

A STUDY ON CUSTOMER SATISFACTION TOWARDS HONDA TWO-WHEELER

WITH SPECIAL REFERENCE TO GUDALUR TALUK

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ABSTRACT

“The automobile has a unique technological achievement and improvement when compare to other modes of surface transportation. Its development in the latter period was high by manufacturing on a large scale indicates the industrial growth in the economically developed countries of the west”. In India, mainly in urban areas, two-wheeler is used for numerous purposes relating to work such as visiting people, outdoor jobs, carrying loads, selling etc. In Rural areas it enables people to travel regularly to nearby towns for their daily needs. In other words, it has become an important support for increasing the productivity and profits apart from personal transportation. The promotion of Automobile industry is crucial in the national interest and the automobile industry is one of the key sectors for the country’s economic development.

Key words: Achievement, Appearance, Competition, Satisfaction.

1. INTRODUCTION:

Two-wheelers are most popular especially among the people belonging to middle income group. Due to wide choice of brands there is stiff competition among the manufacturers and marketers to get attention of the buyers. People favor a specific model of motor cycle among different brands for numerous reasons like maintenance, price, appearance, fuel efficiency, durability and resale value. .Today the two wheeler industry plays an important role in the Indian economy. India is the second largest two-wheeler manufacturers in the world.

One of the most important features of economic development is the transformation of luxury goods into necessary goods. In recent times one such goods, which has been greatly

demand by the consumers, is the motor cycle possessing a mechanical device for conveyance is an indicator of good standard of living.

India is one of the largest manufacturers and producers of two-wheelers in the world. India stands next to Japan and China in terms of the number of two-wheelers produced and domestic sales respectively. This difference was achieved due to many reasons like restrictive policy followed by the Government of India towards the passenger car industry, growing demand for personal transport, ineffectiveness in the public transportation system etc. The Indian two-wheeler industry made a minute establishment in the early 50s when Automobile Products of India (API) started manufacturing scooters in the country. In the last few years, the Indian two wheelers industry has been spectacular growth the country stands next to china and Japan in terms of production and sales respectively. Majority of Indians especially the youngster prefer motorbikes rather than cars. Capturing a large share in the two wheelers industry, bikes and scooters cover major segment. Bikes are large variety of two wheelers that are available in the market, known for the most recent technology and improved mileage Indian bikes, mopeds stand for style and class for everyone in India.

1.1 STATEMENT OF PROBLEM

Honda was established upon the fundamental belief in the value of each individual. Based on our philosophy, we respect independent spirit and freedom, equality and mutual trust of human beings who work for or come in contact with our company. As such our management policies focus on developing and enhancing the essential characteristics that every individual possesses - capacity to think, reason, and most importantly - the ability to dream. Being the largest producer of two-wheelers and one of the most admired companies in the world definitely thrills us. But what thrills our associates most is the 'Joy of Creating', one of our missions at Honda, which promotes working for our own happiness. If you have a passion for two-wheelers and possess a challenging spirit, your abilities are more important to us rather than which university you passed from. India will be the biggest global market for Honda's two-wheeler business by 2015 before eventually accounting for 30 per cent of its overall market share. At present, this is 13 per cent but the company is going flat out with new product launches as part of

an aggressive growth strategy. The present study to analysis customer satisfaction about the Honda two-wheels in gudalur taluk.

1.2 OBJECTIVES OF THE STUDY:

- ❖ To find out the customers satisfaction level towards Honda two wheeler
- ❖ To find out the factors that influence on customers, when they are purchasing Honda two wheeler.
- ❖ To know the customers are satisfied with price and service network.

1.3 RESEARCH METHODOLOGY

The area of the study restricted and limited the gudalur taluk only. The present study both primary data and secondary data are used. The research selected as simple random sample method and size of sample 140 is taken for this study. The statistical tools are used in the study include Simple Percentage and Chi-square Test.

1.4 LIMITATIONS OF THE STUDY:

- ❖ The study confined to Gudalur taluk so couldn't cover wide area.
- ❖ Only 140 respondents are taken to this study so accurate result was not found.

2. REVIEW OF LITERATURE

G. Mahalakshmi, (2014) concluded in their research paper is This research analyses the satisfaction of the customer towards two wheelers. The study was restricted only to Theni city. The preferences of the consumers clearly indicate their importance of advertisement in influencing their purchase, the additional facilities expected, improvement expected in handling defective goods and many. At the beginning of the century the automobile entered the transportation market as a toy for the rich. However, it became increasingly popular among the general population because it gave traveler the freedom to travel when they wanted to and where they wanted.

Dr. Duggani Yuvaraju & Prof. S. Durga Rao (2014) "Customer Satisfaction towards Honda Two Wheelers A Case Study in Tirupati" 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 percent 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 percent of respondents are satisfied with pick-up of the Honda Bike , 56 percent of the respondents are attract the quality of the service to choose this bike, 50 percent of the respondents are satisfied with the design of the bike, 54% of the respondents considered the price of the Honda,60 percent of the respondents felt the explanation to be “excellent”. According to the chi-square test find that there is significance difference between the preferable factors like mileage, pickup, price and design.

N.D.N Swami (2015) “A Study on Consumer Satisfaction towards TVS Motors with Special Reference to Guntur City” In India two wheeler industry has acquired a new height’s during the last five years with heavy competition and inception of the state of art and changes in technology. The owners of two wheelers have now a wide choice of models. In India, generally in urban areas, two-wheeler is used for various purposes connecting to work. Visiting people, carrying loads outdoor jobs like selling etc. In Rural areas it enables people to travel more frequently to nearby towns for their daily needs. In other words, it has also become a valuable support for increasing productivity and profits, as well personal transportation. Two wheelers in usage are of three types mopeds, Scooters & motor cycle.

PRIYANKA JAIN (2015) “ A Study of Customer Satisfaction of Two Wheelers on Yamaha” This research analyses the satisfaction of the customer towards two wheelers. 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.

3. FINDINGS:

- ❖ 42 percent of the respondents are Student, 29 percent of the respondents are employee, 14 percent of the respondents are business man, 21 percent of the respondents are other occupation like self employee and farmers etc....
- ❖ 36 percent of the respondents are married, 64 percent of the respondents are single.

- ❖ 93 percent of the respondents like Honda and other of the respondents are did not like Honda two- wheeler.
- ❖ 50 percent of the respondents use Honda based on mileage,7 percent of the respondents use Honda based on easy usage, 36 percent of the respondents use Honda based on modern look,7 percent of the respondents use Honda based on other facilities.
- ❖ 36 percent of the respondents use two wheeler for office purpose, 43 percent of the respondents use two wheeler for family purpose,7 percent of the respondents use two wheeler for long drive, 14 percent of the respondents use two wheeler for shopping.
- ❖ 50 percent of the respondents said price of Honda two wheeler is high, 43 percent of the respondents said price of Honda two wheeler is reasonable,7 percent of the respondents said price of Honda two wheeler is low.
- ❖ 32 percent of the respondents are influenced by themselves, 21 percent of the respondents are influenced by family, 36 percent of the respondents are influenced by friends,11 percent of the respondents are influenced by advertisement.
- ❖ 93 percent of the respondents are satisfied with their Honda, 5 percent of the respondents are dissatisfied with their two wheeler, 2 percent of the respondents are neutral of their two wheeler.
- ❖ 46 percent of the respondents say's service provided by Honda dealers is excellent, 36 percent of the respondents say's service provided by Honda dealers is very good,14 percent of the respondents say's service provided by Honda dealers is good, 4 percent of the respondents say's service provided by Honda dealers is poor.
- ❖ 64 percent of the respondents opinion about overall satisfaction of Honda two wheeler was excellent, 29 percent of the respondents opinion about overall satisfaction of Honda two wheeler was very good, 6 percent of the respondents opinion about overall satisfaction of Honda two wheeler was good, 1 percent of the respondents opinion about overall satisfaction of Honda two wheeler was poor.

4. SUGGESTIONS

- ❖ In order to meet the requirement spare parts have to easily available in the workshop.
- ❖ The most important media for consumer durables in television. So they should go for television advertisement rather going for newspaper, the television advertisements

influences more on the people. They should spend some expenditure for T.V advertisement.

- ❖ More features should be added to the bikes according to the needs of the customer, because their competitors are coming with new models. According to the competitors these people should change the models or change the technology.
- ❖ Company should give some incentives to the dealers for promoting the products of Honda. They should not neglect dealers. They should select good dealers, which they can give customer satisfaction.
- ❖ Company should setup service centre's at dealer level itself. They should train some personnel for exclusive maintenance of these two wheelers. They should provide home service to the customers. The personnel should be appointed by company to the dealers. The service should be accurate.

5. CONCLUSION

To conclude that two wheeler brands are taken necessary promotional activities to increase their demand by introducing new models. In olden days the people used only the bicycle and rarely used the two wheelers. But now a day each and every one has the two-wheelers in Gudalur Taluk most of the respondents prefer the Honda for their riding comfort and satisfied with their services.

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