

# **SATISFACTION LEVEL OF CUSTOMERS TOWARDS HONDA ACTIVA IN DHARMAPURI DISTRICT, TAMILNADU**

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## **ABSTRACT**

Customer satisfaction measures are how nicely the expectations of a customer regarding a service or product supplied by a corporation were met. Customer satisfaction is an summary idea and involves such elements as the quality of the product, the exceptional of the carrier provided, the atmosphere of the place where the products or services is bought, and the price of the products or services. It is taken into consideration to be the precious property of a business. Incomes of the automobile industries bear in mind as vital contribution of Country's economic system and also generate extra activity possibilities in flip it makes fast growth in economy, for this reason they have analyzed the client satisfaction on Honda Activa two wheeler particularly in Dharmapuri and discover the powerful carrier supplied through the sellers.

**Keywords:** Customer Satisfaction, Honda Activa, Consumer, Service Provider, Satisfaction Level.

## **CUSTOMER SATISFACTION**

Customer satisfaction is a time period often utilized in advertising and marketing. It is a degree of how products and services furnished by way of a agency meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, who have experienced with a firm, its products, or its services (rankings/ratings) exceeds particular satisfaction goals." Customer satisfaction presents a main indicator of client buy intentions and loyalty." Customer satisfaction records are the various most regularly accumulated signs of marketplace perceptions.

The intention for every organization has to be to make its customers satisfied. Satisfied customers will surely return back to the organization and they will stay as their regular client or customer for long period. It is essential for the corporation to sincerely care and respect and appreciate the customer. If a customer is satisfied with the product, service and maintenance of good relationship, obviously they refer to their friends, families and other people. So the marketing expenses can be saved through satisfied customers that the organization has gained so far.

## **AUTOMOBILE INDUSTRY IN INDIA**

The automobile industry in India is the largest in the world and one of the fastest developing globally. India manufactures over 17.5 million motors vehicles (consisting of 2 wheelers and 4 wheelers) and exports 2.33 million each year. It is the world's second biggest producer of motorcycles, with annual sales exceeding 8.5 million in 2010. India's passenger car and commercial automobile production industry is the seventh largest in the world, with an annual production of greater than 3.7 million units in 2010. According to recent reports, India is ready to overtake Brazil emerge as the 6th largest passenger vehicle producer in the global level.

## **OBJECTIVES OF THE STUDY**

- To find customer satisfaction level towards Honda Activa
- To find out the customer satisfaction level to various groups of people towards Honda Activa.
- To understand the expectations and requirements of customers.
- To identify the major factor which influence the customers to prefer Honda Activa.

## RESEARCH METHODOLOGY

The research has been conducted in Dharmapuri, Tamilnadu. The data collected from 100 respondents. Data for the study have been collected from the customers who are using the HONDA ACTIVA from Dharmapuri, Tamilnadu.

## DATA ANALYSIS AND INTERPRETATION

**TABLE: 1**

**FACTORS THAT INFLUENCE BUYING DECISION**

S.NO	FACTORS	R1	R2	R3	R4	R5	TOTAL
1	Price	20	14	16	33	17	<b>100</b>
2	Mileage	19	21	26	18	16	<b>100</b>
3	Brand	32	11	27	14	16	<b>100</b>
4	Service	10	36	14	22	18	<b>100</b>
5	After sales value	19	18	17	13	33	<b>100</b>

Source: Primary Data

**TABLE: 2**

**PERCENT POSITION AND GARRET VALUE**

S.NO	$100 (RIJ - 0.5) / NJ$	CALCULATED VALUE	GARRET VALUE
1	$100 (1-0.5)/5$	10	75
2	$100 (2-0.5)/5$	30	60
3	$100 (3-0.5)/5$	50	50
4	$100 (4-0.5)/5$	70	39
5	$100 (5-0.5)/5$	90	24

Source: Computed Value

**INTERPRETATION**

Table shows the Garret scores. The Garret positions are determined by utilizing suitable Garret positioning equation. At that point dependent on the Garret positions, the Garret Table worth is found out. The Garret Table worth and scores of each reason in duplicated to record scores in Finally by including each line; the all-out Garret scores are gotten.

**TABLE: 3****CALCULATIONS OF GARRETT SCORE**

S.NO	FACTORS	R1	R2	R3	R4	R5	TOTAL
1	Price	20*75 1500	14*60 840	16*50 800	33*39 1287	17*24 408	<b>4835</b>
2	Mileage	19*75 1425	21*60 1260	26*50 1300	18*39 702	16*24 384	<b>5071</b>
3	Brand	32*75 2400	11*60 660	27*50 1350	14*39 546	16*24 384	<b>5340</b>
4	Service	10*75 750	36*60 2160	14*50 750	22*39 858	18*24 432	<b>4950</b>
5	After sales service	19*75 1425	18*60 1080	17*50 850	13*39 507	33*24 792	<b>4654</b>

Source: Computed Value

**TABLE: 4****GARRET SCORE AND AVERAGE SCORES OF FACTORS**

S.NO	FACTORS	GARRET SCORES	AVERAGE	RANK
1	Price	4835/100	48.35	IV
2	Mileage	5071/100	50.71	II
3	Brand	5340/100	53.40	I
4	Service	4950/100	49.50	III
5	After sales service	4654/100	46.54	V

Source: Computed Value

## INTERPRETATION

The above shows that the Garratt scores and the average scores of Factors that impact purchasing choice brands. The average scores are positioned by their qualities. The principal rank is given to Brand; Second position goes to mileage, Third position for service, Fourth position to price and the fifth position to after deals of value of the product.

## CONCLUSION

It has been undoubtedly proven that retaining customers is the only way to succeed in business. The study on the customer satisfaction of Honda Activa among the customers within the Dharmapuri town was conducted in SS premium Honda, well known dealers in Dharmapuri district. The study tries to reveal the factors responsible for preferring a particular brand.

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