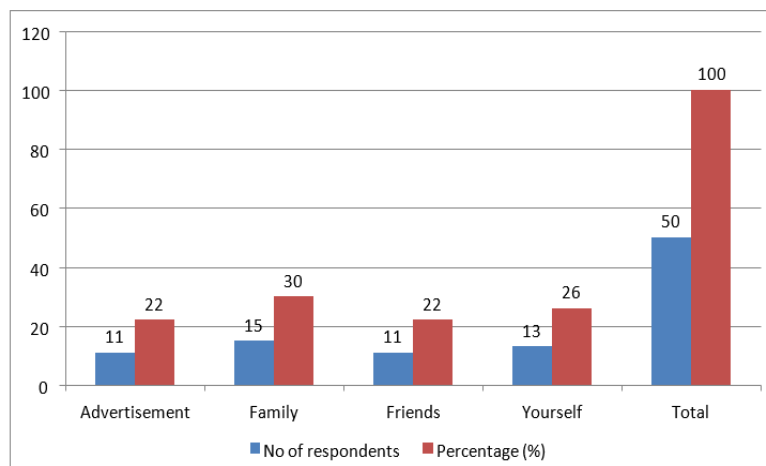
The degree of relationship between the variables under consideration is measured through the correlation analysis. Correlation analysis deal with the association between tow (or) more variables. This correlation a statistical device which helps us in analysing two correlation of two (or) more variables.

FORMULA:

$$r = \frac{\sum xy}{\sqrt{(\sum x^2)(\sum y^2)}}$$

TABLE NO:8 Influenced you to buy the Honda bikes

Particulars	No of respondents	Percentage (%)
Advertisement	11	22
Family	15	30
Friends	11	22
Yourself	13	26
Total	50	100



INTERPRETATION:

The above table and chart shows that 22% of them are influenced by advertisement and 30% of them are influenced by family and 22% of them are influenced by friends and 26% of them are influenced by yourself. The majority of them are influenced by Family (30%).

CORRELATION

		Financial service	Quality of service	Product satisfaction	Safety	Overall Satisfaction
Financial service	Pearson correlation	1	.621 **	.463 **	.533 **	.657 **
	Sig. (2-tailed)		.000	.001	.000	.000
	N	50	50	50	50	50
Quality of service	Pearson correlation	.621 **	1	.463 **	.496 **	.630 **
	Sig. (2-tailed)	.000		.001	.000	.000
	N	50	50	50	50	50
Product satisfaction	Pearson correlation	.463 **	.496 **	1	.533 **	.657 **
	Sig. (2-tailed)	.001	.000		.000	.000
	N	50	50	50	50	50
Safety	Pearson correlation	.533 **	.496 **	.657 **	1	.593 **
	Sig. (2-tailed)	.000	.000	.000		.000
	N	50	50	50	50	50
Overall satisfaction	Pearson correlation	.657 **	.630 **	.463 **	.593 **	1
	Sig. (2-tailed)	.000	.000	.001	.000	
	N	50	50	50	50	50
**. Correlation is significant at the 0.01 level (2-tailed)						

INTERPRETATION:

The above table shows that, the correlation between overall customer satisfaction on Financial service (0.001), Quality of service (0.000), Product satisfaction (0.000), Safety (0.000), Overall satisfaction (0.001). Finally all Customer satisfaction factor is highly significant.

4. FINDINGS

- ❖ It is found that there are about 74% of male.
- ❖ It is found that 48% of them age is 31-40 years.
- ❖ It is found that 28% of them have qualification of under graduate.
- ❖ It is found that 24% of them occupations are professional.
- ❖ It is found that 64% of them are married.
- ❖ It is found that 28% of them are getting 10000-20000 as a monthly income.
- ❖ It is found that 26% of them are using dio model two-wheeler.
- ❖ It is found that 30% of them are influenced by family to buy the Honda bikes.
- ❖ It is found that 32% of them are own the Honda bikes for 2 years.

5. SUGGESTIONS

- Company should maintain quality of after sale services to impress the customers.
- All spares, accessories should be available at the service stations on proper time.
- The most important media for consumer durables is television. So, they should go for television advertisements rather going for newspaper, the television advertisements influences more on the people. They should spend some expenditure for T.V. advertisements.
- The firm can offer any discounts, gifts, lucky draw.

The better relationship with the customer will help to enlarge the business and make as more reputed company

6. CONCLUSION

The study tries to reveal the factors responsible for preferring a particular brand. The sample was collected from the customers who owned the Honda two wheeler and to know about the satisfaction level of the Honda two wheelers. The study tries to identify the extent of influence of various informational sources in customer satisfaction. In this study, most of the respondents are having a good opinion about the Honda two wheelers. The findings and suggestions of this study will support the company in an effective and better way.

It has been undoubtedly proven that retaining customers is the only way to succeed in business. From the study we conclude that Honda has a good image from the customer and for further improvement it shows concentrate in every activity. The project entitled

“A STUDY ON CUSTOMER SATISFACTION TOWARDS HONDA TWO-WHEELERS

”. The overall analysis of the study indicated that at present most of the customers are overall satisfied towards the Honda bikes

7. REFERENCE

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