



A STUDY ON CUSTOMER SATISFACTION AND INFLUENCING FACTOR TOWARDS HONDA DIO SCOOTERS

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ABSTRACT:

The study is on customer satisfaction and influencing factor towards Honda Dio scooters. The topic selected detailly outlines the various factors and the relationship which has direct influence on customer satisfaction on Honda Dio. Consumer preference for a product can make or break a company. If customers generally like a product, it could disappear very quickly if the company cannot figure out how to fix problem. The underlying foundation of demand, therefore, is a model of how customers behave. There are no doubt dependent upon culture, education, and individual tastes, among other factors. We develop a model in which we map or graphically derive customer preferences.

Keywords: Honda Dio, Influencing factor, Satisfaction.

INTRODUCTION:

My project report is on the topic “**A study on customer satisfaction and influencing factor towards Honda Dio scooters.**” Honda has been the world’s largest manufacturer of internal combustion engines measured by volume, produce more than 14 million internal combustion engines each year. Honda became the second largest Japanese automobile manufacturer in 2001. Honda was the eighth largest automobile manufacturers in the world behind General Motors, Volkswagen Group, Toyota, Hyundai Motor Group, Ford, Nissan, and PSA Peugeot Citroen in 2011. They have also ventured into aerospace with establishment of GE Honda Aero Engines in 2004 and the Honda HA-420 Honda Jet, which began production in 2012. Honda has three joint-ventures in China (Honda China, Dongfeng Honda, and Guangli Honda). I successfully completed my project in Aadhi Honda. In the very first day I felt nervous because that was my first working experience, but my external guide Ms. S. Kiruthika. M.Com., who helped me to overcome from all the

hesitation and fear, it helped me to learn some new skills. It was an unforgettable moment, I felt it was a healthy working environment, more over I learnt a lot from this project.

OBJECTIVES:

- To identify Customer Satisfaction towards the Honda Dio
- To figure out the factors influencing in buying Honda Dio
- To provide suggestions, opinions to the company to improve its sale and profitability

RESEARCH METHODOLOGY:

Descriptive study as the characteristics of respondents were studied pertaining to two wheelers market. They study was made through:

- ❖ Primary Data
- ❖ Secondary Data

REVIEW OF LITERATURE:

Paul S. Goldner (2006): -

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.

Howard and Sheth (1969):

In this study the author has analysed the buying behaviour 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 days.

Usher & Barak, 2020; Huang (2019):

Inevitably, schools and other learning spaces were forced to migrate to full online learning as the world continues the battle to control the vicious spread of the virus. Online learning refers to a learning environment that uses the Internet and other technological devices and tools for synchronous.

Schneider (1985, 1990):

It defines climate as the shared perceptions of organizational members concerning practices. Behaviours and procedures are rewarded and supported in the workplace. Others have viewed it as a set of concepts to understand the context of the organization, representing the norms, attitudes, feelings and behaviours.

TOOLS FOR STUDY:

The following statistical tools were applied to analyse the data collected through questionnaire:

- ✓ Percentage Analysis
- ✓ Chi square Analysis

PERCENTAGE ANALYSIS:

OCCUPATION	NO. OF RESPONDENTS	PERCENTAGE
Professional	12	12%
Business	8	8%
Government Service	7	7%
Student	67	67%
Others	6	6%
Total	100	100%

Source: Data through questionnaire

Interpretation: Because of the Dio pick up and stunning look most of the college students prefer Honda Dio

CHI - SQUARE ANALYSIS:

	Observed N	Expected N	Residual
4-6	1	1.0	.0
5	1	1.0	.0
61	1	1.0	.0
11	1	1.0	.0
Total	4		

TEST STATISTICS:

	Influencing factors to buy the Honda Dio
Chi-Square	000a
df	3
Asymp. Sig	1.000

4 cells (100.0%) have expected frequencies less than 5. The minimum expected cell frequency is 1.0.

FINDINGS:

- Majority 72% of the total respondents are male
- 82% of the respondents were youngsters below 30 years
- Majority 38 respondents were graduates and 25 of them were post graduates
- Majority of the college students prefer Honda Dio because of its pickup and stunning look.
- In this survey brand image plays a dominant role in the purchase process. Secondly fuel efficiency and durability.

SUGGESTIONS:

- The dealer is required to provide discount on cash purchase. The company/ showroom may give special offers to the students at the time of booking.
- Company should maintain quality of after sale services to impress the customers
- The company has to initiate psychological retain techniques like sending birthday, anniversary wishes to the present customers.
- The company should also try to give certain offers to the dealer so as improve his efficiency in the selling the Honda Dio products which other company also give to their dealer.
- The dealer is required to maintain all colours of Honda Dio Sport at all time & it is available to customer at right him.

CONCLUSION:

Honda Dio got all the positive response from the customers by its UN beatable style and worthy price made it to the peak. Majority of the Honda Dio users are youths so we can call it as a youth favourite. 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. Finally, I would conclude that Honda Dio 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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