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A Study On Customer Preference Towards Honda Dio With Special Reference To Coimbatore City

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ABSTRACT

Customer preference for a product can make or break a company. If customers generally like a product, it can stay around for years and sell millions of copies. However, if customers do not like the 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. The individual customer has a set of preferences and values whose determinations are outside the realm of economics. They are no doubt dependent upon culture, education, and individual tastes, among of other factors. The measure of these values in this model for a particular good is in terms of the real opportunity cost to the customer who purchases and consumes the good. If an individual purchases a particular good, then the opportunity cost of that purchase is the forgone goods the customer could have bought instead. We develop a model in which we map or graphically derive customer preferences.

KEYWORDS | Customer Preference, Factors, Values.

Introduction

Honda has been the world's largest motorcycle manufacturer since 1959, as well as the world's largest manufacturer of internal combustion engines measured by volume, producing more than 14 million internal combustion engines each year.[6] Honda became the second-largest Japanese automobile manufacturer in 2001. Honda was the eighth largest automobile manufacturer in the world behind General Motors, Volkswagen Group, Toyota, Hyundai Motor Group, Ford, Nissan, and PSA Peugeot Citroën in 2011. Honda was the first Japanese automobile manufacturer to release a dedicated luxury brand, Acura, in 1986. Aside from their core automobile and motorcycle businesses, Honda also manufactures garden equipment, marine engines, personal watercraft and power generators, and other products. Since 1986, Honda has been involved with artificial intelligence/robotics research and released their ASIMO robot in 2000. They have also ventured into aerospace with the establishment of GE Honda Aero Engines in 2004 and the Honda HA-420 HondaJet, which began production in 2012. Honda has three joint-ventures in China (Honda China, Dongfeng Honda, and Guangqi Honda).

Statement of Problem

The study would help in identifying factors taken into consideration well choosing the vehicle. Investment on vehicle is one of the important thing that have drawn attention of the individual in the society various studies have been conducted to find out the factors which determine satisfaction and the way it influences in purchasing and a type of mental feeling. This study will be useful for the company to make necessary change in price, placement and promotional activities.

Objectives of Study

- To find out customer level of awareness about the Honda Dio bikes.
- To find out the factors influence you to purchase Honda Dio bikes.

Research Methodology

This study was carried out in Coimbatore City, Tamilnadu, which is located in the southern part of India. Non-Probabil-ity sampling method i.e., convenience sampling method was used to collect the sample. By descriptive research survey, the primary data were collected by questionnaire method. 120 samples were collected from Coimbatore city. SPSS 16.0 version (Statistical Package for the Social Sciences) is used in this study to analyze the data using the Statistical tools such as frequency analysis, Chi-square and Rank analysis.

Limitations of the Study

The analysis is based on the data provided by the respondents. The views of those who did not participate in the survey are not included.

The conclusions are based on the opinions expressed by the consumers. Hence they cannot be assured to unbiased or true representation of reality.

Review of Literature

Schneider (1985, 1990) it defines climate as the shared perceptions of organizational members concerning practices. Behaviors 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 behaviors' prevalent at the workplace (Litwin & Stringer, 1968;Pugh & Payne, 1976; Schneider & Bartlett, 1968, 1970; Denison, 1996). **Rashid and Ahsan, (1997)** this paper argues that ethics can play vital role in reducing the attitudinal differences between the personnel manager and employees on the issue of maintaining privacy of employee information. The importance of ethics in personnel management has received inadequate Attention in the previous research. The need for employee information for decision making and its disclosures within and outside the organization are examined. **Ahsan, (1997)** the practice of giving value to Human Resource is not new. The concept can be traced back to the early days of slavery. But with the Abolition of slavery the practice of valuing Human Resources have been discontinued. Recently, behavioral scientist and financial specialists have questioned the accounting practice Of not including value of Human Resource. It is one of the most important resources of an Organization and the future of an organiza-

tion depends to a large extent on systematic.

Data Analysis and Interpretation
Table:1 Reason to Purchase

Reason to Buy	Frequency	Percentage
Factors	Frequency	Percentage
Price	17	14.2
Style	55	45.8
Pickups	33	27.5
Mileage	15	12.5
Total	120	100

(Source: primary data)
From the above table shows that, 14% of the respondents says the reason to buy is price, 46% of the respondents says the reason to buy is style, 28% of the respondents are says the reason to buy is pickups and 13% of the respondents says the reason to buy is mileage. It is concluded that most (46%) of the respondents says the reason to buy is style.

Table: 2 Based on Price of Bikes for Purchase

Price of Bikes	Frequency	Percentage
Very High	13	10.8
High	21	17.5
Moderate	71	59.2
Low	10	8.3
Very Low	5	4.2
Total	120	100

(Source: primary data)

From the above table shows that, 11% of the respondents says that the price is very high, 18% of the respondents that the price is high, 59% of the respondents that the price is moderate, 8% of the respondents says that the price is low and 4% of the respondents that the price is very low. It is concluded that majority (59%) of the respondents that the price is moderate.

Table:3 Respondents Based on Awareness

Price of Bikes	Frequency	Percentage
Television	36	30.0
Banner	25	20.8
Newspaper	12	10.0
Trade fair	25	20.8
Reference	22	18.3
Total	120	100

(Source: primary data)

From the above table shows that, 21% of the respondents are known through television, 30% of the respondents are known through banner, 10% of the respondents are known through newspaper, 21.8% of the respondents are known through mela and 18% of the respondents are known through reference. It is concluded that most (30%) of the respondents are known through banner.

Chi-Square Analysis
Table: 4 Relationships between Monthly Income and Mode of Purchase

Monthly Income	Mode of Payment		
	Cash	Credit	Total
Below 15,000	5	18	23
15,000-30,000	16	27	43
30,000-50,000	12	22	34
Above 50,000	8	12	20
Total	41	79	120

(Source: primary data)
The Pearson Chi-Square value is 2.078 with the DF – 3, P val-

ue is .000. Hence it is clear that it is statistically significant at 5% level. Hence there is a relationship between the respondent monthly income and mode of purchase.

Table:5 Relationship between Monthly Income and Loan facilities

Monthly income	Loan facilities					Total
	Very Good	Good	Fair	Bad	Very Bad	
Below 15,000	12	7	3	1	0	23
15,000-30,000	12	15	8	6	2	43
30,000-50,000	7	9	12	4	2	34
Above 50,000	1	5	7	2	5	20
Total	32	36	30	13	9	120

(Source: primary data)

The Pearson Chi-Square value is 26.334 with the DF – 12, P value is .000. Hence it is clear that it is statistically significant at 5% level. Hence there is a relationship between the respondent monthly income and mode of purchase.

Findings
- Most (46%) of the respondents says the reason to buy is style.
- Majority (59%) of the respondents says that the price is moderate.
- Most (30%) of the respondents get aware through television.
- There is significant relation between the monthly income and mode of purchase.
- There is significant relation between the monthly income and loan facilities

Suggestions
- The most important media for consumer durables is television. So, they should go for television advertisements rather going for newspaper, the television advertisements influences more on the people. They should spend some expenditure for T.V. advertisements.
- Being the price of the Honda is high they should try to reduce prices because there are many other competitors which can be selling at lower cost. If not, the sales may decrease.

Conclusion
This study attempts to reveals the customers' preference towards Honda Dio especially in Coimbatore district, Honda Dio have more opportunity to reconstruct, reengineer and redesign the shape, engine, outlook, color mileage and all other features of Honda bikes to fulfill the requirements of customers and to build overall competency level of Honda bikes among its rival products. Honda was inferred that most customers of high-income group preferred the supply of Honda Bikes. About 70% of customers are aware of Honda Bikes. Most of the customers agree that Honda is best quality with reasonable price the attitude 50% of customers towards price of Honda Bikes is reasonable. But 10% of the customers are asking for improvement in the quality.

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