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A STUY ON CUSTOMER SATISFACTION ON KAMALAM HONDA SCOOTERS

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INTRODUCTION:

Honda Motorcycle and Scooter India, Private Limited (HMSI) is the wholly owned Indian subsidiary of Honda Motor Company, Limited, Japan. Founded in 1999, it was the fourth Honda automotive venture in India, after Kinetic Honda Motor Ltd (1984-1998), Hero Honda (1984-2011) and Honda Spiel Cars India (1995-2012). 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 being who work for or come in contact with the company. As such the management policies focus on developing and enhancing the essential characteristics that every individual possess – capacity to think reason, and most importantly – the ability to dream being the largest producer of two wheeler and one of the most admired companies in world definitely thrills us but what our associates most of ‘joy of creating’ one of the mission At Honda, which promotes working or the happiness if you have a passion for two wheelers and possess a challenging spirit, your ability and more are more important to us rather than which university you passed from. India will be biggest global market for Honda two wheeler business by 2015 before eventually for 30 percent of its overall market share. At present this is 13 percent but the company is going the 110 cc dream yuga motorcycle, unveils at the auto expo here on Thursday will roll out this year for market a segment in which Honda former partner, the hero group rules with the splendor and passion brands. The company has assembly plants around the globe. These plants are located in China, the United States, Pakistan, Canada, England, Japan, Belgium, Brazil, México, New Zealand, Malaysia, Indonesia, India, Philippines, Thailand, Vietnam, Turkey, Taiwan, Peru and Argentina. As of July 2010, 89% of Honda and Acura vehicles sold in the United States were built in North American plants, up from 82.2% a year earlier. This shields profits from the yen's advance to a 15-year high against the dollar. During the 1960s when it was a small manufacturer, Honda broke out of the Japanese motorcycle market and began exporting to the United States. Working with the advertising agency Grey Advertising, Honda created an innovative marketing campaign, using the slogan "You meet the nicest people on a Honda." In contrast to the prevailing negative stereotypes of motorcyclists in America as tough, antisocial rebels, this campaign suggested that Honda motorcycles were made for the everyman.

SCOPE OF THE STUDY:

The study tries to identify and accumulates the needs, feedback and suggestions from the customers of Honda Scooters which would help the company in framing suitable strategies to improve its sales and profit by retaining present customers. It helps to retain

the present customers by updating the company services those are convenient to the customers. The study will help to generate the loyal customers, the study identifies the level of customer satisfaction their attitude and feedbacks to the company. It helps to face competition by providing quality services to the customers. The study is mainly focused on the expectation and satisfaction level of the customers from the product "Scooters scooty" and services offered by Honda. Every aspect related to the same such as product price availability, design, features, safety, service facilities, quality of staff, etc. and specifically focused towards the product and services provided in Coimbatore city.

OBJECTIVE:

- To identify Customer Satisfaction towards the Honda Scooters.
- To analyze the present customer attitudes towards Honda Scooters.
- To provide suggestions, opinions to the company to improve its sale and profitability.
- To figure out the factors influencing in buying Honda Scooters.

RESEARCH METHODOLOGY:

The data used in the study are primary as well as secondary data.

Primary data: Primary data is a firsthand information collected for the first time at the time of research process. Primary data have been collected by personal interview method and telephonic interview with the help of questionnaire.

Secondary data: Secondary data is a second-hand information which was already collected by someone. It is opposite to the primary data. secondary data are readily available information's which are needed for the particular study or research. In this particular study secondary data have been collected through various sources.

STATISTICAL TOOLS USED

The data collected from the respondents were converted into readable for processing, classification and arrangements. The data was tabulated and analyzed by using Statistical Methods like Simple Percentage analysis

Percentage analysis

The word Percentage is formed of two words 'Per' and 'cent'. 'Per' means out of and 'cent' means hundred. Therefore Percentage means out of hundred. The symbol for Percentage is %. Percentage is a fraction with denominator as 100. Percentage is used in making comparison between two or more series of data. Percentages are used to describe the relationship. Simple Percentage can also be used to compare the relative terms.

Number of respondents

Percentage = _____ x 100

Total number of respondents

REVIEW OF LITERATURE:

Paul S. Goldner (2021)¹ In this study the author has studied the importance of customer satisfaction. Which is very important in gaining the customers? And he also stated that the customer relationship management is very important, there should be company should show some transparency actions to the customers

Grigoroudis, E and Siskos, Y (2021)² In this study the author has provided the meaning and definition of customer satisfaction. And meaning of customer who is a customer? What is he needed? What criteria's to analyses the perception and attitude of customers. It helps to conduct the survey according to the plan.

Vavra, T.G. (2021)³The author has given the meaning and definition about loyal customer. A customer is a person who buys the goods and services of the same brand is known as loyal customer. A single loyal customer is important than the ten new customers so he tells about the need and importance of loyal customers.

Howard and Sheth (2020)⁴ In this study the author has analyzed the buying behavior of customer which will helps to make selling strategies from the seller or company. Because in the modern world the customers' needs and attitudes are continuously changes, so customer satisfaction and buying behavior of the customer study is very essential now a day.

ANALYSIS AND INTERPRETATION:

TABLE 4.4 CUSTOMERS OF HONDO SCOOTERS

CUSTOMER OF HONDA BIKES	NO OF RESPONDENTS	PERCENTAGE
YES	96	94.1%
NO	6	5.9%
TOTAL	102	100

SOURCES : Primary data

INTERPRETATION: The above table depicts that 94.1% of the respondents are the customers of Honda bikes. 5.9%% of the respondents are non-customers of Honda bikes.

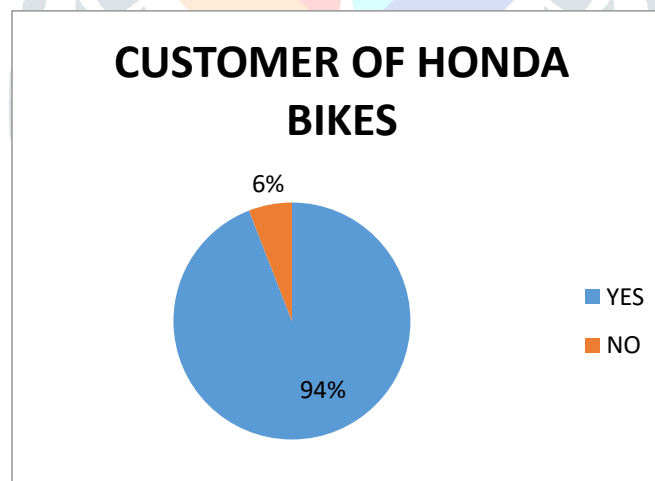


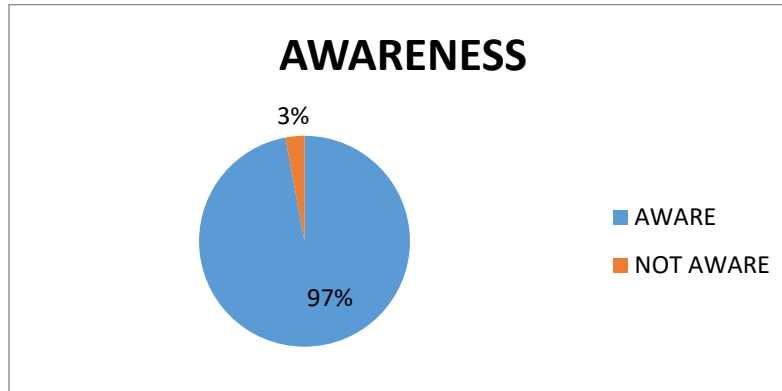
TABLE 4.5 AWARENESS ABOUT HONDA SCOOTERS :

AWARENESS	NO OF RESPONDENTS	PERCENTAGE
AWARE	99	97.1
NOT AWARE	3	2.9%
TOTAL	102	100

SOURCES : Primary data

INTERPRETATION:

The above table depicts that 97.1% of the respondents are aware of Honda bikes. 5.9% of the respondents are not aware of Honda bikes.

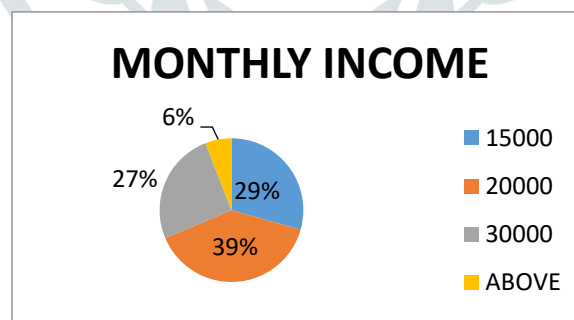
**TABLE 4.6 MONTHLY INCOME OF THE RESPONDENTS**

MONTHLY INCOME	NO OF RESPONDENT	PERCENTAGE
15000	30	29.4%
20000	40	39.2%
30000	26	25.5%
ABOVE	6	5.9%
TOTAL	102	100

SOURCES : Primary data

INTERPRETATION:

The above table depicts that 29.4% of the respondents are receiving 15000 as their monthly income. 39.2% of the respondents are receiving 20000 as their monthly income. 5.9% of the respondents are receiving more than 30000 as their monthly income

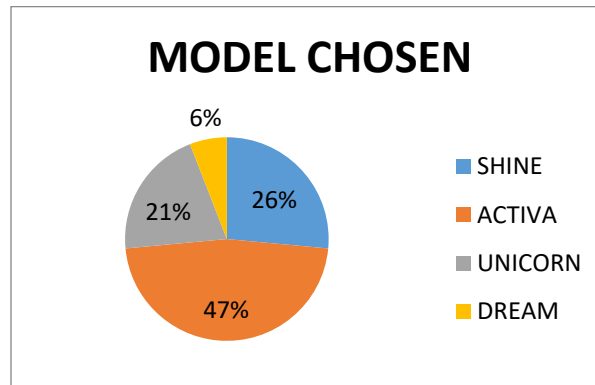
**TABLE 4.7 MODEL THAT THE RESPONDENTS CHOSEN**

MODEL	NO OF RESPONDENTS	PERCENTAGE
SHINE	48	26.5%
ACTIVA	27	47.1%
UNICORN	21	20.6%
DREAM	6	5.9%
TOTAL	102	100

SOURCES : Primary data

INTERPRETATION:

The above table depicts that 26.5% of the respondents have chosen shine model. 47.1% of the respondents have chosen active model. 26.5% of the respondents have chosen unicorn model. 5.9% of the respondents have chosen dream model.

**FINDINGS:**

- 25-30 years of the respondent are 61.8 and 20.6% of the respondent in 31 to 35 years.
- 99% of the respondent are educated
- 73.5% of the respondent are male
- The above table are 94.1% of the respondent in Honda customer bikes.
- 5.9% of the respondent are not aware of Honda bikes
- The above table depicts that 29.4% of the respondent are received 15000.
- 47.1% of the respondent have chosen unicorn model.
- 1.9% of the respondent are using Honda two wheelers for more than 7 years.
- 4.9% of the respondent are unsatisfied with the price of the Honda two wheelers.
- 9.8% of the respondent are influenced by none of the above.
- Given 4 ratings for Honda bikes.
- 4% of the respondent have bellows average opinion about the performance lend on hold bikes.
- 21.6% of the respondent have good satisfaction on two wheelers.

CONCLUSION:

Coimbatore is a metropolitan city there is always hike for the automotive and automobile industry thousands of two wheelers bought and sold every day. Honda Scooters got all the positive response from the customers by its unbeatable style and worthy price made it to the peak. Majority of the Honda Scooters users are youths so we can call it as a youth favorite. Customers in this area choose scooter according to their lifestyle. For example, the customers had to pass through several traffic signals and traffic jams so in this type of conditions scooter is much better than a scooter hence there is always high demand for the scooters in Coimbatore. This has fostered the entry of new variety of scooters available nation wide to flourish in this market. This has enhanced the competition in automotive market but Honda Company with stood this competition by rating in the market share to be highest by launching new Honda Scooters in Indian Market. And retaining its brand image. The results of the survey conducted showed that majority of the customers are satisfied towards Honda Scooters It satisfies all the needs and expectations of customers. Finally, I would conclude that Honda Scooters is more eye catching. More refined and more User friendly, it is whole lot of enjoyable to drive than anything else in the compact Scooter category

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