AN EMPIRICAL STUDY ON CUSTOMER SATISFACTION TOWARDS HONDA - ACTIVA IN PIMPARI-CHICHWAD ,PUNE

Dr. Prakash H. Karmadkar
MMS, Ph.D (Management)
HOD ,Research Center P. E. Society's Institute of
Management and Career Development, Nigdi, Pune.

ABSTRACT:

 In India public transportation facilities are very poor and people rely on two wheelers for 50 to 75 KM travel per day. It is a Primary transportation vehicle for entire families. More or less, Indian Two wheeler's Product design & execution is driven by economy rather than performance and power. India has got presence of strong home-grown players competing against Global majors and very strongly Two Vehicle plays a crucial role in the transportation. Many motor vehicles are competing and producing many numbers of models in order to attract the customers. Though there are a wide range of companies producing motorcycles, studies about the socio economic profile and various reasons for buying . The present study indicates customer expects from Activa two-wheeler and what difficulties the customers are facing while using it. Activa has its own customer brand loyalty . Company designs the business strategies to remain no one position in the automobile market.

KEYWORDS*: Indian Automobile Industry, Honda Scooter, Activa ,Customer satisfaction,*

INTRODUCTION
Indian Automobile Industry

 Indian commercial automobile industry is world's 5th largest as per as volume is concerned and in 2017, with reference to Indian automobile Industry report. Auto Manufacturing has undergone numerous changes since 18th century. By this time we can say that manufacturing auto is not a science now a days, rather it has become art. By art, we mean producing auto differently. Different approach makes huge difference across auto industries and that makes a success story. Identifying customers need and introducing the product fulfilling maximum customer needs has become key to automobile success story. Customer needs and changes in preference are captured through various mechanisms. Few can be dotted down as competition product and his offerings, capturing Fleet owner, driver's feedbacks, enhancing cost of ownership etc.
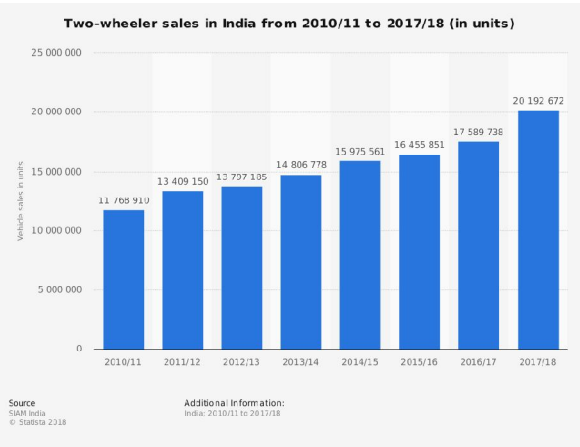
Two Wheelers

 India is a largest two wheeler manufacturer in the world, it has surpassed China. SIAM has declared final sales numbers for FY2018 for two wheelers are 20,192,672 units, which marks the first time that the industry has surpassed the 20-million sales milestone. This is a 15.98 percent year-on-year growth. The Big Four – Hero MotoCorp, HMSI, TVS Motor Co and Bajaj Auto – along with Royal Enfield and Suzuki Motorcycle .

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Two wheeler sales in India

Two wheeler Sales in India			
Fiscal Year	**Units Sold**	**Unit Change**	**YOY % Growth**
2006-2007	7842572		
2007-2008	7232209	-610363	-8.44
2008-2009	7412157	179948	2.43
2009-2010	9368240	1956083	20.88
2010-2011	11790305	2422065	20.54
2011-2012	13435769	1645464	12.25
2012-2013	13797748	361979	2.62
2013-2014	14805481	1007733	6.81
2014-2015	16004581	1199100	7.49
2015-2016	16455911	451330	2.74
2016-2017	17589511	1133600	6.44
2017-2018	20006406	1250825	7.49
Total	**155740890**		
***Six OEM's Sales**			

Two-wheeler sales in India from 2010/11 to 2017/18 (in units)

Source
SIAM India
© Statista 2018

Additional Information:
India: 2010/11 to 2017/18

Indian two wheeler market has large variety of products & choice for the customer is high. It has 9 lead manufacturers with 70+ Models for customer choice. Unlike other part of world, two wheeler is purchased in India for basic transportation necessity as against fun & fashion orientation of the Western Markets.

In India public transportation facilities are very poor and people rely on two wheelers for 50 to 75 KM travel per day. It is a Primary transportation vehicle for entire families. More or less, Indian Two wheeler's Product design & execution is driven by economy rather than performance and power. India has got presence of strong home-grown players competing against Global majors and very strongly.

The growth of two wheeler Industry is driven by
1) -Increasing disposable incomes in Indian homes.
2) -Low operating cost and easy to handle
3) -Though fuel prices are up, higher fuel efficiency of motorcycles is an attraction.
4) -Greater and proven reliability
5) -Availability of loans with low interest rates so acquisition costs is less.
6) -Inadequate urban & rural public transportation and infrastructure.

Now new trends are coming in, like advanced low weight scooters like Activa by Honda.Along with Economy models, Executive and Performance models are also getting preferred. Product life-cycle is shrinking and every after 6 months, new model is entering in to the market.In India, There are average 31 two-wheelers per 1000 people.

Market Share Analysis

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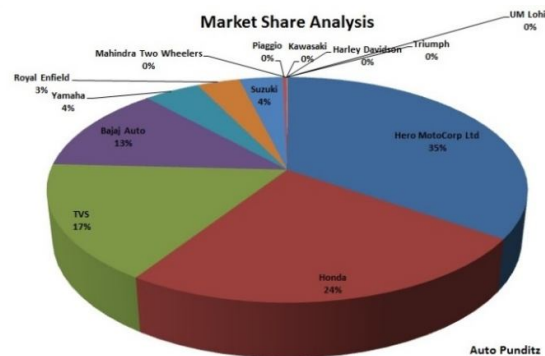
As seen year and year chart above, the two-wheeler industry performance has been strong in 2018-19 with year on year growth close to 15%. The year was critical because of stock generated at the start of 2017 because of BSIV norm introduction and heavy discounting to clear it. In July 2017, GST was introduced and it also affected the industry. Both the segments of scooters and motorcycles contributed to growth, and rural market and good monsoon supported it. Scooter segmentand the motorcycle segment both reported growth year on year 12.7%. Demonetisation had affected the growth in the motorcycle segment in 2017, the segment revived and entry-level 110-cc sub-segment lead the growth story.Premium segment is also getting popular. Government policy to double the farmer income will further support the two wheeler sale.

Honda Scooter

Honda has a popular scooter range and they are market leaders in scooter segment. In Most popular brand Activa- company has Activa-I, Activa 4G, 5G, STD, Activa 5G DLX, Activa 125 Drum, Activa 125 Alloy, Activa 125 Disc. These scooters have109 CC engine, Gearless, 7.96 PS @ 7500 rpm power, Tubeless tyres .5.3 L fuel tank and mileage of ~50 km/Lit as per company claim. Kerb weight of the scooter is 103 to 109 kg, maximum speed is 83 to 85 km/h. Honda Activa.

OBJECTIVES OF THE STUDY
1) To study about the socio-economic profile of the respondents.
2) To find out the level of satisfaction towards Honda Activa
3) To give suitable suggestions on the basis of the findings

RESEARCH METHODOLOGY
Source of Data: The present study was based on primary data as well as secondary data.
Primary Data: Primary data were collected from the customer through interview . In the present study at most care has been taken to reduce the non-sampling errors.
Secondary data: data been collected from Textbooks, Magazines, Journal and website
Sampling Design: The study area Pimpari-Chichwad , Pune As the number of respondents in infinite, the researcher has adopted systematic convenient sampling technique .. The researcher has interviewed 80 respondents.
Tools for Analysis data:1) Garret Ranking Method2)Chi-square Test 3) Percentage Analysis
Hypothesis: There is no significant relationship between gender and the level of satisfaction towards Activa

RESULTS AND DISCUSSION

TABLE 1 SOCIO ECONOMIC PROFILE OF THE RESPONDENTS

S.No	Particulars	No of Respondents	Percentage
Gender wise Classification of Respondents			
1	Male	31	38.8
2	Female	49	61.2
Age wise Classification of Respondents			
1	Below20years	10	12.5
2	20-30 years	56	70.0
3	30-40 years	7	8.8
4	Above 40 years	7	8.8
Level of Education			
1	Illiterate	1	1.2
2	School level	4	5.0
3	Under graduate	54	67.5

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4	Post graduate	17	21.2
5	Professional	4	5.0
Nature of Occupation			
1	Students	45	56.2
2	Government employees	11	13.8
3	Private employees	15	18.8
4	Business	5	6.2
5	Professionals	4	5.0
Monthly Income Level of the Respondents			
1	Below Rs.10000	13	16.2
2	Rs.10001- Rs.20000	34	42.5
3	Rs.20001-Rs.30000	4	5.0
4	Above Rs.30000	29	36.2
	Total Number of Respondents	**80**	**100**

Source: Primary Data

From the Table 1 clearly exhibit that out of 80 respondents, most of the respondents are female, belong to the age group of 20 to 30 years, Under graduate, their family income Rs10001 to 20000, out of 80 respondents majority of the respondents are student.

SATISFACTION LEVEL

TABLE 2 SATISFACTION LEVEL OF REPONDENTS

Sources	1	2	3	4	5	6	7	8	Total
Price	12	12	6	13	11	10	7	9	80
Stylish	9	15	9	8	10	4	11	14	80
Comfort	8	9	14	6	12	7	12	12	80
Pick up	11	10	3	11	4	11	17	13	80
Brand image	11	4	9	10	16	12	8	10	80
Engine capacity	17	11	9	6	3	16	11	7	80
Service	5	11	13	12	10	16	5	8	80
Mileage	7	8	17	14	13	4	9	7	80
Total	**80**	**80**	**80**	**80**	**80**	**80**	**80**	**80**	**640**

REASON FOR PURCHASE Activa

Garrett sources : The garret ranks are calculated by using appropriate Garrett ranking formula Then based on the garrett ranks, the table value is ascertained. The Garrett table values and score of each rank in a table are multiplied to record scores in table. Finally by adding each row, the total garrett score is obtained.

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Per cent position = 100(Rij-0.5)/Nj

Rij = Rank given for i^{th} item by the jth sample respondents.

Nj= Total rank given by the sample respondents.

<p align="center">TABLE 3
Per cent position and Garrett value</p>

S.No	100-(Rij-0.5)/Nij	Calculated value	Garrett value
1.	100-(1-0.5)/8	6.25	80
2.	100-(2-0.5)/8	18.75	69
3.	100-(3-0.5)/8	31.25	60
4.	100-(4-0.5)/8	43.75	53
5.	100-(5-0.5)/8	56.25	41
6.	100-(6-0.5)/8	68.75	40
7.	100-(7-0.5)/8	81.25	33
8.	100-(8-0.5)/8	93.75	20

Calculation of Garrett score

<p align="center">TABLE 4</p>

Sources	Average	Rank
Comport	52.06	II
Price	49.90	V
Stylish	48.73	VII
Pick up	47.27	VIII
Engine capacity	49.02	VI
Brand image	53.26	I
Service	50.12	IV
Mileage	51.02	III

The table shows that the Garrett scores and the average scores of parameters. The average scores are ranked according to their value. The first rank is given to "Brand image", second rank to "Comport ", third rank to "mileage", fourth rank to "service", fifth rank to "Price", sixth rank to "engine capacity", seventh rank to "Stylish ", and last rank to "pick up".It is obvious that majority (53.26 %) of the respondents are influenced by the Brand image of Activa.

HYPOTHESIS TESTING: *"There is no significant relationship between gender and level of satisfaction towards Activa"*

To test the above null hypothesis chi square test is applied and the results are presented in Table 5

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TABLE 5
ASSOCIATION BETWEEN MALE AND FEMALE WITH REGARD TO THE STATISFACTION

LEVEL OF HONDA -ACTIVA- RESULTS OF CHI SQUARE TEST

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.248[a]	2	.325
Likelihood Ratio	2.276	2	.320
Linear-by-Linear Association	2.211	1	.137
N of Valid Cases	80		

Source : Computed data

From the above results it is found that the significant value of 2.248 is more than the acceptance level 0.0.5(p=0.654).Hence the null hypothesis is accepted and it is concluded that there is no significant association between male and female with regard to the satisfaction level of Honda Activa.

FINDINGS
The findings of the research study are
1) Among 80 respondents majority 61.2 % of the respondents are female.
2) From the age – wise categorisation of the respondents, majority 70.0 %of the respondents are in the group of 20 to 30 years.
3) From the literacy levelf classification, majority of the customers are literates.
4) Among 80 respondents majority 56.20 %of the respondents are students.
5) Out of 80 respondents 67.50 %of the respondents are under graduate.
6) From the analysis of monthly income, majority 42.5 %of the respondent's monthly income ranges between Rs10001 to 20000.
7) There is no significant relationship between gender and level of satisfaction towards .

CONCLUSIONS
In an aggressive business compete market for customers, customer fulfillment is seen as a key differentiator and all the time more has been become a key element of business strategy. The study is further suggested for further improvements and to identify the various factors to look up their measures of company. Consumers will get satisfaction. It will lead an more strong brand image .
The present study indicates customer expects from Activa two-wheeler and what difficulties the customers are facing while using it. Activa has its own customer brand loyalty . Company designs the business strategies to remain no one position in the automobile market.

SUGGESTIONS :
Honda Motorcycle and Scooter India Pvt. Ltd. (HMSI), for Activa must take effective sales promotion methods like social media marketing, The price is the main factor, to reduce the price of the products to gain more customers. Appearance, design, colour and graphics are the most influencing factors at the time of purchase decision. Honda Company shall concentrate more on developing new model with high exterior, design, colour, graphics, quality, status of the company. Respondents have opined that engine capacity, safety, new technology, product design, warranty period are the five top most important characteristics. To deliver the products and Company has to reduce the delivery time.

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Mileage and power are two controversies part of the two-wheelers. consumer should be clear about their necessary. After sales service is vital users are giving importance to it at the time of purchase.

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