

A STUDY ON CUSTOMER SATISFACTION OF ANOP MOTORS PVT. LTD

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ABSTRACT

Marketing as a functional area of management is becoming increasingly important as compared to other fields, viz., production, finance, personnel, and research and development. The increasing significance of marketing is the major reason that marketing information has gained the present pivotal place of importance. All decisions in modern business organizations revolve around the marketing information. In modern business organizations, finance, personnel, production and research and development might be the door to success but marketing is the key which turns the lock. Consider any business decision, we find that the critical input needed for this purpose is the marketing information, this information can be collected and utilized using marketing research techniques.

This most vital function of management in an organization is to minimize risk and uncertainty through systematic decision-making. Better decision result from the effective and timely utilization of right information about the consumers, dealer's competitors and others. Thus, management can be regarded as a game of handling information. Effective manager is one who handles various hits of the information in an objective and systematic manner. If a manager fails to handle the information effectively he is unable to make correctly the required decision and the result in indecision, i.e., mismanagement.

KEYWORDS: Customer Satisfaction of ANOP Motors

INTRODUCTION

Customer satisfaction is an abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service. The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviors such as return and recommend rate. The level of satisfaction can also vary depending on other factors the customer, such as other products against which the customer can compare the organization's products. Organizations need to retain existing customers while targeting non-customers; Measuring customer satisfaction provides an indication of how successful the organization is at providing products and/or services to the marketplace.

As business becomes more complex and competitive, the roll of information and decision-making becomes more important. A profitable activity depends upon identifying and fulfilling customers need sin rapidly changing environments. This is so called market approach underline most successful business. Managers need information on who buys a product or service and why, where and a customer buys. They also need to know who else is supplying in the market, what others market might be targeted and whether technological changes affect the product.

All the marketing study information is collected with the help of census and sample survey methods. In this marketing study we had referred marketing mix and advertising and performance of the product.

OBJECTIVE OF THE STUDY

- To analyze the customer satisfaction.
- To analyze the customer preference.
- To analyze the after sales services of bikes.
- To suggest various factors to improve sales.
- To collect the customer opinions about the service of anop motors (P)Ltd.
- To estimate the overall satisfaction level of the customer with the product and with the service

NEED OF THE STUDY

ANOP MOTORS PVT. LTD among the largest dealer of Hero Honda in Tamil Nadu. To sustain from the competition evolved in the Motor Bike Companies. So the researcher to conduct the study to identify the product features, which on the purchase decision of Hero Honda. The Survey aims in evaluating the customer satisfaction towards ANOP MOTORS PVT. LTD. The study deals with the market in Kelambakkam with the special reference to customer satisfaction on ANOP MOTORS PVT. LTD

LIMITATION OF STUDY

- The information given by the respondents may be biased.
- Suggestions given at the end of the report are based on the information collected. This may not be accurate due to the changing perceptions of customers.
- The time span was limited due to which exhaustive study could not be conducted.
- The views of the people are biased therefore it does not reflect true picture.

RESEARCH METHODOLOGY

Data Collection

Primary Data

Primary Data was collected from customers of Anop Motors PVT. Ltd in Kelambakkam in Chennai through questionnaire method.

Secondary Data

The secondary data was collected from the company annual records and auto magazines and annual reports of company and also getting information through internet.

Data Analysis

Analysis was done by simple percentage method. Using tables, Bar-diagrams and Pie-diagrams, analyzed the collected data.

STATISTICAL TOOLS USED

Percentage Method

Percentage Method is used in making comparisons between two or more series of data. This method is used to describe relationships.

$$\% \text{ of Respondents} = \frac{\text{No. of Respondents} \times 100}{\text{Total Respondents}}$$

Bar Diagram

Bars the most common type of diagrams used in practice. A bar is thick line, whose width is shown merely for attention. There are called one dimensional because it is only the length of the bar that matters and not the width when the number of items is large, lines may be drawn instead of bars to economize space.

Pie Charts

Pie Charts are very popularly used in practice to show percentage breakdowns.

DATA ANALYSIS & INTERPRETATION OF HERO HONDA

Table 1: Factor Influencing the Customers to Purchase Hero Honda

Attributes	No. Of Respondents	% Of Respondents
Quality	10	40%
Price	05	20%
Service	03	12%
Delivery	01	4%
Repetition/Brand Name	06	24%
Total	25	100%

From the above table we can clear that 40% of Respondents were influenced by Quality, 20% of Respondents were influenced by Price, 12% of Respondents were influenced by Service, 4% of Respondents were influenced by Delivery and 24% of Respondents were influenced by Repetition/Brand name.

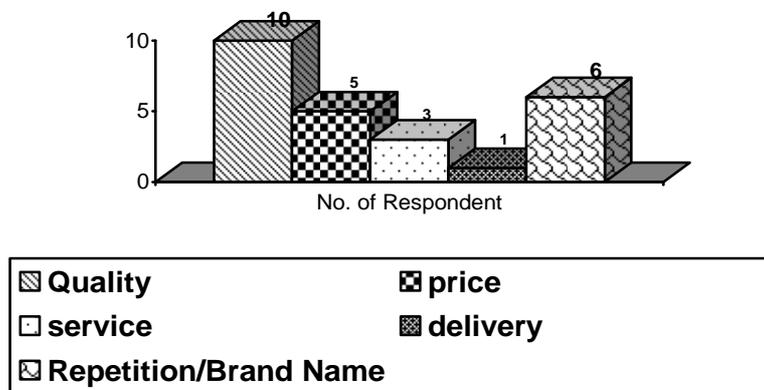
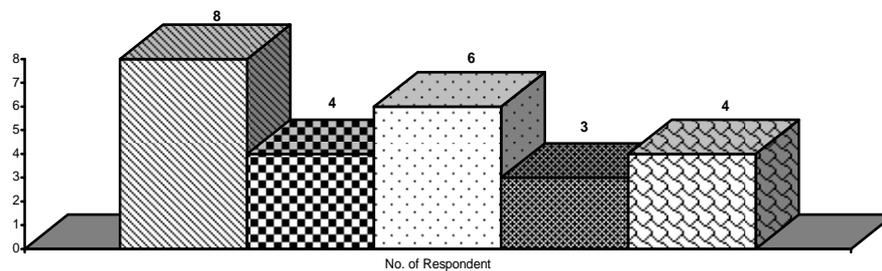


Figure 1

Table 2: Since How Long You Have Been using the above Hero Honda

Attributes	No. Of Respondents	% Of Respondents
Less than a Year	08	32%
One Year	04	16%
Two Year	06	24%
Three Year	03	12%
Above Three Years	04	16%
Total	25	100%

From the above table it is clear that 32% of Respondents are using less than a year, 16% of Respondents are using from one year, 24% of Respondents are using from Two years, 12% of Respondents are using from Three years and 16% of Respondents are using from above Three years.



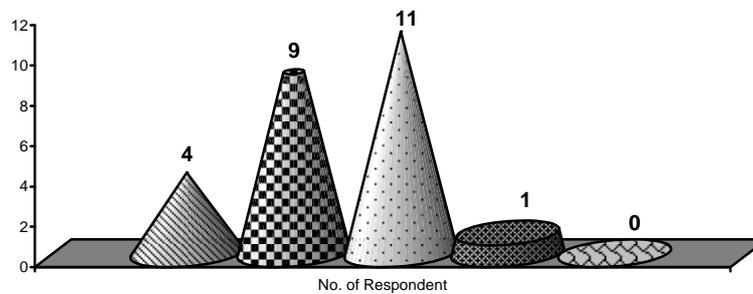
■ Less than a year ■ One Year □ Two Year ■ Three Year ■ Above Three Years

Figure 2

Table 3: Specify the Performance Level of Anop Motors Pvt. Ltd in Hero Honda

Attributes	No. Of Respondents	% Of Respondents
Excellent	04	16%
Very Good	09	36%
Good	11	44%
Satisfactory	01	04%
Poor	--	--
Total	25	100%

From the above table, 16% of Respondents rated Excellent, 36% of Respondents rated Very Good, 44% of Respondents rated good, 04% of Respondents rated Satisfactory in Performance of Anop Motors PVT. Ltd.



■ Excellent ■ Very Good □ Good ■ Satisfaction ■ Poor

Figure 3

Table 4: How Do You Rate the Quality of above Hero Honda

Attributes	No. Of Respondents	% Of Respondents
Excellent	04	16%
Very Good	09	36%
Good	10	40%
Satisfactory	02	08%
Poor	--	--
Total	25	100%

From the above table, 16% of Respondents rated Excellent, 36% of Respondents rated Very Good, 40% of Respondents rated good, 08% of Respondents rated Satisfactory in Quality of Hero Honda.

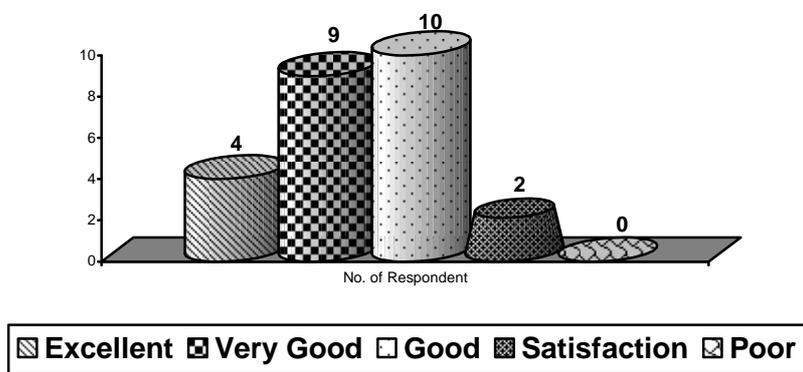


Figure 4

Table 5: Customer’s Opinion about after Sales Support by Company

Attributes	No. Of Respondents	% Of Respondents
Excellent	05	20%
Very Good	10	40%
Good	08	32%
Satisfactory	02	08%
Poor	--	--
Total	25	100%

From the above table, 20% of Respondents rated Excellent, 40% of Respondents rated Very Good, 32% of Respondents rated good, 08% of Respondents rated Satisfactory after sales support by the company.

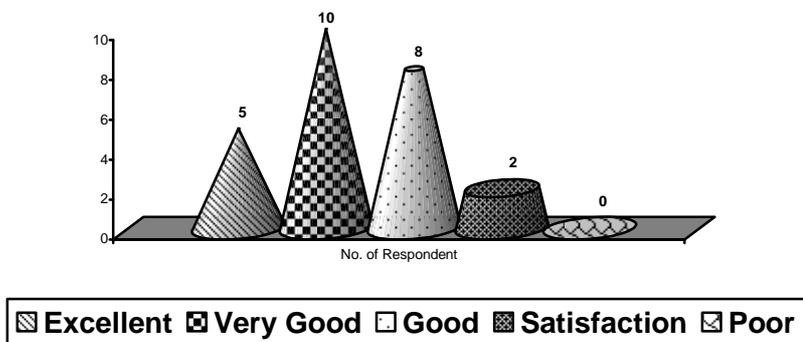
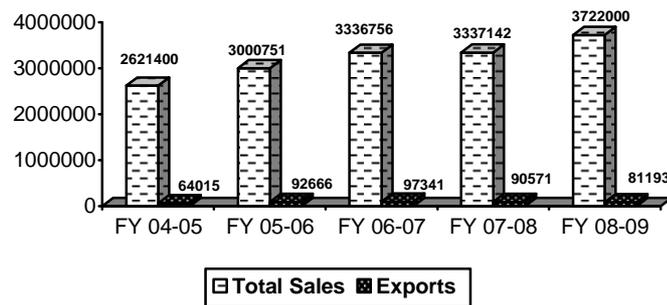


Figure 5

Table 6: Sales Performance of Hero Honda

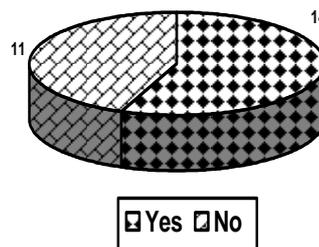
Year	Total Sales	Exports(incl. in above)
FY 04-05	26,21,400	64,015
FY 05-06	30,00,751	92,666
FY 06-07	33,36,756	97,341
FY 07-08	33,37,142	90,571
FY 08-09	37,22,000	81,193

From the above table, 26,21,400 total sales of FY 04-05, 30,00,751 total sales of FY 05-06, 33,36,756 total sales of FY06-07, 33,37,142 total sales of FY 07-08, 37,22,000 total sales of FY 08-09 sales performance of Hero Honda.

**Figure 6****Table 7: Customer Interest in Hero Honda**

Attributes	No. Of Respondents	% Of Respondents
Yes	14	56%
No	11	44%
Total	25	100%

From the above table it is clear that 56% of Respondents are interested in Hero Honda and 44% of Respondents are not interested in Hero Honda.

**Figure 7****Table 8: Which Showroom is Best Service of Customer in Hero Honda in Chennai**

Attributes	No. Of Respondents	% Of Respondents
Southern Motors	10	40%
Mohana Motors	08	32%
Anop Motors	03	12%
Adyar Motors	02	8%
Sun Motors	02	8%
Total	25	100%

From the above table we can clear that 40% of Respondents were best service by Southern Motors PVT. Ltd, 32% of Respondents were best service by mohana motors, 12% of Respondents were best service by Anop Motors, 8% of Respondents were best service by Adyar Motors and 8% of Respondents were best service by Sun motors.

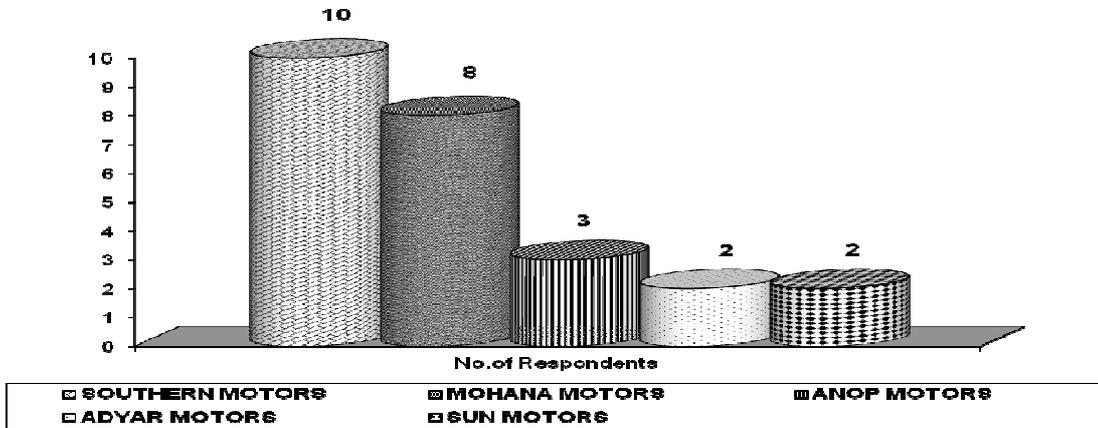


Figure 8

Table 9: Which Make Would You Preferred Next Time

Attributes	No. Of Respondents	% Of Respondents
TVS	05	20%
HERO HONDA	14	56%
YAMAHA	03	12%
BAJAJ	02	8%
OTHER SPECIFY	01	4%
Total	25	100%

From the above table we can clear that 20% of Respondents were influenced by TVS, 56% of Respondents were influenced by HERO HONDA, 12% of Respondents were influenced by YAMAHA, 8% of Respondents were influenced by BAJAJ and 4% of Respondents were influenced by OTHER SPECIFY.

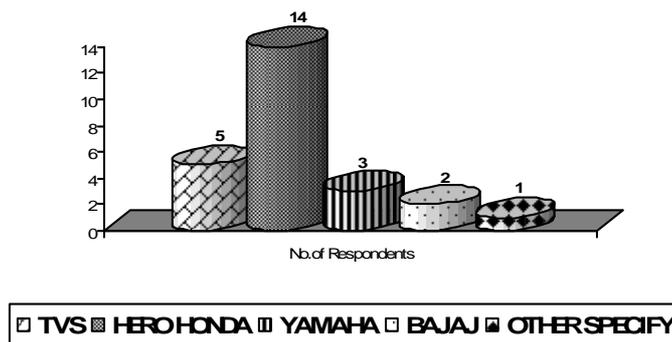


Figure 9

Table 10: Are You Satisfied with the Performance of the Bike

Attributes	No. Of Respondents	% Of Respondents
Yes	16	64%
No	09	36%
Total	25	100%

From the above table it is clear that 64% of Respondents are satisfied with the performance of the Bike and 36% of Respondents are not satisfied with the performance of the Bike.

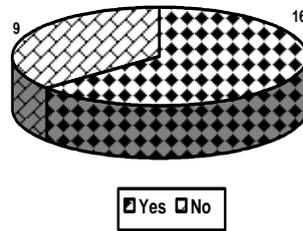


Figure 10

Table 11: If New Bike Good Features come in then would you like to Change your Bike?

Attributes	No. Of Respondents	% Of Respondents
Yes	13	52%
No	09	36%
Can't say	03	12%
Total	25	100%

From the above table it is clear that 52% of Respondents are like to change the Bike, 36% Respondents are don't like to change bike and 12% Respondents are Can't say.

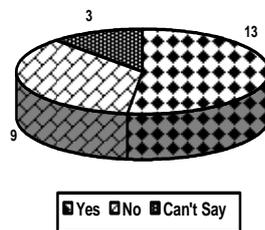


Figure 11

Table 12: For What Purpose Does You Are Use You're Bike?

Attributes	No. Of Respondents	% Of Respondents
Office Purpose	12	48%
Personal Purpose	04	16%
Joy Purpose	03	12%
Other	06	24%
Total	25	100%

From the above table it is clear that 48% of Respondents are use office purpose, 16% of Respondents are use personal Purpose, 12% of Respondents are use Joy Purpose and 24% of Respondents are use Other Purpose.

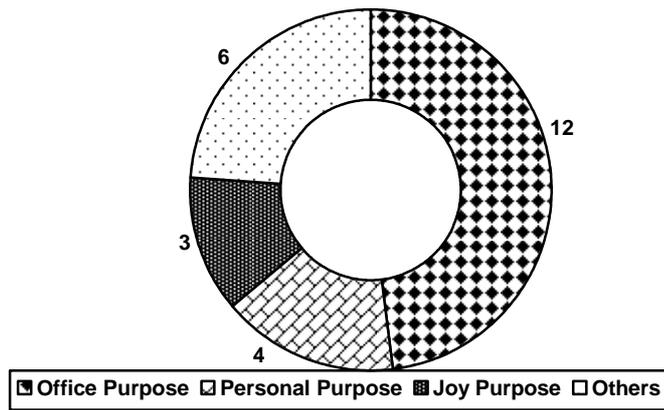


Figure 12

FINDING

- 40% of Respondents were influenced by Quality, 20% of Respondents were influenced by Price, 12% of Respondents were influenced by Service, 4% of Respondents were influenced by Delivery and 24% of Respondents were influenced by Repetition/Brand name.
- 32% of Respondents are using less than a year, 16% of Respondents are using from one year, 24% of Respondents are using from Two years, 12% of Respondents are using from Three years and 16% of Respondents are using from above Three years.
- 16% of Respondents rated Excellent, 36% of Respondents rated Very Good, 44% of Respondents rated good, 04% of Respondents rated Satisfactory in Performance of Anop Motors PVT. Ltd.
- 16% of Respondents rated Excellent, 36% of Respondents rated Very Good, 40% of Respondents rated good, 08% of Respondents rated Satisfactory in Quality of Hero Honda.
- 20% of Respondents rated Excellent, 40% of Respondents rated Very Good, 32% of Respondents rated good, 08% of Respondents rated Satisfactory after sales support by the company.
- 26,21,400 total sales of FY 04-05, 30,00,751 total sales of FY 05-06, 33,36,756 total sales of FY06-07, 33,37,142 total sales of Fy 07-08, 37,22,000 total sales of FY 08-09 sales performance of Hero Honda.
- 56% of Respondents are interested in Hero Honda and 44% of Respondents are not interested in Hero Honda.

SUGGESTION

- Increase the awareness of ANOP MOTORS PVT. LTD among the prospective customers.
- Though the after sales service is excellent, it has only 32% of good note, hence I suggest increasing the good level to the maximum by laying the stress on the needed fields.
- Regular visits by the service engineers and marketing representatives are suggest to the regular customers.
- The company is to concentrate more on the features and benefits of the product.
- Steps should be taken in order to increase the customer’s interest towards Hero Honda.

- Maintaining the quality of Hero Honda as quality plays a vital role in the process of purchasing product by customers.

CONCLUSIONS

It is the detailed study of ANOP MOTORS PVT. LTD in the Kelambakkam. This article helped me to conclude that the servicing units of ANOP MOTORS PVT. LTD products are satisfaction. Hero Honda is considered to be most full efficient bike on Indian roads. Service & spare parts are available throughout India in local market also. While buying a motor cycle, economy is maintain consideration in form of maintains cost, fuel efficiency.

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