



www.epratrust.com

October 2014 Vol - 2 Issue- 10

CUSTOMER'S OPINIONS TOWARDS HERO HONDA – SPLENDOR + BIKE



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ABSTRACT

In the present era of globalization, companies are finding it difficult to attract the customers towards their offerings. Proper understanding of consumer buying behavior will help the marketer to succeed in the market. In India, with increase in purchasing power of people leading to the change in their life style, there has been a huge demand for automobiles with modern technologies HERO HONDA – Splendor + bike have a very good market in India. The objective of this paper is to study the opinions of consumers while they go for the purchase of HERO HONDA Splendor+ Bike and also to analyze the attributes of the bike which are considered important.

KEYWORDS: Consumer Behavior, Customer Perception, Satisfaction,

INTRODUCTION

Satisfaction is a person's feelings of pleasure (or) disappointment resulting from comparing a products perceived performance (outcome) in relation to his / her expectations. If the performance falls short of expectations, the customer is dissatisfied. If the performance matches the expectations, the customer is

satisfied. If the performance exceeds expectations the customer is highly satisfied (or) delighted. Many companies are aiming for high satisfaction because they are much less ready to switch. Buyer's expectations formed on the basis of past buying experience, friend's & associates advice and marketers and

competitor's information and promises. If marketers raise expectations too high, the buyer is likely to be disappointed.

Even if the company sets expectations too low, it won't attract enough buyers. So the expectations should match the performance...

- ✧ A customer is the most important person even in any company.
- ✧ A customer never dependent on company, but the company dependent on him.
- ✧ A customer is a person who brings company his wants
- ✧ It is company job to handle them profitably to him and to company.
- ✧ A customer is not an interruption of marketers' work he is the purpose of it.

OBJECTIVES OF THE STUDY

1. To know the customer's expectations towards Hero Honda Splendor+.
2. To find out the customer's opinion, regarding various aspects of the bike.
3. To give appropriate suggestion to the company regarding the performance of the bike.

SCOPE OF THE STUDY

The study is aimed at finding out the customer's opinion towards Hero Honda Splendor+ The researcher has taken up 100 samples for the study, in Bellary city. The study would reveal the intensity of gap between

company's deliverance and the customer's expectation. The revelation of the study would keep the company informed about the customer's perception towards the bike and various aspects concerned.

LIMITATIONS OF THE STUDY

The sample of 100 Respondents may constitute limitations due to small no. Of samples. The study is restricted to only one product i.e. Hero Honda Splendor+ Only.

RESEARCH METHODOLOGY

Sources of the Data:-

The study is based on both primary and secondary data. Primary data: The questionnaires were administered to Respondents in surrounding Bellary district in Karnataka. The study is mainly based on the primary data generated,

The secondary data: Secondary data was obtained through company, profile & information's available in textbooks & magazines related to the topic.

Sample Size:-

A total of 100 samples have been selected for the study.

Sample Method:-

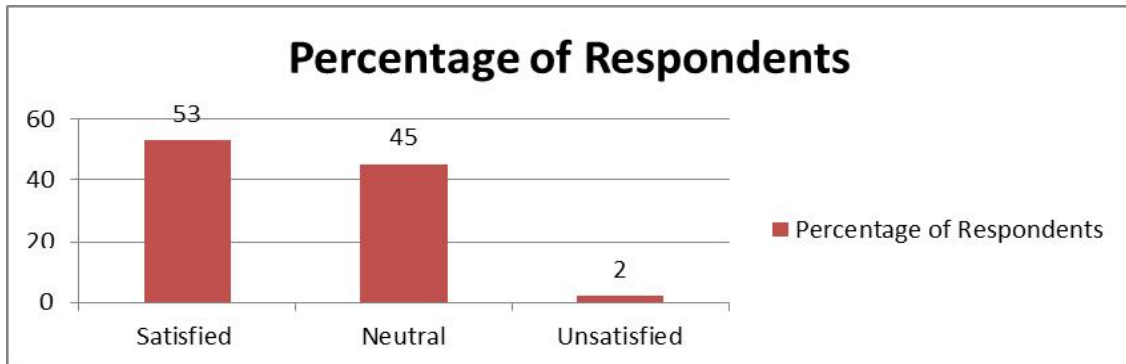
The study used the convenience sampling method for collecting necessary primary data. This is a non-probability sampling method. Questionnaires were used to gather the primary data from Customers only.

DATA ANALYSIS AND INTERPRETATION

Table - 1 Customer's opinion regarding the appearance & style of the vehicle

Opinion	No of Respondents	Percentage of Respondents
Satisfied	53	53
Neutral	45	45
Unsatisfied	2	2
Total	100	100

Chart - 1 shows Customer's opinion regarding the appearance & style of the vehicle



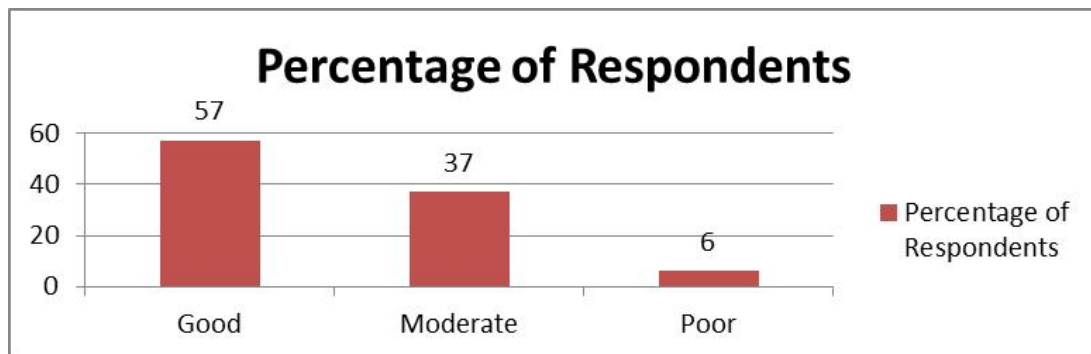
Interpretation:-

The above table and Chart shows that 53% of the customers are satisfied with the present appearance and style of the vehicle while 45% of the customers want changes in appearance & style of the vehicle and 2% of the Respondents expressed unsatisfied.

Table -2 Customer's opinion regarding the actual performance of the vehicle on road

Opinion	No of Respondents	Percentage of Respondents
Good	57	57
Moderate	37	37
Poor	6	6
Total	100	100

Chart -2 Customer's opinion regarding the actual performance of the vehicle on road



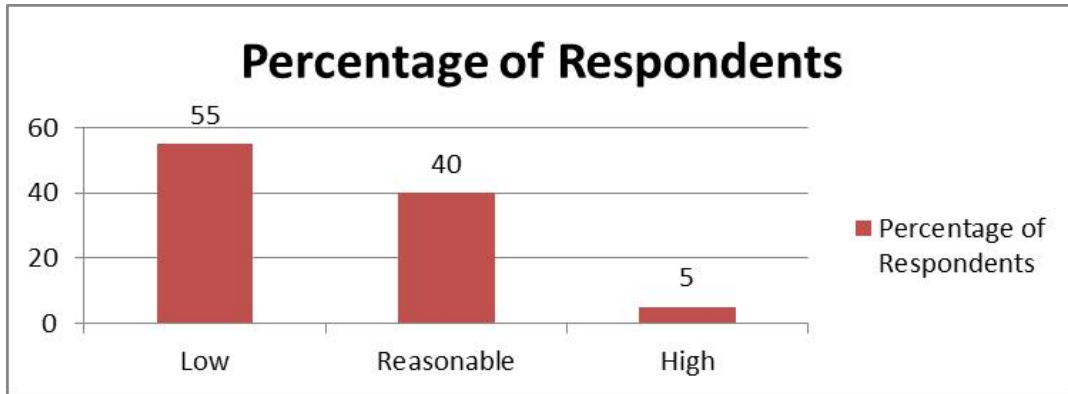
Interpretation:-

The above table and Chart shows that 57% of the customers opined good with regard to the performance of the Vehicle and 37% of the customers opined the performance is moderate & 6% of the customers are having poor opinion on the performance of the vehicle.

Table – 3 Cost of Maintenance

Opinion	No of Respondents	Percentage of Respondents
Low	55	55
Reasonable	40	40
High	5	5
Total	100	100

Chart- 3 Cost of Maintenance



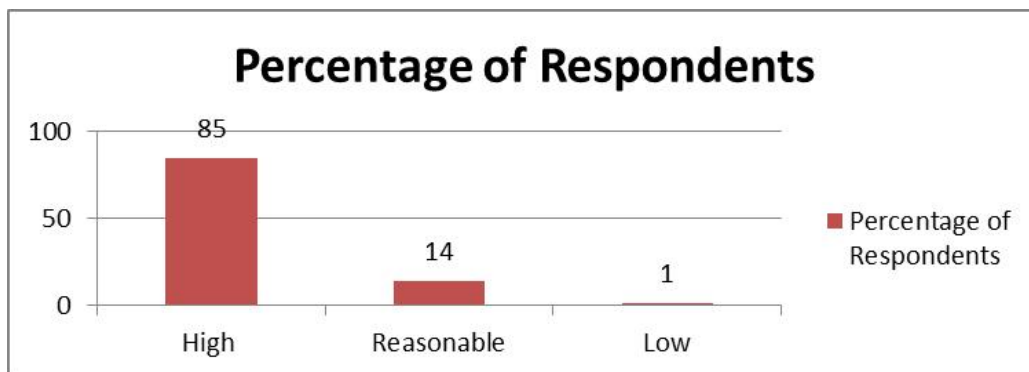
Interpretation:-

The above table and Chart depicts that 55% of the customers opined that maintenance cost is low while 40% of the customers felt reasonable and 5% of the customers said that the maintenance cost of the bike is very high.

Table –4 Opinion Regarding Price

Opinion	No of Respondents	Percentage of Respondents
High	85	85
Reasonable	14	14
Low	1	1
Total	100	100

Chart –4 Opinion Regarding Price



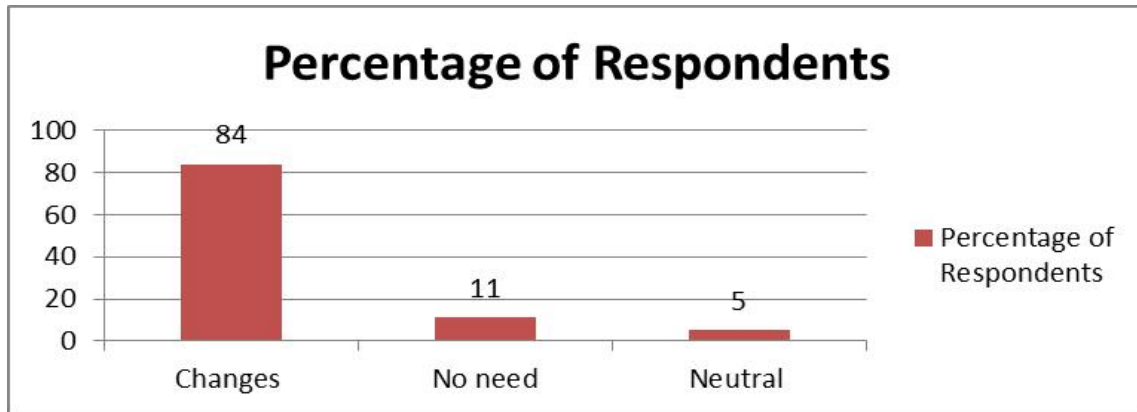
Interpretation:-

The above table and Chart shows that 85% of the customers feel that price is high while 14% of the customers feel that present price is moderate and 1% of the customers expressed low regarding price of the bike.

Table – 5 Changes In Features

Opinion	No of Respondents	Percentage of Respondents
Changes	84	84
No need	11	11
Neutral	5	5
Total	100	100

Chart – 5 Changes in Features



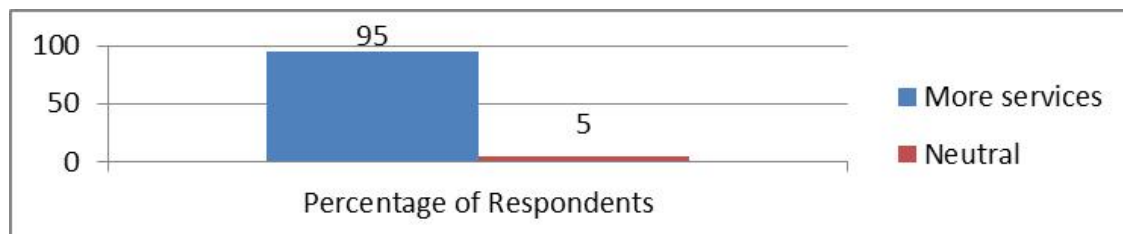
Interpretation:-

The above table and Chart shows that 84% of the customers feel that changes in features and 11 % of the customers feel that there was no need of changes in features and 5 % of the customers feel that they don't have any Idea about features.

Table –6 Service Warranty Towards Vehicle

Opinion	No of Respondents	Percentage of Respondents
More services	95	95
Neutral	5	5
Total	100	100

Chart-6 Service Warranty Towards Vehicle



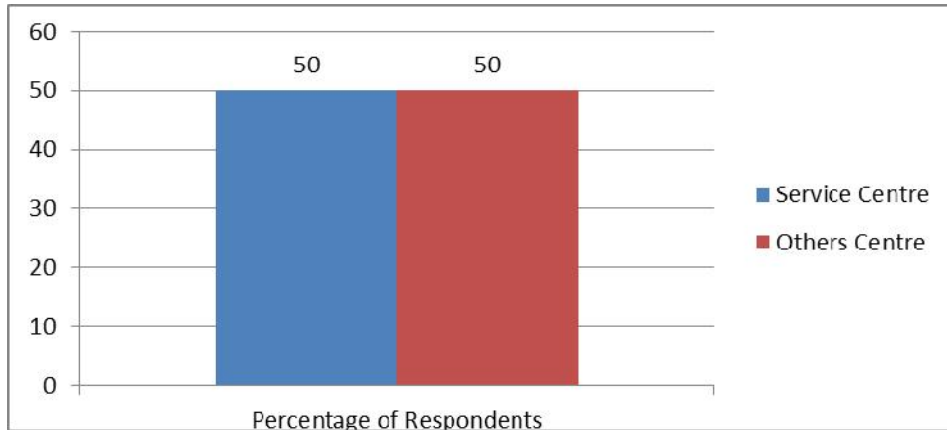
Interpretation:-

The above table and Chart shows that 95% of the customers are expecting more service &5% are neutral.

Table – 7 More Service Centers

Opinion	No of Respondents	Percentage of Respondents
Service Centre	50	50
Others Centre	50	50
Total	100	100

Chart – 7 More Service Centers



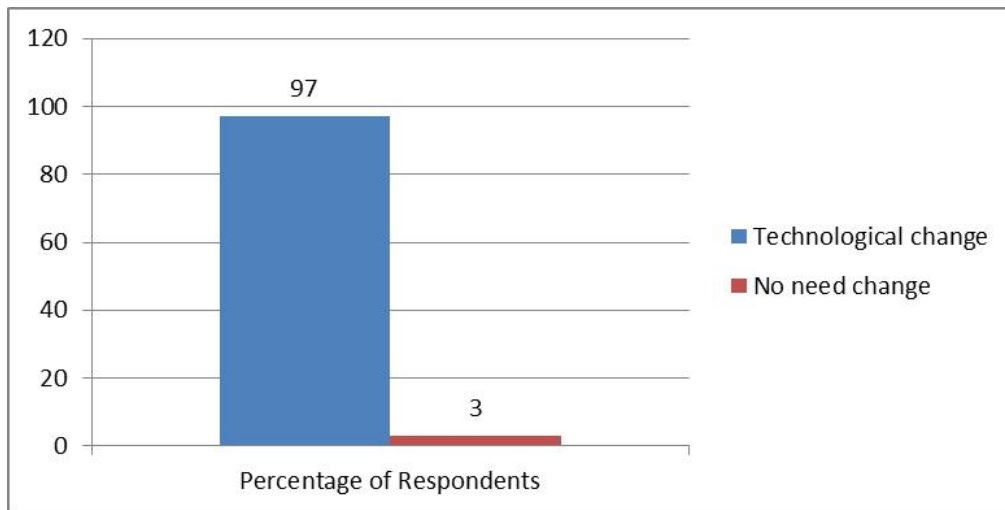
Interpretation:-

The above table and Chart shows that 50% of the customers are not expecting more service centers and 50% of the customers are not expecting more service centers.

Table – 8 Technological Changes (Mileage)

Opinion	No of Respondents	Percentage of Respondents
Technological change	97	97
No need change	3	3
Total	100	100

Table – 8 Technological Changes (Mileage)



Interpretation:-

The above table and Chart shows that 97% of the customers want technological changes & 3% does not want the changes in bike.

FINDINGS

- ⇒ 53% of respondents are satisfied regarding the appearance and style of the vehicle.
- ⇒ 57% of the respondents are good regarding the actual performance.
- ⇒ 55% of the respondents are less cost of maintenance.
- ⇒ 85% of respondents are high price for buying of that product.
- ⇒ 84% of respondents wants change the features of bike.
- ⇒ 95% of the respondents are satisfied which is providing by current services.
- ⇒ 50% of the respondents are getting their bike services nearby there places.
- ⇒ 97% of the respondents are expecting more mileage from that bike.

SUGGESTIONS

Nearly half of the Respondents are satisfied with the appearance and style of the bike and its performance. It shows that the remaining percent of Respondents, expect something more in this regard. More than a purchase, it is the maintenance factor, which is given considerable importance. Most of the Respondents are worried about high maintenance cost. So, the company should take a serious note of this issue. Now-a-day customers have become highly price conscious. It is the general tendency of the customer to think about the price of the product to be high. Majority of the customers opined the price of the bike to be high. So, the company should register the customer opinion, to due consideration. Most of the Respondents wanted

more service warranty and an increase in the number of service centers, available. Most of the Respondents wanted technological changes to be made in the bike, but are not specific. The company may take-up this issue for discussion.

- ⇒ HERO HONDA SPLENDOR + BIKE is to reduce price for selling for medium level income holders(Customers)
- ⇒ HERO HONDA SPLENDOR + BIKE is to innovate the more mileage engine.

CONCLUSION

The study taken up various aspect of the bike for the study and presented many suggestions to the company in this regard. Though all the suggestions may not be of utmost importance, there may be a suggestion, which may ignite the think - tank of the company. The researcher has revealed the expectation at the customers to the company. The researcher concludes the project with the hope of it, benefiting both the company and the customer.

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