A STUDY ON CUSTOMER SATISFICATION TOWARDS DIO SCOOTY (HONDA) WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT
Customer satisfaction is defined as an overall evaluation based on the total purchase and consumption experience with the good or service over time. The data was collected by issuing questionnaire for 120 respondents. The respondents are satisfied with the mileage. The respondents suggested that the dealer and company should ensure availability of flagship brand Honda Dio. Efforts have to be taken to ensure no stock outs for honda dio , unicorn and shine.

KEY WORDS: *Mileage, perception, service quality*

INTRODUCTION

Customer satisfaction has been one of the top tools for a successful business. Customer satisfaction is defined as an overall evaluation based on the total purchase and consumption experience with the good or service over time. With marketing customer satisfaction also come along with it which means it ascertains of the customer on how the good and service are being facilitated by the companies. Customer satisfaction is influenced by specific product or service features and perception of quality, satisfaction is also influenced by customer's emotional responses, their attributions nether perception of equity.

STATEMENT OF THE PROBLEM

Customer Satisfaction is based on the Expectation of the customers who purchase and use the Dio Scooty manufactured by Honda. To offer essential and customized products and services, it is essential to understand the expectations and perceptions of the customers with regard to the quality of the product and services offered by Honda. This study would help Honda to understand the real expectation and satisfaction level of the consumer. It makes easy access of their spare parts which is unique in nature and service station follow their promise for future reference.

SCOPE OF THE STUDY

The study is mainly focused on the expectation and satisfaction level of the customers from the product 'Dio scooty' and services offered by Honda. Every aspect related to the same such as product price availability, design, features, safety, service facilities, quality of staff, etc. and specifically focused towards the product and services provided in Coimbatore city. Besides, an attempt has been made to elicit the feelings and suggestions of the customers to improve the product 'Dio scootey' and services offered by Honda therein.

OBJECTIVES OF THE STUDY

❖ To analyse the customer satisfaction level of Dio scooty.
❖ To identify the factors influencing the product and service quality of Dio scooty.
❖ To evaluate the customer satisfaction of the various services offered by Dio scooty.

RESEARCH METHODOLOGY

The data used in the study are primary as well as secondary data. The method which is used to collect the data for this study is issuing well structured questionnaire to 120 respondents by adopting convenient sampling method. Percentage analysis, Ranking analysis and Likert scale method were used to analyse the data.

REVIEW OF LITERATURE

Padmasani,Remya.V,M.Ishwarya (2014) in their study, "Brand preference towards scooters among women consumers in Coimbatore City" The purpose of this study is to ascertain the key factors influencing the women respondents brand preference in selection of their scooter. The result of Exploratory Factor Analysis revealed five factors namely Comfort, Efficiency, Affordability, Familiarity and Quality of Service as the determinants of preference.

Kannusamy (2010) in his study, "Brand Preference of Two Wheelers: Problems and Satisfaction Level of Consumers" made an attempt to study Brand preference of two wheelers, problems and satisfaction level of consumers and identified that consumers prefer their favourable brand in two wheeler on the basis of price, quality, advertisement, style, color and resale value.

Jatinder Chhabra (2003) had done a research on the factors affecting the purchase behavior of motorcycle and the results revealed that the motorcycle market in India is increasing and Hero Honda had been mainly selling on the economy platform. Hero Honda introduced a number of models, with high fuel efficiency. For the person who was looking for a light blend of power, style and economy the right brand was Bajaj.

DATA ANALYSIS & INTERPRETATION PERCENTAGE ANALYSIS

TABLE 1
TABLE SHOWING RESPONDENTS PREFERENCE TOWARDS FACTOR INFLUENCE TO BUY DIO SCOOTY

S. No	Categories	No. of Respondents	Percentage
1	Quality	7	6%
2	Prices	33	27%
3	After sales service	18	15%
4	Facilities	62	52%
		120	**100**

(Source: Primary data)

INTERPRETATION

The table shows that 52% of the respondents preferred facilities factor influenced to buy dio scooty, 27% of the respondents preferred prices factor influenced to buy dio scooty, 15% of the respondents preferred after sales service factor influenced to buy dio scooty, 6% of the respondents preferred Quality factor influenced to buy dio scooty.

INFERENCE

Majority of 52% of the respondents preferred facilities factor influenced to buy dio scooty.

RANK ANALYSIS
TABLE 2
TABLE SHOWING DISTRIBUTION OF RANKING FOR THE FACTORS WHICH INFLUENCE TO PURCHASE THE DIO SCOOTY

S.No	Factors	1	2	3	4	5	Total	Rank
1	Mileage	77(5)	27(4)	10(3)	4(2)	2(1)	533	1
2	Brake	34(5)	64(4)	13(3)	5(2)	4(1)	479	2
3	Tyre	56(5)	46(4)	8(3)	7(2)	3(1)	505	3
4	Electrical problem	35(5)	38(4)	9(3)	17(2)	21(1)	409	4
5	Post sale service	40(5)	14(4)	14(3)	13(2)	39(1)	363	5

(Source: Primary Data)

INTERPRPETATION

From the table, it is understood that mileage is ranked 1,tyre is ranked 2, Brake is ranked 3, Electrical problem is ranked 4, Post sales service is ranked 5.

INFERENCE

Mileage during purchasing dio scooty have been ranked 1st by the Customers.

TABLE 3
TABLE SHOWING DISTRIBUTION OF RANKING FOR THE DESIGN OF THE DIO SCOOTY

S.No	Particulars	1	2	3	4	5	Total	Rank
1	Excellent	50(5)	22(4)	18(3)	16(2)	14(1)	438	1
2	Good	16(5)	30(4)	22(3)	25(2)	27(1)	343	3
3	Average	19(5)	26(4)	35(3)	20(2)	20(1)	364	2
4	Fair	25(5)	18(4)	20(3)	27(2)	30(1)	341	4
5	Poor	10(5)	24(4)	25(3)	32(2)	29(1)	314	5

(Source: Primary Data)

INTERPRPETATION

From the table, it is understood that Excellent is ranked 1,Average is ranked 2, Good is ranked 3, Fair is ranked 4, Poor is ranked 5.

INFERENCE

Excellent for design of dio scooty have been ranked 1st by the respondents.

LIKERT SCALE
Table 4
TABLE SHOWING INDICATION OF LEVEL OF AGREEMENT OR DISAGREEMENT
Note: Likert Scale = $\sum fx$/ Total number of respondents f = Number of respondents

S.No	Factors		5	4	3	2	1	TOTAL	Likert Scale
	Likert Scale value (x)		5	4	3	2	1		
1	Price	f	1	0	13	73	33	120	1.85
		fx	5	0	39	146	33	223	
2	Quality	f	2	2	33	67	16	120	2.22
		fx	10	8	99	134	16	267	
3	Style, Design	f	3	5	31	48	33	120	2.14
		fx	15	20	93	96	33	257	
4	Performance	f	2	11	29	33	45	120	2.1
		fx	10	44	87	66	45	252	
5	Mileage	f	2	7	36	43	32	120	2.2
		fx	10	28	108	86	32	264	

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INTERPRETATION
The likert scale value is less than the mid value (3),thus the respondents are not satisfied with the factors.

INFERENCE
The respondents are not satisfied with the factors.

FINDING FROM SIMPLE PERCENTAGE ANALYSIS
- 53% of the respondents are male.
- 35% of the respondents are in the group of 21 to 30 years.
- 57% respondents are unmarried.
- 50% of respondents are at UG level.
- 45% of the respondents are unemployed..
- 45% of the respondents having monthly income of Rs.10,000 to 20,000.
- 45% of the respondents are preferred mileage on dio scooty are between 45-49km/litre.
- 58% of respondents preferred authorized selling dealer.
- 58% of the respondents preferred to buy another dio sccoty in future.
- 52% of respondents says after sales service factor created brand awareness towards dio scooty.
- 52% of the respondents preferred facilities factor influenced to buy dio scooty.
- 58% of the respondents recommended to buy dio scooty to others.
- 52% of the respondents says other factor in dio scooty are important in dio scooty.
- 44% of the respondents buys dio scooty on festival discounts/offers.
- 44% of the respondents buys yellow color dio scooty.
- Mileage during purchasing dio scooty have been ranked 1st by the Customers.
- Excellent for design of dio scooty have been ranked 1st by the respondents.
- The respondents are not satisfied with the factors.

SUGGESTIONS
Regular availability of all method be ensured. Efforts have to be taken to ensure no stock outs for honda dio , unicorn and shine. Dealer has to put efforts to improve quality of after sales services as majority obtained that they would not prefer the dealer after free services. Delar and company should ensure availability of flagship brand honda dio. Due to non availability, majority of the prospectives are shifting to other company brands.

CONCLUSION
It has been undoubtedly proven that retaining customers is the only way to succeed. The study on the customers satisfaction of honda two wheeler among the customers within the coimbatore district was conducted in the am wings honda, a well know dealer in the coimbatore districts. The study tries to reveal the factors responsible for preferring a particular brand. The sample was collected from the customers who owned the honda two wheeler and to know about the satisfaction level of the honda two wheelers. The study tries to identify the extent of influence of various informational sources in customer satisfaction. In this study most of the respondents are having a good opinion about the honda two wheelers and the findings and suggestions of this study will support the company in an effective and better way.

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