A Study on Customer Service in Honda at Tiruchirappalli

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ABSTRACT

The study entitled "A STUDY ON CUSTOMER SERVICE IN HONDA AT TIRUCHIRAPALLI". This study has attempted to analyze the health and safety of employee. The study is fully based on primary data and profile of the industry. This study has been organized into five chapters. The first chapter includes three categories. Starting with introduction about the study, need and scope of the study. The introduction part explains the meaning and definitions of health and safety, the final category is review of literature. The second chapter includes industry. profile and company profile. The third chapter is design of the study which includes the objectives, limitation of the study, research methodology and statistical tools used for the data analysis the following tools were used Simple percentage analysis, Chi-square and correlation. The fifth chapter includes the findings, suggestions and conclusion of this study. After that it includes reference which is used in this project.

INTRODUCTION

The marketing philosophy of business assumes that an organization can best serve, prosper and attain profit by identifying and satisfying the needs of its customer. This however, is a recent thinking; various definitions of marketing have been given from different perspectives, exchanges and utility being the two important ones. The current millennium has unfolded new business rules, the most significant of them being that past or experience in a given product market is no indicator for future success. Market leadership cannot be taken for granted because customer loyalty does not exist. The customer today has a much wider choice.

India is the second largest country in the world which has been comprises lots of lower-and middle-class segme…

OBJECTIVES OF THE STUDY

➢   To study the factor influencing the preference pattern

➢   To study the relationship between the expected performance of the two wheeler with the actual

➢   To study the gender influencing the preference pattern

➢   The study is carried out with the two-wheeler classified into three major categories namely motorcycle, scooters and moped

REVIEW OF LITERATURE

Dr. J. Jose Prabhu (2020): Studying consumer behaviour is necessary because these mean marketers can recognize what influences consumers' purchasing choices. By comprehending how customers decide on a product they can fill in the gap in the marketplace as well as determine the items that are required and also the items that are outdated. Researching consumer actions also aids online marketers choose just how to provide their items in a way that produces optimum effect on customers. Understanding customer acquiring behaviour is the key trick to getting to as well as engaging your customers, as well as

transforms them to purchase from you. The function of this paper is to combine the ideas of existing study on stature customers and also researches which

examined entirely different elements of customer actions, yet coincidentally produce important factor influencing in marketing.

Ms. Reshma Sreedharan & Mr. Aswin Prakash (2019): Indian retail is one the fastest growing retail in world due to economic growth of country. Indian Retail Industry is the fifth largest in the world. Indian retail industry is largest among all other industry accounting for over 10% of the country's GDP and around 8% of the employment. Retail industry in India has become 4th and one of the most dynamic and fast paced industries with several players entering the market.

Retailing is considered as most happening industry in India after IT industry. The study examines the impact of three store atmospheric factors namely ambient factors, design factors, and social factors on customer buying behaviour in shopping mall of Kanpur. A sample of 147 customers was selected for the purpose of the study. Exploratory factor analysis of responses indicated that

atmospherics have impact on the buying decision of customer.

Prof.Mohd. Akbar Ali Khan & Dartrika Venkata Madhudan Rao (2018): The original exploratory study was to examine the impact of select exogenous and demographic variables on Customer Satisfaction. As per ACMA May month data, top four brands, namely, Honda, Hero, Bajaj, and TVS brands were

selected for study and 600 two-wheeler consumers samples collected, using random sampling in Hyderabad. The data were analyzed with descriptive statistics, and non-parametric tests, to know the impact further given different implications.

RESEARCH DESIGN

The study has been conducted through descriptive research as it will help identifying the cause of something that is happening. A structured instrument used to measure the characteristic described in the research questions using approach.

DESCRIPTIVE RESEARCH DESIGN

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

NON PROBABILITY SAMPLING

A type of sampling method in research where not all individuals have a known chance of being selected.

CONVENIENCE SAMPLING TECHNIQUES

➢   Chi-square analysis

➢   Correlation

➢   Sampling size: 130 customer

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CHI-SQUARE ANALYSIS

To determine whether the association between two qualitative variables is statistically significant, researchers must conduct a test of significance
called the Chi-Square Test. There are five steps to conduct this test. Step 1: Formulate the hypotheses
Null Hypothesis: H0: There is no significant association between students' educational level and their preference for online or face-to-face instruction, or HO: There is no difference in the distribution of instructional preferences between undergraduate and graduate students.

If there is no association between the two variables, the individuals would be uniformly distributed across the cells of the table.

The alternative hypothesis for a chi-square test is always two-sided. (It is technically mulki-sided because the differences may occur in both
directions in each cell of the table).

Alternative Hypothesis: Ha: There is a significant association between students'

educational level and their preference for online or face-to-face instruction. or Ha: There is a significant difference in the distribution of instructional preferences between undergraduate and graduate students.
Step 2: Specify the expected values for each cell of the table (when the null hypothesis is true)

Step 3: To see if the data give convincing evidence against the null hypothesis, compare

the observed counts from the sample with the expected counts, assuming HO is true.
Step 4: Compute the test statistic. Uses of the Chi-Square Test
One of the most useful properties of the chi-square test is that it tests the null hypothesis "the row and column variables are not related to each other" whenever this hypothesis makes sense for a two-way variable.

FINDINGS

➢ From the questionnaire, the following points are found and noted.

➢ The majority (51.5%) of people who buy HONDA bikes are aged between 18-24, it shows that Honda is quite popular among the younger generation.

➢ The majority (65.4%) of people who buy Honda bikes are Male.

➢ The Most owned Honda bike is HONDA DIO (20%).

➢ Half of the respondents have owned a Honda bike between the period of 1-5 years.

➢ Comfort is the major reason for which people consider buying Honda bikes.

➢ Advertisement proved to be the most successful promotion method for Honda.

➢ The majority (30.8%) of people are quite satisfied with the performance of their Honda bike.

➢ The majority (90%) of people are satisfied with the fuel efficiency of Honda bikes.

➢ Only 6.9% of people are highly satisfied with the boks and appearance of Honda bikes.

➢ Majority (86.2%) of people are happy with the after sales service provided by Honda.

➢ Almost half of the respondents feel that Honda bikes are affordable.

➢ The majority (52.3%) of people feel like it's expensive to maintain Honda bikes.

➢ 40.8% of respondents are happy to recommend Honda bikes to their friends/family.

➢ 43.8% of the respondents are willing to buy another Honda bike in the future.

➢ 75.4% of the respondents have reported that there was an improvement in fuel efficiency after getting their Honda bike serviced.

➢ Majority (36.2%) of people are happy with the support provided by the Honda service team.

➢ Majority (83.8%) of people agree with Honda being a value for money brand.

➢ 40.8% of respondents feel like bikes of Honda have just about average resale value.

SUGGESTIONS

1. HONDA should try to work on making attractive designs for their future upcoming bikes.

2. Honda should consider reducing the maintenance costs of their bikes, as it will keep the customers happy, contributing to the brand image of Honda.

3. Honda can work on providing good resale value to its customers.

4. Honda has got good R&D facilities and international design of bikes and it needs to integrate its efforts together with other departments more, specifically the marketing department.

5. 360-degree marketing approach and need to follow aggressive promotional campaigns to have larger market share in the motoreyele industry.

6. Honda should also focus on providing for the demands of the youth because the younger generation has more enthusiastic riders than

TEXT BOOKS REFERRED

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