



Journal Homepage: - www.journalijar.com
**INTERNATIONAL JOURNAL OF
 ADVANCED RESEARCH (IJAR)**

Article DOI: 10.21474/IJAR01/2875
 DOI URL: <http://dx.doi.org/10.21474/IJAR01/2875>



RESEARCH ARTICLE

**A STUDY ON CUSTOMER SATISFACTION OF HONDA BIKES WITH REFERENCE TO
 CHINNAMANUR TOWN, THENI DISTRICT.**

Dr. A. Sulthan Mohideen¹, Mr. M. Mohamed Ishaq², Dr. M. Syed Meera Lebbai³ and Mr.M.Mohamed Ilyas⁴.

1. M.Com.,M.Phil.,(MBA),PGDCA, Ph.D., SET., Assistant Professor of Commerce, Hajee Karutha Rowther Howdia College, Autonomous and A grade by NAAC, Uthamapalayam- 625 533. Theni District. Tamilnadu. India.
2. M.Com.,MBA.,M.Phil.,NET., (Ph.D.,)Assistant Professor of Commerce, Hajee Karutha Rowther Howdia College, Autonomous and A grade by NAAC, Uthamapalayam- 625 533. Theni District. Tamilnadu. India.
3. M.Com.,M.Phil.,Ph.D.,Associate Professor of Commerce, Hajee Karutha Rowther Howdia College, Autonomous and A grade by NAAC, Uthamapalayam- 625 533. Theni District. Tamilnadu. India.
4. M.Com., (Ph.D.,) Research Scholar, Hajee Karutha Rowther Howdia College, Autonomous and A grade by NAAC, Uthamapalayam- 625 533

Manuscript Info

Manuscript History

Received: 21 November 2016
 Final Accepted: 21 December 2016
 Published: January 2017

Key words:-

Customer, Satisfaction, Two wheelers,
 Honda, Analysis

Abstract

Customer satisfaction is important to business from the short term and long term point of view. In short importance we can include worn and repurchase, while in long-term brand image and market share. If a customer is satisfied he will praise product his/her friends, relatives, neighbors or colleagues and he/she may recommend the product to people he/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. It can build a brand image in a particular area and gradually shall increase leading to a greater market share. Hence short - term benefits of satisfaction will pave way to long -term benefits empirical evidence regarding extend of negative versus positive word of mouth is some what equivocal. This study has undertaken to know the customer satisfaction regarding Honda bikes in Chinnamanur town, Theni District.

Copy Right, IJAR, 2016., All rights reserved.

Introduction:-

Honda is the world's largest manufacturer of two Wheelers , Recognized the world over as the symbol of Honda two wheelers , the 'Wings' arrived in India as Honda Motorcycle and Scooter India Pvt. Ltd. (HMSI), a 100% subsidiary of Honda Motor Company Ltd., Japan ,in 1999. Since its establishment in 1999 at Manesar, District Gurgaon, Haryana, Honda has lived up to its reputation of offering the highest quality at the most reasonable price. Despite being one of the youngest players in the Indian two-wheelers market, Honda has become the largest two wheeler manufacturer as well as the second largest two-wheelers company in India.

Honda is also the fastest growing company in country today. With a host of facilities under its wings, the first factory of HMSI is spread over 52 acres including a covered area of about 100,000 sq. meters in Manesar, District Gurgaon, Haryana with an annual capacity of 1.65 million units. To meet the ever increasing demands of the

Corresponding Author:- Dr. A. Sulthan Mohideen.

Address:- M.Com.,M.Phil., (MBA),PGDCA, Ph.D., SET., Assistant Professor of Commerce, Hajee Karutha Rowther Howdia College, Autonomous and A grade by NAAC, Uthamapalayam- 625 533. Theni District. Tamilnadu. India.

products, Honda has started operations of its second plant in Tapukara, District Alwar, Rajasthan. Expanding to full operations, Honda production capacity has jumped 30% year on year to 2.8 million per annum in FY 12- 13.

Honda's third plant at Narsapura Industrial Area near Bengaluru, Karnataka is equipped to manufacture 1.2 million units. Utilizing production technologies refined at Manesar & Tapukara plants as starting point, the 3rd plant is employed with state-of-the-art manufacturing, automation and environment friendly technologies to deliver quality products. On February 17 2016, Honda inaugurated the "World's largest only scooter plant" at Vithalapur Gujarat with annual capacity of 1.2 million units. The new plant will employ approximately 3000 people within first 2 years of commercial production.

The history of the Honda brand is nothing more than the history of our challenges and achievements in creating values, invariably ahead of our time. It is also the history of the dreams of each of our associates that have come true and have been shared by people around the world.

Methodology:-

Research is defined as a scientific and systematic search for pertinent information's on a specific topic. It also refers to a search for knowledge. Search comprises defining and redefining problems formulating hypothesis suggested solutions, collecting organizing and evaluating data, making deductions and reaching conclusions and testing the conclusion.

Research design:-

The descriptive research studies are those studies, which are concerned with describing the characteristics of a particular individual or a group (demographic characteristics). In the study the researcher has used the descriptive methods of research.

Period of the Study:-

The study was undertaken during November – December 2016.

Date Collection:-

The study depends on primary data and secondary data.

Primary Data:-

The primary data is collected through interaction with personnel at all level on HR perspective the researcher has constructed questionnaire.

Secondary Data:-

The secondary data were collection from the company profile policy, letter, relevant manual; notification in the office communication (IOC) verified assessment report, statement of account, p/c statement (audit reports) statutory records are offered for study. Relevant supportive/authentic document are offered for verification.

Sampling Design:-

Under the simple random sampling each member of the population has a known and equal chance of being selected in the study, the researcher used the simple random sampling methods for the research from the total population.

Sample Size:-

The size of the sample was finalized to 110 samples after considering the factors like the extent of error, degree of confidence etc.

Objectives:-

- To study the socio demographic factors of customers.
- To identify the factors that influence to purchase of Honda bikes
- To analyse the satisfactory level of customers about the Honda bikes in the study area.
- To offer suitable suggestions based on the findings of the study.

Research Hypothesis:-

- There is a significant association between age' and satisfaction of two- wheeler (Bajaj).
- There is a significant association between area of residency and attraction of media.

Statistical Tools Used:-

- Percentage analysis
- Chi - square test

Data Analysis And Interpretation:-**Table 1:-** Disrblution Of Respondents on the basis of gender.

S.no	Gender	No. of Respondents	Percentage
1.	Male	95	86.36
2.	Female	15	13.64
	Total	110	100

Source: Primary data

It is evidenced from table 1, 86.36% of respondents belong to the Male category and 13.64% of respondents belong to the female category. Therefore majority of the respondents belong to the male category.

Table 2:- Distribution Of Respondents on the basis of age.

S.no	Age	No. of Respondents	Percentage
1.	Below	5	4.54
2.	21-30	59	53.64
3.	31-40	22	20.00
4.	41-50	15	13.64
5	Above51	9	8.18
	Total	110	100

Source: Primary data

From the above table it is identified that 53.64% of respondents belong to 21-30 years of age, 20% of respondents belong to 31-40 years of age, 13.64%, of respondents belong to above 41-50 years of age, 8.18% of respondents belong to above 51 years of age, 4.54% of respondents belong to below 20 years of age group. Hence majority of the respondents belong to 21-30 years of age group.

Table 3:- Distribution Of Respondents on the basis of educational qualification

S.no	Educational Qualification	No of Respondents	Percentage
1.	Uneducated	1	0.91
2.	SSLC	23	20.91
3.	HSC	12	10.91
4.	UG	45	40.91
5.	PG	29	26.36
	Total	110	100

Source: primary data

It is noticed from table 3, 40.91 % of respondents belong to UG. degree, 26.36% of respondents belong to P.G. degree, 20.91% of respondent belong to SSLC, 10.91% of respondents belong to HSC, 0.91 % of respondents belong to uneducated. Therefore, majority of the respondents belong to UG degree only.

Table 4:- Distribution of respondents on the basis of occupation.

S.No	Occupation	No. of Respondents	Percentage
1.	Govt. employees	12	10.91
2.	Private employees	54	49.09
3.	Students	14	12.73
4.	House wife	5	4.54
5.	others	25	22.73
	Total	110	100

Source: primary data

Table 4 reveals that 49.09% of respondents are private employees, 22.73% of respondents belong to other occupations, 12.73% of respondents are students, 10.91% of respondents are government employees and 4.54% of respondents are house wife. Therefore majority of the respondents belong to private employees.

Table 5:- Distribution Of Respondents On The Basis Of Annual Income.

S.no	Annual income	No of Respondents	Percentage
1.	Rs.50,000	40	36.36
2.	Below Rs 50,000	22	20.00
3.	Rs.1,00,000	24	21.82
4.	Above Rs.1,00,000	16	14.55
5.	Rs.1,50,000 to Rs.2,00,000	8	7.27
	Total	110	100

Source: Primary data

Table 5 shows that 36.36% of respondents belong to the income of Rs. 50,000, 21.82% of respondents belong to the income of Rs. 1,00,000, 20% of respondents belong to the income of below 50,000, 14.55% of respondents belong to the income of above Rs. 1,00,000 and 7.27% of respondents belong to the income of Rs. 1,50,000 to Rs. 2,00,000. Therefore majority of the respondents belong to the Annual income of Rs. 50,000 only.

Table 6:- Distribution of respondents on the basis of marital status

S.no	Marital Status	No. of Respondents	Percentage
1.	Married	62	56.36
2.	Unmarried	48	43.64
	Total	110	100

Source: primary data

It is clear from table 6, 56.36% of respondents belong to 'married and 43.64% of respondents belong to unmarried. Therefore majority the respondent belong to married.

Table 7:- Distribution of respondents on the basis of cost of bikes

S.no	Cost of two wheeler	No of Respondents	Percentage
1.	Low	13	11.82
2.	Moderate	65	59.09
3.	High	32	29.09
	Total	110	100

Source: Primary data

Table 7 clearly shows that 59.09% of respondents feels the cost of two wheeler is moderate, 29.09% of respondents feels the cost of two wheeler is high and 11.82% of respondents feels the cost of two wheeler is low. Therefore majority of the respondents feels the price of bikes are moderate.

Table 8:- Distribution of respondents on the basis of usage of bikes

S.No	Usage of Two wheeler	No. of Respondents	Percentage
1.	0-2 years	46	41.82
2.	3-5 years	34	30.91
3.	6-8 years	12	10.91
4.	Above 9 years	18	16.36
	Total	110	100

Source: Primary data

Table 8 shows that 41.82% of respondents using the bikes 0 to 1 years, 30.91% of respondents using the bikes 3 to 5 years, 16.36% of respondents using the bikes above 9 years and 10.91 % of respondents using the bikes 6 to 8 years. Hence majority of the respondents are using the bikes upto 2 years.

Table 9:- Distribution of respondents on the basis of selection of honda bikes

S.No	Selection of two wheeler criteria	No. of Respondents	Percentage
1.	Price	49	44.55
2.	Quality	20	18.18
3.	Comfort and Fuel efficiency	28	25.45
4.	Style and pick up	13	11.82
5.	Others	-	-
	Total	110	100

Source: Primary data

Table 9 shows that 44.55% of respondent prefers for price, 25.45% of respondents prefer for comfort and fuel efficiency, 18.18% of respondents prefer for quality. 11.82% of respondents prefer for style and pickup, hence majority of respondents prefer the bike for its price factor.

Table 10:- Distribution of respondents on the basis of attraction of media.

S.No	Attraction of media	No of Respondents	Percentage
1.	Television Advertisement	35	31.82
2.	Magazine	15	13.64
3.	Friends and relatives	44	40.00
4.	Show rooms	12	10.91
5.	Others	4	3.63
	Total	110	100

Source: Primary data

Table 10 reveals that 40% of the respondents purchase decisions were influenced by their friends and relatives, 31.82% of respondents were influenced by television, 13.64% of respondents were influence by magazine, 10.91% of respondents were influenced by show room displays, 3.63% of respondents were influenced by others factors. Hence, majority of the respondents were influenced by their friends and relatives for the purchase of Honda bikes.

Association between age and satisfaction of two wheeler (honda).

Age	Satisfaction of two wheeler			Statistical inference
	Good	average	poor	
Below 20	-	6	-	CV=14.202 TV=15.5 CV<TV Not Significant
21-30 years	20	35	-	
31-40 years	13	11	2	
41-50 years	7	7	-	
Above 51 years	5	4	-	

Degrees of freedom = (r-I) (c-I)

= (5 - 1) (3 - 1)

= 8

8 at 5% level of significance.

Inference:-

Above There is no significant association between age and satisfaction of two wheeler.

Hence the null hypothesis has been accepted.

Association between area of residency and attraction of media.

Aria of Residency	Attraction of Media					Statistical inference
	Television	Magazine	Friends & relatives	Show rooms	others	
Village	10	3	20	3	-	CV= 6.883 TV= 9.49 CV<TV Not significant
Town	25	12	24	9	4	

Degrees of freedom = (r-I) (c-I)

= (2 - 1) (5 - 1)

= 4

4' at 5% level of significance.

Inference:-

There is no significant association between area of residency and attraction of media. Hence the null hypothesis has been accepted.

Findings suggestions and Conclusions:-**Findings related to socio - demographic factors:-**

- Majority of Respondents are Males (86.36%)
- Majority of Respondents belong to the age group of 21 - 30 years (53.64%)
- Majority of Respondents studied up to their U.G. degree (40.91 %)
- Majority of Respondents using the Honda bikes are private employees (49.09%) Majority of Respondents receiving the income of Rs. 50,000 (36.36%)
- Majority of Respondents are married (56.36%).

Findings Related To Hypothesis:-**Research Hypothesis:- 1**

There is a significant association between age and satisfaction of Honda Bikes

Null Hypothesis:-

There is no significant association between age and satisfaction of Honda Bikes.

Statistical test used:-

Chi-square test was used.

Finding:-

There is no significant association between age and satisfaction of two Wheeler. Hence null hypothesis is accepted.

Research Hypothesis:- 2

There is a significant association between area of residency and attraction of media.

Null Hypothesis:-

There is no significant association between the area of residency and attraction of media.

Statistical test used:-

Chi - square test was used.

Finding:-

There is no significant association between' area of residency and attraction of media.
Hence null hypothesis is accepted.

Suggestions:-

- It is suggest that though Honda Two wheelers are having good quality, it should be improved furthermore.
- More styles and models should be introduced to attract the more customers.
- Lot more facilities may be provided.
- More safety measures may be provided to attract more amounts of customers.
- It is suggest that more advertisements may be given on television and magazine to influence the customer to purchase the Honda two wheelers more.
- It is suggest that to provide installment payment scheme. So that the product can attract the customers easily.
- It is suggest the company should concentrate more on cost of maintenance.
- It is suggest that the company should concentrate more on the mileage of Honda two wheelers, because some of the customers are dissatisfied about mileage.
- It is suggest that the company may open many show rooms in and around chinnamanur town so as to attract rural people surrounding that town.

Conclusion:-

The study reveals that almost all the customers are satisfied with the facilities and services provided by the Honda two wheelers in the study area. The company may make necessary research frequently about the product as well as satisfaction level of customers about Honda bikes, company may also get feedback from the customer's part to overcome the problems faced by them. . The company can change the product style and reduce the cost of the product may be attracted by more customers and get full satisfaction. The suggestions given in this study will improve the sale of the product and thus improve their efficiency and production.

Bibliography:-

1. **David L. Loudon and Albert, J. Della Bitta**, Consumer behaviour fourth Edition, Tata McGrew - Hill Publishing Company Ltd., New Delhi.
2. **Edwinflippo** "Personnel Management" 6th edition, MC Graw hill publication –1984.
3. **H.C. Purohit**. Consumer satisfaction and complaining behaviour first edition - Mittal publication, New Delhi.
4. **Kothari C.R.**, Research Methodology methods and techniques second edition. New age International publishers.
5. **S.P. Gupta**, statistical methods, Twenty ninth revised Edition 2000. Sultan. Chand and Sons, New Delhi.
6. **G.L. Tyagi / Arun Kumar**, Consumer behaviour atlantic publishers and distributors.
7. **Tripathi P.C.** "Personal Management and Industrial relation" Sult and Chand & Sons, New Delhi 1999.
8. www.honda2wheelersindia.com/