

A STUDY ON CONSUMER BUYING BEHAVIOUR AND SATISFACTION LEVEL FOR HERO HONDA

Submitted in partial fulfilment of the requirement for the award of

Bachelor of Business Administration

by

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**DEPARTMENT OF BUSINESS ADMINISTRATION SCHOOL OF
MANAGEMENT STUDIES**

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119

MARCH 2021



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DEPARTMENT OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **T. SUMITHRA (38280088)** who carried out the project entitled **"A study on consumer buying behaviour and satisfaction level for HERO HONDA "** under our supervision from 6th December 2020 to 6th March 2021.

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Submitted for Viva voce Examination held on_____

Internal Examiner

External Examiner

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SUMITHRA T

DECLARATION

I, SUMITHRA T hereby declare that the Project Report entitled “**A study on consumer buying behaviour and satisfaction level for HERO HONDA**”done by me under The guidance **MS.M.SIVAPRIYA** M.com,M.phil,PGDCA at **Sathyabama institute of science and technology** , Chennai is submitted in partial fulfillment Of the requirements for the award of Bachelor of Administration Degree.

DATE:

PLACE: CHENNAI

SUMITHRA T

ABSTRACT

Employee welfare policies are one of the important features in the growth of the company. The welfare measures & policies are designed to attract, motivate and retain good employee.

Companies offering more voluntary benefits have better chance of attracting qualified people and retaining them. Job satisfaction is a multifaceted concept. It is an integral component of an organisational climate and it is an important element in the management of employee relationship. Therefore the research objective is to study the job satisfaction based on the welfare measures provided in **HERO HONDA COMPANY**.

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1.1 INTRODUCTION

Customer satisfaction has become one of many important objectives set for product services. The satisfaction survey is becoming the primary tool of assessing this aspect of customer care. Customer satisfaction surveys provide a “snapshot of customers” opinions” of one’s product. One of the major goals of organizations is that customers and families will be highly satisfied with their entire experience in their customer visit. An organization “purpose is to measure, analyze, and report the degree to which they are meeting this goal within their organization. Measuring customers experiences is coming to be seen as much more useful than measuring just the level of customer satisfaction. In our survey we have considered the customer satisfaction level towards Hero (Hero Honda) Bikes. Customer satisfaction surveys can help identify ways of improving one’s product. Since customers actively evaluate what is happening to them during the experience of care, customer satisfaction is two things: “...an indicator of quality of product, and a component of quality product”. The customer’s judgment is a very personal one; it’s based on perceptions of care being responsive to customers “individual needs,” rather than to any universal code of standards... When customers perceive motives ,communication, empathy, and judgment positively, they will respond more positively to product. A customer satisfaction survey may be able to demonstrate that a practice is focused on quality and on improving their current service. In the end with customer satisfaction surveys, they help lead to better quality product and happier customers The two-wheeler industry has been going steadily over the years all over the world. India is not an exception for that. Today 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 cycles 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, Koichiro Honda, and his unparalleled achievement of bringing motor cycles to the masses. Koichiro Honda was a racer, a businessman, and a manufacturer. But most of all he was a dreamer. He dreamed of a 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 small motorcycles, including one built 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 race bikes and won the Isle of Man. Honda Motor Company is by far the world's biggest motorcycle maker. Honda's first motorcycle was born out of necessity in immediate post World War II Japan, where public transportation was desperately overcrowded and gasoline severely restricted.

Unique practices create unique organizations. Honda was established upon the fundamental belief in the value of each individual. Based on our philosophy, we respect independent spirit and freedom, equality and mutual trust of human beings who work for or come in contact with our company. As such our management policies focus on developing and enhancing the essential characteristics that every individual possesses - capacity to think, reason, and most importantly the ability to dream. Being the largest producer of 2-wheelers and one of the most admired companies in the world definitely thrills us. But what thrills our associates most is the 'Joy of Creating', one of our missions at Honda, which promotes working for our own happiness. If you have a passion for 2-wheelers and possess a challenging spirit, your abilities are more important to us rather than which university you passed from. India will be the biggest global market for Honda's two-wheeler business by 2015 before eventually accounting for 30 per cent of its overall market share. At present, this is 13 per cent but the company is going flat out with new product launches as part of an aggressive growth strategy. The 110cc Dream Yuga motorcycle, unveiled at the Auto Expo here on Thursday, will roll out this year for the mass market, a segment in which Honda's former partner, the Hero group, rules the roost with the Splendour and Passion brand.

NEED OF THE STUDY

Customer satisfaction provides an indication of how successful the organization is providing products and/or services to the market place. Organizations need to retain existing customers while targeting noncustomers. So, to retain the customers for long time the marketer has to know the customer satisfaction levels. Thus, this study is conducted to know the satisfaction levels of customers of Hero Honda bikes

SCOPE OF THE STUDY

The study focuses on customersatisfaction toward the Honda two wheeler. It includes availability level of products, quality of the products, customer's expectations towards the products and problems faced by customers if any at Honda. When viewing the industrial sectorone can see that all the corporate houses focusing on retaining the customers without compromising the organizational objectives, ethics and value. Customer are individual the organizations have to make each and every customer feel that they are highly compassionate to them. Hence, customer relationship management is having a wide scope in modern world.

OBJECTIVE OF THE STUDY

Primary objective:

The primary objective of the study was to analysis the employee on the various welfare facility by the Hero Hondatwo-wheelerbike.

Secondary Objective:

- To know customer preference while buying of Non-GearTwo-wheelerof Hero Honda.
- To know which category of people are mostly using Non-GearTwo-wheelerof HERO HONDA.
- To find out the factors that influence on customer, when they are purchasing non geartwo-wheeler of HONDA.
- To analysis the customersatisfaction in HERO HONDA bike To study of perception towards the aftersales and services.

LIMITATIONS OF THE STUDY

- The analysis of the present study has been carried out based on the information has collecte from HERO HONDA bike.
- The study is an opinion survey, caution may have to be exercised while extending the result other areas Due to time constrict only `150 number of respondents were considered.
- The result fully on the information given by the respondents which may be based.

CHAPTER 2

REVIWE OF LITERATURE

Duggani Yuvaraju & Prof.S.Durga Rao (2014) examined Companies should think about the millennium as a golden opportunity to gain mind share and heart share. In this paper, we have taken 100 respondents, out of 100respondents we found that the 65% of the respondents said that they came to know about Apache through Friends & relatives. 56% of them have selected Apache because of its shape and style. 40% of the respondents are using TVS Apache for less than one year. Most of the respondents said that the price of Apache is reasonable. 58% of the respondents said that the features of Apache are good. 58% of the respondents said that the performance of Apache is good. Most of the respondents feel that the major problem is engine. Most of the respondents feel that after sales service is satisfied. Most of the respondents said that the maintenance cost is affordable.

Anuj Kumar Kanojia (2011) in his article explored the impact of consumer preference on sales of two-wheeler in urban areas of India. However, the study also showed that urban and rural regions have different preferences when it comes to selecting the vehicle model.

Hemant C R (2011) emphasized the need of continuous market research. He suggested that there is a genuine need of continuous sales analysis so as to sustain the market share. Virupaxi Bagodi and Biswajit Mahanty (2008) highlighted customer satisfaction as corner stone of sustainable growth in two-wheeler industry. K Narsaimhan (2003) this paper reviews the current marketing practices in the two-wheeler industry and their impact on consumer.

Dr.N. Chandrasekaran (2007) investigated the wants of the customer are carefully studied by conducting surveys on consumer behavior. The study also helps to know various marketing variables such as price and product features. This study will help gain knowledge about the influence of consumer to prefer a particular brand and the problems faced by them using such brands.

Dr.S.K.Sinha&Ajay(2005) Wagh examined that India is one of the fastest growing telecommunication markets of the twenty first century. The common man, artisans, agricultural labors, vendors and workers from every walk of life are comfortably using the services provided by telecom industries. The potential of capturing market segment will surely depend upon understanding dynamics of customer's preference.

According to Lewis & Boom service quality is considered as a measure of how well the service delivered matches customers' expectations on providing a better service than the customer expect organizational brand promotional strategies should be based on developing innovative offers & products, developing cost friendly value driven packages and tariffs, offering quality

services after sales service & ability to make calls without getting cut off &also to provide cheaper cost of calls to other networks.

Dr. C. Annandan & M. Prasanna Mohan Raj & Mr's. Madhu (2019) examined the new mantra of all FMCG giants is; To get rich, sell to the rural, So they have started marketing programs to explore the untapped segment of rural markets. As far as FMCG is concerned, the market penetration and consumption in rural areas is low so there is an opportunity for marketers to utilize the market effectively. Another key positive aspect is the current government focuses on rural areas. Understanding the rural customers. Inadequate data on rural markets. Reaching of products or services to 6.4 lakhs villages for poor infrastructure facility.

Rachel Dardis, Horacio Soberon (2016)-Ferrer investigated the consumer decision making is multinational, that is consumer choices are not based on a single product attributes, instead consumers view products as bundles of attributes. Product attributes (automobile attributes) as well as household characteristics. In both instances, the higher the value of the cost index or the Trouble Index, the more unsatisfactory the car is relative to other cars.

Manahila Ansar (2019) his study was concluded that It can be rightly concluded from the project that Honda Active Scooters have done well in establishing their grounds in the two-wheeler industry. They are also known for their comfort and performance and the satisfaction is high among the students and the working class. Youth is the target of Honda Active Scooters and the potential target are the people working in MNCs

Deepthi Nivasini (2018) in their study suggested that the automobile industry has witnessed a steady growth around the world. With the introduction of new model bikes every year, the Honda Motors Co. Ltd is committed to satisfying the demands of consumers. The Honda Active bikes are produced in such a way that they are more environment friendly and fuel efficient. This makes the Honda Active bike a priority in the two-wheeler market.

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 consumers selected from Calicut City of Kerala. Study observed many factors that affect women's buying behavior. At the time of purchasing two-wheeler, women have different choices for two wheelers, but the purchase decision depends on various factors like product attributes, price, credit facility and brand. Finally, the study has concluded 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.

Arun Mohan (2017) in their article "Honda Active a detailed review stated that the ride quality is one aspect where the Active needed improvement. The Honda Active bike does not address this issue. The Honda Activa bike employs a trailing link suspension at front which results in the

handle bar juddering every time, one rides over broken roads and telescopic front forks should have been added.

Dr. K. Lashmi Priya (2016) has conducted research on customer satisfaction among the users of Honda two wheelers. 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 concerned.

Vijayalakshmi 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 does not always give satisfaction to the customers, however, it leads to dissatisfaction some times.

Brijesh Kumar (2011) hero Honda bike, is running a program called Good life Passport to Relationship Reward, with an objective to create an innovative environment of interaction between Hero Honda and its customers. Members of this program are given a magnetic card in which all information is stored and this card is swiped when using any service at a showroom or workshop and it works like a loyalty benefit card.

Abhijeet Singh (2011) Hero Honda uses a customer relationship management and dealer management system which integrates one of the largest applications in the automobile industry, linking more than 1200 dealers across India. CRM DOS has helped Honda Motors to improve its inventory management, tax calculation and pricing. This system has also proved to be beneficial to dealers because it has reduced their working capital cost.

Arvind Saxena (2010) Director and Board member (marketing and sales), Honda Motor India company in automobile sector can fight competition on price. Companies need to have the right product, distribution, CRM and after sales service network to grow.

Biswajit Mahanty and Virupaxi Bagodi (2007). Hero Honda bike wants to be number one in the Indian market and the company. wanted 30% of Honda's global sales to come from Indian operations by 2020. HMSI have had issues related to production in the past with most of its models having the longest waiting period in the country, this reduced in Honda's penetration in the rural market, which is less than a third of Hero Moto Corp.

Biswajit Mahanty and Virupaxi Bagodi (2007) More than 55 million two-wheelers are moving Indian roads. Accordingly, two-wheeler service sector should have generated revenue amounting to INR 100,000 million per year, but in reality, this has not been realized in the

organized service sector, the Indian two-wheeler service industry has not considered servicing as a line of business and providing conveniently reliable services is most important in two-wheeler services in India to capture the market.

Gordon Fullerton (2006), “Putting relationship in CRM”, that JEEP, a division of Daimler Chrysler Automobile Company, has served a classic example of CRM program that provides a considerable value to both the customers and the firm by developing a program exclusively for jeep owners and fostered a community that is highly effectively committed to the product, the brand and the customers.

Kevin Keller (2012) Caterpillar has become a leading firm by maximizing the total customer value with the help of effective CRM, best after sales service in the industry and better trained dealer. This allows the firm to command a premium price of 10% to 20% higher than competitors such as Volvo, Komatsu et.

Milind Bade (2011) GM-Marketing, Bajaj Auto, has mentioned that Bajaj Auto Limited is currently trying to move the industry from a commuter to a biker mindset and at present the focus of the company is on keeping the sub brands and the mother brand different and the main motive behind establishing individual brand is to create differentiation which would help Bajaj auto, as an organization to develop relationship easily with its customers.

Mona J Fitzsimmons (2010) Has concluded that the profitability of automobile manufacturers depends on exploiting value added services for instance automobile manufacturers have discovered that financing and after sales service can achieve significant profits.

Oyama (2012) Honda Motor wants to be number one in the Indian market and the company wanted 30% of Honda’s global sales to come from Indian operations by 2020. HMSCI have had issues related to production in the past with most of its models having the longest waiting period in the country, this reduced in Honda’s penetration in the rural market, which is less than a third of Hero Moto Corp.

Philip Kotler (2012) Harley – Davidson dealers ranging from the CEO to the sales staff, maintain personalized relationships with customers through face to face and social media contact. Knowing customers as individuals and conducting ongoing research to keep up with their changing expectations and experiences which helps Harley – Davidson to define their customers’ needs better.

CHAPTER 3 RESEARCH METHODOLOGY

3.1 Research Design

Descriptive Research design:

Descriptive Research design is the framework for conducting a research which includes all the steps necessary to obtain information for set objectives. Quantitative research can be undertaken if the researcher wants to scientifically test a hypothesis with the use of definite numbers. Surveys and questionnaires form the means by which quantitative data can be collected.

3.2 Sampling Technique

Convenience Sampling Method:

Convenience sampling is a type of sampling where the first available primary data source will be used for the research without additional requirements.

3.3 Source of Data

The study involved both primary and secondary data collected for making a meaningful influence on the topic of study.

Primary Data:

The number of participants to be included in the study contributed to the sample size. The researcher aimed at having 150 samples.

Secondary Data:

The Secondary information gathered through internet, magazine, Journals, Text Book and company website

3.4 Structure of Questionnaire

Questionnaires are divided into two sections. First part was designed to Customer general information and second part was designed to customer experience about home appliances.

3.5 Sample Size

Sample Size : 150

Place : Erode

3.6 Period of Study

The duration of study: From Dec 2020 to Mar 2021.

3.7 Analytical Tools

Percentage analyses, Bar Chart.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS

4.1.1 Gender of the respondents

S NO	Particulars	No. of Respondents	Percentage
1	Female	84	56
2	Male	62	41.33
Total		150	100

Source : primary data

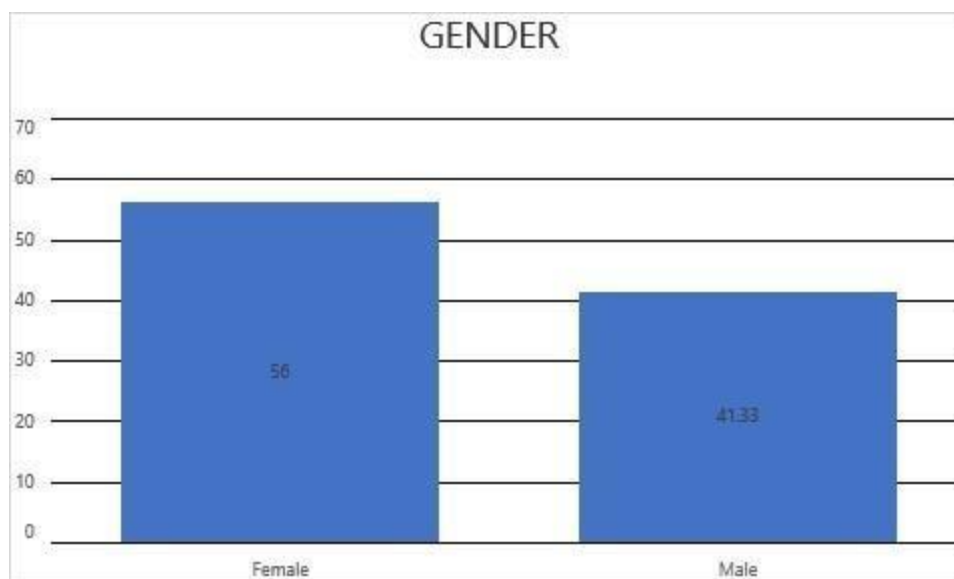


Fig : 4.1.1 Gender of the respondents

Gender of the respondents

From the above table it is interpreted that the number the of female respondents is 56% and male respondents 41.33%.

Reference

Majority (56%) of the respondents are female.

4.1.2 Marital status of the respondents

S NO	Particulars	No. of Respondents	Percentage
1	Married	24	16
2	Unmarried	121	80.67
Total		150	100

Source : primary data



Fig : 4.1.2 Marital status of the respondents

Marital status of the respondents

Interpretation

From the above table it is interpreted that the number of respondents were 16% in married, 80.67% in unmarried.

Inference

Majority (80.67%) of the respondents are unmarried.

4.1.3 Qualification of the respondents

SNO	Particulars	No. of Respondents	Percentage
1	SSLC	3	2
2	HSC	13	8.67
3	UG	112	74.67
4	PG	18	12
5	Other	4	0
TOTAL		150	100

Source: primary data



Fig : 4.1.3 Qualification of the respondents

Qualification of the respondents

Interpretation

From the above it is interpreted that the number of respondents SSLC 2%, HSC 8.67%, UG 74.67 %.

Inference

Majority (74.67%) of the respondents are UG.

4.1.4 Occupation of the respondents

SNO	Particulars	No. of Respondents	Percentage
1	Employment	34	22.52
2	Businessman	8	5.3
3	Student	93	61.59
4	Other	12	7.95
TOTAL		150	100

Source : primary data



Fig : 4.1.4 Occupation of the respondents

Occupation of the respondents

Interpretation

From the above table it is interpreted that the number of respondents were 22.52% is employment, 5.3% businessman, 61.59% is student, 7.95% is other.

Inference

Majority (61.59%) of the respondents are student.

4.1.5 How many brand of two wheeler do you know

SNO	Particulars	No. of Respondents	Percentage
1	Hero Honda	81	53.64
2	Bajaj auto	18	11.92
3	Enfield	44	29.14
4	Cosmo blaster	4	2.65
5	Other	4	2.65
TOTAL		150	100

Source : Primary data

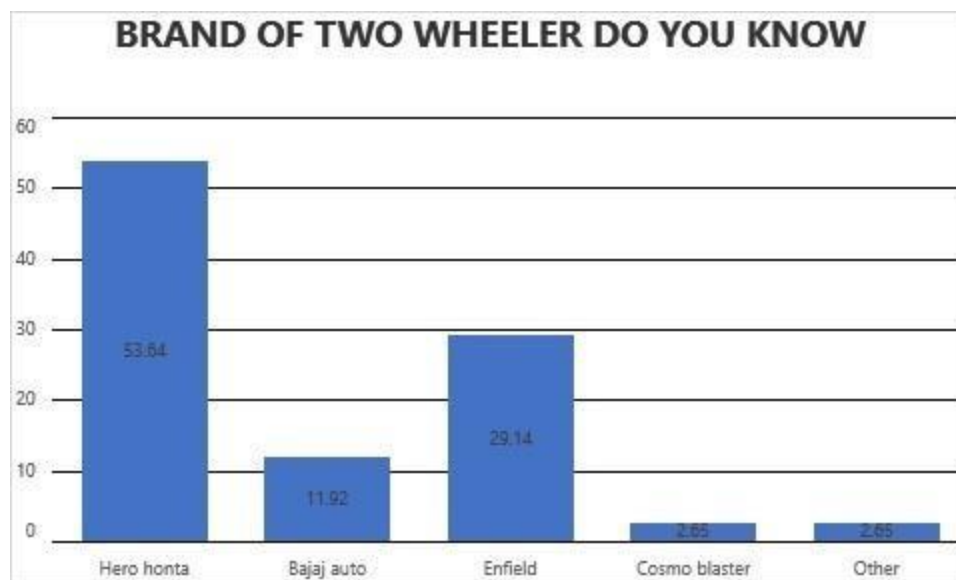


Fig : 4.1.5 How many brand of two wheeler do you know

How many brand of two wheeler do you know

Interpretation

From the above table it is interpreted that the number of respondents were brand of two wheeler 53.64% in Hero Honda, 11.92 in Bajaj auto, 29.14 in Enfield, 2.65 in Cosmo blaster, 2.65 in Other.

Inference

Majority (53.64%) of the respondents says Hero Honda.

4.1.6 Which type of two-wheeler you prefer most

SNO	Particulars	No. of Respondents	Percentage
1	Motorbike	64	42.38
2	Scooter	62	41.06
3	Moped/scooters	21	13.91
4	Other	4	2.65
TOTAL		150	100

Source: Primary Data

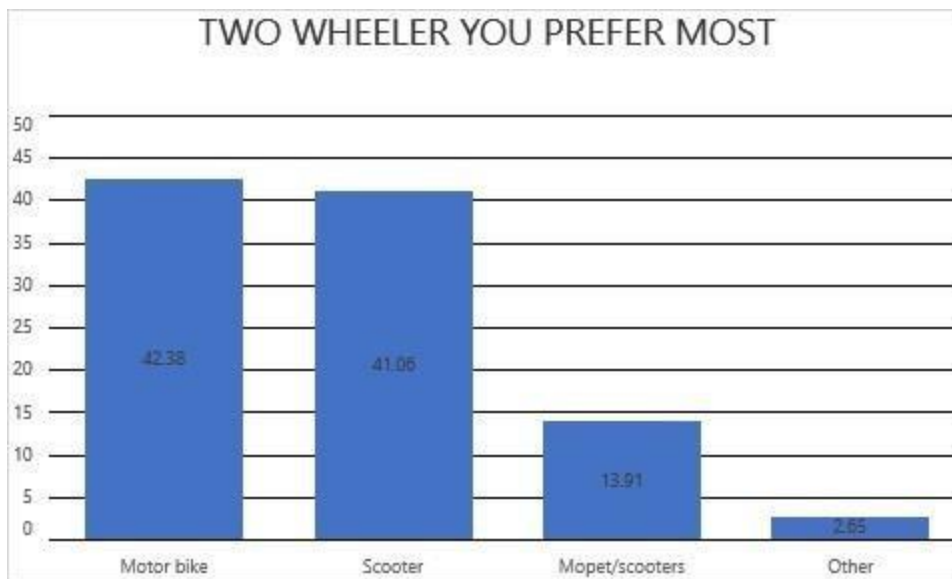


Fig : 4.1.6 Which type of two-wheeler you prefer most

Which type of two-wheeler you prefer most

Interpretation

From the above tables it is interpreted that the number of respondents were 42.38 in Motor bike, 41.06 in Scooter, 13.91 in Moped/scooters, 2.65 in Other.

Inference

Majority (42.38%) of the respondents says Motorbike.

4.1.7 Which attributes do you like most in your two-wheeler, rates the various factors you consider most

SNO	Particulars	No. of Respondents	Percentage
1	Luggage space	38	25.17
2	Fuel efficiency	48	31.79
3	Out look	26	17.22
4	Driving comfort	35	23.18
5	Other	4	2.65
TOTAL		150	100

Source : Primary Data

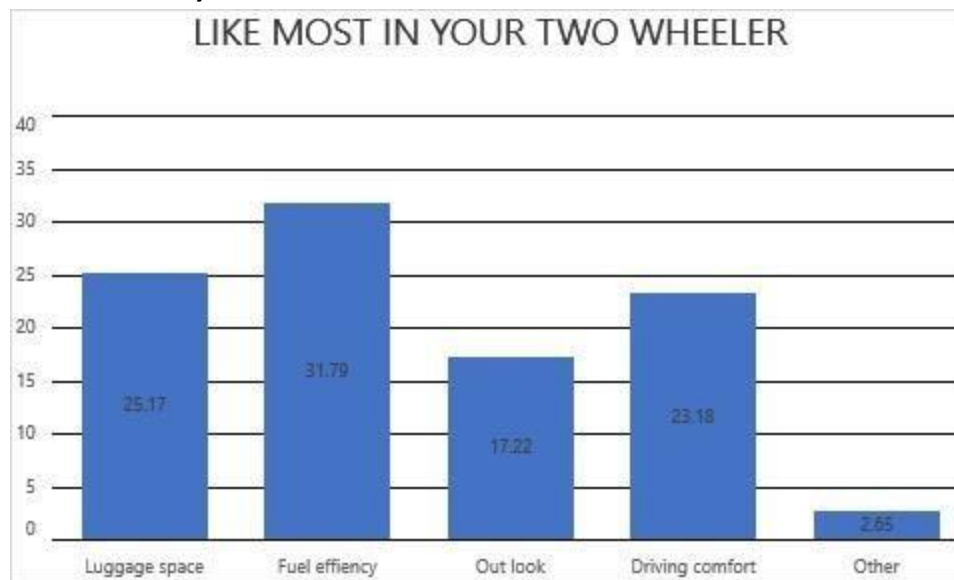


Fig : 4.1.7 Which attributes do you like most in your two-wheeler, rates the various factors you consider most

Which attributes do you like most in your two-wheeler, rates the various factors you consider most?

Interpretation

From the above table it is interpreted that the number of respondents were 25.17 in Luggage space, 31.79 in fuel efficiency, 17.22 in outlook, 23.18 in driving comfort, 2.65 in other.

Inference

Majority (31.79%) of the respondents says Fuel efficiency.

4.1.8 What is your source of finance

SNO	Particulars	No. of Respondents	Percentage
1	Bank loan	41	27.15
2	Finance company	42	27.81
3	Self finance	46	30.46
4	any other	22	14.57
TOTAL		150	100

SOURCE: Primary Data

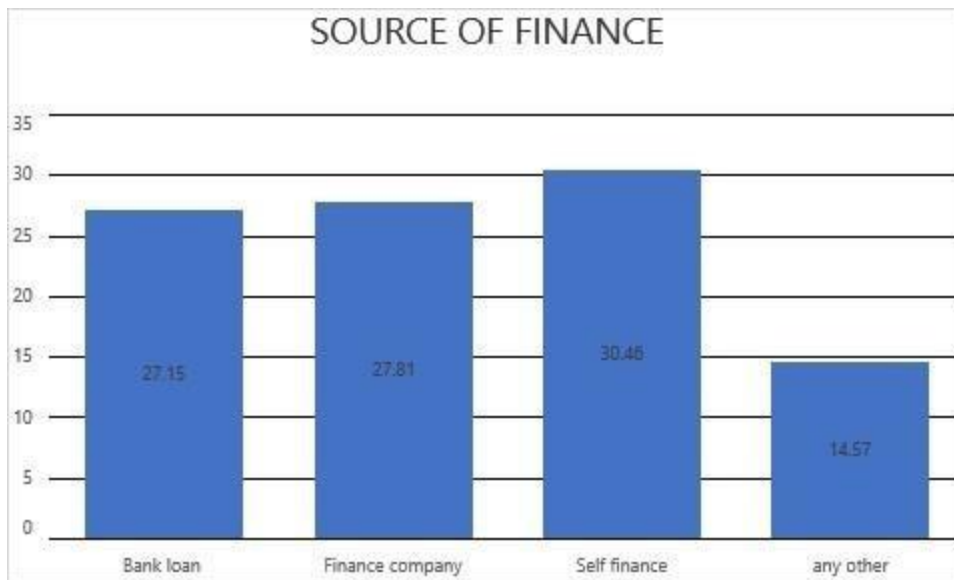


Fig : 4.1.8 What is your source of finance

What is your source of finance

Interpretation

From the above table it is interpreted that the number of respondents were 27.15 in Bank loan, 27.81 in Finance company, 30.46 in Self finance, 14.57 in any other.

Inference

Majority (30.46%) of the respondents says Self finance.

4.1.9 What are the external factors that influence you about purchasing bike

SNO	Particulars	No. of Respondents	Percentage
1	Print media	39	25.83
2	Electronic media	50	33.11
3	Exhibition	20	13.25
4	Trade shows	6	3.97
5	Brand image	36	23.84
TOTAL		150	100

Source : Primary Data

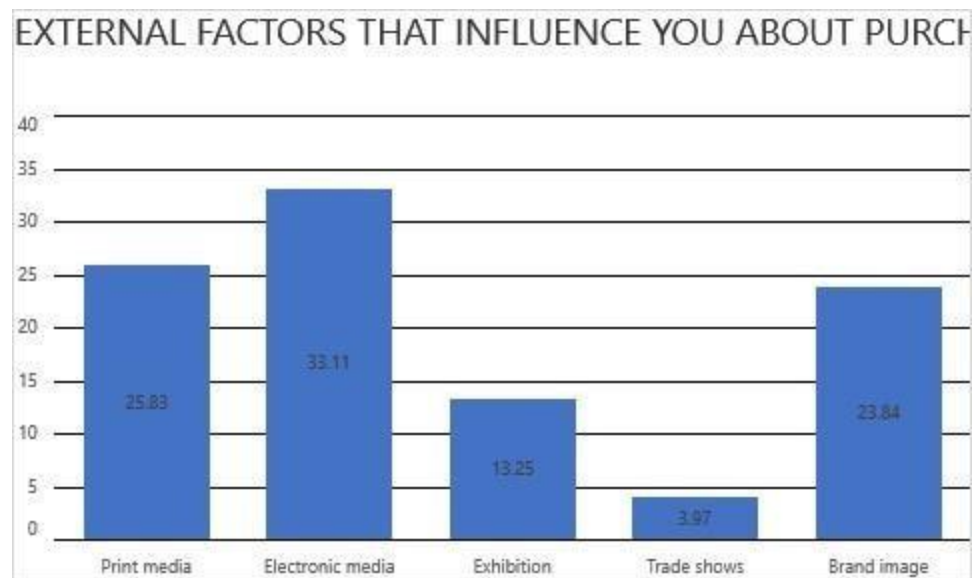


Fig : 4.1.9 What are the external factors that influence you about purchasing bike

What are the external factors that influence you about purchasing bike

Interpretation

From the above table it is interpreted that the number of respondents were 25.83% print media, 33.11% in electronic media, 13.25% in exhibition, 3.97% trade shows, 23.84% in brand image.

Inference

Majority (33.11%) of the respondents says Electronic media.

4.1.10 Are you a loyal customer for the product you buy

SNO	Particulars	No. of Respondents	Percentage
1	Yes always stick to the same product	66	43.71
2	Never I keep experimenting with new product	41	27.15
3	Only for quality product	40	26.49
4	Other	4	2.65
TOTAL		150	100

Source: Primary Data



Fig : 4.1.10 Are you a loyal customer for the product you buy

Are you a loyal customer for the product you buy

Interpretation

From the above table it is interpreted that the number of respondents were 43.71% in yes always stick to the same product, 27.15% in never I keep experimenting with new product, 26.49% in only for quality product, 2.65% in other.

Inference

Majority (43.71%) of the respondents says yes always stick to the same product.

4.1.11 What factor do you consider while buying HERO HONDA two-wheeler

SNO	Particulars	No. of Respondents	Percentage
1	Price	41	27.15
2	Mileage	83	54.97
3	Maintenance	12	7.95
4	Brand name	11	7.28
5	Other	4	2.65
TOTAL		150	100

SOURCE: Primary Data

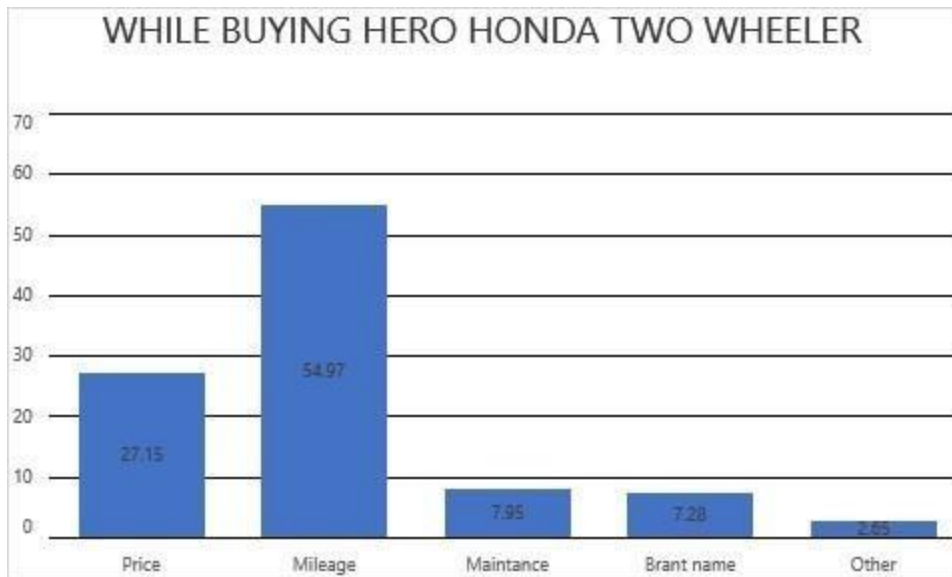


Fig : 4.1.11 What factor do you consider while buying HERO HONDA two-wheeler

What factor do you consider while buying HERO HONDA two wheeler

Interpretation

From the above table it is interpreted that the number of respondents were 27.15% in price, 54.97% in mileage, 7.28% in brand name, 2.65% in other.

Inference

Majority (54.97%) of the respondents says Mileage.

4.1.12 While going for the development of new bike which point the company should keep in mind

SNO	Particulars	No. of Respondents	Percentage
1	Acceptability of customer	48	31.79
2	Scale of economic	39	25.83
3	Comfort	39	25.83
4	Design	15	9.93
5	Other	10	6.62
TOTAL		150	100

Source : Primary Data

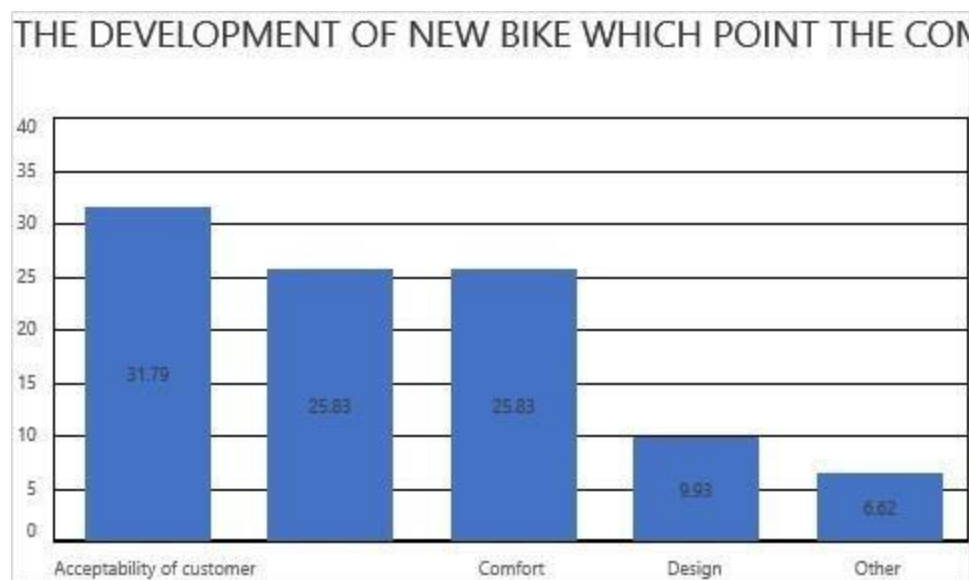


Fig: 4.1.12 While going for the development of new bike which point the company should keep in mind

While going for the development of new bike which point the company should keep in mind

Interpretation

From the above table it is interpreted that the number of respondents were 31.79% in acceptability of customer, 25.83% in scale of economic, 25.83% in comfort, 9.93% in design, 6.62% in other.

Inference

Majority (31.79%) of the respondents says Acceptability of customer.

4.1.13 Which marketing scheme of the HERO attracts you the most

SNO	Particulars	No. of Respondents	Percentage
1	Special offer	59	39.07
2	Cash document	48	31.79
3	Festival gift	27	17.88
4	Others	17	11.24
TOTAL		150	100

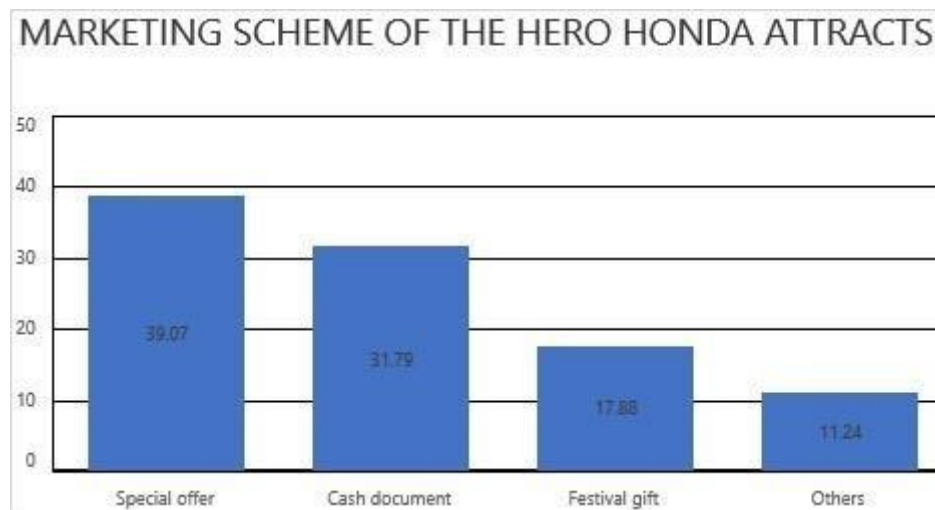


Fig : 4.1.13 Which marketing scheme of the HERO attracts you the most

Which marketing scheme of the HERO attracts you the most

Interpretation

From the above table it is interpreted that the number of respondents were 39.07% in special offer, 31.79% cash document, 17.88% in festival gift, 11.24% in others.

Inference

Majority (39.07%) of the respondents says special offer.

4.1.14 Does the executive attend to your queries satisfactorily

SNO	Particulars	No. of Respondents	Percentage
1	All of them	60	39.74
2	Most to them	64	42.74
3	Some of them	23	15.23
4	Other	4	2.65
TOTAL		150	100

Source: Primary Data

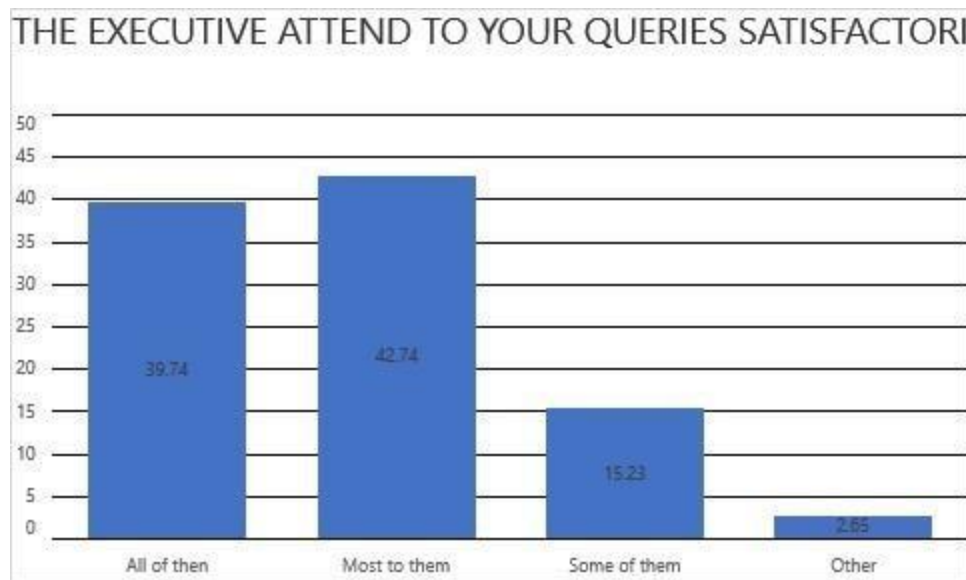


Fig: 4.1.14 Does the executive attend to your queries satisfactorily

Does the executive attend to your queries satisfactorily

Interpretation

From the above table it is interpreted that the number of respondents were 39.74% in all of them, 42.74% in most to them, 15.23% in some of them, 2.65% in other.

Inference

Majority (42.74%) of the respondents are says Most of them.

4.1.15 how much km have you travelled till now

SNO	Particulars	No. of Respondents	Percentage
1	500kKm - 5000 km	42	27.81
2	5000 km-20000 km	63	41.72
3	20000 km-40000 km	26	17.22
4	40000 km & above km	20	13.24
TOTAL		150	100

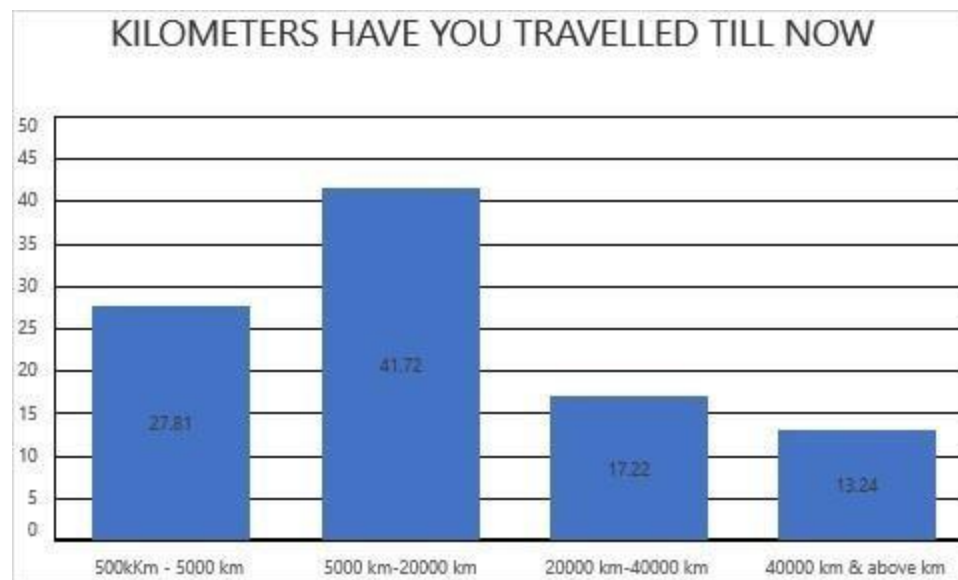


Fig : 4.1.15 how much km have you travelled till now

How much km have you travelled till now

Interpretation

From the above table it is interpreted that the 27.81% in 500km-5000km, 41.72% in 5000km-20000km, 17.22% in 20000km-40000km, 13.24% in 40000km & above km.

Inference

Majority (41.72%) of the respondents says are 5000km-20000km.

4.1.16How much you spend on servicing of hero MotoCorp bike

SNO	Particulars	No. of Respondents	Percentage
1	0-1000	18	1.92
2	1000-2000	69	45.7
3	2000-3000	36	23.84
4	3000-4000	28	18.55
TOTAL		150	100

Source : Primary Data

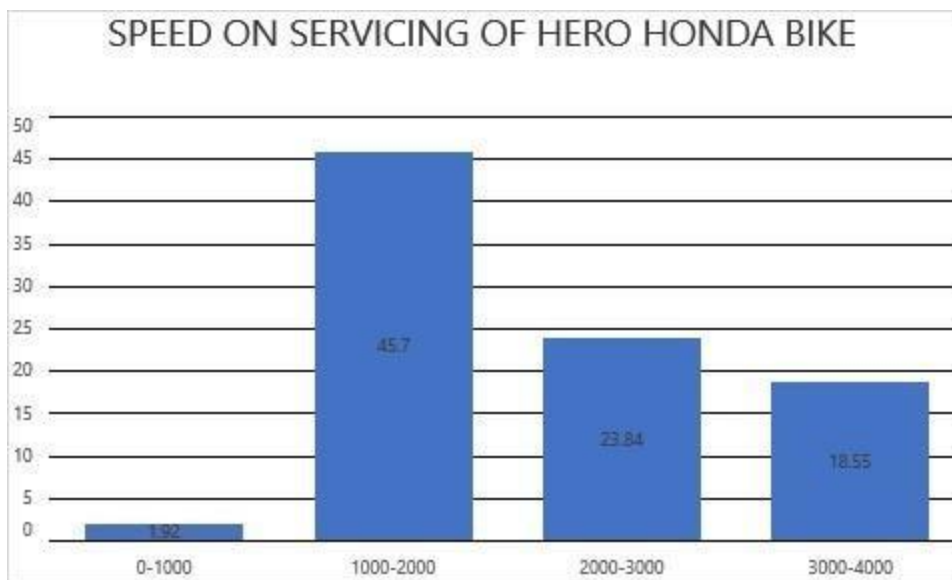


Fig : 4.1.16How much you spend on servicing of hero MotoCorp bike

How much you spend on servicing of hero MotoCorp bike

Interpretation

From the above table it is interpreted that the 1.92% respondents say speed on servicing 0-1000, 45.7% in 1000-2000, 23.84% in 2000-3000, 18.55% 3000-4000.

Inference

Majority (45.7%) of the respondents say 1000-2000.

6.1.17 How is the availability of spare parts of the Hero Honda Ltd

SNO	Particulars	No. of Respondents	Percentage
1	Easily available	65	43.05
2	Hardly available	68	45.03
3	not available	11	7.28
4	Other	7	4.64
TOTAL		150	100

Source: Primary Data

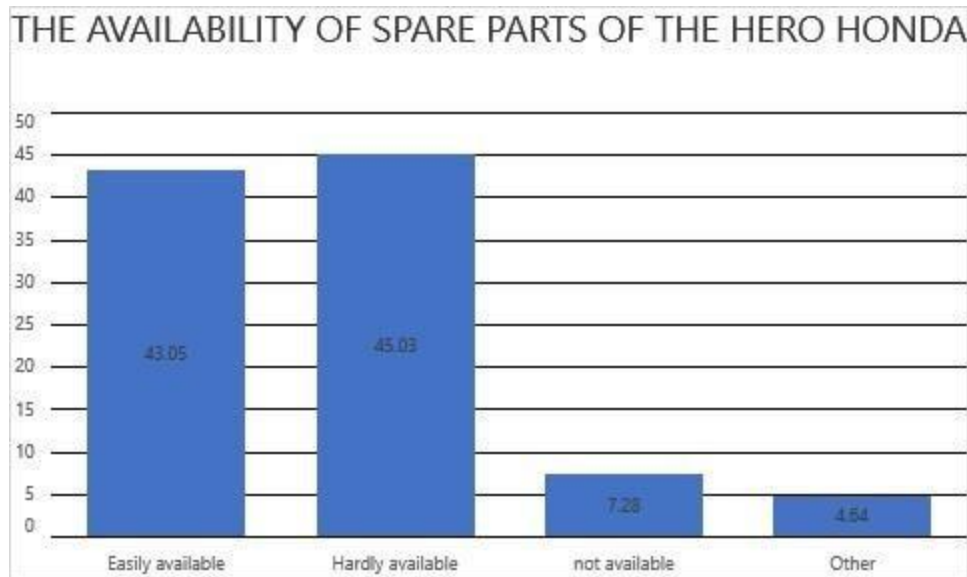


Fig : 6.1.17 How is the availability of spare parts of the Hero Honda Ltd

Interpretation

From the above table it is interpreted that the interpreted that the number of respondents were 43.05% in easily available , 45.03% in hardly available, 7.28% in not available, 4.64% in other.

Inference

Majority (45.03%) of the respondents says Hardly available.

4.1.18 How did you come to know about the bikes?(you can select multiple options)

SNO	Particulars	No. of Respondents	Percentage
1	News paper	38	25.17
2	TV commercials	49	32.45
3	Friends and relatives	51	33.77
4	others	13	8.51
TOTAL		150	100

Source: Primary Data

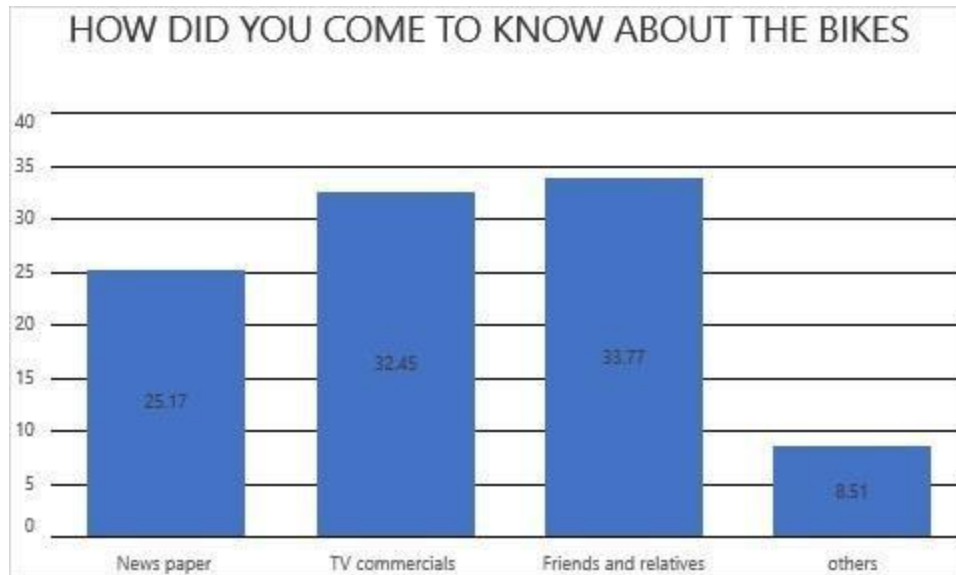


Fig : 4.1.18 How did you come to know about the bikes?(you can select multiple options)

How did you come to know about the bikes?(you can select multiple options)

Interpretation

From the above table it is interpreted that the number of respondents were 25.17% in newspaper, 32.45% in TV commercials, 33.77% in friends and relatives, 8.51% in others.

Inference

Majority (33.77%) of the respondents are says Friends relative.

4.1.19 What impressed you most about the product/service

SNO	Particulars	No. of Respondents	Percentage
1	Price	44	29.14
2	Shopping experience	36	23.84
3	Usability	5	3.31
4	Quality	66	43.71
TOTAL			100

Source : Primary Data

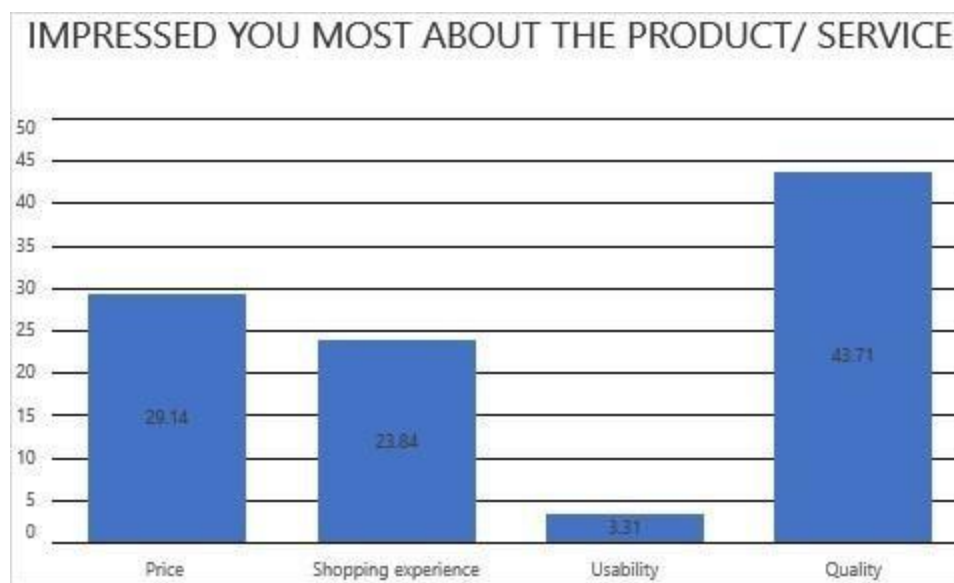


Fig : 4.1.19 What impressed you most about the product/service

What Impressed you most about the product/service

Interpretation

From the above table it is interpreted that the number of respondents were 29.14% in price, 23.84% shopping experience, 3.31% usability, 43.71% quality.

Inference

Majority (43.71%) of the respondents says Quality.

4.1.20 What are the difference types of problems you face at the time of services your vehicle

SNO	Particulars	No. of Respondents	Percentage
1	High price spare parts	64	42.38
2	Non availability of spare parts	52	34.44
3	Delay in-service	20	13.25
4	Low quality of spare parts	15	9.93
TOTAL		150	100

Source : Primary Data

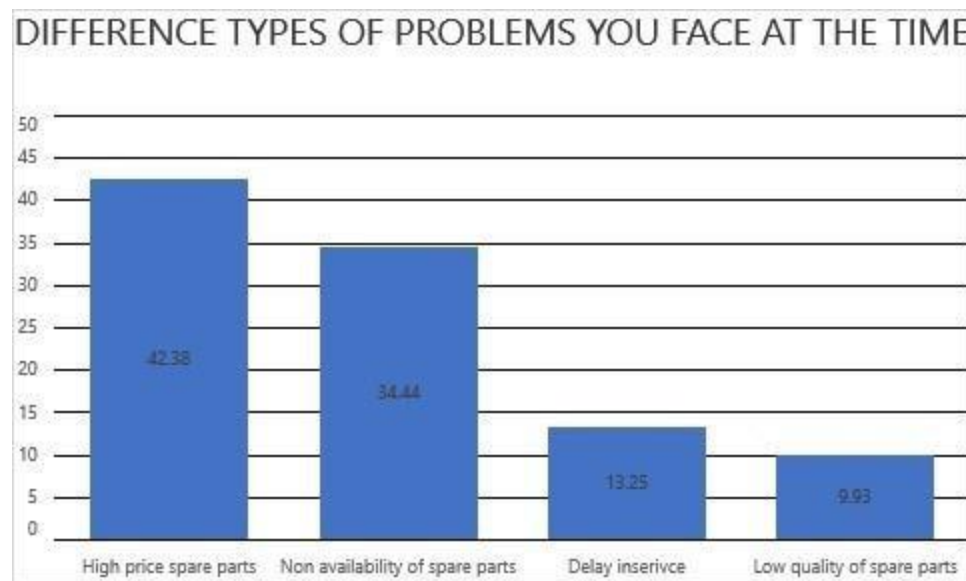


Fig : 4.1.20 What are the difference types of problems you face at the time of services your vehicle

What are the difference types of problems you face at the time of services your vehicle

Interpretation

From the above table it is interpreted that the number of respondents were 42.38% in high price spare parts, 34.44% in nonavailability of spare parts, 13.25% in delay in-service, 9.93% in low quality of spare parts.

Inference

Majority (42.38%) of the respondents says High price spare parts.

4.1.21 What is the purpose of buying this bike

SNO	Particulars	No. of Respondents	Percentage
1	Personal use	80	52.98
2	Rental use	46	30.46
3	Other use	25	16.55
TOTAL		150	100

Source : Primary Data



Fig : 4.1.21 What is the purpose of buying this bike

What is the purpose of buying this bike

Interpretation

From the above table it is interpreted that the number of respondents were 52.98% personal use, 30.46% rental use, 16.55% other use.

Inference

Majority (52.98%) of the respondents says Personal use.

CHAPTER 5

FINDINGS

Majority (56%) of the respondents are female.

Majority (80.67%) of the respondents are unmarried.

Majority (74.67%) of the respondents are UG.

Majority (61.59%) of the respondents are student.

Majority (53.64%) of the respondents says Hero Honda.

Majority (42.38%) of the respondents says motorbike.

Majority (31.79%) of the respondents says acceptability of customer.

Majority (39.07%) of the respondents says special offer.

Majority (42.74%) of the respondents strongly most of them.

Majority (45.7%) of the respondents says 1000-2000.

Majority (45.03%) of the respondents says hardly available.

Majority (33.77%) of the respondents says friends and relatives.

Majority (43.71%) of the respondents says quality.

Majority (42.38%) of the respondents says high price spare parts.

Majority (52.98%) of the respondents says personal use.

Majority (30.46%) of the respondents says self finance.

Majority (31.79%) of the respondents says acceptability of customer.

Majority (54.97%) of the respondents says mileage.

Majority (33.11%) of the respondents says electronic media.

Majority (43.71%) of the respondents says yes always stick to the same product.

Majority (41.72%) of the respondent says 5000 km- 20000 km.

CONCLUSION

Customer satisfaction is the one of the most major part of the buying behavior. Company has to Build strong brand awareness and credibility among its customers. Majorities of people are aware about its brand. Try to produces such vehicles that attract the customer. On technical base Bajaj is the best from others but from our research, consumer prefer Hero Honda bike due to high resell value and low maintenance. Most of the Apache, Pulsar Shine are purchased by young generation 18 to 25 years because they prefer stylish looks and rest of the models of Hero, Honda, TVS are purchased more by daily users who needs more average of bikes than looks. Hero, Honda is considered to be most fuel-efficient bikes on Indian roads. Service Spare parts of Honda Bikes are available throughout India in local markets also. While buying a motorcycle, economy is the main consideration in form of maintenance cost, fuel efficiency. Majority of the respondent had bought their motorcycle more than years. Hero Honda is purchased more by daily users who needs more average of bikes than looks. Bajaj is considered to be most fuel-efficient bike on Indian roads. Service & Spare parts are available throughout India in local markets also. 4. While buying a motorcycle, economy is the main consideration in form of maintenance cost, fuel efficiency. Majority of the respondent had bought their motorcycle more than 3 years. Most of the Flame, Pulsar, is purchased by young generation 18 to 30 years because they prefer stylish looks and rest of the models of Hero Honda.

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APPENDIX(Questionnaire)

Personal Details

Email address

Name

Gender

- (a) Female
- (b) Male

Marital Status

- (a) Married
- (b) Unmarried

Education

- (a) SSLC
- (b) HSC
- (c) UG
- (d) PG

Profession

- (a) Employment
- (b) Business man
- (c) Student
- (d) other

How many brand of two-wheeler do you know?

- (a) Hero Honda
- (b) Bajaj Auto
- (c) Enfield
- (d) Cosmo blaster

Which type of two-wheeler you prefer most?

- (a) Motor bike
- (b) Scooter
- (c) Moped/Shooties

Which attributes do you like most in your two-wheeler ? Rates the various factors you consider most ? (1-6,1is most important)

- (a) Luggage space
- (b) Fuel efficiency
- (c) Out look
- (d) Driving comfort

What is your source of finance?

- (a) Bank loan
- (b) Finance company
- (c) Self Finance
- (d) Any other

What are the external factors that influence you about purchasing bike ?

- (a) Print media
- (b) Electronic media
- (c) Exhibition
- (d) Trade shows
- (e) Brand image

Are you a loyal customer for the product you buy ?

- (a) Yes always stick to the same product
- (b) Never I keep experimenting with new product
- (c) Only for quality product

What factor do you consider while buying Hero Honda two-wheeler ?

- (a) Price
- (b) Mileage
- (c) Maintenance
- (d) Brand name

While going for the development of new bike which point the company should keep in mind

- (a) Acceptability of customer
- (b) Scale of economic
- (c) Comfort
- (d) Design
- (e) others

Which marketing Scheme of the hero attracts you the most ?

- (a) Special offer
- (b) Cash document
- (c) Festival gift
- (d) Others

Does the executive attend to your queries satisfactorily?

- (a) All of them
- (b) Most of them
- (c) Some of them

How much Km have you travelled till now?

- (a) 500 km-5000 km
- (b) 5000 km-20000 km
- (c) 20000 km-40000 km
- (d) 40000 km & above km

How much you spend on servicing of hero motocrop bike

- (a) 0-1000
- (b) 1000-2000
- (c) 2000-3000
- (d) 3000-4000

How is the availability of spare parts of the hero motocrop Ltd?

- (a) Easily available
- (b) Hardly available
- (c) Not available

How did you come to know about the bikes?(you can select multiple options)

- (a) News paper
- (b) T V Commercials
- (c) Friends and relatives
- (d) Others

What impressed you most about the product/service?

- (a) Quality
- (b) Price
- (c) Shopping Experience
- (d) Usability

What are the difference types of problems you face at the time of service your vehicle

- (a) High price spare parts
- (b) Non availability of spare parts
- (c) Delay in service
- (d) Low quality of spare parts

What is the purpose of buying this bike ?

- (a) Personal use
- (b) Rental use
- (c) other use

