



## A STUDY ON CONSUMER PREFERENCES, PERCEPTION AND SATISFACTION TOWARDS HONDA BIKE IN CHENNAI CITY

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### ABSTRACT

The main aim of the study is to know the consumer preference, perception and satisfaction towards Honda Bikes in Chennai city. The researcher has used the Convenience sampling method and selected 102 customers for the survey. Consumer behaviour deals about consumers exhibit for purchase, use, evaluate, disposing of products and services and facts that they anticipate to please their needs. The marketing policy of business now is based on two strategic aims. To satisfy the existing needs and to create the need for new goods and services, which deeply necessitated the study of buyer behaviour. It is ascertained that age factor had influenced the level of satisfaction score of customers towards Honda Bike. It is analyzed that marital status factor had not influenced the level of satisfaction score of customers towards Honda Bike.

**KEYWORDS :** Honda Bikes, Consumer behaviour, Preference, Satisfaction, Perception

### INTRODUCTION

Consumer behaviour enables marketers to understand and envisage purchaser activities in the market place. It also promotes perceptive role that utilization plays in the life of persons.

It is troubled not only with what, why, when, where and how they buy it. It is disturbed with knowledge of that products hold for consumers. The research takes lay at all stage of the utilization process, earlier than the purchase, all through the purchase, and later than the purchase.

Modern economy is a marketing economy. In the marketing economy consumer is the rotate around in which whole economy revolves. India ushered in the era of liberalization in 1991-92 entailing a free market philosophy. This result in the unshackling of controls and removal of industrial restrictions, the liberalization measures and the process of globalization made the entry of new enterprises both internally and externally.

Increasing economic power has opened great vistas of imported and indigenously produced products but research has proved that even when trendy, Indians does not move too far away from tradition.

Consumer preference, perception and satisfaction are the three important concepts that is focused by every marketer. So each and every marketer has given more importance to these three concepts and developed their market share. The main aim of the study is to know the consumer preference, perception and satisfaction towards Honda Bikes in Chennai city.

### STATEMENT OF THE PROBLEM

Marketing managers begin to make out purchaser wants in a competitive setting and design promotion strategy consequently. Consumer's preferences vary tremendously in age, income, educational level, mobility pattern, tastes and preferences. Hence, a better understanding of consumers needs, perception, wants, like and dislikes, attitudes and intentions become necessary. Application of the marketing activities without understanding consumers is like firing a shot in the dark. In order to identify the consumers' preference it is necessary to ascertain the factors that influence the consumers in purchasing their product.

Two wheelers are essential product for human life in the present situation. India is the biggest potential market for two

wheelers in the entire world and is going to expand in near future. There are various brands of two wheelers available in the market. So the consumers are not able to identify which one is good. They are finding it difficult to select a particular brand, While at the same time, they are not ready to change their behavior and also brand preference of two wheelers. The exact logic for the purchase of a particular brand of two wheelers is highly an uncertain factor. The users of the two wheelers know the product features and other criteria. Certain Consumers are ready to accept any brand while certain others are insisting on a particular brand of two wheelers. These kind of Consumers with brand loyalty are ready to wait for their brand, if it is not available in the market. This present a wonderful opportunity for makers of branded products who can convert consumers to buy branded products. Hence the researcher has made an attempt to study the consumer behavior towards Honda Bikes in the urban market.

### REVIEW OF LITERATURE:

Vijay .L & Jayachitra .B (2011) have suggested that Hero Honda should introduce eco-friendly bikes, the Company can take steps to reduce the price of genuine spare parts in order to facilitate customers to buy genuine spare parts. The Bajaj should concentrate on improving the image of its two-wheeler for women. The brand should improve its mileage and introduce safety measures for the benefit of the riders. **Murali Manokari G and Kanaka Rathinam R (2013)** have concluded that the customer preference on Royal Enfield motorcycle revealed that in order to capture the market, the manufacturers have to give the best combination of looks, quality, cost efficiency, good features, safety, luxury and performance. **Farhana Afrin, Md. Moududur Rahman, Md. Rabiul Islam (2015)** have focused that the features of Bajaj, Hero-Honda and TVS are satisfactory and showed their dissatisfaction toward the price level of Bajaj. It is found out that the customer satisfaction towards TVS is highest among the five brands. **Nutan Sharma & Rajesh Mehrota (2016)** have concluded that purchasing two -wheeler customer has different choice for two wheeler but the purchase decision depends on various factors like product attributes, prices credit facility and brand and also concluded that Hero moto corp is the leading brand of two wheeler in jaipur city followed by Honda, TVS and Bajaj. **Rifaya Meera M and Muthupandi S (2017)** have suggested that the company may adopt fuel saving techniques so that the vehicles can have long life and smooth running and also the users should enquire and analyzes about the service rendered by the show room before purchasing two-wheelers. **Sony Mariya SR and Amutha K**

(2018) have concluded that the two wheeler users are very huge in Coimbatore especially the youngsters are most admirable by Royal Enfield. They highly satisfied by company image, model and comfortable. It is suggested that the company must periodically improve their factors like, mileage, model, comfortable, price, colour, they must add new specialties to which is their customers expects in their Royal Enfield bikes.

#### OBJECTIVES OF THE STUDY:

- To identify the customer preference, perception and satisfaction towards Honda Bikes.
- To bring out the key findings and offer suitable suggestions to strengthen the marketing of Honda Bikes.

#### HYPOTHESIS OF THE STUDY

- There is no significant difference between gender factors had influenced the level of satisfaction score of customers towards Honda Bikes.
- There is no significant difference between age factors had influenced the level of satisfaction score of customers towards Honda Bikes.
- There is no significant difference on marital status factors had influenced level of satisfaction score of customers towards Honda Bikes.

#### RESEARCH METHODOLOGY:

Methodology is a framework within which the research has been undertaken. The researcher has used the Convenience sampling method and selected 102 customers for the survey. A Pilot study was conducted on a sample size of 20 respondents. Both the primary data and the secondary data are taken into account for the purpose of the study. Statistical tools applied for the analysis of data were percentage analysis and Chi-square test.

#### LIMITATION OF THE STUDY:

The data from the sample may not reflect the universe; since it is restricted only to the area of Chennai City and only 102 customers.

#### DATA ANALYSIS AND INTERPRETATION:

Table 1

Gender and Level of satisfaction towards Honda Bike

	Level of satisfaction Scores
Chi-Square	6.951
Degrees of freedom	1
Significance level	0.008

Source: Primary Data

#### Inference:

The significance level was less than 0.05, hence the H<sub>0</sub> was rejected. It is clear that gender factor had influenced the level of satisfaction score of customers towards Honda Bike.

Table 2

Age and Level of satisfaction towards Honda Bike

	Level of satisfaction Scores
Chi-Square	9.090
Degrees of freedom	3
Significance level	0.028

Source: Primary Data

#### Inference:

The significance level was less than 0.05, hence the H<sub>0</sub> was rejected. It is ascertained that age factor had influenced the level of satisfaction score of customers towards Honda Bike.

Table 3

Marital status and Level of satisfaction towards Honda Bike

	Level of satisfaction Scores
Chi-Square	1.461
Degrees of freedom	1
Significance level	0.227

Source: Primary Data

#### Inference:

The significance level was more than 0.05, hence the H<sub>0</sub> was accepted. It is analyzed that marital status aspect had not influenced the level of satisfaction score of customers towards Honda Bike.

#### FINDINGS

- Majority (68%) of the Respondents were male.
- It is found out that majority of the respondents 39.2% were in between the age group of 36-45 years.
- It is concluded that 78.4% majority of the respondents were married.
- 43.1% of the respondents' educational qualifications were Under Graduates.
- 68.6% of the respondents were private employee.
- 35.3% of the respondents level of income are Rs.10,001 – Rs.30,000.
- It is concluded that 68.6 majority of the respondents nature of the family are nuclear family.
- It is clear that gender factor had influenced the level of satisfaction score of customers towards Honda Bike.
- It is ascertained that age factor had influenced the level of satisfaction score of customers towards Honda Bike.
- It is analyzed that marital status factor had not influenced the level of satisfaction score of customers towards Honda Bike.

#### SUGGESTIONS

- The price of the Honda Bike is very high. So the producer has to concentrate to reduce the price to satisfy middle and lower class people.
- The producer must concentrate on service after sales.
- They also should concentrate on Mileage.
- Producers should also give price discount and introduce easy EMI options.

#### CONCLUSION

Due to advanced technology the customers are attracted by Honda Product through effective advertisement to influence them to purchase Honda Bikes. Due to number of competitors there are different price level that helps consumers to select their brand. Consumers are more aware about Honda bike with the help of effective advertisement and different sales promotion activities made by producers, to attract more number of consumers.

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