



“A STUDY ON CUSTOMER SATISFACTION TOWARDS HONDA ACTIVA 6G”.

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ABSTRACT

The study assesses the satisfaction level of customers towards Honda activa 6G. To study the level of customer satisfaction towards Honda activa 6G. To study the factors influencing consumers to purchase Honda activa 6G in Surat city. At the time of development of vehicles and its commercialization, it couldn't be envisioned that the vehicles would likewise be planned and marketed for ladies too. In any case, the advancements and mechanical up gradations made it conceivable and another idea rose in the business for planning bikes by which women can be pulled in to it. 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 brand image, service of the product, design & color, durability the atmosphere of the location where the product or service is purchased, and the price of the product and service. It is considered to be the valuable assets of a business. The sample size taken for the survey is of 100 people from Surat city. In this study has used percentage analysis. The key to generating high customer loyalty is to deliver high customer value. To study the factors influencing consumers to purchase Honda activa 6G in Surat city.

1. INTRODUCTION

Customer Satisfaction identifies how well an organization is performing from the customer's viewpoint. It allows any organization to understand how their customers are with the level of service they are providing at any point in time, and to track how satisfaction levels change over time. It does not investigate the reasons or reality behind the Customer Satisfaction, unlike Service Evaluation research but still provides extremely valuable information -such as highlighting an area where service needs improving. In General, satisfaction is a person's feelings of pleasure or disappointment resulting from comparing products perceived performance (or outcome) in relation to his or her short of expectations, the customer is dissatisfied. If the performance matches the expectations, the customer is satisfied. If the performance exceeds expectations the customer is highly satisfied of delighted. "Customer

Satisfaction is the individual's perception of the performance of the product or service in relation to his or her expectations." Customer satisfaction, a business, is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product. The level of depends on a number of both psychological variables which correlate with satisfaction behaviors such as return and recommend rate. The level of satisfaction can also vary depending on other options the customer may have and other products against which the customer can compare the organization's products.

2. REVIEW OF LITERATURE

Athulya and Ramya (2017)

Have carried out this study to assess the amount of women's preference towards two wheeler brands. The outcome was based on 200 customers selected from Calicut city of Kerala. Studyobserved many factors that affect women's buying behavior. At the time of purchasing two- wheeler, women have different choices for two wheels, but the purchase decision depends on various factors like product attributes price, credit facility and brand. Finally, the study has conceded that Suzuki access is the leading brand of two wheeler in Calicut city followed by Honda and vespa. Study helped the researcher to gain the useful insights about the importance of women's perceptions.

Dr. K. Lashami Priya (2016)

Has conducted research on customer satisfaction among the users of Honda two wheels. They tried to identify the factors which affect to give preference of Honda two wheelers. They opined that customer retention is the key factor in the success of any business. 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.

Duggani Yuvraj and Durga Rao (2014)

Have done their study on Honda two wheelers about its customer satisfaction in tirupati district. The basic purpose of the study was to find out the customer satisfaction level among the bikes users. The study depicts after the analysis that most of customers were come to know about the two wheelers through advertisements and the percentage rate of then was about 60% and hence, it can be advertisement plays a vital role in spreading information regarding Honda two wheelers among the customers. They found that 90% of the users were happy with mileage and performance of Honda bikes, whereas pick-up of Honda two wheelers was liked by 73% of the total respondents. At the descriptions given by sales executive at the time of purchasing of two wheelers of Honda. They have reached on the Conclusion that customers give preference to different factors. Price, design, mileage and pick-up are the most factors which are considered and preferred by the customers differently.

D. vijyalakshami et al. (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 do not always give satisfaction to the customers, however, it leads to dissatisfaction some times.

William's et.al (2011)

The authors say that strong relations have been obtained among the customer attitudes/beliefs/sentiments and the loyalty of customers. For instance, it is very usual that higher level of attitudinal motives is created/generated by the higher level of outcome of customer satisfaction. And all these make customers more loyal of the company and the loyalty can be evaluated by buyback/repeat buying more expense of wallet, recommend friends and colleagues through positive words of mouth and finally reduction in cost increase on acquiring customers. He suggested that product quality, customer satisfaction and profit of the firm are closely and strongly interconnected. They concluded that customer satisfaction, values, price, beliefs, service quality, and relational quality come customer attitudes as these factors depicted in the image of customer attitudes.

Objectives of the study:

- To study the level of customer satisfaction towards Honda activa 6G.
- To study the factors influencing consumers to purchase Honda activa 6G in Surat city.

3. RESEARCH METHODOLOGY

The research is an exploratory followed a descriptive one because the entire project is based on questionnaire and analysis which is of descriptive in nature followed by the detailed description and analysis so the project is of descriptive design structured. In this study primary data is being used. Primary data were generated through questionnaire has who having a Honda activa 6G. For scaling purpose likert's scale was used for certain questions. The study been conducted in the Surat city where the population for the research was general people. For this study, the sample size taken for the survey is of 100 people from Surat city. The sampling techniques used in this study is non-probability convenience sampling. Statistical techniques like simple frequency analysis, percentage analysis, cross tabulation between different variables, chi-square test has been used for the data analysis.

4. DATA ANALYSIS**DEMOGRAPHIC PROFILE OF RESPONDENTS:****Table 1: represent gender f respondents**

| No. | Source | Frequency | Percentage |
|-----|--------|-----------|------------|
| 1. | Male | 96 | 96.0 % |
| 2. | Female | 04 | 04.0 % |
| | Total | 100 | 100 % |

It is found that majority of respondent that male. Around 96% of respondent that under this classification. 04% of the respondents are has a place with female classification.

Table 2: represent age group of respondents

| No. | Source | Frequency | Percentage |
|-----|--------------|-----------|------------|
| 1. | Less than 20 | 8 | 08.0 % |
| 2. | 20 to 30 | 48 | 48.0 % |
| 3. | 31 to 40 | 34 | 34.0 % |
| 4. | Above 40 | 10 | 10.0 % |
| | Total | 100 | 100 % |

It is found that majority of respondent that under age group 20-40. Around 82 % of respondent that under this age group. 10 % of the respondents are in the age gathering of above 40 years.

Table 3: represent since how you are using Honda activa 6G.

| No.1 | Source | Frequency | Percentage |
|------|-------------------|-----------|------------|
| 1. | Less than 3 month | 15 | 15.0 % |
| 2 | 3 to 6 month | 20 | 20.0 % |
| 3 | 6 to 1 year | 47 | 47.0 % |
| 4 | More than 1 year | 18 | 18.0 % |
| | Total | 100 | 100 % |

It is found that 15 % respondent using Honda activa 6G from less than 3 month. 20% respondent use Honda activa 6G from 3 to 6 month. 47 % respondent use it from last one year and 18 % use it from more than one year.

Table 4: represent Rate the following factors that influence you purchasing the Honda activa 6G.

| Attributes | Highly Satisfied | Satisfied | Natural | Dissatisfied | Highly Dissatisfied | Total |
|--------------|------------------|-----------|---------|--------------|---------------------|-------|
| Appearance | 48 | 31 | 18 | 2 | 1 | 100 |
| Price | 42 | 37 | 12 | 06 | 03 | 100 |
| Performance | 50 | 41 | 07 | 02 | 00 | 100 |
| Look & style | 52 | 29 | 16 | 03 | 00 | 100 |
| Availability | 35 | 46 | 14 | 03 | 02 | 100 |
| Easy driving | 50 | 41 | 06 | 03 | 02 | 100 |

It is found that 48 % respondents are appearance, 42 % respondents are price, 50 % respondents are performance and easy driving, 52 % respondents are look & style and 35 % respondents are availability will be most importance criteria for consider while purchasing Honda activa 6G.

Table 5: represent Rate the following attributes of Honda activa 6G

| Attributes | Highly Satisfied | Satisfied | Natural | Dissatisfied | Highly Dissatisfied | Total |
|-------------------|------------------|-----------|---------|--------------|---------------------|-------|
| Engine efficiency | 34 | 54 | 11 | 1 | 0 | 100 % |
| Mileage & average | 26 | 59 | 13 | 2 | 0 | 100 % |
| Pick up | 27 | 51 | 19 | 2 | 1 | 100 % |
| Color | 38 | 47 | 11 | 3 | 0 | 100 % |
| Price | 28 | 53 | 14 | 4 | 1 | 100 % |
| Style & design | 48 | 48 | 4 | 0 | 0 | 100 % |
| Durability | 33 | 44 | 9 | 10 | 4 | 100 % |
| Comfort | 45 | 47 | 5 | 3 | 0 | 100 % |
| Service | 47 | 42 | 9 | 2 | 0 | 100 % |
| Brand image | 52 | 35 | 13 | 0 | 0 | 100 % |

It is found that 34% respondents are engine efficiency, 26 % respondents are mileage & average, 27% respondents are pick up, 38% respondents are color and 28% respondents are price, 48 % respondents are style, 33 % respondents are durability, 45 % respondents are comfort, 47 % respondents are service and 52 % respondents are brand image will be most importance criteria for consider while Rate the following attributes of Honda activa 6G.

Table 6: represent Overall are you satisfied with Honda activa 6G ?

| N0.1 | Source | Frequency | Percentage |
|------|---------------------|-----------|------------|
| 1. | Highly satisfied | 19 | 19.0 % |
| 2. | Satisfied | 69 | 69.0 % |
| 3. | Natural | 06 | 06.0 % |
| 4. | Dissatisfied | 05 | 05.0 % |
| 5. | Highly dissatisfied | 01 | 01.0 % |
| | Total | 100 | 100 % |

From above table, it is found that 88 % respondent satisfied with Honda activa 6G. It is found that 5 % respondents opined that its performance is dissatisfied. It is found 1 % respondents opined that its performance is highly dissatisfied.

A chi-square test is a statistical test used to compare observed results with expected results. The purpose of this test is to determine if a difference between observed data and expected data is due to chance, or if it is due to a relationship between the variables are studying.

CHI-SQUARE TEST

Table 7: Rate the following factors that influence you purchasing the Honda activa 6G.

Ho there is no significant and H1 there is significant relationship between Annual income and different factors that influence purchasing the Honda active 6G.

| | Annual income | N | Value | DF | P-value | Result |
|--------------|--------------------|---|--|----|---------|----------|
| appearance | less than 1.5 lakh | | 8.134 | 9 | 0.521 | Accepted |
| | 1.5 to 3 lakh | | There is no significant relationship between annual income and appearance that influence you purchasing the Honda activa 6G. | | | |
| | 3 to 5 lakh | | | | | |
| | More than 5 lakh | | | | | |
| Total | 100 | | | | | |
| price | Less than 1.5 lakh | | 3.886 | 12 | 0.985 | Accepted |
| | 1.5 to 3 lakh | | There is no significant relationship between annual income and price that influence you purchasing the Honda activa 6G. | | | |
| | 3 to 5 lakh | | | | | |
| | More than 5 lakh | | | | | |
| Total | 100 | | | | | |
| Performance | Less than 1.5 lakh | | 10.777 | 9 | 0.291 | Accepted |
| | 1.5 to 3 lakh | | There is no significant relationship between annual income and performance that influence you purchasing the Honda activa 6G. | | | |
| | 3 to 5 lakh | | | | | |
| | More than 5 lakh | | | | | |
| Total | 100 | | | | | |
| Look & style | Less than 1.5 lakh | | 11.355 | 9 | 0.252 | Accepted |
| | 1.5 to 3 lakh | | There is no significant relationship between annual income and look & style that influence you purchasing the Honda activa 6G. | | | |
| | 3 to 5 lakh | | | | | |

| | | | | | | |
|--------------|--------------------|-----|--|----|-------|----------|
| | More than 5 lakh | | | | | |
| | Total | 100 | | | | |
| Availability | Less than 1.5 lakh | | 7.249 | 12 | 0.841 | Accepted |
| | 1.5 to 3 lakh | | There is no significant relationship between annual income and availability that influence you purchasing the Honda activa 6G. | | | |
| | 3 to 5 lakh | | | | | |
| | More than 5 lakh | | | | | |
| Total | 100 | | | | | |
| Easy driving | Less than 1.5 lakh | | 5.918 | 9 | 0.748 | Accepted |
| | 1.5 to 3 lakh | | There is no significant relationship between annual income and easy driving that influence you purchasing the Honda activa 6G. | | | |
| | 3 to 5 lakh | | | | | |
| | More than 5 lakh | | | | | |
| Total | 100 | | | | | |

CHI-SQUARE TEST – 2**Table 8: Rare the following attributes of Honda activa 6G.**

Ho there is no significant and H1 there is significant relationship between gender that rate the following attributes of Honda activa 6G.

| | Gender | N | Value | Df | P-value | Result |
|-------------------|--------|-----|---|----|---------|----------|
| Engine efficiency | Male | 96 | 0.826 | 3 | 0.843 | Accepted |
| | Female | 04 | There is no significant relationship between gender and engine efficiency that attributes of Honda activa 6G. | | | |
| | Total | 100 | | | | |
| Mileage & average | Male | 96 | 0.807 | 3 | 0.848 | Accepted |
| | Female | 04 | There is no significant relationship between gender and mileage & average that attributes of Honda activa 6G. | | | |
| | Total | 100 | | | | |
| | Male | 96 | 0.211 | 4 | 0.995 | Accepted |

| | | | | | | |
|----------------|--------|-----|--|---|-------|----------|
| Pick up | Female | 04 | There is no significant relationship between gender and pick up that attributes of Hondaactiva 6G. | | | |
| | Total | 100 | | | | |
| | | | | | | |
| Color | Male | 96 | 0.742 | 3 | 0.863 | Accepted |
| | Female | 04 | There is no significant relationship between gender and color that attributes of Honda activa6G. | | | |
| | Total | 100 | | | | |
| | | | | | | |
| Price | Male | 96 | 0.589 | 4 | 0.964 | Accepted |
| | Female | 04 | There is no significant relationship between gender and price that attributes of Honda activa 6G. | | | |
| | Total | 100 | | | | |
| | | | | | | |
| Style & Design | Male | 96 | 1.259 | 2 | 0.533 | Accepted |
| | Female | 04 | There is no significant relationship between gender and style & design that attributes of Honda activa 6G. | | | |
| | Total | 100 | | | | |
| | | | | | | |
| Durability | Male | 96 | 3.527 | 4 | 0.474 | Accepted |
| | Female | 04 | There is no significant relationship between gender and durability that attributes of Hondaactiva 6G. | | | |
| | Total | 100 | | | | |
| | | | | | | |
| Comfort | Male | 96 | 1.596 | 3 | 0.660 | Accepted |
| | Female | 04 | There is no significant relationship between gender and comfort that attributes of Hondaactiva 6G. | | | |
| Total | 100 | | | | | |
| | | | | | | |
| Service | Male | 96 | 0.530 | 3 | 0.912 | Accepted |
| | Female | 04 | There is no significant relationship between gender and service that attributes of HondaActiva 6G. | | | |
| | Total | 100 | | | | |
| | | | | | | |
| | Male | 96 | 0.813 | 2 | 0.666 | Accepted |

| | | | |
|-------------|--------|-----|---|
| Brand image | Female | 04 | There is no significant relationship between gender and brand image that attributes of Honda activa 6G. |
| | Total | 100 | |

5. FINDINGS

“A study on customer satisfaction towards Honda activa 6G. the main purpose of this is to examine satisfaction towards with Honda activa 6G“ It is found that 37% of people have asked for this relative and 22 % of people have asked for this advertisement and 1 % of the respondents to the reference from internet. Performance is important for 50 % of respondents. 52 % of people have taken activa 6G because it has a good look and style. It is found that 42 % respondents are price factors that highly influence you purchasing the Honda activa 6G. It is found that 88 % respondents are satisfied with engine efficiency, and 96 % respondents are satisfied with style & design for Honda activa 6G. It is found that 69% respondents we overall are satisfied with Honda activa 6G and 19 % respondents highly satisfied with Honda activa 6G. majority of the respondents are satisfied with all the factors.

6. CONCLUSION

From the above study of “a study on customer satisfaction towards Honda activa 6G “is conclude that few customers have an own Honda activa 6G. To the study know that maximum users are using Honda activa 6G between six month to one year, 37 % of the respondents are getting the information from relatives and respondents have taken activa 6G zeal at the request of relatives & remaining are getting other sources. Customers in this area choose vehicle according to their lifestyle. There are criteria for customer satisfaction level of Honda activa 6G are engine efficiency, style & look, comfort, service, brand image are good. Here the conclusion is that most of users are saying that gift provide by Honda company is good. Hare the conclusion is that majority of customer are satisfy with the Honda activa 6G and overall customer satisfaction level of activa 6G is good. This study concludes that improved product quality will result in customer satisfaction. it satisfied all the needs and expectations of customers. The automobile industry has witnessed a steady growth around the world. With the introduction of new model vehicle every year, the Honda motors co. Ltd is committed to satisfying the demands of consumers. The Honda activa vehicles are produced in such a way that they are more environment friendly and fuel efficient. This makes the Honda activa vehicle priority in the two-wheeler market. This focuses on the Honda activa 6G vehicle in the bike showcase. Finally, it is found that conclude that Honda activa 6G is more eye catching. More refined and more user friendly, it is whole lot of enjoyable to drive than anything else in the compact vehicle category.

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