

## **A STUDY ON CUSTOMER SATISFACTION TOWARDS HERO HONDA TWO WHEELER IN COIMBATORE CITY**

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### **ABSTRACT**

This research analyses the satisfaction of the customer towards two wheelers. The study was restricted only to Coimbatore city. A total of 100 consumers surveyed with structured questionnaires. Statistical analysis is done such as percentage analysis. India is one of the largest manufacturers and producers of two-wheelers in the world. The preference of the consumers clearly signifies that their importance of family and friends influencing their purchase, the additional facilities expected, and many. In the beginning of the century, the automobile entered in the transportation market as a teddy bear for the rich. However, it became gradually more popular among the general population because it gave travelers the freedom to travel when they wanted to and where they wanted. Readability of copy is of paramount importance.

**Keywords:** Customer, Transportation, Satisfaction, Hero Honda, Manufacturers

### **1. INTRODUCTION**

The definition of customer satisfaction has been widely debated as organization increasingly attempts to measure it. Customer satisfaction can be experienced in a variety of situations and connected to both goods and services. It is a highly personal assessment that is greatly affected by customer expectations. Satisfaction also is based on the customer's experience of both contact with the organization (the "Moment of truth" as it is called in business literature) and personal outcomes. Some researcher define a satisfied customer within the private sector as "one who receives significant added value" to his/her bottom line a definition that may apply just as well to public services. Customer satisfaction differs depending on the situation and the product or service. A customer may be satisfied with a product or service, an experience, a purchase decision, a salesperson, store, service provider, or an attribute or any of these. Some researchers completely avoid "satisfaction" as a measurement objective because it is "too fuzzy an idea to serve as a meaningful benchmark."<sup>4</sup> instead, they focus on the customer's entire experience with an organization or service contact and the assessment of that experience.

## 2. REVIEW OF LITERATURE

The literature reviews have used for the present study. **Arvindsaxene (2012)** director and board member, Honda Motors Limited (HML) can fight competition on price. Companies need to have the right product, distribution, CRM and after sales service to network to grow. **Amrita Raj (2012)** has reported that Hero Moto Corp Ltd is a focusing on technology revamp by having tie ups with US based EBR racing and with Austria based engine maker AVL these moves are with an ultimate aim to extend arm in R&D as the company has decided not to run the existing brands on Honda engines. **Sathish & Pughazhendi (2011)** have determined the customer's perception towards the Honda motorbike. the study has been conducted in burden, a district town of west Bengal, India. In total 100 respondents filled the questionnaire. **Brijesh Kumar (2011)** has mentioned that Hero Honda Motors Ltd, is running a program called Good life Passport to Relationship Reward, with an objective to create an innovative environment for interaction between Hero Honda and its customers. Members of this program are given a magnetic card in which all information is stored and this card is swiped when using any service at a showroom or workshop and it works like a loyalty benefit card. **Abdul et.al. (2006)** has mentioned that the two-wheeler segment has recorded significant change in the past 4-5 years. The market for motorcycles is growing and its sale rose by 27 percent annually during the last four years. He pointed out that while the market for motorcycles is growing that for mopeds and geared scooters is shrinking. This change in the taste of the consumers is possibly due to the technological change. Also most of the manufacturers like Hero Honda, Bajaj and TVS had reduced the prices of their entry level motorcycles in order to capture a bigger share of the market. **Siddhartha & Mukherjee (2002)** have revealed that the two-wheelers are used for variety of work such as visiting people, carrying loads, outdoor jobs like selling and buying. In rural areas it helps people to travel more frequently to nearby towns to their daily needs. The two-wheeler has become a valuable support for increasing productivity and in turn the profit, besides helping as a personal mode of transportation. **Rajmani & Yasso (2001)** have pointed out that a major part of growth in the two-wheeler industry has come from motor cycles, which are considered fuel efficient, reliable and its suitability on rough roads. As per his study, TVS-Suzuki, Hero, Honda, Bajaj dominates the two wheeler scene. The study has also concluded that due to stiff competition from automobile major Bajaj which is a largest producer of scooters the LML is facing considerably stiff competition. However, dominance of this category has been declining because of shift in customer preference towards motor bikes. **Suja (2000)** has studied that success of the firm will be determined by how effective it has been in meeting the diverse us tome needs and wants by treating each customer as unique and offering products and services to suit his/her needs.

### **3. STATEMENT OF THE PROBLEM**

Customer satisfaction is one of the most important issues concerning business organizations of all types, which is justified by the customer orientation Philosophy and the main principles of continuous improvement of modern enterprises. Customer is an individual or business that purchases the goods or services produced by a business. The client is the end goal of businesses, since it is the customer who pays for supply and creates demand. Businesses often follow the adage that "the customer is always right" because happy customers will continue to buy goods and services. In today's competitive business environment, customer satisfaction is an increasingly important component of an effective organization. Customer satisfaction is a key component of a successful and prosperous organization.

### **4. OBJECTIVES OF THE STUDY**

1. To study about customer satisfaction towards Hero Honda two-wheeler with special reference to Coimbatore city.
2. To analyze the factors influencing to choose the particular brand of motor bike.
3. To study about the consumers' opinion for selecting motor bikes regarding its advantages.

### **5. SCOPE OF THE STUDY**

Now the mileage of vehicles is in a low. But in the future it may give a good result in increasing of mileage. Pollution of the vehicles is high and it will affect our environment. So therefore it will reduce the pollution for future users. Therefore the customers can get their vehicles along with his satisfaction among them. It will help to satisfy them for the future uses.

### **6. RESEARCH METHODOLOGY**

Research is an organized and systematic way of finding answer to a question. Research is a careful and detailed study into a specific problem, Concern, or issue using the scientific method. The area of the study for the project is Chandra Honda showroom in Saibabakovil branch, Coimbatore city. The sampling size is 100 respondents. The Primary data are collected the questionnaire and the Secondary data were also collected from files of the company, documents, reports and company magazines. The chi-square analysis is used to compare the observed data with expected data.

### **7. RESULTS AND DISCUSSIONS**

The data collected has to be processed and analyzed with the research plan. The primary data has measured with the help of tools & techniques

**Table 1: Demographic variables of the Respondents**

<b>Variables</b>	<b>Particular</b>	<b>No. of Respondents</b>	<b>Percentage</b>
Age	18 years to 25 years	45	45
	26 years -30 years	30	30
	31 years- 50 years	15	15
	Above 50 years	10	10
Gender	Male	80	80
	Female	20	20
Education Qualification	Students	50	50
	Business man	25	25
	Employees	15	15
	Others	10	10
Monthly Income	Below Rs.10,000	15	15
	Rs.10,001-Rs.15,000	50	50
	Rs.15,001-Rs.20,000	25	25
	Above Rs.20,000	10	10
Service of vehicle	3000 Kms	50	50
	4000 Kms	22	22
	5000 Kms	17	17
	10000 Kms	11	11
Purchasing of Vehicle	Cash	30	30
	Loan	25	25
	Financial Assistance	30	30
	Others	15	15
Features to purchase product	Engine capacity	20	20
	Mileage	15	15
	Stylish	45	45
	Comfortable	20	20

Table-1 provided the demographic details of the sample respondents who have experienced through Honda Two-wheeler in Coimbatore City. Majority of the customers were male with (80%) mostly under the age of 18-25 years with (42%) and were earning Rs.10,001-Rs.15,000 with (50%) and their mode of purchasing vehicle is through cash and financial Assistance with (30%) and they came to know the features of the products and the customers are mostly attracted towards the stylish with (45%).

The chi-square analysis is used to measure the significant influences between the expectations of Honda Two-wheeler of the customers in Coimbatore city. The framed hypothesis was given below.

Ho: There is a no significant relationship between the customers personal details with an expectations of customers about Honda Two-Wheeler

Ha: There is a significant relationship between the customers personal details with an expectations of customers about Honda Two-Wheeler

**Table 2: Chi-Square Analysis**

	<b>Variables</b>	<b>Calculated Value</b>	<b>Table Value</b>	<b>DF</b>	<b>Sig.</b>
1.	Age	0.4	7.81	3	Significant
2.	Gender	1.08	16.91	9	Significant
3.	Occupation	0.99	16.91	9	Significant

Source: Computed Value

Table-2 measured the chi square analysis result for the significant influences between the customers perceptions about Honda Two-Wheeler. The null hypothesis was rejected in this study.

## **8. CONCLUSION**

In this study I came to know that there are more than fifteen different two-wheeler companies manufacturing different types of vehicles. As the time is changing the demands and preferences are also changing very rapidly, so If the companies wants to survive in this competitive market, that have produce the goods and service as per the needs of customer to delight them. The hero Honda is the No.1 two-wheeler company in India which produces wide variety of products with different models, aesthetics etc, by which it has captured a large share in two-wheeler market. Now there are other companies like Bajaj, TVS, Yamaha etc, which are giving keen competition to Hero Honda.

The company's overall position is at a good position. Particularly the current year's position is well due to raise in the profit level from the last year position. It is better for the organization to diversify the funds to different sectors in the present market scenario.

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