

# **A Study On Customer Satisfaction Towards Hero Honda Motorcycles In Coimbatore, Tamil Nadu**

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*"The customer is the foundation of a business and keeps it in existence. He is in an important visitor on our premises. He is doing a favor by calling on us. He is not dependent on us; we are dependent on him."*

*- M. K. Gandhi*

## **INTRODUCTION**

Successful companies realize that a satisfied customer is the best advertiser for their product. Profits are generated not from their production, product or selling efforts, but from the satisfaction of customers. Long-term profits amount to constant revenue from happy customers minus the cost. Therefore, everyone in the organization must aim to serve the customer, whether directly or indirectly. Customer satisfaction is moving target where customer expectations and performance standards are continuously changing with the competitors also meeting or exceeding customer requirements. The study is an outcome on **"A Study On Customer Satisfaction Towards Hero Honda Motorcycles In Coimbatore, Tamil Nadu"**. This study was carried out for a period of one month. The main objective of the study is to identify the customer satisfaction with Hero Honda motorcycles in Coimbatore. The objectives also includes evaluating the opinion of the customers about their preferences, and the parameters to improve the features of Hero Honda motorcycle. A sample size of 100 customers of Hero Honda motorcycles in Coimbatore was selected. Primary data was collected with structured questionnaires. Secondary data was collected from magazines, newspapers, websites and reports. Simple percentage methods were used. This study could give clear-cut picture regarding the customer's interest in purchasing various models of Hero Honda motorcycles. The company will be able to know about the purchasing pattern of the customers and their expectations. From the study, we may conclude that the customer satisfaction is directly depending on the customer satisfaction.

## **OBJECTIVES OF THE STUDY**

The main objective of the study is to know about the Customer Satisfaction of Hero Honda Motorcycles in Coimbatore, Tamil Nadu. This study could be instrumental for Hero Honda Company in improving its relationship with customers. The objective includes the below metrics for identifying the efficient customer satisfaction.

- ✿ To study about the various factors, which determine the level of customer satisfaction for Hero Honda motor bikes in Coimbatore.
- ✿ To analyze the riding performance of Hero Honda motorcycles in Coimbatore.
- ✿ To evaluate the opinion of the customers about their preferences, the parameters to improve the features of Hero Honda motorcycle.
- ✿ To study about satisfactions of customers with regard to after sales service.
- ✿ To give suggestions to the management for improving customer satisfaction from the findings of the study.

## **LIMITATIONS OF THE STUDY**

- ✿ The study was limited to a specific number of respondents, which didn't cover the whole population, and this can't be a total opinion of all the customers.
- ✿ The study has certain limitations in its information.
- ✿ The study was conducted only for one month and it is a time bound study, and the depth analysis is limited.
- ✿ As it was a time bound study, the coverage of information in finding out the customer satisfaction is limited by a number of questions.

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## METHOD USED

✿ **Period Of Study:** The study covers a period of 1 month from July 29<sup>th</sup> to August 30<sup>th</sup> 2009.

## SOURCES OF DATA

✿ **Primary Data:** Primary data were collected from the customers through interview schedules. It was collected for the first time and was original in character. Thus, the primary data is first hand data. The data to be collected present from the respondents or units of the population directly by the researchers or research investigations.

✿ **Methods Of Collecting Primary Data:**

- ✿ Direct Personal Investigation;
- ✿ Indirect Oral Investigation;
- ✿ Information through local correspondents;
- ✿ Mailed questionnaire method;
- ✿ Schedules sent through enumerators.

✿ **Secondary Data:** Secondary data were collected from the various sources such as books, magazines and web sites. It is that data which have already been collected, tabulated and presented in some form by someone else for some purpose.

## DATA ANALYSIS AND INTERPRETATION

The term *Analysis* refers to the computations of certain measures along with searching patterns of relationship that exists among data groups.

*Interpretation* refers to the task of drawing inferences from the collected facts after a thorough analysis. The task of interpretation has 2 major aspects.

- ✿ The effort to establish continuity in research through linking the result of a given study with those of another.
- ✿ The establishment of some explanatory concepts.

Thus, interpretation is the devices through which the factors that seem to explain what has been observed by researchers in course of the study can be better understood. It also provides a theoretical conception which can serve as a guide for further researches.

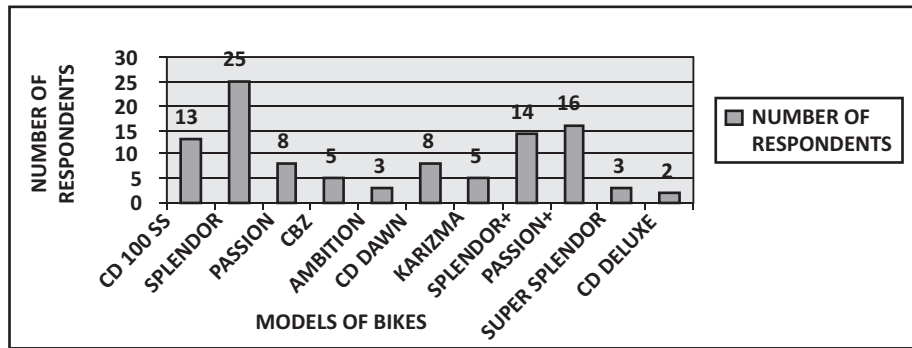
## INTERPRETATION

From the Table 1, it can be inferred that 25% of the respondents preferred *Splendor*, 16% preferred *Passion+*, 14% preferred *Splendor+*, 5% preferred *CBZ*, 5% preferred *Karizma*, 3% preferred *Super Splendor*, 3% preferred *Ambition*, 8% preferred *Passion*, *CD DAWN* and 2% preferred *CD Deluxe model*.

**Table 1 : Preference Of Models Of Hero Honda Motorcycles**

S.No	Description	Number Of Respondents	Percentage
1	CD 100 SS	13	13%
2	SPLENDOR	25	25%
3	PASSION	8	8%
4	CBZ	5	5%
5	AMBITION	3	3%
6	CD DAWN	8	8%
7	KARIZMA	5	5%
8	SPLENDOR+	14	14%
9	PASSION+	16	16%
10	SUPER SPLENDOR	3	3%
11	CD DELUXE	2	2%
12	TOTAL	100	100%

**Chart 1 : Preference of Models of Motorcycles**



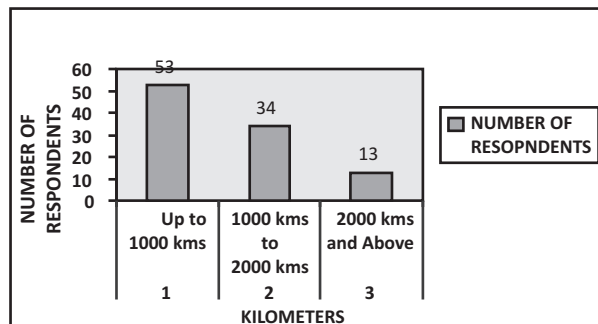
**Table 2 : Kilometers Clocked By The Respondents In A Month**

S.no	Description	Number Of Respondents	Percentage
1	Up to 1000 kms	53	53%
2	1000 kms to 2000 kms	34	34%
3	2000 kms and Above	13	13%
	<b>Total</b>	<b>100</b>	<b>100%</b>

## INTERPRETATION

It is clear from the above Table 2 that 53% of the respondents travel up to 1000 kms, 34% of the respondents travel 1000 kms to 2000 kms, and 13% of the respondents travel 2000 kms and above per month.

**Chart 2: Kilometers Clocked By The Respondents In A Month**



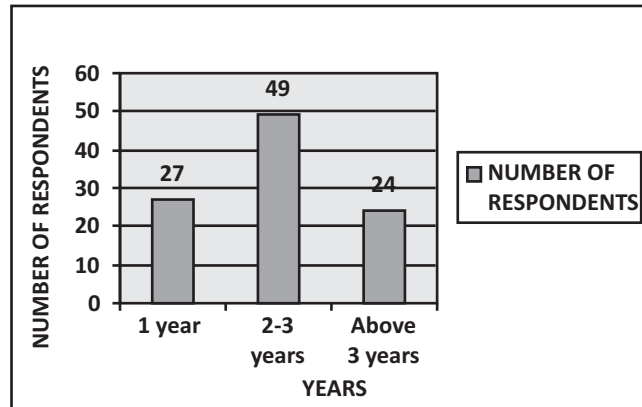
**Table 3 : Period Of Usage By The Respondents**

S.no	Description	Number Of Respondents	Percentage
1	1 year	27	27%
2	2-3 years	49	49%
3	Above 3 years	24	24%
	<b>Total</b>	<b>100</b>	<b>100%</b>

## INTERPRETATION

From the Table 3, it is evident that 27% of the respondents used their bike for a period of one year, 49% of respondents used their bike between 2-3 years and 24% of the respondents had been using their bike more than 3 years.

**Chart 3 : Period Of Usage By The Respondents**



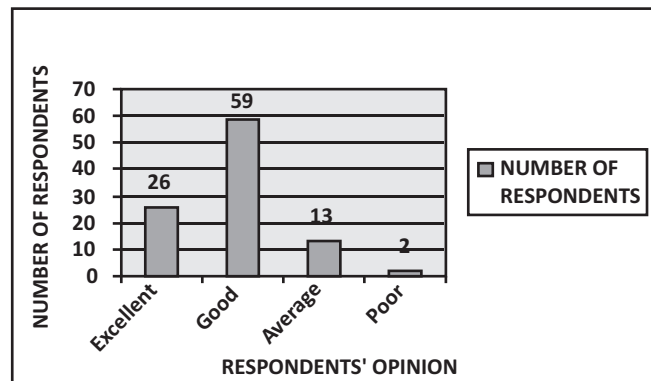
**Table 4 : Opinion About New Design And Looks (Of the Motorcycles) By The Respondents**

S.no	Description	Number Of Respondents	Percentage
1	Excellent	26	26%
2	Good	59	59%
3	Average	13	13%
4	Poor	2	2%
	<b>Total</b>	<b>100</b>	<b>100%</b>

## INTERPRETATION

It is clear from the above Table 4 that 59% of the respondents feels that the new design and looks are Good, 26% of them feel that the new design and look is Excellent, 13% of them feel that it is Average and only 2% of them feel that the new design and looks are Poor.

**Chart 4 : Opinion About New Design And Looks (Of the Motorcycles) By The Respondents**



## INTERPRETATION

It is clear from the Table 5 that 51% of the respondents have selected Fuel Efficiency as their preference in selecting the motorcycle, 4% consider Price as the most important factor, 2% look for Power and Color, 8% look for Pickup, 9% look for Company Image, 1% look for Technology, 6% for Maintenance Cost, 7% for Life of the Vehicle, and 5% each look for Safety and Resale Value.

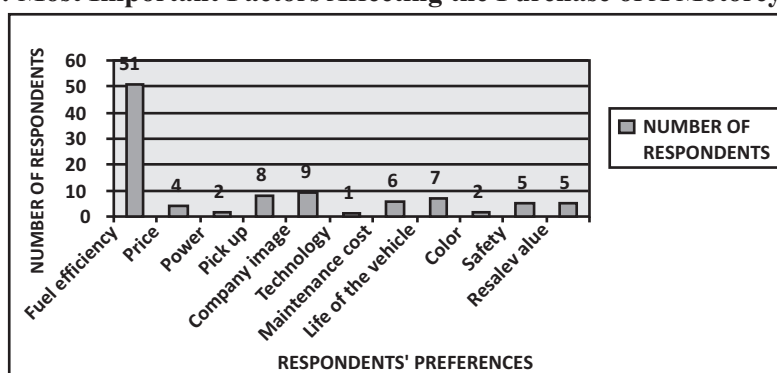
## INTERPRETATION

From the Table 6, it can be seen that 99% of the respondents say that they are satisfied by the after sales service

**Table 5 : Most Important Factors Affecting the Purchase of A Motorcycle Brand**

S.no	Description	Number Of Respondents	Percentage
1	Fuel efficiency	51	51%
2	Price	4	4%
3	Power	2	2%
4	Pick up	8	8%
5	Company image	9	9%
6	Technology	1	1%
7	Maintenance cost	6	6%
8	Life of the vehicle	7	7%
9	Color	2	2%
10	Safety	5	5%
11	Resale value	5	5%
	<b>Total</b>	<b>100</b>	<b>100%</b>

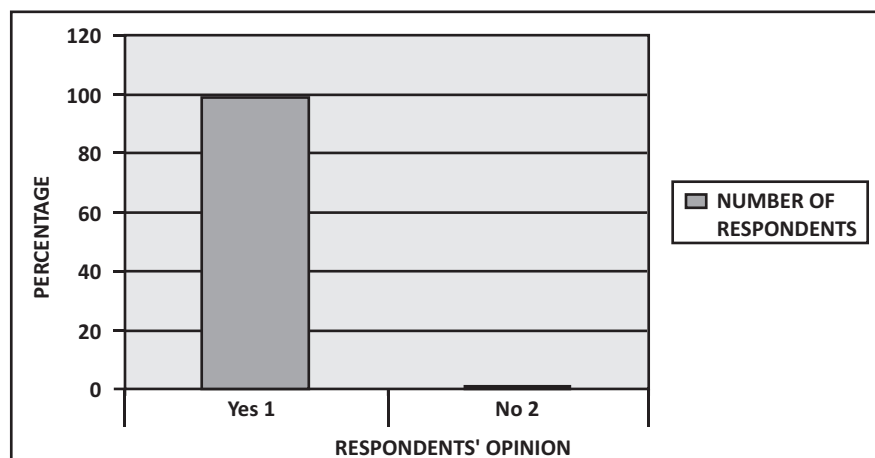
**Chart 5 : Most Important Factors Affecting the Purchase of A Motorcycle Brand**



**Table 6 : Satisfaction With After Sales Service Provided By The Company**

S.no	Description	Number Of Respondents	Percentage
1	Yes	99	99%
2	No	1	1%
	<b>Total</b>	<b>100</b>	<b>100%</b>

**Chart 6 : Satisfaction With After Sales Service Provided By The Company**



provided by the company and only 1% of them were not satisfied with the after sales service.

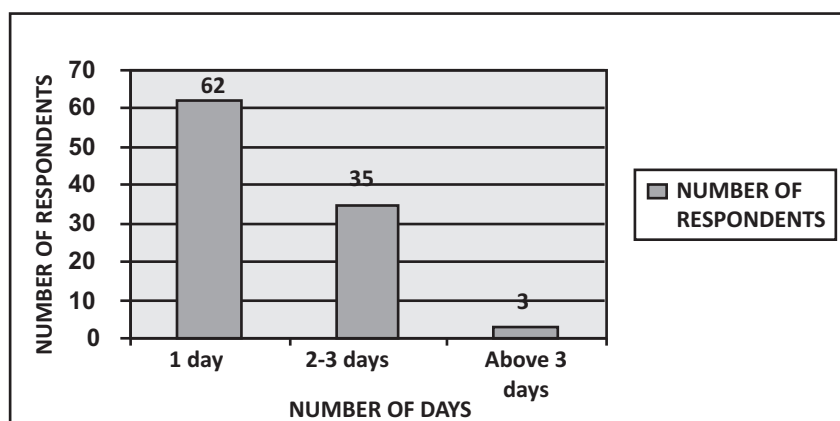
**Table 7 : Service Period For The Vehicle**

S.no	Description	Number Of Respondents	Percentage
1	1 day	62	62%
2	2-3 days	35	35%
3	Above 3 days	3	3%
	<b>Total</b>	<b>100</b>	<b>100%</b>

## INTERPRETATION

From the Table 7, the researcher has identified that 62% of the respondents say they get the servicing of their vehicle done within one day, 35% of them said that they get their service done within 2-3 days, 3% said that it takes more than 3 days to get the motorcycle serviced.

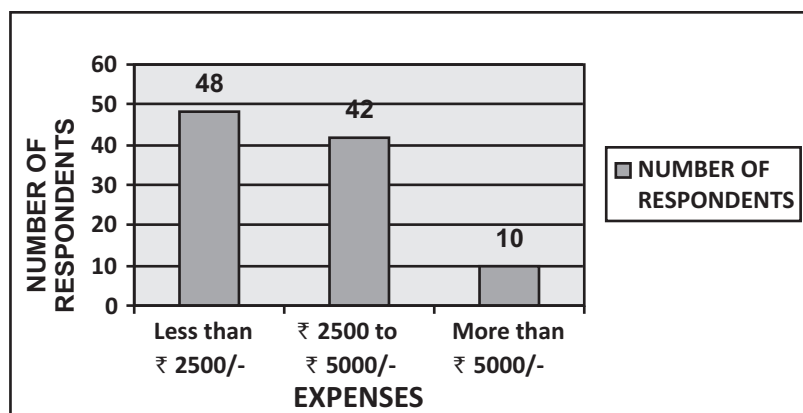
**Chart 7 : Service Period For The Vehicle**



**Table 8 : Motorcycle Maintenance Expenses For A Year**

S.no	Description	Number Of Respondents	Percentage
1	Less than ₹ 2500/-	48	48%
2	₹ 2500 to ₹ 5000/-	42	42%
3	More than ₹ 5000/-	10	10%
	<b>Total</b>	<b>100</b>	<b>100%</b>

**Chart 8 : Motorcycle Maintenance Expenses For A Year**



## INTERPRETATION

From the Table 8, it is clear that 48% of the respondents say that they spend less than ₹ 2500/-, 42% of them spend between ₹ 2500-5000/- and only 10% spend more than 10%.

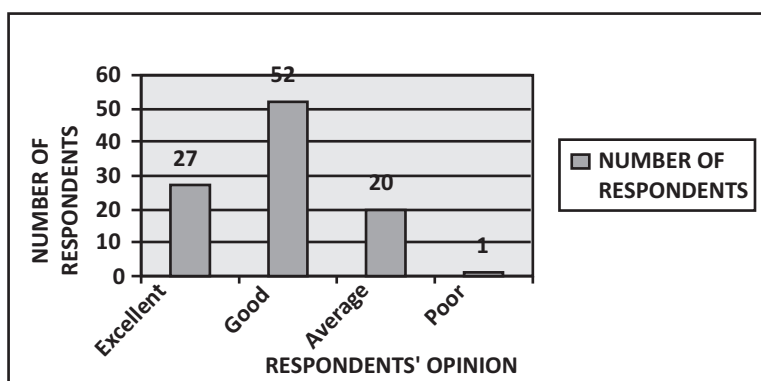
**Table 9 : Opinion About The Service Provided By The Company**

S.no	Description	Number Of Respondents	Percentage
1	Excellent	27	27%
2	Good	52	52%
3	Average	20	20%
4	Poor	1	1%
	<b>Total</b>	<b>100</b>	<b>100%</b>

## INTERPRETATION

From the above Table 9, 27 % of the respondents said that the service provided is Excellent, 52% of the respondents said that it was Good, 20% of them said that it was Average and only 1% of the respondents said that the service provided was Poor.

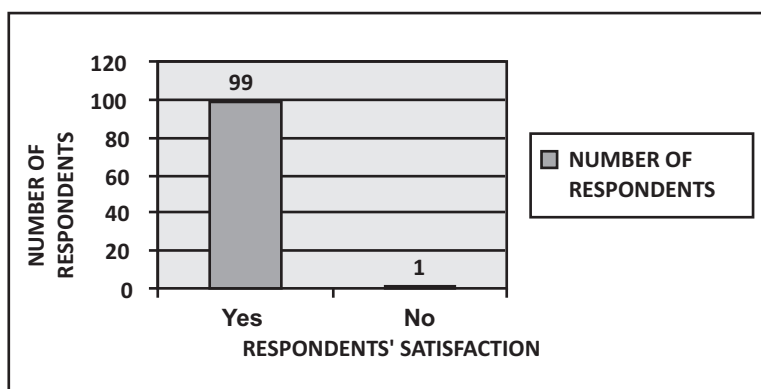
**Chart 9 : Opinion About The Service Provided By The Company**



**Table 10 : Satisfaction With The Performance Of The Vehicle After Servicing**

S.no	Description	Number Of Respondents	Percentage
1	Yes	99	99%
2	No	1	1%
	<b>Total</b>	<b>100</b>	<b>100%</b>

**Chart 10 : Satisfaction With The Performance Of The Vehicle After Servicing**



## INTERPRETATION

From the Table 10, we can infer that 99% of the respondents were satisfied with the performance of the vehicle after servicing and only 1% were not satisfied with the performance of the vehicle after servicing.

## FINDINGS

1. Even though there are different models in Hero Honda, 25% of customer prefer only *Splendor*.
2. It was identified from the study that 53% of respondents drive up to 1000 kms in a month, 34% of them drive 1000 kms to 2000 kms in a span of one month and 13% of them drive above 3000 kms per month.
3. In the research conducted, it was observed that 59% of the respondents say the new design and look is good and 13% of the respondent said that it was average.
4. In the research conducted, it was observed that 51% of respondents ranked fuel efficiency as their first preference for selecting a motorcycle.
5. In the research conducted, it was observed that 99% of the respondents were satisfied with the after sales service by the company.
6. In the research conducted, it was observed that 62% of the respondents got their vehicle serviced within 1 day and 35% of the respondents got the service done within 2-3 days.
7. In the research conducted, it was observed that 48% of the respondents said that they spend less than ₹ 2500/- for the maintenance of the bike. 42% of the respondents said that they spend between ₹ 2500- ₹5000/- for the servicing.
8. A maximum of 52% of the respondents had a good opinion about the service provided by the company and 27% of the respondents said that the service is excellent.
9. In the research conducted, it was observed that 99% of the respondents said that they are satisfied with the performance of the vehicle after servicing.

## SUGGESTIONS

1. The company can improve the design and look to attract more customers.
2. The company can add latest technology to the bike.
3. The company can offer more competitive rates.
4. The company has to consider for improving the power and pick-up of the bike.
5. The service turnaround time has to be reduced to satisfy the customer in their busy life.
6. They can concentrate more on quality service.
7. In the service station, they can also think of having wet servicing.
8. They can provide quality spare parts.
9. The cost of service can be reduced.

## CONCLUSION

A detailed study has been conducted to identify satisfaction of the customers towards Hero Honda motorcycles in Coimbatore, Tamil Nadu. The study revealed the various aspects of customer's satisfaction towards the performance and after sales services offered by Hero Honda. From the detailed studies conducted, it is clearly understood that there is a direct relation between customer satisfaction and riding performance of Hero Honda motorcycles.

The study reveals about the satisfaction of the customers towards Hero Honda bikes and the factors that influence satisfaction.

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