

A Study on Customer Expectations Towards Honda two Wheelers Company in Tiruchirappalli District

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Available online at: www.ijcseonline.org

Abstract— The two wheelers industries have constantly increased over the years all over the world. India is the second largest manufactures of two wheelers in the world. Nowadays, two wheelers are occupying a significant portion in the life of the people. It is getting necessary towards human being to satisfy their needs. In this case, Honda two wheelers company is playing a vital role in transport services Industry. This research study is mainly concentrated on customer's expectations towards Honda Two Wheelers company in Tiruchirappalli district. Customer expectation is being perishable in nature. It has to be changed frequently according to the requirements of the people. It based on the principles of, "Today is fashion, Tomorrow will be out of fashion". This study was conducted to know the present expectation of the customers and to find out the scope of the Honda two wheelers in Tiruchirappalli district.

Keywords— Honda Wheelers, Customers Expectations

INTRODUCTION

The transport industry has been going steadily over the years all over the world. India is the second largest manufactures of two wheelers in the world. It stands next only to Japan and China in terms of number of two wheelers produced and sold. Until 1990 geared scooters dominated the two wheelers market so much so that their sales equaled the combined sales of Motor cycle and Mopeds. Today the customer preferences have shifted from geared scooters to motorcycles and also to an extent to the premium end scooters. With rising fuel cost and more recently stringent emission norms imposed by the government, there is a distinct consumer preference for high efficiency. The Honda story is the story of one man, Soichiro Honda, and his unparalleled achievement of bringing motor cycles to the masses. Soichiro Honda was a racer, a businessman, and a manufacturer. But most of all he was a dreamer. He dreamed of better way of making piston rings, founded a small company, and began production. He dreamed of giving people everywhere an economical form of transportation, and began producing motorcycles, including build in 1949 called the D-Type dream. He also loved racing too. So his company built bigger and faster machines, two, four, five and six-cylinder maker. Honda's first motorcycle was born out of necessity in immediate post world war II Japan. Two wheelers sustained growth in agriculture, commerce and industry over the past four decades and the resultant spread of prosperity have caused this segment of the middle class population to teach sizeable proportion who opt for powered two – wheelers.

STATEMENT OF THE PROBLEM

In today's intensely competitive environment, companies today are constantly looking for ways to attract customers by having a better understanding of changing customer preferences. The ever changing market characteristics have huge impact on corporate decisions. The global environment also poses several complexities to marketer in understanding the market. To face the stiff competition promotional activity ate inevitable and companies are spending huge money on it. The attitude of consumer on the strategy and its impact on their buying decision as the core issue identified from study.

OBJECTIVES OF THE STUDY

- ✓ To find out the influences factors to prefer Honda Two wheelers.
- ✓ To know the customer potential towards Honda Two wheelers.
- ✓ To provide the scope for the Honda two wheelers company to expand their market.

RESEARCH METHODOLOGY

A research design is considered as the framework or plan for a study that guides as well as helps the data collection and analysis of data. Present study is an analytical and descriptive in nature. The data were collected from both primary and secondary sources. The primary sources of data are collected by using a pre-defined questionnaire. The secondary sources include books, articles, periodicals, news papers, various reports, websites etc.

- **Research approach** : Survey method
- **Research instrument** : Questionnaire
- **Contact method** : Personal contact
- **Data analysis** : Chi-square test, t test, and one way anova
- **Sampling unit** : Customers of Honda bikes
- **Sample size** : 75
- **Sampling method** : Convenience sampling method.

LIMITATIONS OF THE STUDY

- ✓ The sample size was very limited
- ✓ The study have covered only the specified area in Tiruchirappalli District.
- ✓ The study have concentrated only on Honda two wheelers bikes.
- ✓ Few participants were reluctant to provide the answer and lack interest.

Table No.-1: Showing the Respondents Classification based on Demographic Factors

| Descriptive | Category | No. of Respondents | Percent (%) |
|----------------------------------|-----------------|--------------------|-------------|
| Gender | Male | 56 | 74 |
| | Female | 19 | 25 |
| | Total | 75 | 100 |
| Age | 18-25 Years | 64 | 85 |
| | 26-30 Years | 6 | 8 |
| | 31-40 Years | 3 | 4 |
| | Above 40Years | 2 | 3 |
| | Total | 75 | 100 |
| Marital Status | Married | 27 | 36 |
| | Unmarried | 48 | 64 |
| | Total | 75 | 100 |
| Annual Income | Below Rs 1lakh | 39 | 52 |
| | Rs 1- 2lakh | 30 | 40 |
| | Rs 2-3lakh | 2 | 3 |
| | Above 3 lakh | 4 | 5 |
| | Total | 75 | 100 |
| Family Type | Nuclear | 41 | 55 |
| | Joint | 34 | 45 |
| | Total | 75 | 100 |
| Earning Members in Family | One member | 25 | 33 |
| | 2-3 members | 41 | 55 |
| | Above 3 members | 9 | 12 |
| | Total | 75 | 100 |

Source: Primary Data

The above table shows that 74% of the respondents were male, 85% of the respondents belonged to the age group of 18 to 25 years; 52% of the respondents earned below Rs. 1 lakh per annum; Most of the respondents (55%) were nuclear family and 55% of the respondents are having 2 to 3 earning members in their family.

Table No.2 Chi-square test

Association between the Age of the respondents and their rate of services of the Honda Two wheelers Company

| Age | Rate the services of dealer of the Honda company | | | | | | | | | | | | Statistical inference |
|---------------|--|---------------|-----------|---------------|----------|---------------|--------------|---------------|-----------------------|---------------|-----------|---------------|--|
| | Very Satisfied | | Satisfied | | Neutral | | Dissatisfied | | Strongly dissatisfied | | Total | | |
| | n | % | n | % | N | % | n | % | n | % | n | % | |
| 18-25 Years | 16 | 84.2% | 35 | 83.3% | 5 | 100.0% | 4 | 100.0% | 4 | 80.0% | 64 | 85.3% | X ² =11.616 Df=12 .477>0.05 Not Significant |
| 26-30 Years | 3 | 15.8% | 3 | 7.1% | 0 | .0% | 0 | .0% | 0 | .0% | 6 | 8.0% | |
| 31-40 Years | 0 | .0% | 3 | 7.1% | 0 | .0% | 0 | .0% | 0 | .0% | 3 | 4.0% | |
| Above 40Years | 0 | .0% | 1 | 2.4% | 0 | .0% | 0 | .0% | 1 | 20.0% | 2 | 2.7% | |
| Total | 19 | 100.0% | 42 | 100.0% | 5 | 100.0% | 4 | 100.0% | 5 | 100.0% | 75 | 100.0% | |

Source: Primary Data.

Hypothesis : The above table reveals that there is no significant association between Age of the respondents and their rate of services of dealer of the Honda Company. Hence, the calculated value greater than table value ($P>0.05$). So the research hypothesis (H_1) is rejected.

Table No.4T-Test

Difference between gender of the respondents and their rate of services of dealer of the Honda Company.

| Rate the services of dealer of the Honda company | n | Mean | S.D | Statistical inference |
|--|----|------|-------|---|
| Male | 56 | 2.29 | 1.107 | T=2.386 Df=73 .020<0.05 Significant |
| Female | 19 | 1.63 | .761 | |

Source: Primary Data.

Hypothesis: The above table reveals that there is a significant difference between gender of the respondents and their rate of services of dealer of the Honda Company. . Hence, the calculated value less than table value ($P<0.05$). So the research hypothesis (H_1) is accepted.

Table No.3 ONE WAY ANOVA

Difference between Annual Income of the respondents and rate of free services of the Company

| Rate of free services of the company | n | Mean | S.D | SS | Df | MS | Statistical inference |
|--------------------------------------|----|------|------|--------|----|-------|-------------------------------------|
| Between Groups | | | | 18.174 | 3 | 6.058 | F=9.156 .000<0.05 Significant |
| Below Rs 1lakh | 39 | 1.77 | .931 | | | | |
| Rs 1- 2lakh | 30 | 2.80 | .610 | | | | |
| Rs 2-3lakh | 2 | 2.50 | .707 | | | | |
| Above 3 lakh | 4 | 2.25 | .957 | | | | |
| Within Groups | | | | 46.973 | 71 | .662 | |

Source: Primary Data.

Hypothesis: The above table reveals that there is a significant difference between difference between Annual Income of the respondents and their rate of free services of the Company. Hence, the calculated value less than table value ($P<0.05$). So the research hypothesis (H_1) is accepted.

FINDINGS

- Nearly half (49 percent) of the respondents' were preferred the Honda for price.
- More than half (56 percent) of the respondents have availed company authorized service station.
- Vast majority (72 percent) of the respondents have received SMS/mms reminders from the company
- Nearly half (43 percent) of the respondents enjoyed the sales promotion of price discount offer in Honda company.
- More than one third (40 percent) of the respondents have purchased through installment
- One third (36 percent) of the respondents are used for their family and personal
- Majority (68 percent) of the respondents are recommend to others to purchase the Honda bikes to their friends.

SUGGESTIONS

- Most of the respondents have wanted more service warranty and an increase in the number of service station in Tiruchirappalli district.
- Different models have to be introduced in Honda bike for attracting more customers.
- Different colours have to be choose to Honda bikes
- Sales promotion activities have to be announced properly
- Safety measures can be set in Honda bike
- Feedback is most important factor which determines the quality service. So it is suggested to management that get continues feedback from existing customer. What is the expected service from customer and act according to the expectations of the customer and it leads to get more customers in order to improve the sales promotion as well as brand loyalty of the company.

Conclusion

The study take-up various aspect of the bike for the study and presented many suggestions to the company in this regard. Thought all the suggestions may not be of important, there may be a suggestion which should be consider as ignite of the company. The researcher has revealed the expectation at the customers to the company. The researcher concludes the project with the hope of it benefiting to both the company and the customers and as wells to the society.

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