CUSTOMER SATISFACTION TOWARDS HERO HONDA SPLENDOR PLUS IN ERODE DISTRICT

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Abstract
Customer satisfaction is a feeling of pleasure or disappointment resulting from comparing a products perceived performance or outcome in relation to his or her expectations. In this research, the researcher has examined the customer satisfaction towards Hero Honda Splendor Plus bike in Erode district of Tamilnadu. For this, 250 respondents were selected randomly in Erode district. Questionnaire is a primary tool for data collection. The collected data were subdued into tables with the help of percentage analysis, mean score analysis, chi-square analysis and correlation analysis. From the result, it is identified that 21-25 years aged male respondents have perceived high level of satisfaction. Further, the usage of bike increases, it also reflect the higher satisfaction among the respondents.

Introduction
Today companies are facing tough competition the customers have a wide choice of brands to select from. In order to survive the competition the companies have to do a better job of meeting and satisfying customer needs than their competitors. A customer is a person who brings us his wants; it in our duty is ensured that his wants are fulfilled. Mahatma Gandhi says 'A customer is a most important visitor on our premises'. According to Philip Kotler, "Satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance in relation to his or her expectations".

Importance of Customer Satisfaction
The need to satisfy customer for success in any commercial enterprises is very obvious. The income of all commercial enterprises is derived from the payments received for the products and services supplied to its external customers. If there are no customers, there is no income and there is no business. In other words, customers are the pivotal point for the existence of commercial establishments. Thus the core activity of any company is to attract and retain customers. It is therefore no surprise that peter drucker the Reword Management Guru, has said, "To satisfy the customers is the mission and purpose of every business". Satisfaction of customers is essential for retention of customers and for continuing sales of the product and service of the company to these customers. This establishes the need for and the prime important of customer satisfaction.

It is necessary to find out the requirement and preferences of the customers knowledge, as customer requirements is essential before one can even attempt to satisfy them. The important factors taken in consideration are quality, air price, good customer handlings calls, efficient delivery, effective and economic after sales service, serious consideration of consumer complaints.

Review of Literature
According to Saaravanan and Panchanatham (2009), they discussed the necessities for promotion of a product. The result showed that a customer considers all factors at the time of purchasing a two wheeler, although majority give prominence to the brand image. This study also brought forth the socioeconomic factors which play a key role in decision making for the two wheeler customers and that the employed and the students crave for showroom services. The research discussed by Lisa R. Klein and Gary T. Ford (2003), It has been stated by the authors that the customers do a cost benefit analysis while choosing a search methodology, i.e. what, when, how much, and where to search, but the customers do not search much, due to the perception that high search costs or the low search value. As part of pre-purchase search for perfect automobile as per their requirements is conducted in this digital age through the help of internet websites as well as social networking sites with comparative study of the different models of various brands available in the market. Hence their opinion is also influenced by the reviews of the people already possessing and using the motorcycles.

From the research of Snelders & Schoormans (2000), Different techniques are suggested in the literature to find out which attributes consumers use to judge products. Making a product different by adding even a meaningless attribute from its competitors can increase consumers' quality perception or can decrease perceived risk. A consumer's judgment about a product's overall excellence or superiority is defined as perceived quality. However decision while purchasing are almost solely based upon the attitude existing at the time of purchase. A study of two and three wheelers, the two-wheeler has become an expression of the owners' personality. The customer while making his choice evaluates the product in terms of utility, fuel economy, reliability, maintenance, affordability, performance, good after-sales service at reasonable cost, availability of spare parts at economical prices, looks, safety and comfort, and ease of riding for driving. Total sales of two-wheeler in first eight months of 2001-02 had increased to 2.70 million units from 1.33 million units in the corresponding period of the preceding year.

Statement of the Problem

Where business confidently, but blindly push on with the way we always do it client bases can shift aromatically. We describe the steady stream of existing disenchanted customers as "the silent exodus". A small number send up a signal that they would like to carry on the relationship they think the company can actually improve and that they think it worth the effort to communicate with you, we usually in justly describe these signals as "complaints", when we relieve this post-service failure manner. But we have only given a pessimistic view of satisfaction so far can the output of measuring customer satisfaction be applied in business management. Easy-most research and analysis in to how a business is performing can identify a number of improvement areas required. The problem most of the management teams than force is prior sting their attention and resources across of range of "fixes".

Objectives of The Study

- To study the socio-economic background of the Hero Honda Splendor Plus customers in Erode district.
- To study the level of satisfaction of the Hero Honda Splendor Plus customers.

Research Methodology

It is a descriptive research. For collecting the respondents' opinion about the satisfaction towards using Hero Honda Splendor Plus in Erode district of Tamilnadu. For this, 250 customers were selected by using random sampling method. A structured questionnaire has been framed and using this, the opinion of the respondents about the Hero Honda Splendor Plus has collected. Percentage analysis and weighted average method has been used for analyzing the collected data.

Results and Discussion

The following table shows the demographic profile of the selected respondents and their mean satisfaction of the customers towards using Hero Honda Splendor Plus in the study area.

Table 1 : Age of the respondents and their Mean Satisfaction

No.	Age	No. of Respondents	%	Mean Score
1	Below 20 years	40	16.0	3.8
2	21-25 years	74	30.0	4.2
3	Above 25 years	136	54.0	3.9
	Total	**250**	**100.0**	

It is inferred from the above table that 16.0 percent of the respondents belongs to below 20 years of age group followed by 30.0 percent of the respondents belongs to 21-25 years of age group and 54.0 percent of the respondents belongs to above 25 years of age group. On the other hand, below 20 years, 21-25 years and above 25 years aged respondents have perceived the mean satisfaction score 3.8, 4.2 and 3.9 points respectively.

Table 2 : Marital Status of the respondents and their Mean Satisfaction

No.	Marital Status	No. of Respondents	%	Mean Score
1	Single	119	48.0	4.1
2	Married	131	52.0	3.8
	Total	**250**	**100.0**	

It is identified from the above table that 48.0 percent of the respondents are single ie., unmarried and 52.0 percent of the respondents are married. On the other hand, the mean satisfaction score of the single and married respondents are 4.1 and 3.8 points respectively.

Table 3 : Educational Qualification of the respondents and their Mean Satisfaction

No.	Educational Qualification	No. of Respondents	%	Mean Score
1	No formal education	3	2.0	3.9
2	School level	86	34.0	3.4
3	Collegiate	136	54.0	4.1
4	Professional	25	10.0	3.8
	Total	**250**	**100.0**	

It is noted from the above table that 2.0 percent of the respondents have no formal education, 34.0 percent of the respondents have school level education, 54.0 percent of the respondents are collegiate and 10.0 percent of the respondents are professionals. On the other hand, the mean satisfaction score of 3.9, 3.4, 4.1, and 3.8 scored by the respondents who have no formal education, school level education, college level education and professional level educational qualification respectively.

Table 4 : Present Status of the respondents and their Mean Satisfaction

No.	Present Status	No. of Respondents	%	Mean Score
1	Student	85	34.0	4.3
2	Business	60	24.0	3.7
3	Employee	79	32.0	3.9
4	Professional	26	10.0	4.0
	Total	**250**	**100.0**	

It is identified from the above table that 34.0 percent of the respondents are student followed by 24.0 percent of the respondents are business people, 32.0 percent of the respondents are employees and 10.0 percent of the respondents are professional. The mean satisfaction score perceived by respondents like students, business man, employee and professional as 3.8, 4.2, 3.9 and 4.0.

Table 5 : Monthly Family Income of the respondents and their Mean Satisfaction

No.	Monthly Family Income	No. of Respondents	%	Mean Score
1	Below Rs.10000	39	16.0	3.5
2	Rs.10000- 15000	129	52.0	3.2
3	Rs.15000 – 20000	53	21.0	4.1
4	Above Rs.20000	29	11.0	3.8
	Total	**250**	**100.0**	

From the above table it is divulged that 16.0 percent of the respondents' family earn below Rs.10000 monthly, 52.0 percent of the respondents' family earn Rs.10000 to 15000 monthly, 21.0 percent of the respondents' family earn Rs.15000 to 20000 monthly and remaining 11.0 percent of the respondents' family earn above Rs.20000 monthly. The mean satisfaction score of the selected respondents for below Rs.10000, Rs.10000- 15000, Rs.15000 – 20000 and Above Rs.20000 as 3.5, 3.2, 4.1 and 3.8 respectively.

Table 6 : Period of Using the Bike and Mean Satisfaction

No.	Period of Using	No. of Respondents	%	Mean Score
1	1-2 Years	39	16.0	3.5
2	3-5 Years	129	52.0	4.1
3	6-8 Years	53	21.0	3.2
4	Above 8 Years	29	11.0	3.8
	Total	**250**	**100.0**	

It could be found from the analysis that 16.0 percent of the respondents are using 1-2 years, 52.0 percent of the respondents are using 3-5 years, 21.0 percent of the respondents are using 6-8 years and 11.0 percent of the respondents are using above 8 years. The mean satisfaction scores are 3.5, 4.1, 3.2 and 3.8 for 1-2 years, 3-5 years, 6-8 years and above 8 years respectively.

Table 7 : Reasons for Purchasing Hero Honda Splendor Plus (Henry Garrett Ranking)

No.	Reasons	Total Score	Mean Score	Rank
1.	Fuel Consumption	12359	49.4	II
2.	Brand Image	11527	46.1	V
3.	Comfort	10895	43.6	VI
4.	Less maintenance cost	12093	48.4	III
5.	Appearance	11539	46.2	IV
6.	Resale value	12833	51.3	I

From the analysis, it is understood that 'resale value' is the major reason for purchasing Hero Honda Splendor Plus with Garrett score of 12833 points, followed by second and third rank occupied by the reasons are 'fuel consumption' and 'less maintenance cost' with the score of 12359 and 12093 points. The fourth, fifth and sixth reasons for purchasing Hero Honda Splendor Plus are 'appearance', 'brand image' and 'comfort' with the Garrett score of 11539, 11527 and 10895 points respectively.

Relationship Between Selected Independent Variables and Satisfaction
In order to examine the relationship between selected independent variables of the consumers and their level of satisfaction towards Hero Honda Splendor Plus in Erode district of Tamilnadu, the following null hypothesis has framed and discussed with chi-square test.

Null Hypothesis: There is no significant relationship between selected independent variables and level of satisfaction towards Hero Honda Splendor Plus.

Table 8 : Relationship between Independent variables and Satisfaction

No.	Factors	Calculated t^2 Value	DF	'p' Value
1	Age	14.596	4	0.000**
2	Marital Status	9.842	2	0.000**
3	Educational Qualification	16.523	6	0.017*
4	Present Status	19.741	6	0.000**
5	Monthly Family Income	21.611	6	0.000**
6	Period of using	13.489	6	0.000**

Note : ** - Sig. at 1% level, * - Sig. at 5% level,

From the analysis, it is observed that the selected consumers are highly satisfied with using Hero Honda Splendor Plus bike in Erode district of Tamilnadu. The above table found that all the selected null hypotheses are rejected due to significant results. So, there is a significant association between the selected independent variables of the Hero Honda Splendor Plus bike users and their level of satisfaction in the study area.

Findings

1. It is found from the analysis that majority of the Hero Honda Splendor Plus bike users belongs to above 25 years age category, married, educated as college level, students, monthly family income of between Rs.10000 and Rs.15000 and around 3-5 years usage of the bike.
2. It is observed from the analysis that maximum of the respondents are highly satisfied with using Hero Honda Splendor Plus who belongs to 21-25 years age category, unmarried, college level educated, students, earn Rs.15000 to 20000 monthly family income level and using around 3-5 years.
3. From the Garrett ranking technique, it is found that most of the respondents are preferring the Hero Honda Splendor Plus bike for the major reasons of 'resale value' and 'fuel consumption'.
4. The chi-square test found that there is a close association between the selected independent variables of the Hero Honda Splendor Plus bike users and their level of satisfaction in using the bike in Erode district of Tamilnadu.

Suggestions

1. The policymakers should concentrate the age groups of above 25 years category male users through giving attractive service offers and quality services.
2. Now-a-days, most of the female college students and employees are interested to using Hero Honda Splendor Plus bike and they hesitate to using the gear system. So, the company may introduce the bikes without gear system, it may increase the satisfaction of the female bike users.
3. Most of the Hero Honda Splendor Plus bike users are suffered from the maintenance cost of the bike, when compared to other brand bikes. So, the company may notice the factor and do the need for increase the customer satisfaction of the Hero Honda Splendor Plus bike.
4. In the recent period, most of the brands are introduced variety of the bikes with more comfort. So, Hero Honda Splendor Plus bike need to improve the comfort level to increase the satisfaction level of the bike users.

Conclusion

This research is mainly focused on to examine the satisfaction of the Hero Honda Splendor Plus bike users in Erode district of Tamilnadu. From the research, most of the students are highly satisfied in using the bike than other people. So, the company takes necessary promotional schemes to encourage the other people through services offers and free checkup and discounts in spare parts that increase the satisfaction level of the customers and retain them.

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