



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

A STUDY ON CUSTOMER BEHAVIOUR AND SATISFACTION TOWARDS HONDA ACTIVA TWO WHEELERS WITH SPECIAL REFERENCE TO SINGANALLUR, COIMBATORE.

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ABSTRACT:

Customer satisfaction measures how well the expectations of a customer concerning a product or service provided by a company have been met. Customer satisfaction is an abstract concept and involves such factors as the quality of the product, the quality of the service provided, the atmosphere of the location where the product or service is purchased, and the price of the product or service. It is considered to be the valuable assets of a business. Incomes of the automobile industries consider as important contribution of nation's economy and also generate more job opportunities in turn it makes rapid growth in economy, thus the study analyse the customer satisfaction towards Honda Activa two wheeler with special reference to singanallur, coimbatore and find the effective service provided by the dealers. From the overall analysis of the study majority of the respondents agree with its price, style, mileage, service and its comfort but still they should improve to make easy access of their spare parts which is unique and scarce in nature and the service provided by the service station must follow their promise.

Keywords: Effective service, Honda Activa customer satisfaction

INTRODUCTION:

Business always starts and closes with customers and hence the customers must be treated as the king of the market. All the business enhancements, profit, status, image etc of the organization depends on customers.

The satisfaction could be related to various business aspects like marketing, product manufacturing, engineering, quality of products and services, responses customer's problems and queries, completion of project, post delivery services, complaint management etc.

Higher the satisfaction level, higher is the sentimental attachment of customers with the specific brand of product and also with the supplier. This helps in making a strong and healthy customer – supplier bonding.

Hence customer satisfaction is very important panorama that every supplier should focus onto establish a renounced position in the global market and enhance business and profit

Honda has been calling the Activa the reigning ‘King of Scooters’ since the last 15 years and they aren’t exaggerating.

SCOPE OF THE STUDY

The scope is confirmed only to examine the “Customer Satisfaction “with reference to Honda bikes” and to find possible remedies to counteract their competition.

The main objectives of this study are to analyse the customer behaviour and satisfaction toward Honda activa in singanallur have been taken for the current research work.

STATEMENT OF THE PROBLEM:

In our country the growth of two wheeler industry is still in its preliminary stage, as compared to the industrially advanced countries. It is for the fact that the economy of our country is in the developing stage. There are various two wheeler producers in our country and they are playing an essential role in fulfilling the needs of the customers. Now-a-days, the customers are more dynamic. Their taste, needs and preference can be changing as per current scenario and trends.

OBJECTIVES

- To identify the factors influencing consumers to purchase honda activa.
- To analyse the level of customer satisfaction of the honda activa bike in singanallur.
- To understand the consumer awareness level about Honda activa.
- To analyse the effectiveness of customer service provided by Honda.
- To find problems faced by customers of Honda activa.
- To understand selecting methodology of customer.

LIMITATION OF THE STUDY

- The study is limited to Honda motors customers only.
- As the study is conducted for a limited period and hence it may not be exhaustive.
- Socio-economic condition
- Sample size has been limited to 155.
- Study has been done in singanallur only.

METHODOLOGY OF THE STUDY

Primary data:

The primary data has been collected through questionnaires filled by 155 respondents who are all using honda activa .

Secondary data:

The secondary data has been sourced from various journals and websites.

Sampling area and sampling technique:

All the respondents have been chosen from the singanallur based on convenient random sampling.

TOOLS USED:

- Simple Percentage Analysis.
- Chi-square Analysis.
- Likert Scale.

REVIEW OF LITERATURE

- **Abhijeet Singh (2011)** Honda motors use a customer relationship management and dealer management system which integrates one of the largest applications in the automobile industry, linking more than 1200 dealers across India. CRM has helped Honda Motors to improve its inventory management, tax calculation and pricing. This system has also proved to be beneficial to dealers because it has reduced their working capital cost.
- **Kevin Keller(2012)** Caterpillar has become a leading firm by maximizing the total customer value with the help of effective CRM, best after sales service in the industry and better trained dealer. This allows the firm to command a premium price of 10% to 20% higher than competitors such as Volvo, Komatsu etc.
- **D.Vijyalakshami(2015)** have carried out their study on customer satisfaction with regards to different brands of two wheelers. Their study area was restricted to Coimbatore city and the respondents were local of that city. They found in their study that two-wheelers help people to easy and convenient travel of their daily routine as it is easy to drive and handle. They have also concluded that high price of two-wheelers

does not always give satisfaction to the customers, however, it leads to dissatisfaction some times.

- **Dr. K. Lashami Priya** (2016) has conducted research on customer satisfaction among the users of Honda two wheelers. They tried to identify the factors which affect to give preference of Honda two wheelers. The study revealed that most of the customers were satisfied with the brand image and mileage of Honda bikes. Maintenance cost was considered an important factor and found satisfactory of the concern.
- **Arun Mohan** (2017) in their article “Honda Activa: a detailed review stated that the ride quality is one aspect where the Activa needed improvement. The Honda Activa bike employs a trailing link suspension at front which results in the handle bar juddering every time, one rides over broken roads and telescopic front forks should have been added.
- **Deepthi Nivasini** (2018) in their study suggested that the automobile industry has witnessed a steady growth around the world. With the introduction of new model bikes every year, the Honda Motors Co. Ltd is committed to satisfying the demands of consumers. The Honda Activa bikes are produced in such a way that they are more environment friendly and fuel efficient. This makes the Honda Activa bike a priority in the two-wheeler market.
- **Manahila Ansari** (2019): his study was concluded that It can be rightly concluded from the project that Honda Activa Scooters have done well in establishing their grounds in the two wheeler industry. They are also known for their comfort and performance and the satisfaction is high among the students and the working class. Youth is the target of Honda Activa Scooters and the potential target are the people working in MNCs.

Data Analysis:

The primary data collected were analyzed by using the SPSS computer packages. The statistical tools used for this study are as follows:

Frequency Table

1. While purchasing Honda activa which factors/features do you consider the most?

PARTICULARS	No. OF RESPONDENTS	PERCENTAGE
Engine efficiency	52	33.5
Maintenance	58	37.4
Resale value	19	12.3
After sale service	26	16.8
TOTAL	155	100

The above table shows that 33.5% of the respondents mentioned Engine efficiency; 37.4% of the respondent mentioned Maintenance and 12.3% of the respondent mentioned Resale value and 16.8% of them mentioned After sale service.

Majority of the respondent's choice was Maintenance (37.5%).

2. which of the following model of Honda activa have you been using?

PARTICULARS	No. OF RESPONDENTS	PERCENTAGE
Activa 3G	37	23.9
Activa 4G	51	32.9
Activa 5G	33	21.3
Activa 6G	34	21.9
TOTAL	155	100

The above table shows that 29.3% of the respondents have Activa 3G; 32.9% of the respondent have Activa 4G and 21.3% of the respondent have Activa 5G and 21.9% of them have Activa 6G.

Majority of the respondents have activa 4G (32.9%).

3. What were the reason for you to choose Honda activa?

PARTICULARS	No. OF RESPONDENTS	PERCENTAGE
Cheap price	18	11.6
Brands name	58	37.4
Advertisement	49	31.6
Quality	30	19.4
TOTAL	155	100

The above table shows that 11.6% of the respondents have mentioned cheap price; 37.4% of the respondent have mentioned brands name and 31.6% of the respondent mentioned advertisement and 19.4% of them mentioned quality.

Majority of the respondents mentioned advertisement (37.4%).

Chi- square test - Comparison between monthly income and money spent on petrol

H_0 = There is no association between income and money spent on petrol

H_1 = There is an association between income and money spent on petrol

Chi-Square Test			
	value	Df	Asymptotic significance(2-side)
Pearson Chi-Square	15.237 ^a	9	.085

Source: primary Data

In the above table, the p value (0.85) is greater than the significant value (0.05), so the null hypothesis is accepted. we conclude that there is no association between monthly income and money spent on petrol.

Likert scale – DISTRIBUTION OF SAMPLE RESPONDENTS ACCORDING TO SATISFACTION WITH THE PRICE

Satisfaction level	No. of respondents	Likert scale	Total
Satisfied	77	4	308
Neutral	59	3	177
Dissatisfied	10	2	20
Neither satisfied nor dissatisfied	9	1	9
Total	155	10	514

Source primary data

Likert scale = $\sum(FX) / \text{Total no. of respondents}$

$$= 514/155$$

$$= 3.31$$

Likert scale value is 3.31 and it is greater than the third value, so the respondents are good with price.

FINDINGS, SUGGESTIONS AND CONCLUSION

- Majority of the respondents income was **20000-30000 (41.3%)**.
- Majority of the respondents **satisfied with the price (49.7%)**.
- Majority of the respondent prefer **maintenance** while selecting (37.5).
- Majority of the respondents to **petrol cost** were RS-200-400(36.8)
- Majority of the respondents are using **activa 4G (32.9)**
- Majority of the respondents mentioned the reason to buy activa is **advertisement(37.4)**
- Majority of the respondents don't face any problem with activa (72.9%)

- Majority of the respondents recommended honda activa(63.2)
- Majority of the respondents mentioned they knew through **television** about activa (32.3%)
- Majority of the respondents suggested the **reduction of price (31.0%)**
- Majority of the respondents mentioned the design as **good (42.6%)**.
- Majority of the respondents are satisfied with the **price(34.8)**
- Majority of the respondents are satisfied with the **quality(43.2)**
- Majority of the respondents are satisfied with the **availability in all showroom(38.7)**
- Majority of the respondents are satisfied with the **variety of products(45.8)**
- Majority of the respondents are satisfied promotional offers **(34.8%)**.
- Majority of the respondents are satisfied with the **mileage(40.6)**

CHI SQUARE ANALYSIS:

- There is **no significant relationship** between the monthly income and money spent on petrol.
- There is **significant relationship** between the monthly income and money spent on petrol.

LIKERT SCALE ANALYSIS

- The respondents are good with price (3.31%)
- The respondents are good with service. (3.31%)
- The respondents are good with the mileage. (3.30%)
- The respondents are good with the quality .(3.06%)
- The respondents are good with the performance of the vehicle.(3.13%)

SUGGESTIONS

- Though Honda Activa is well known brand and leading bike in scooter segment it has to improve more for better satisfaction of the customers.
- Storage space in the bike is the areas in which the company has to more work and there is also need of improvement in after sales services that would lead to proper follow-up of customers for maintaining better Customer Relationship Management (CRM).

CONCLUSION:

- Every year new models of bike are launched in the market by honda motorcycle and scooter ltd India affirmed to supply the bikes in the market and satisfy the customer .
- As the leading bike, activa in a scooter segment , company continuously focus on research and development for the improvement of the bike that increase the satisfaction level of the customer with the activa bike.

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Research methodology-C.R Kothari

WEBSITE:

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- www.honda2wheelersindia.c-com
- www.activa.com
- www.hondabike.com

