

# CUSTOMER SATISFACTION TOWARDS HONDA TWO WHEELER-A STUDY IN PALAKKAD DISTRICT, KERALA.

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## INTRODUCTION

The prosperity of every business unit depends upon the efficiency of marketing. Marketing occupies an important position in the organization of a business unit. When the marketing functions are not fruitfully carried out, it will affect the existence of an organisation. All activities which are involved in the process of transferring of goods from the place of its origin to the ultimate consumers come under the purview of marketing.

The marketing strategy is a consistent, appropriate and feasible set of principles through which particular company captures its customers and achieve profit objectives in a competitive environment.

The automobile industry designs, develops, manufactures, markets, and sells motor vehicles, and is one of the world's most important economic sector in respect of revenue. The competitive nature of the automobile industry has prompted the companies to take up new and innovative market strategies towards the competition. The automobile industry in India has witnessed a rapid growth over the last couple of decades and in recent years it has also captured the attention of the whole world with some innovative products. It includes manufacturing of cars, two-wheelers like motorcycles, scooters, bikes, passenger cars, trucks, tractors, defence vehicles and buses. It can be divided into car manufacturing, heavy vehicle manufacturing and two-wheeler manufacturing. The study has been conducted to know the Customers Satisfaction level towards Honda Two Wheelers with Special Reference to Palakkad District.. It analyses the the factors that lead to the preference of a particular brand by the customers.

This study will be useful for the organization to understand the reasons for the preference of the Honda bikes. High satisfaction delights and creates an emotional feeling with the brand. As a result, one can have high customer loyalty. Senior managers believe that a very satisfied or delighted customer is more worthy and they are the biggest assets to an organisation

## STATEMENT OF THE PROBLEM

Today's consumer markets are too competitive. For maximizing the profit and widening the market share, the companies use various efforts for attaining their objectives. There also exist strong consumer advocacy movements all over the world. Most of the companies try to convert potential customer into a regular customer. For this, they try to provide maximum benefits and convenience to the customers through the excellent utilization of resource. The transformation of a potential customer into a regular customer is not an easy task. They have to blend various marketing mixes in different ways.

## SCOPE OF THE STUDY

The study focuses on customer satisfaction toward the Honda two wheeler. It includes availability level of products, quality of the products, customer's expectations towards the products and problems faced by customers if any at Honda.

When viewing the industrial sector one can see that all the corporate houses focusing on retaining the customers without compromising the organizational objectives, ethics and values. Customers are individuals and the

organizations have to make each and every customer feel that they are highly compassionate to them. Hence, customer relationship management is having a wide scope in modern world.

### **OBJECTIVES OF THE STUDY**

The following are the objectives of the study

- To study the factors influence the consumer to select Honda Two Wheeler.
- To know the popular model of Honda Two Wheeler.
- To study about the sources of awareness to buy Honda Two Wheeler.
- To know about consumer preferences towards Honda Two Wheeler.
- To find the customer's satisfaction of Honda Two Wheeler.
- To find the problems faced by the consumers with the Honda Two Wheeler.
- To bring the suggestions about Honda Two Wheeler.

### **SIGNIFICANCE OF THE STUDY**

- The important task of a buying preference is to get more number of consumers for the business and retaining them forever by providing all support and care to him. Serving the customer not stops with caring but the success comes when they are delighted by the service. It requires enormous amount to effort to create one customer, but for a customer the simple reason is enough to switch over the competitor. Hence the customer care becomes very important in selling Honda Two Wheeler. If the customers are treated properly then he will like to do business as remain and he will never turn towards the competitors.

### **RESEARCH METHODOLOGY**

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 study is conducted on the basis of a convenient sample method for 250 respondents. The sample size comprises of different types of consumer who are potential users of Honda Two Wheeler like employees, students, and professional etc.

### **STATISTICAL TOOLS USED**

After the completion of data the collected data is tabulated and analyzed and the relationship between different variables have been estimated with the help of Simple percentage method, weighted average and Likert's scale technique.

### **AUTOMOBILE INDUSTRY IN INDIA**

In India, the **Automobile industry** is one of the largest in the world and is one of the fastest growing globally. India manufactures over 17.5 million vehicles including 2 wheeler and 4 wheeler and exports about 2.33 million every year. It is the world's second largest manufacturer of motorcycles, with annual sales of exceeding Rs 8.5 million in 2009. India's passenger car and commercial vehicle manufacturing industry is the seventh largest in the world, with an annual production of more than 3.7 million units in 2010

The Indian Automobile Industry is manufacturing over 11 million vehicles and exporting about 1.5 million every year. The dominant products of the industry are two wheelers with a market share of over 75% and passenger cars with a market share of about 16%. Commercial vehicles and three wheelers share about 9% of the market between them. About 91% of the vehicles sold are used by households and only about 9% for commercial purposes. The industry has attained a turnover of more than USD 35 billion and provides direct and indirect employment to over 13 million people

### **ANALYSIS OF DATA**

Analysis of data means studying the tabulated material in order to determine inherent facts. This means breaking down the complex factors into simpler parts for the purpose of interpretation.

**TABLE: 1.1****Age-wise Distribution of the Respondents**

Age	No. of Respondents	Percentage (%)
18-20 years	45	18
21-30 years	91	36.4
31- 40 years	61	24.4
41-50 years	38	15.2
Above 50 years	15	6
<b>TOTAL</b>	<b>250</b>	<b>100</b>

Source: Primary Data

The table shows that 18% of the respondents are 18- 20 age group,36.4% of the respondents belong to 21- 30 age group,24.4% of the respondents are 31- 40 age group, 15.2% of the respondents are 41- 50 year group and 6% of the respondents are more than 50 years.

**TABLE: 1.2****Occupational Status of the Respondents**

Source: Primary Data

Occupational Status	No. of Respondents	Percentage (%)
Self employed	20	8
Private sector	30	12
Government sector	50	20
Professional	70	28
Student	70	28
Agriculture	10	4
<b>Total</b>	<b>250</b>	<b>100</b>

The above table depicts that out of 250 respondents, 28% of the respondents are students and professional, 20% belong to government sector, 12% comes under the category of private sector, 8% respondents are self employed persons, and 4% respondents are agriculture.

**TABLE: 1.3****Monthly Income of Respondents**

Monthly Income (in Rs.)	No. of Respondents	Percentage (%)
Upto Rs 5000	60	24
5001-10000	70	28

10001-15000	50	20
15001- 20000	40	16
Above 20001	30	12
<b>Total</b>	<b>250</b>	<b>100</b>

**Source: Primary Data**

The above table shows that, out of 250 respondents 28% of the respondents come under the monthly income of Rs 5001 – 10,000, 24% belongs to the monthly income group of Rs up to 5000, 20% have the income of Rs 10,001 – 15,000, 16% belong Rs 15001 – 20,000 and 12% are having more than Rs 20,001 as monthly income.

**Table: 1.4**  
**Model of the Honda Two Wheeler Possessed by the Respondents**

Particulars	No. of Respondents	Percentage (%)
Activa	57	22.8
Dio	45	18
Shine	20	8
CBR 150	15	6
CBR 250	8	3.2
Unicorn	70	28
Dream Yuga	31	12.4
Others	4	1.6
<b>Total</b>	<b>250</b>	<b>100</b>

**Source: Primary Data**

The table shows that 22.8% of the respondents use the model of Activa, 18% have Dio, 8% of the respondents possess Shine, 6% use CBR 150, 3.2% have CBR 250, 28% possess the Unicorn, 12.4 have Dream yuga and 1.6% of the respondents have some other models.

**TABLE: 1.5****Source of Awareness About the Honda Two Wheeler Among Sample Respondents**

Sources	No. of Respondents	Percentage (%)
News Paper	65	26
Magazines	45	18

Friend & Relative	50	20
Television	40	16
Internet	25	10
Poster	15	6
Other	10	4
<b>Total</b>	<b>250</b>	<b>100</b>

**Source: Primary Data**

The above table clearly shows that among the 250 respondents, 26% is stimulated by new paper, 20% of them are influenced by friend & relative, 18% is stimulated by magazines, 16% through television, 10% is influenced by internet and 6% are influenced by poster.

**TABLE: 1.6****Reasons to Buy the Honda Two Wheeler Among the Respondents**

Sources	No. of Respondents	Percentage (%)
Needful	45	18
Convenience	50	20
Brand image	70	28
Acceptable cost	40	16
Durable	30	12
Good service	15	6
<b>Total</b>	<b>250</b>	<b>100</b>

**Source: Primary Data**

The table shows that the out of 250 respondents, 28% buy the Honda Two Wheeler due to brand image, 20% respondents for convenience, 18% respondents acquire to the reason of need ful, 16% respondents on account of acceptable cost, 12% respondents for durable and remaining 6% respondents for good service.

**TABLE: 1.7****Features Influenced to Buy Honda Two Wheeler Among the Respondents**

Features	No. of Respondents	Percentage (%)
Quality	40	16
Price	55	22
Style	49	19.6
Performance	45	18
Mileage	61	24.4
Colour	30	12

Appearance	25	10
<b>Total</b>	<b>250</b>	<b>100</b>

Source: Primary Data

The table shows the reasons of the purchasing decision. 16% of the respondents look for quality, 22% of the respondents are influenced by price, 19.6% of the respondents induce by style, 18% of the respondents are looking for performance and 24.4% of the respondents prefer due to mileage, 12% respondents buy due to colour and 10% of the respondents influence by appearance.

TABLE: 1.8

**Type of Problems Faced by the Respondents**

Type of Problems	No of Respondents	Percentage (%)
Mileage	50	20
Brake	45	18
Tyre	55	22
Electrical Problems	60	24
Post Sales Service	20	8
Resale Value	10	4
<b>Total</b>	<b>250</b>	<b>100</b>

Source:Primary Data

The table shows that out of 250 respondents, 24% face the electrical problems, 22% have the problem of tyre, 20% of the respondents face the problem of mileage, 18% have the problem of brake, 8% face the problem of post sales service, and 4% have the problem of resale value.

TABLE: 1.9

**Satisfaction Level on Mileage of Honda Two Wheeler Possessed by the Respondents**

Particulars	Weight	Respondents Court	Total
Highly satisfied	4	75	292
satisfied	3	117	345
Dissatisfied	2	41	86
Highly Dissatisfied	1	17	17
<b>TOTAL</b>		<b>250</b>	<b>750</b>

Source: Primary Data

The mean value is 3 this shows that the respondents are satisfied with respect to the mileage of Honda two wheeler.

**Weighted Average**

No. of Respondents * weight/ total respondents	Weighted average
750 / 250	3

**TABLE: 1.10****Factors Responsible for Satisfaction Among the Respondents**

Factors	No. of Respondents	Percentage (%)
Price factor	50	20
Maintenance cost	90	36
Spare parts	70	28
Service factor	40	16
<b>Total</b>	<b>250</b>	<b>100</b>

**Source: Primary Data**

From the above table one can find that out 250 respondents, a maximum of 36% are satisfied with respect to the maintenance cost of the Honda Two Wheeler followed by spare parts at 28%, 20% of them are satisfied relating to price factor and 16% of the respondents are satisfied regarding service factors.

**TABLE: 1.11****Level of Satisfaction Attained by the Respondents**

Level of Satisfaction	No. of Respondents	Percentage (%)
Highly satisfied	50	20
Satisfied	150	60
Not satisfied	30	12
Dissatisfied	20	8
<b>Total</b>	<b>250</b>	<b>100</b>

**Source: Primary Data**

From the above table one can conclude that out of total respondents 60% of them are satisfied, 20% of the respondents are highly satisfied and 12% of them do not have any satisfaction and the remaining 8% are dissatisfied.

### ATTITUDE OF CONSUMERS

In the study, the respondent has taken six statements to measure the attitude. As there is no readymade scale to measure the attitude level, a scale namely "Attitude Scale" has been developed by awarding scores to the six statements. With the help of this scale, the extent of attitude has been measured. Various factors and their scores indicate the level of satisfaction as shown in Table 4.26.

#### Details of Likerts Scale

TABLE: 1.12

Particulars	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total Score	Mean	Rank
Patience of Sales Executives	280	232	225	70	26	833	3.33	VI
Clarity	335	296	174	78	12	895	3.58	IV
Sales Executive Behaviour	315	232	225	70	19	861	3.44	V
Ambience of Showroom	520	304	120	38	11	993	3.97	II
Availability of Product, Service Centre & Spare Parts	500	380	75	20	10	985	3.94	III
Satisfaction Level of services provided	490	408	90	40	5	1033	4.13	I

Source: Primary Data

From the above table one can ascertain that services provided by the suppliers fetches the first rank (4.13) followed by ambience of showroom. The least rank (3.33) is secured by Patience of sales executives.

### SUMMARY OF FINDINGS OF STUDY

1. The study shows that out of 250 sample respondents, 36.4% are in the age of 21-30 years.
2. It is found that 28% of the respondents are student and professionals. It shows that Honda Two Wheeler is highly used by them as compare with other.
3. The study shows that out of sample respondents, 28% have the monthly income level of Rs 5001 to 10,000.
4. It is found that majority of the respondents (28%) use Unicorn Two Wheelers in their home/offices.
5. Out of 250 respondents majority of them (26%) are aware of Honda Two Wheelers through News Paper



6.The study clearly shows that out of 250 respondents most of them (28%) acquire Honda Two Wheeler by giving preference to brand image than the other reasons of good service and durable

7.It is clear that majority of the respondents (24.4%) given the preference to mileage.

8.It is found that majority of the respondents (24%) face the electrical problems while using their Honda Two Wheeler.

9.The study reveals that out of total respondents, majority of the respondents are satisfied about the mileage of Honda Two Wheeler.

10.It is found that out of sample respondents, majority of them (36%) are satisfied regarding the maintenance cost of their Honda Two Wheelers.

11.The study reveals that out of total respondents, majority of the respondents (60%) are satisfied with their Honda Two Wheeler.

12.Out of 250 sample respondents, the maximum numbers of the customers give the first rank for the Honda two wheelers in Palakkad District.

### CONCLUSION

It has been undoubtedly proven that retaining customers is the only way to succeed in business. The study on the customers satisfaction of Honda two wheelers among the customers within the Palakkad District was conducted in Palakkad District. 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 and the findings and suggestions of this study will support the company in an effective and better way.

### REFERENCES

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