



PERCEPTION OF TWO WHEELER CUSTOMERS: A COMPARATIVE STUDY ON HONDA AND ROYAL ENFIELD BRAND

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Abstract

The two wheeler industry has been developing enormously throughout in the world in 21st century. The global market for two-wheelers has shown tremendous growth over the past decade. It is observed in Asia that the sale in the entire region is growing more than threefold over the past decade. But India is not an exception for that. Today with annual sales of 4.3 million units, the Indian two-wheeler market is the second largest in the world after china (annual sales of 10 million). The sector is divided into five major product classifications. But, present study is a kind of survey that shows the performance and comparison of two companies like Honda and Royal Enfield brands in the study area.

Introduction

In today's competitive marketplace where companies compete for customers, customer satisfaction is seen as a key success factor and is considered as a vital point of overall business strategy. There is a substantial body of empirical literature that establishes the benefits of customer satisfaction for firms. In today's competitive world, any organization needs to have a greater focus on a major aspect called "Customer Satisfaction" which decides the future of the business as well as the organisation.

Recent interpretations in the consumer domain now couch satisfaction as a fulfilment response. Fulfilment implies that a consumption goal is known as in basic motives of hunger, thirst, and safety. However, observers of human behaviour understand that these and other goals can be and frequently are modified and updated in various ways. Thus, consumer researchers have moved away from the literal meaning of satisfaction and now pursue this concept as the consumer experiences and describe it. Satisfaction is the consumer's fulfilment response. It is a judgment that a product or service feature, or the product or service itself, provided (or is providing) a pleasurable level of consumption-related fulfilment, including levels of under or over-fulfilment.

Review of literature

S. Ramamoorthy (2016) conducted a study on "Customers satisfaction towards TVS Bikes in Madurai City". He found from his study that 82% of the respondents are willing to recommend TVS bikes and 18% are not willing to recommend TVS bikes to others and also 6. 28 % of the respondents are highly satisfied with the brand name and 55% are satisfied with brand name. 7. 58% of the respondents are highly satisfied with the pickup and 22 % are satisfied with pickup and 8. 51% of the respondents are highly satisfied with the after sales service and 19% are satisfied with after sales service. It can be concluded that majority of the respondents are satisfied with various attributes of TVS bikes.

Priyanka Jain (2015), conducted a study on "Customer Satisfaction of Two Wheelers on Yamaha". She concluded that from the survey, she have done the Yamaha bikes are well known for their designs and performance and the satisfaction is high towards all other factors except mileage. Youth is the target for Yamaha, if Yamaha satisfied its customers with the mileage and free service.

Objectives

1. To study the conceptual framework of customer satisfaction.
2. To analyse the customer satisfaction of Honda and Royal Enfield two wheelers company brands.



Data Source

Primary Data: Data has been collected through the structured Interview-Schedule and personal interview from the selected sample respondents of both sample districts like Anantapuramu and Kurnool.

Secondary Data: The secondary data were also collected from the various sources like, journals, periodicals, dailies, company websites etc.

Sample Design; The present study confine only two districts like Anantapuramu and Kurnool district. The researcher has taken 100 samples from each brand and each district. Altogether 400 respondents were selected from two districts.

Research Methodology: The data has been collected on the basis of the different sources in order to achieve the objectives of the project

Research process: A Interview -Schedule is developed and collected dada from the two wheeler customers and analysed through various parameters.

Results and Discussions

Table 1: Details of Factors Influencing on Buying of Selected Two Wheelers in the Study Area

S.No	Factor	Honda (200)	Royal Enfield (200)	Total
1	Brand Image	175	181	356
2	Fuel Efficiency	124	05	129
3	Price	46	15	61
4	Comfort	147	44	191
5	Style	164	190	354

Source: Field Survey



The customer behaviour is most influencing factor on the purchasing /buying the consumer goods. That behaviours will be identified by the marketing leaders and producing various styles/ features based on the customer taste and preferences. Hence, the researcher has identified some influencing factors and collected information from the customers in two districts like Ananapuramu and Kurnool of Rayalaseema region.



The table 1 shows that the factors influencing on the customer for purchasing of selected two wheelers in the present study. It is evident from the table that, out of 200 Honda customers, brand image is one of the major influencing factors followed by the style of two wheeler (164), comfort (147) fuel efficiency (124) and price (46) respectively. In case of Royal Enfield, majority of the these customers have been purchased because of image of brand (181), followed by style (190), comfort (44), price (15) and fuel efficiency (5) respectively.

Altogether both two wheelers have been choosing for three aspects such as brand, style and comort. It can be concluded from the above table that the customers have prefered to branded item and style of the product. Hence, it indicates that the customers fulfil their needs and wants without compromise.

Table 2:Details of Customer Preferences and Given Ranks Based on Factors

S.No	Factor	Honda	Royal Enfield
1	Safety	5	4
2	Comfort	3	3
3	Fuel Efficiency	1	5
4	Style	4	1
5	Performance	2	2

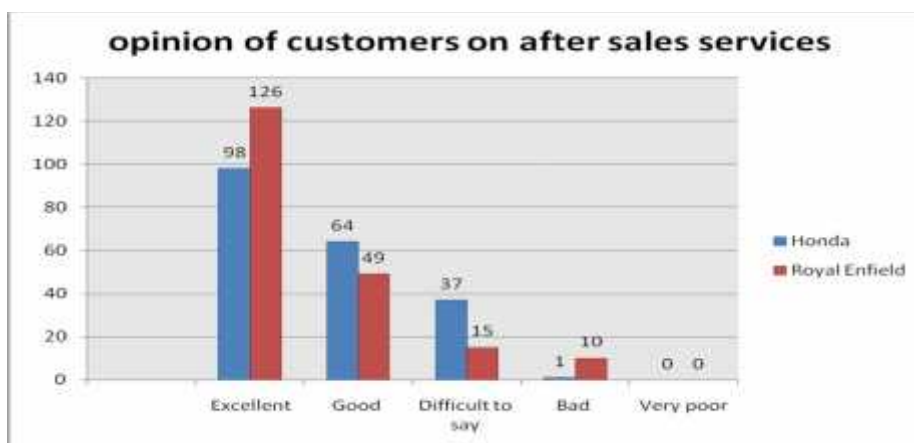
Source: Field Survey

The researcher has collected opinion of two wheeler customers on the feature of selected two brands namely Honda & Royal Enfield and also putting grads by the sample respondents. The opinions were collected through interview – schedule like safety, comfort, fuel efficiency, style and performance. The above table shows that, majority of the Honda customers put first grade for fuel efficiency, second for performance, third grade for comfort and fifth grade for the safety. In case of Royal Enfield, the first grade given by the customers, are the style, second for performance, third for comfort, fourth for safety, and fifth for fuel efficiency.

Table 3: Particulars of Customer Opinion on After Sale Services of Two Wheeler Company Authorised Centres

S.No	Factor	Honda	Royal Enfield	Total	Weighted average
1	Excellent	98	126	214	0.79
2	Good	64	49	113	
3	Difficult to say	37	15	52	
4	Bad	01	10	11	
5	Very poor	00	00	00	

Source: Field Survey





The researcher has collected the opinion of two wheeler customers on after sale service centres. The present table-3 reveals that the customer’s opinion about the after sale services of their two wheeler company authorised service centres.

It is found from the table that, out of 200 sample Honda customers, 98 sample respondents expressed excellent, 64 are good, 37 are not expressed their opinion and only one respondents are said bad. In case of Royal Enfield consumers, they expressed their opinion that 126 are said excellent, 49 are good, 18 are not responded and rest of the 10 sample respondents has negative response.

Altogether, it can be concluded that majority of the sample respondents have a positive response on their two wheeler company authorised service centre in the study area.

Table 4: Opinion of the Customers on Sales Increases of Two Wheelers after Good Sales Services

S.no	Percentage	Honda (200)	Royal Enfield (200)	Total
1	0-10	64	121	185
2	11-20	32	27	59
3	21-30	46	35	81
4	31-40	25	17	42
5	41 and above	33	00	33

Source: Field Survey

It can be found from the table -4 that out of 400 sample respondents from both the companies, the percentage of increased sales is expressed as 185 respondents in the range 0-10, 59 respondents in the range 11-20, 81 respondents in the range 21-30, 42 respondents in the range 31-40 and 33 respondents in the 41 per cent respectively.

It can be concluded that majority of the sample respondents said that less sales were increased based on after sales savvies provided by the two wheelers companies’ service centres.

Findings

- 1.It is found that majority of the Honda customers are influenced by brand image, fuel efficiency, style and comfort. In case of Royal Enfield, they are influenced only by brand image and style, otherwise they did not buy this two wheeler.
- 2.It is further found that majority of the Honda customers are given first rank for fuel efficiency and second for performance, while Royal Enfield customers are given the first rank for style and another for performance.
- 3.The present study found that both customers are highly satisfied on their vehicle services from the company authorised service centres in the study area.

References

1. S. Ramamoorthy (2016), Customer Satisfaction towards TVS Bikes in Madurai City, published in Shanlax International Journal of Arts, Science & Humanities, Vol.3, No.3, January 2016, pp.119.
2. Priyanka Jain (2015) A Study of Customer Satisfaction of Two Wheelers on Yamana, published in IOSR Journal of Business and Management (IOSR-JBM), vol.7, Issue 8, Ver.II, Aug-2015, pp.08-19.