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**A STUDY TO PERCEPTUALLY MAP THE DEALERS OF HERO HONDA
WITH SPECIFIC REFERENCE TO GEM MOTORS IN COIMBATORE**

A PROJECT REPORT

Submitted by

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for the award of the degree

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Coimbatore – 641 006

Bonafide certificate



**DEPARTMENT OF MANAGEMENT STUDIES
KUMARA GURU COLLEGE OF TECHNOLOGY (AUTONOMOUS)
COIMBATORE**

BONAFIDE CERTIFICATE

Certified that this project titled “A STUDY TO PERCEPTUALLY MAP THE DEALERS OF HERO HONDA WITH SPECIFIC REFERENCE TO GEM MOTORS IN COIMBATORE” is the bonafide work of Ms. K. DIVYA who carried out this project under my supervision. Certified further, that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

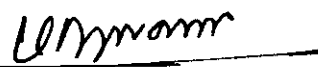

Mrs.R.Hemanalini

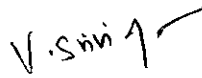
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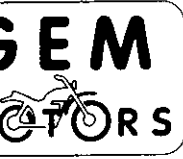

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Examiner II



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AUTHORISED DEALER



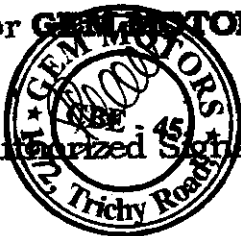
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PROJECT COMPLETION CERTIFICATE

This is to certify that **Miss. DIVYA.K Reg No. 08MBA06** MBA student of **School of Management, Kumaraguru College of Technology, Coimbatore.** Has successfully undergone project entitled "**A STUDY TO PERCEPTUALLY MAP THE DEALERS OF HERO HONDA WITH SPECIFIC REFERENCE TO GEM MOTORS**" during the period of 16th June 2009 to 30th July 2009.

For **GEM MOTORS**

Authorized Signatory



Declaration

DECLARATION

I hereby declare that the dissertation entitled “**A STUDY TO PERCEPTUALLY MAP THE DEALERS OF HERO HONDA WITH SPECIFIC REFERENCE TO GEM MOTORS IN COIMBATORE**” submitted for the Master of Business Administration degree is my original work and the dissertation has not formed the basis for the reward of any Degree, Associate ship, Fellowship or any other similar titles.

K. Divya

Signature of the candidate

(K.DIVYA)

Acknowledgement

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Executive summary

EXECUTIVE SUMMARY

India represents one of the largest two-wheeler markets in the world, with an estimated size of 5.4 million units a year. India is the two-wheeler capital of Asia with an average of 27 two-wheelers per thousand people, compared to China's 8 two-wheelers per thousand people.

Perceptual mapping is a graphics technique used by asset marketers that attempts to visually display the perceptions of customers or potential customers. Perceptual mapping techniques have been a basic tool of the applied marketing research profession for over twenty years now. Typically the position of a product, product line, brand, or company is displayed relative to their competition. Perceptual maps can have any number of dimensions but the most common is two dimensions.

The researcher attempts to perceptually map the dealers of Hero Honda with specific reference to Gem Motors. The main purpose of the study is to find out the current position of the various dealers of Hero Honda considered for study and the attributes that have a major influence in decision making process of the customer while choosing the dealer from whom the vehicle is to be purchased.

The study also tries to rank the position of the dealers on the various attributes considered for study and so a clear picture of the dealers of Hero Honda can be arrived at. Stratified Random sampling method is adopted for the purpose of the study. The respondents to the study were the customers of Hero Honda in the Coimbatore city and the number of

respondents considered for the study was 150. The tools used for the study include Percentage analysis, Average Rank analysis and weighted average analysis.

With the tools several findings were drawn regarding the perception of the customers with respect to various attributes like customer service, dealer reputation, satisfaction level and after sales service of the dealers of Hero Honda with specific reference to Gem Motors.

Introduction

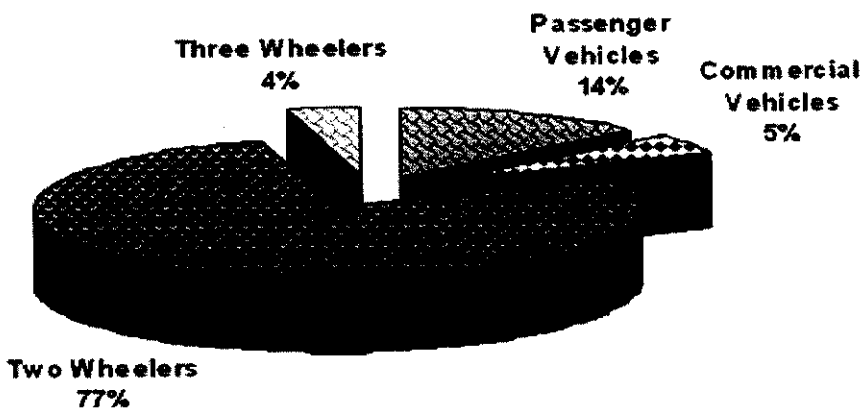
CHAPTER 1

INTRODUCTION

1.1 BACKGROUND WOTK FOR THE STUDY

Bikes or two wheelers in India cater to various needs of the consumers. With the choice of the Indians improving from bicycles to two wheelers, the Indian two-wheeler market has seen a significant growth over the years. Now owing a bike has become a must for most Indians. Even if people own a car they prefer to have a bike as it is very economical and fuel efficient.

Domestic Market Share in 2006-07



With the growth in the economy the demand for two wheelers is increasing over the years. It is one of the most dynamic industries today and with the increasing competition companies are bringing in new products with sophisticated technologies and innovative features to capture a major pie of the Indian market and it's the

With the availability of reduced consumer loans and high disposable income the Indian two-wheeler industry has perceived an exceptional growth over the past few years thereby making India the second largest market for two wheelers in the world only after China.

The Automobile industry is one that's provides a very promising future and huge potential to grow in the future.

- Automobile industry expert predicts that by 2050 every sixth car in the world will be for Indians.
- By 2010 India will take over Germany in sales volumes and Japan by 2012
- The Indian automobile component industry is estimated to triple from USD 63 billion to USD 190 billion within a span of six years by 2012.
- Estimated turnover USD 12 billions, plus components revenue USD 3 billion, this is the vastness of Indian automobile industry. Industry analysts predict this industry to touch USD 13000 million mark by 2010, a cumulative growth of 9.5% annually. It is said that for every Re 1 spent, the auto sector returns Rs. 2.24 to the Indian economy.
- By 2010, India is expected to witness over Rs 30,000 crore of investment.
- Component industry's growth was only 9% between 1997-2000. But between 2000-2005 it has grown to 20%. It is projected 17% between 2005-2014.

- According to estimation the compound annual growth rate (CAGR) of Indian Automobile sales will grow at 9.5% and will touch a mark of 13,008 million by 2010.

Indian companies are one of the largest two wheeler manufacturers in the world. The number one bike manufacturer in the world, Hero Honda is in close competition with the Indian manufacturer Bajaj India.

The automobile manufacturing companies are striving hard to retain their position for which they largely depend on the dealer network. Hence the dealers have assumed a significant place in the automobile industry and act as the connecting link between the automobile manufacturer and the customers.

The Automobile industry is also no exception to the global meltdown. In the light of recession where it is situation of do or die, the most affected are the dealers as far as the automobile industry is concerned. The targets, the sales pressure, the responsibility to uphold the goodwill of the manufacturer and the stiff competition that is put forward in front of the dealers by the already exiting automobile giants and the newly emerging players has made their survival a matter of time. Hence the dealers on one side are expected to achieve the sales targets, provide service in the best way, and uphold the goodwill of the company and on the other act in the best interest of the customer. This dual responsibility of the dealer has now become the deciding factor for their existence in the market.

In the background of the above issues, a study on the dealer prove to be greater relevance as it not only throws light on the manufacturer – dealer- consumer relationship but also considers those attributes that enable the dealers to have an edge over other dealers. The study would also concentrate on the major dealers of the Hero Honda company in the city of Coimbatore and provide a clear picture of their current positions. Hence under these circumstances, a study on the topic perceptual mapping of the dealers is of greater significance.

Perceptual mapping is a graphics technique used by asset marketers that attempts to visually display the perceptions of customers or potential customers. It is one of the few marketing research techniques that provide direct input into the strategic marketing planning process. It allows senior marketing planners to take a broad view of the strengths and weaknesses of their product or service offerings relative to the strengths and weaknesses of their competition. It allows the marketing planner to view the customer and the competitor simultaneously in the same realm.

Perceptual Mapping is one of the few advanced multivariate techniques that have not suffered very much from alternating waves of popularity and disfavor. These techniques have been used extensively over a large number of applied research studies, and for a very wide variety of product and service categories, and have been subjected to extensive validations.

At this onset, the researcher decided to do a project titled “A study to perceptually map the dealers of Hero Honda with specific reference to Gem Motors, Coimbatore’.

1.2 REVIEW OF LITERATURE

Nestrud, Michael A, Lawless, Harry Tⁱ, Projective mapping, also known as the nappe map technique is a method proposed for gathering similarity data in which panelists are directed to place products on a two dimensional surface. Two groups of participants, experienced chefs and consumers, performed this task and traditional attribute scaling. Ten fresh squeezed citrus juices and one commercial juice were judged along with two duplicates for a total of 13 products. Nappe map data were analyzed using multifactor analysis (MFA) and generalized procrustes analysis (GPA). Scaling data were analyzed using MFA, GPA, and principle components analysis (PCA).. Comparisons of configurations between groups were less similar, as shown by lower Rv coefficients. The nappe method may uncover perceptions not captured by traditional scaling and PCA especially for groups such as chefs, who may have more idiosyncratic perceptions of the critical sensory attributes.

Čadík, Martin, Wimmer, Michael, Neumann, Laszlo, Artusi, Alessandroⁱⁱ The problem of reproducing high dynamic range images on media with restricted dynamic range has gained a lot of interest in the computer graphics community. Here the effects of basic image attributes in high dynamic range tone mapping and a scheme of relationships between these attributes, leading to the definition of an overall image quality measure is presented. Moreover, we also present an evaluation of existing tone mapping methods (operators) with regard to these attributes. Finally, the execution of

without equal reference perceptual experiments gave us the

Kim, Dong Jin, Kim, Woo Gon, Han, Jin Sooⁱⁱⁱ, Planning and booking a trip online is now increasingly common for travelers. This manuscript addresses two purposes. One is to investigate the important choice attributes of online travel agencies from which online customers may select. Two, the study identifies the current positions of seven online travel agencies in the perception of the customer. The data for this study was collected from the directories of seven universities through an online survey. In terms of the importance of online travel agency attributes, finding low fares was the most critical followed by security. Customers considered various attributes simultaneously, other than bargain price and security. Furthermore, the result from the multidimensional scaling showed how travelers perceived the seven online travel agencies in comparison with each other. The results also revealed that each online agency had some different patterns based on travelers' perceptions in terms of web features, user friendliness and security, and finding low fares.

Trojan, Jörg, Kleinböhl, Dieter Stolle, Annette M. Andersen, Ole K. Hölzl, Rupert Arendt-Nielsen, Lars^{iv} This paper (a) introduces a method for assessing 'perceptual maps' of stimulation patterns presented to the body surface, providing a means to parametrically relate neural representation and subjective percept, and (b) applies this method to demonstrate the existence of 'somatotopic maps' of hot and painful stimulus patterns independent from mechanoceptive co-activation.. The perceptual maps revealed striking individual (mis-)localization patterns, many subjects exhibiting 'stretched', some 'condensed' somatotopic representations. In estimating the mapping parameters from physical to perceptual space linear regressions generally

of 2. Non-linear models were advantageous in some subjects only. Our

method can be useful in assessing inter-individual differences or experimentally induced shifts in somatotopic processing.

Christodoulidou, Natasa Kincaid, Clark S. Erdem, Mehmet^v The practice of brand positioning by label or name, and creating an image in the minds of patrons, is common in the hospitality industry. Nevertheless, the process of establishing market awareness along with creating product identity is challenging, particularly in the entertainment segment of the hospitality industry where theme-based positioning is popular. This study undertakes a systematic analysis of identifying key subjective dimensions for labeling a theme-based hospitality operation. The focus of the study was a uniquely located lounge atop a casino/hotel tower in Las Vegas, Nevada. The study identified theme and attraction-based attributes among potential patrons utilizing perceptual mapping.

Saraswathi, S.^{vi} The key to success of automobile industry lies not only in having good products but also in being able to provide the customer with the level of service they desire. Because of increasing competitiveness in the Indian automobile industry, almost all automobile manufacturers have invested valuable resources on customer satisfaction as a tool to understand the needs and expectations of their customers. Increased presence of two-wheeler vehicles throughout the country has created a growing need for providing service infrastructures closer to the customers' homes or offices. A study on customer satisfaction on post-sales service with reference to two-wheeler automobile industry was conducted in the twin cities of Hyderabad and

Secunderabad. Primary data was collected from 100 customers who purchased the motorbikes of various two-wheeler companies.

Pruden, Shannon M. Hirsh-Pasek, Kathy Golinkoff, Roberta Michnick Hennon, Elizabeth A^{vii}. A core task in language acquisition is mapping words onto objects, actions, and events. Two studies investigated how children learn to map novel labels onto novel objects. Study 1 investigated whether 10-month-olds use both perceptual and social cues to learn a word. Study 2, a control study, tested whether infants paired the label with a particular spatial location rather than to an object. Results show that 10-month-olds can learn new labels and do so by relying on the perceptual salience of an object instead of social cues provided by a speaker. This is in direct contrast to the way in which older children (12-, 18-, and 24-month-olds) learn and extend new object names.

Cutler, Anne Weber, Andrea Otake, Takashi^{viii} The mapping of phonetic information to lexical representations in second-language (L2) listening was examined using an eyetracking paradigm.. The results suggest that L2 listeners may maintain a distinction between two phonetic categories of the L2 in their lexical representations, even though their phonetic processing is incapable of delivering the perceptual discrimination required for correct mapping to the lexical distinction. At the phonetic processing level, one of the L2 categories is dominant; the present results suggest that dominance is determined by acoustic-phonetic proximity to the nearest L1 category.

At the phonetic processing level, representations containing this dominant category are

more likely than representations containing the non-dominant category to be correctly contacted by the phonetic input.

Torres, Anna van de Velden, Michel^{ix} In this paper we consider the use of correspondence analysis (CA) of rating data. CA of rating data allows a joint representation of the rated items (e.g. attributes or products) and individuals. However, as the number of individuals increases, the interpretation of the CA map becomes difficult. To overcome this problem, we propose a method that allows the depiction of additional variables, for example, background characteristics that may be of interest in identifying consumer segments, in the CA map.. However, as the format of the additional variables is typically different from the rating data, a recoding is required. We illustrate our new method by means of an application to data of a product perception study for five cream soups.

Chaturvedi, Anil Carroll, J. Douglas^x Traditional techniques of perceptual mapping hypothesize that stimuli are differentiated in a common perceptual space of quantitative attributes. This paper enhances traditional perceptual mapping techniques such as multidimensional scaling (MDS) which assume only continuously valued dimensions by presenting a model and methodology called CLUSCALE for capturing stimulus differentiation due to perceptions that are qualitative, in addition to quantitative or continuously varying perceptual attributes. It provides models and OLS parameter estimation procedures for both a two-way and a three-way version of this general model. We recommend the use of the three-way approach over the two-

the heterogeneity in subjects' perceptions of stimuli to provide maximal information; i.e., it explicitly deals with individual differences among subjects.

Akiko Yoshida Volker Blanz Karol Myszkowski Hans-Peter Seidel^{xi} A number of successful tone mapping operators for contrast compression have been proposed due to the need to visualize high dynamic range (HDR) images on low dynamic range (LDR) devices. We conduct a psychophysical experiment based on a direct comparison between the appearance of real-world scenes and HDR images of these scenes displayed on an LDR monitor. In our experiment, HDR images are tone mapped by seven existing tone mapping operators. The primary interest of this psychophysical experiment is to assess the differences in how tone mapped images are perceived by human observers and to find out which attributes of image appearance account for these differences when tone mapped images are compared directly with their corresponding real-world scenes rather than with each other. The results indicate substantial differences in the perception of images produced by individual tone mapping operators.

Ren, Weishan Deutsch, Clayton V. Garner, David Wheeler, T. J. Richey, Jean-François Mus, Emmanuel^{xii} The McMurray formation consists of heterogeneous Cretaceous-bitumen -saturated sands. A methodology for resource assessment is developed from a geostatistical study on the Surmont lease. The uncertainty in more than 30 correlated variables is calculated on a dense 2D grid using all available information including wells, seismic, and geologic trends. The correlation structure between the variables is

have been checked with cross validation and with more than 100 new wells drilled during the last two drilling seasons. Resource uncertainty across the entire lease area and a number of arbitrary development areas is derived from the 2D maps of uncertainty. A combined P-field/LU simulation approach is used; the global uncertainty is consistent with the local uncertainty.

Faye, Pauline Brémaud, Damien Teillet, Eric Courcoux, Philippe Giboreau, Agnès Nicod, Huguette^{xiii} The purpose of this study is to develop an alternative to external preference mapping through the completion of two consumer test phases: a preference scaling and a perceptual free sorting followed by a verbal description. The stimuli are 18 leather samples varying in relief, origin and treatment. 207 naïve consumers are asked to group the samples according to their visual and tactile likeness and then to freely describe each of the constituted groups. Preference is collected using a hedonic scale for each individual leather. Half the consumers perform the preference step before the free sorting task and half perform the free sorting task first. Consumer words are plotted onto Multidimensional Scaling (MDS) maps in order to explain the perceptual dimensions. Then, external preference mapping is carried out using the consumer perceptive maps on the one hand and the sensory profile on the other hand.. These results show that free sorting can be associated with a classical hedonic test with naïve consumers.

Park, Hanyong de Jong, Kenneth J.^{xiv} The current study develops an approach to quantify the extent to which native language (L1) categories are used in second

identification of a set of English obstruents by Korean learners of English as a foreign language. Forty native Koreans listened to nonsense English CV, were asked to identify the consonant with both Korean and English labeling. The results of the Korean labeling task were analyzed to predict what confusion patterns would be expected if listeners used L1 categories and probabilistically mapped them onto L1 category responses. Results show the perceptual patterns of L2 stops can be successfully predicted by use of L1 categories alone if the listeners' goodness rating scores were used to weight the probabilistic mapping from L1 to L2 in the predictions. These results provide quantitative corroboration of acquisition models claiming that some L2 categories can function by using existing L1 categories alone while others must be indicative of the addition of a new linguistic category.

Fox, Richard J^{xv} Perceptual mapping techniques are used to graphically represent perceptions of brands in a category, companies in an industry, and so forth. The data required to construct perceptual maps using typical methods can be difficult for respondents to provide and time-consuming to collect. An alternative, but relatively obscure perceptual mapping technique is rooted in correspondence analysis, and involves a fundamental matrix decomposition. Data requirements for this approach are simple. For example, a simple brand-attribute matrix, each cell containing the frequency of respondents stating that the respective attribute applies to the respective brand, could serve as the input data for the map. The data is treated as a contingency table, and the matrix whose elements are the deviations between observed and expected frequencies, adjusted for the respective expected frequencies, is decomposed

into two orthogonal coordinates. The resultant mapping approach is shown to

- ¹ Perceptual mapping of citrus juices using projective mapping and profiling data from culinary professionals and consumers, *Food Quality & Preference*; Jun2008, Vol. 19 Issue 4, p431-438, 8p
- ¹ Evaluation of HDR tone mapping methods using essential perceptual attributes, *Computers & Graphics*; Jun2008, Vol. 32 Issue 3, p330-349, 20p
- ¹ A perceptual mapping of online travel agencies and preference attributes, *Tourism Management*; Apr2007, Vol. 28 Issue 2, p591-603, 13p
- ¹ Determining Customer Expectations and Attributes of a Restaurant's Lounge Through Utilizing Multidimensional Scaling, *Journal of Quality Assurance in Hospitality & Tourism*; 2006, Vol. 7 Issue 4, p73-83, 11p, 1 chart, 2 graphs
- ¹ Customer Satisfaction on Post-Sales Service with Reference to Two-Wheeler Automobile Industry. *ICFAI Journal of Consumer Behavior*; Jun2008, Vol. 3 Issue 2, p32-48, 17p, 7 charts
- ¹ The Birth of Words: Ten-Month-Olds Learn Words Through Perceptual Salience. *Child Development*; Mar/Apr2006, Vol. 77 Issue 2, p266-280, 15p, 1 diagram, 8 graphs.
- ¹ Asymmetric mapping from phonetic to lexical representations in second-language listening. *Journal of Phonetics*; Apr2006, Vol. 34 Issue 2, p269-284, 16p

¹ Perceptual mapping of multiple variable batteries by plotting supplementary variables in correspondence analysis of rating data. *Food Quality & Preference*; Jan2007, Vol. 18 Issue 1, p121-129, 9p

¹ CLUSCALE ("CLUstering and multidimensional SCAL[E]ing"): A Three-Way Hybrid Model Incorporating Overlapping Clustering and Multidimensional Scaling Structure. *Journal of Classification*; 2006, Vol. 23 Issue 2, p269-299, 31p, 6 charts, 3 diagrams, 1 graph

¹ Testing tone mapping operators with human-perceived reality. *Journal of Electronic Imaging*; Jan2007, Vol. 16 Issue 1, p13004-13004, 1p

¹ Quantifying Resources for the Surmont Lease With 2D Mapping and Multivariate Statistics. *SPE Reservoir Evaluation & Engineering*; Apr2008, Vol. 11 Issue 2, p341-351, 11p, 3 charts, 6 diagrams, 4 graphs

¹ An alternative to external preference mapping based on consumer perceptive mapping *Food Quality & Preference*; Oct2006, Vol. 17 Issue 7/8, p604-614, 11p

¹ Perceptual category mapping between English and Korean prevocalic obstruents: Evidence from mapping effects in second language identification skills. *Journal of Phonetics*; Oct2008, Vol. 36 Issue 4, p704-723, 20p

¹ Perceptual mapping using the basic structure matrix decomposition *Journal of the Academy of Marketing Science*

OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE:

- ❖ To perceptually map the position of Gem Motors in comparison with the other dealers of Hero Honda, on the basis of the attributes considered for study.

SECONDARY OBJECTIVE:

- ❖ The study identifies the current position of the dealers of Hero Honda in the perception of the customer.
- ❖ This study also investigates the various attributes, to determine those attributes that have a major influence on the customer decisions.

ATTRIBUTES

- ❖ Customer Service
- ❖ Promotional offers
- ❖ Payment Facilities
- ❖ Processing Procedures
- ❖ After sales services
- ❖ Company Reputation
- ❖ Additional Value added services
- ❖ Location Advantage
- ❖ Popularity
- ❖ Proximity
- ❖ Attractiveness
- ❖ Awareness
- ❖ Grievance Redressal
- ❖ Satisfaction Level

STATEMENT OF THE PROBLEM

India is being recognized as potential emerging auto market. Foreign players are adding to their investments in Indian auto industry. With the new players entering into the market and with new dealers emerging for the existing automobile players, the competition is heating up and the existence of the dealers becomes a subject of question. To add more fuel to this situation, the global meltdown is also playing its part in creating more pressure to the dealers and making their survival an issue of concern. Under these circumstances, a study on the dealers of the automobile industry proves to be of great relevance. Having being under constant pressure to achieve targets, to withstand the competitive pressure put forth by the other dealers, the dealers surely need to do if not different things, at least do things differently. In this competitive environment a study on the current position of the various dealers of Hero Honda provides a lot of scope and is of greater relevance. It is also significant to know those attributes that enable the dealers to have a competitive edge over the others. Hence, the researcher has undertaken the project titled: "A Study to perceptually map the dealers of Hero Honda with specific reference to Gem Motors, Coimbatore".

SCOPE OF THE STUDY

The motorcycle industry in India has witnessed a tremendous change in the 90's with the invention of 4 stroke engine which makes the bikes more fuel efficient. Further companies are trying to bring in more innovations to make the motorcycle ride more comfortable, safe, user friendly and economical.

India represents one of the largest two-wheeler markets in the world, with an estimated size of 5.4 million units a year. India is the two-wheeler capital of Asia. Indian companies are one of the largest two wheeler manufacturers in the world.

In the light of this tremendous growth, it is not only the automobile manufacturers but also the dealers who have a major role to play and ultimately become the vital elements of Automobile industry and hence a study on the dealer would help to have a clear picture of the current scenario.

Gem Motors is said to have established a firm dealership base, yet the competitors are also fast catching up with the various new measures directed towards capturing the customers of its competitors. The scope of the study is to perceptually map the position of Gem Motor as against the other dealer competitors to give a clear picture of the position of the Gem Motors under the attributes considered for study. The study also focuses on the various attributes which are considered to be the influencing

factors. The study attempts to understand the current position of the Gem Motors and the attributes which would enable the company to take appropriate measures to raise its position as dealers in the market and also concentrate on those factors which would result in creating strong customer base to the company.

With such prominence the study on the dealers proves to be very relevant in the prevailing situations and by also being an area untouched, it provides a lot of scope to carry out the study.

LIMITATIONS OF THE STUDY

1. Research work was carried out only in the District of Coimbatore and hence the finding may not be applicable to the other parts of the country because of social and cultural differences
2. The sample was collected using Stratified Random sampling techniques. As such the result may not give an exact representation of the population.
3. Shortage of time is also a reason for incomprehensiveness.
4. The views of the people are biased therefore it does not reflect the true picture.

CHAPTER SCHEME

Chapter 1: Introduction

This chapter deals with the basic information of perceptual mapping. It consists of details about the technique of perceptual mapping, its approaches, benefits of perceptual mapping and its application as a marketing technique. This chapter contains the objectives of the study, scope, attributes considered for the study and the limitations of the study. It also discusses the research methodology adopted and the tools used for the study.

Chapter 2: Profile of the Organization

This chapter discusses the history, structure, product profile, future plans of the organization and also the various functional areas in the organization.

Chapter 3: Research Methodology

This chapter briefs the type of study, sample design, method of data collection. Here the various tools that are going to be used for the analysis is mentioned.

Chapter 4: Analysis and Interpretation

This chapter analyses the responses obtained from the customers of Hero Honda through a questionnaire to perceptually map the dealers of the Hero Honda. The responses are analyzed using Percentage Analysis, Weighted average analysis, rank analysis and Chi-square analysis. This part contains evaluation of each question with percentage distribution and the inference from the analysis.

Chapter 5: Conclusion

This is the concluding part of the report on the project discussing the findings of the analysis. The findings give the conclusion for the project and most valuable recommendations for the organization to implement the necessary measures to attract and to retain the existing customers for the product.

Organization profile

CHAPTER 2

ORGANIZATION PROFILE

OVERVIEW OF THE INDUSTRY

The two-wheeler industry in India has grown rapidly in the country since the announcement of the process of liberalization in 1991 by the Finance Minister Dr. Manmohan Singh, now Prime Minister of India.

India is the second largest producer and manufacturer of two-wheelers in the world. Indian two-wheeler industry has got spectacular growth in the last few years. Indian two-wheeler industry had a small beginning in the early 50's. The Automobile Products of India (API) started manufacturing scooters in the country.

Bikes are a major segment of Indian two-wheeler industry. Indian companies are among the largest two-wheeler manufacturers in the world. Hero Honda and Bajaj Auto are two of the Indian companies that top the list of world companies manufacturing two-wheelers.

The two-wheeler market was opened to foreign companies in the mid 1980s. The openness of Indian market to foreign companies led to the arrival of new models of two-wheelers into India. Easy availability of loans from the banks, relatively low rate of interest and the discount of prices offered by the dealers and manufacturers led to

the increasing demand for two-wheeler vehicles in India, this lead to the strong growth of Indian automobile industry.

The two-wheeler segment has played an important role in giving a push to the automobile industry in India.

Improving road infrastructure coupled with better credit and financing options, has acted as a major catalyst in encouraging the growth and development of the two-wheeler segment in India.

Further, the new and improved features on the two wheelers, their stylish and trendy looks and a rage with the country's youth who form a substantial influence in determining the consumer behavior have ensured that the two wheelers remain on top of the automobile industry's agenda in India.

Some of the features that deserve attention in respect of the Indian two wheeler segment are as mentioned:

- ❖ The total sale of two wheelers in India has touched a figure of 7.86 million units by March 2009.
- ❖ The production of two wheelers in India is expected to reach a staggering 17.85 million units by 2011-12, more than double of the current production level.
- ❖ India is likely to export 1.39 million two-wheelers in 2011-12 compared with 590,000 in 2006-07.
- ❖ Hero Honda, Bajaj Auto and TVS Motor remain the leading players in terms of sales and popularity of their two wheelers.

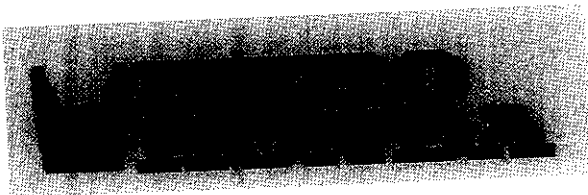
SIGNIFICANCE TO THE ECONOMY:

- India represents one of the largest two-wheeler markets in the world, with an estimated size of 5.4 million units a year.
- India is the two-wheeler capital of Asia with an average of 27 two wheelers per 1000 peoples to compare to china 8 two-wheeler per 1000 people.
- Driven by a slew of new launches and a galloping 8.1% Q1 GDP growth leading to higher disposable incomes, Hero Honda Motors, Bajaj Auto and TVS Motor, which together constitute over 86% of the domestic two-wheeler market, have reported an average growth rate of 20%.

ABOUT THE COMPANY


Hero Honda Motorcycles Limited is an Indian manufacturer of motorcycles and scooters. Hero Honda is a joint venture that began in 1984 between the Hero group of India and Honda from Japan. It has been the world's biggest manufacturer of 2-wheeled motorized vehicles since 2001, when it produced 1.3 million motorbikes in a single year. Hero Honda's Splendor is the world's largest selling motorcycle. Its 2 plants are in Dharuhera and Gurgaon, both in Haryana, India. It specializes in dual use motorcycles that are low powered but very fuel efficient.


Hero Honda Motorcycle Ltd.




Type Public company BSE:HEROHONDA M


Founded January 19, 1984 in Gurgaon, Haryana, India

Headquarters  Haryana, India

Key people  Om Prakash Munjal, Founder

 Mr. Brijmohan Lall Munjal, Chairman

Mr. Toshiaki Nakagawa, Joint Managing
Director

 Mr. Pawan Munjal, Managing Director

Industry Automotive

Products Motorcycles, Scooters

Revenue *US\$ 2.8 billion

Website <http://www.herohonda.com/site/home/home.asp>

The joint venture between India's Hero Group and Honda Motor Company, Japan has not only created the world's single largest two wheeler company but also one of the most successful joint ventures worldwide.



HERO HONDA HEADQUARTERS – HARYANA INDIA

During the 80s, Hero Honda became the first company in India to prove that it was possible to drive a vehicle without polluting the roads. The company introduced new generation motorcycles that set industry benchmarks for fuel thrift and low emission. A legendary '**Fill it - Shut it - Forget it**' campaign captured the imagination of commuters across India, and Hero Honda sold millions of bikes purely on the commitment of increased mileage.

Over 20 million Hero Honda two wheelers tread Indian roads today. These are almost as many as the number of people in Finland, Ireland and Sweden put together!

Having reached an unassailable pole position in the Indian two wheeler market, Hero Honda is constantly working towards consolidating its position in the market place. The company believes that changing demographic profile of India, increasing urbanization and the empowerment of rural India will add millions of new families to the economic mainstream. This would provide the growth ballast that would sustain Hero Honda in the years to come. As Brijmohan Lall Munjal, the Chairman, Hero Honda Motors succinctly points out, "**We pioneered India's motorcycle industry, and it's our responsibility now to take the industry to the next level. We'll do all it takes to reach there.**"

PROFILE OF GEM MOTORS

Gem Motors is the 3rd Hero Hondo Outlet in Coimbatore in the year 2000. It handles Hero Honda Motor Cycle Sales, Service and Safety. GEM Motors is functioning from its own building, suited in 1672, Trichi road, Coimbatore. It was started in the year of 2000. Total number of employees in the company is around 80.

The three partners are Mr.Ravichandran, Mr.Raviselvam, and Mr.Manoharan. More than 8 years satisfaction of the customer the company proceeds with good sales and services to our customer successfully.

COMPANY PROFILE

Company Name : GEM Motors

1672, Trichy Road,

Coimbatore- 641045.

Managing Director : Mr. Ravichandran

Managing Partner : Mr.Ravi Selvan,

Mr. Manoharan.

Bankers : IndusInd Bank,

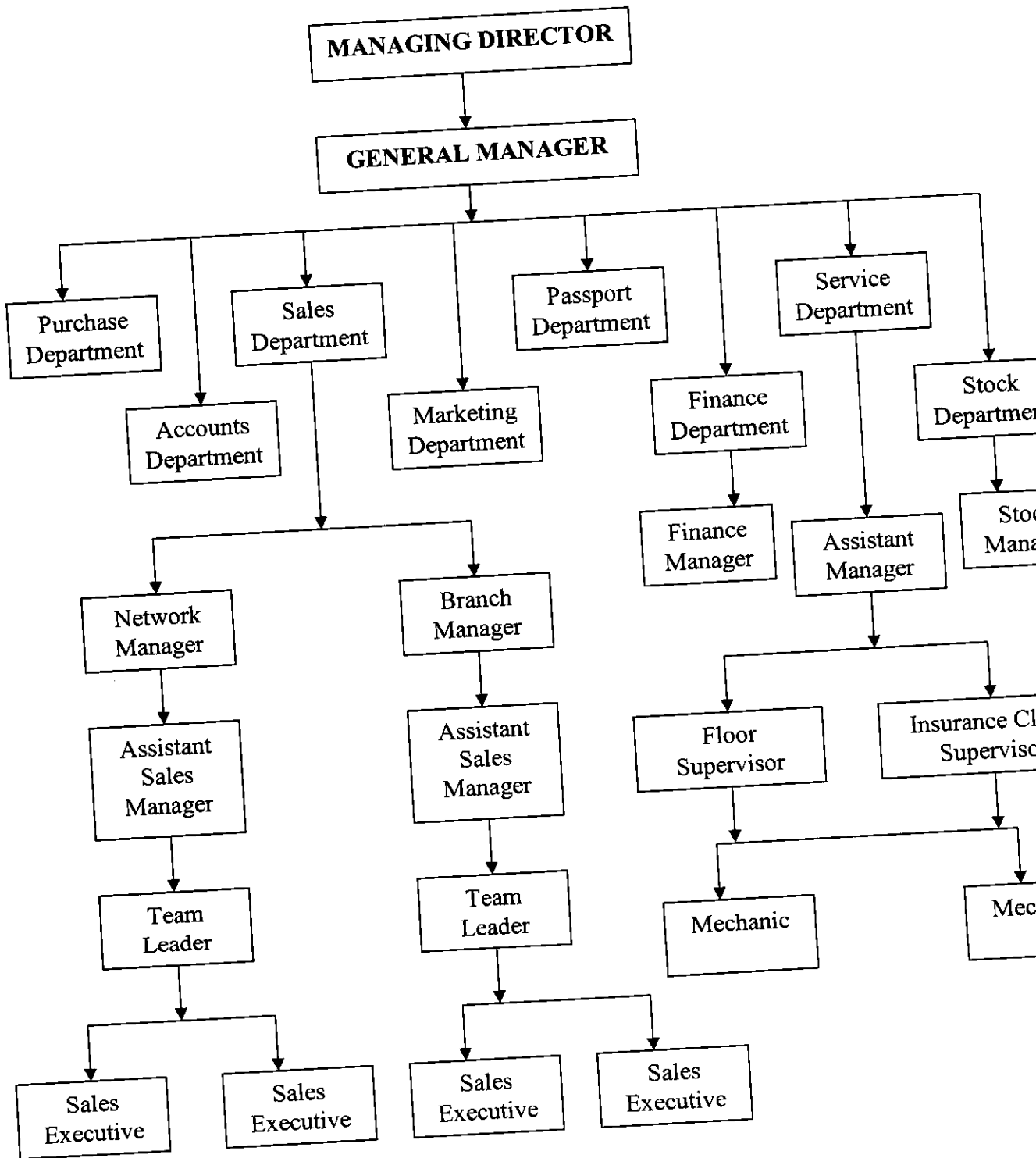
Fulltron cr.ltd,

MANAGEMENT

BOARD OF DIRECTORS

No.	Name of the Directors	Designation
1	Mr. Brijmohan Lall Munjal	Chairman & Whole-time Director
2	Mr. Pawan Munjal	Managing Director
3	Mr. Toshiaki Nakagawa	Jt. Managing Director
4	Mr. Takao Eguchi	Whole-time Director
5	Mr. Satyanand Munjal	Non-executive Director
6	Mr. Om Prakash Munjal	Non-executive Director
7	Mr. Tatsuhiro Oyama	Non-executive Director
8	Mr. Masahiro Takedagawa	Non-executive Director
9	Mr. Narinder Nath Vohra	Non-executive & Independent Director
10	Mr. Pradeep Dinodia	Non-executive & Independent Director
11	Gen.(Retd.) Ved Prakash Malik	Non-executive & Independent Director
12	Mr. Analjit Singh	Non-executive & Independent Director
13	Dr. Pritam Singh	Non-executive & Independent Director
14	Ms. Shobhana Bhartia	Non-executive & Independent Director
15	Dr. Vijay Jayman Kelkar	Non-executive & Independent Director

ORGANISATION CHART



PRODUCT PROFILE

BIKE MODELS:

- Hero Honda CD Dawn
- Hero Honda CD Delux
- Hero Honda CD Delux (self)
- Hero Honda Splender NXG
- Hero Honda Splender NXG(self)
- Hero Honda Splender plus
- Hero Honda Passion plus
- Hero Honda Passion PRO(self)
- Hero Honda Glamour (self)
- Hero Honda Glamour-FI
- Hero Honda CBZ Extreme
- Hero Honda Hunk
- Hero Honda Karizma
- Hero Honda Pleasure Scooter

COMPETITIVE STRENGTH OF THE COMPANY

The business growth of Hero Honda has been phenomenal throughout its early days.

The Hero Group has done business differently right from the start and that is what has helped them to achieve break-through in the competitive two-wheeler market. The

Group's low key, but focused, style of management has earned the company plaudits amidst investors, employees, vendors and dealers, as also worldwide recognition.

The growth of the Group through the years has been influenced by a number of factors:

- Just-in-Time
- Ancillarisation
- Dealer Network
- Financial Planning
- Quality
- Diversification

HERO HONDA PASSPORT PROGRAMME:

The Hero Honda Passport Programme is a 'Customer Relationship Programme' instituted specially for the customers. It gives a chance to understand and serve customers better. Upon enrolling for the programme, a customer obtains a Hero Honda Passport, which entitles customer to a host of benefits, privileges and exclusive rewards. Customer also become eligible for the Hero Honda 'Winners of the Month',

Hero Honda Splendor+, or a cash prize of Rs.40000!

DESCRIPTION OF FUNCTIONAL AREAS

PURCHASE DEPARTMENT

The Purchase Department is engaged in the activity of making the order for stocks when the stock level reaches its minimum level. The stocks will be dispatched from the Hero Honda Head office either through truck or train. When the stock is sent through truck then it takes a maximum of 9 days to reach Gem Motors and when it is sent through train it takes a maximum of 20 days.

In the process of executing the purchase order, a Purchase Invoice will be executed in which the engine number and the chase number will be checked upon. Once the stock is dispatched from the Head Office, GEM Motors can get the updates relating to quantity of stock dispatched, the time, the mode, the vehicle details and all other details from the company website using the net.

Functions

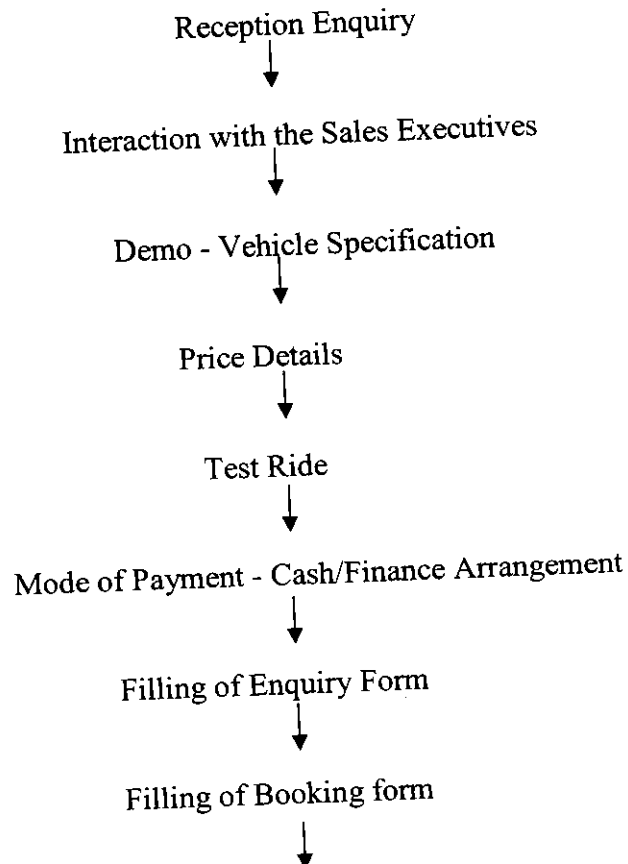
- Buy Bikes, Spares and Genuine parts from the Head Office
- Receive Invoice form and payments made to the Head Office
- Payment is done through HDFC & ICICI Bank
- Negotiate the delivery dates and other terms and conditions
- Send the copy of purchase order to the respective departmental heads and

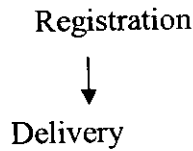
SALES DEPARTMENT

The sales department is the most important department since it is the department which forms a link between the company and the customer. The business activity starts with this department by the sale of automobile and the relationship with the customer goes on forever by means of after sales service.

The sales figure for the last year(2008 - 09) was 5424 bikes and the sales has seen a decline since the sales for the previous year(2007 - 08) was 6535 bikes. The average sales of bikes till the month of May is around 400 – 500 bikes. The reason for this slowdown in sales has been due to the recession and the global meltdown.

PROCESS OF SALE:





SALES PERFORMANCE

HERO HONDA REPORTS LEADERSHIP PERFORMANCE WITH 50 % NET PROFIT IN Q2, '08-09

DEFIES INDUSTRY TREND WITH TURNOVER (NET SALES & OTHER OPERATING INCOME), AT RS. 3202 CRORE; EBIDTA AT 13.58 PER CENT

	Aug 09	Aug 08	Aug 07	Aug 06
Total Sales	2,15,076	2,40,875	12,82,860	12,63,254

PASSPORT DEPARTMENT

Hero Honda values its relationship with customers. Its unique CRM initiative - Hero Honda Passport Program, one of the largest programs of this kind in the world, has over 3 million members on its roster. The program has not only helped Hero Honda understand its customers and deliver value at different price points, but has also created a loyal community of brand ambassadors.

This is one of unique facility provided by Hero Honda to provide additional facilities and to honor the long standing customers of the company. This is a distinguishing feature of Hero Honda as it is provided by no other automobile company. GEM Motors has a customer membership of 20,000 people in its passport department.

INSURANCE DEPARTMENT

GEM Motors operates a separate Insurance department to assist the customers with all the Insurance formalities related to the bike. The Insurance Premium is to be paid every year and hence has to renewed every year by paying the required premium amount. The insurance activities of GEM Motors is entrusted to the 'National Insurance'.

ACCOUNTS DEPARTMENT

The accounts Department is headed by the Cashier and is entrusted with all the accounting activities of the business. The books of accounts are maintained. The accounts department is computerized and they use software packages to carry out the accounting work.

One of the accounting packages used is Tally 7.2 and hence the accounting statements are maintained with high accuracy. To ensure correctness and fairness of the accounting details, the concerned internal auditors are auditing the books of accounts every 2 months.

STOCK DEPARTMENT

The stock department is concerned with maintaining the required amount of stocks to ensure uninterrupted flow of sales. The stock department has a minimum and a maximum stock level, which ensures that there is no under stocking or over stocking. The minimum stock level maintained by Gem Motors is 250. Every month the stock

is replenished by making a purchase to the extent of 650. The monthly target for sales set by Gem Motors ranges between a minimum of 550 and a maximum of 700.

The purchase activity has been at a slightly slower pace in the month of may for Gem Motors. It had made a purchase of only 350 stocks as against a usual 650 as the sales has been quite slow due to recession. When the stocks that are being sent from the Head Office is damaged, then the person concerned with stock keeping takes a picture of the damaged part and sends it to the Head Office. Then the Head Office will send their representative to do a survey of the vehicle and when approved by this person, the damage part will be sent back to the Head Office for replacement.

COMPETITORS:

The major competitor of Gem Motors is

- Suguna Unit 1 &
- Suguna Unit 2.

SUB DEALERS:

The Gem Motors is extending its sales activity through its Sub dealers who are referred to as the Authorized Representative Dealers (ARD).

Its Authorized Representative Dealers are

- Millennium Motors,
- Surya Auto Service and
- Annai Auto Service and are given a target of 50 each.

MARKETING DEPARTMENT

The GEM Motors has well-developed marketing department and the main activity undertaken is Advertising. It uses various forms of advertising like boards, banners, leaflets and it also adopts the float mechanism, in which the vehicle is taken for a round in the van around the city to create awareness and to enable people to have a look at the vehicle. It also uses TV in which the ads are displayed as scrolls in the lower part of the screen.

They also go for tele Marketing. The advertisement expenses come to around 50,000. The company has a tie up with the Deer Printing and AD Vision companies for all the printing activities relating to banners, boards and leaflets.

HUMAN RESOURSE DEPARTMENT

The people are selected through the normal recruiting process and every member selected is given training for 1 month along with a stipend of Rs.3500. Every sales person has given a target of 100 vehicles and if the person is able to sell above the prescribed target of 100 then he gets Rs.50 as incentive for every extra vehicle sold. And when the sales person sells any of the premium segment vehicles having 150cc like Hunk or Karizma, then he Rs.250 as incentive for each vehicle sold. The incentives act as motivational factors for the employees to perform better.

On other basis, the employees are given various benefits. One such benefit is, when the employee meets with a accident in the course of his employment, then the

medical expenses will be taken care by providing advance to the extent of Rs.10,000. This advance will be deducted from his salary in equal monthly installments of Rs.500 or Rs.1000 as the case may be.

SERVICE & MAINTAINANCE DEPARTMENT

The service is one of the main departments as it is concerned with providing better and additional service to the customers. This department is aimed at providing exclusive service, which ensures satisfaction of the customers and ultimately results in achieving customer loyalty. The service is provided by two means – free service and paid service.

SERVICE & MAINTENANCE SCHEDULE

The company constant endeavor is to support the company's mandate of providing highest level of customer satisfaction by taking good care of their two-wheeler service and maintenance through the company vast network of more than 2100 committed Dealers and Service outlets spread across the country.

FINANCE DEPARTMENT

The fund transfer facility is carried out through the two major banks – HDFC & ICICI. As far the payment is concerned, the dealers have to make the payment within 15 days from the date on which the vehicles are being dispatched from the Head Office. If a delay is made in payment, then the dealers will be charged interest at a

The truck can carry up to a maximum of 55 vehicles or up to a value of Rs.18,00,000 whichever is higher. A constant check will be made over the payment matters and if there is any delay then the necessary corrective measures will be taken.

FUTURE PLANS

FUTURE PLAN OF ACTION:

New Model Launch

Indigenisation plan, 8 more items to be localized

Participation at different forums for formation of two wheeler regulation in India.

Compliance plan for future regulation:

- T.A. & COP for safety Critical Components – Phase II & III
- EMC
- Mass Emission Norms
- Safety Related standards
- E-10 Compliance (on-going)
- Spray Suppression

PLAN FOR 2009-10:

- Concentrate on existing market for business growth.
- Maintain leadership in Bangladesh and to achieve No.1 position in other markets also.
- Promotional activities through campaigns, contests, etc.
- Strengthening of after sale service back up.
- Focus on training process.

Methodology

CHAPTER 3

RESEARCH METHODOLOGY

INTRODUCTION:

Research, the word itself gives the meaning as researching. **Research is the search for knowledge and aims in discovering the truths through the application of scientific procedures. In other words a research methodology is a systematic method of solving research problems.** It is a discipline of study on how research is done scientifically.

TYPE OF STUDY:

The study adheres to descriptive and exploratory research design to gain valuable insight on the customer's perception towards the dealers of Hero Honda. The research seeks to determine those attributes which are considered to be distinguishing factors of the dealers. This study also throws light on the factors that are considered to be the major influencing factors in determining the customer decision.

SAMPLING DESIGN:

The target sample for the study is the customers of Hero Honda in Coimbatore location. The population considered for the study is very large and the sample will be determined by adopting Stratified Random sampling and the sample size is 150.

Method of data collection:

Data is raw fact, which provides information after processing is done. The type of data used in the study was

- **Primary data:** It is collected mainly through the questionnaire method and also the interview schedule method. The respondents were customers of Hero Honda.
- **Secondary data:** It is collected or gathered through second hand information like organization, websites, books, etc.

Tools for data analysis:

The statistical tools used for analysis are;

- Percentage analysis
- Chi-square analysis
- Weighted Average Analysis
- Rank correlation

Data analysis and interpretation

CHAPTER 4

ANALYSIS AND INTERPRETATION

Percentage analysis

This technique is mainly applied to determine the distribution of sample respondents in each category in the study. As is it expressed in percentage, it facilitate comparison. This technique adopted for all the question in the Interview Schedule, diagrams were also drawn for selected aspects for better understanding.

Average Score

This technique is used to identify the level of awareness and satisfaction of the different categories of the respondents on the various issues involved in the study. The responses of the respondents were put on the 5 point scale similar to Likert scale. Based on the consolidated opinion of the respondents the average score is calculated and presented in various tables with suitable interpretations.

Average Rank

This technique is employed to identify the priority of respondents on the various issues relating to the study. Based on the consolidated opinion of the respondents, the Average Rank is calculated and Final Rank is fixed using the criterion “Lesser the Average Rank more is the priority”.

ANALYSIS AND INTREPRETATION

OBJECTIVE I: TO MAP THE POSITION OF THE DEALERS OF HERO HONDA WITH SPECIFIC REFERENCE TO GEM MOTORS ON THE BASIS OF THE ATTRIBUTES CONSIDERED FOR STUDY

PERCENTAGE ANALYSIS:

AGE DISTRIBUTION OF THE RESPONDENTS:

Table No.4.1 describes the age wise distribution of respondents considered for the study. The age of the respondents are classified as 15-20, 20-25, 25-30, 30-35, 35 years and above.

Table No: 4.1 Age of the respondents

Age

Age in years	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 15-20	4	2.7	2.7	2.7
20-25	88	58.7	58.7	61.3
25-30	37	24.7	24.7	86.0
30-35	14	9.3	9.3	95.3
>35	7	4.7	4.7	100.0
Total	150	100.0	100.0	

It is clear from the above table that 4(2.7%) of the respondents are of the age group

15-20. 88(58.7%) of the respondents are of the age group 20-25 years

37(24.7%) are of the age group 25- 30 years, 14(9.3%) are of the age group 30-35 and 7(4.7%) are of the age group >35 years respectively.

It is concluded that majority of 88(58.7%) respondents belongs to the age group of 20-25 years. This may due to the fact that two-wheeler is the most preferred means of transport among the teenagers.

GENDER CLASSIFICATION:

Table No.4.2 shows the gender classification of the respondents considered for the study.

Table No: 4.2 Gender Classification of the respondents

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	116	77.3	77.3	77.3
Female	34	22.7	22.7	100.0
Total	150	100.0	100.0	

It is clear from the above table, 116(77.3%) of the respondents come under the male category, and 34(22.7%) come under the female category respectively.

It is found from the above analysis that majority 116(77.3%) of the respondents are male respondents. This may be attributed to the fact that the choices available to the men in the bikes category are much higher than the choices available to the girls.

MARTIAL STATUS:

Table No.4.3 shows the martial status of the respondents considered for the study. The respondents are classified under the category single and married.

Table No: 4.3 Martial Status of the respondents

Martial Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	97	64.7	64.7	64.7
	Married	53	35.3	35.3	100.0
	Total	150	100.0	100.0	

It is understood from the above table that 97(64.7%) of the respondents are married and 53(35.3%) of the respondents come under the category single.

It is concluded from the above analysis that majority 97(64.7%) of the respondents are married. This may be due to the preference of the people to get settled in life at an

OCCUPATIONAL STATUS:

Table No.4.4 shows the occupation status of the respondents considered for the study. The respondents are classified under the categories business, student, employed, professional and housewife.

Table No: 4.4 Occupation Status of the respondents

Occupation

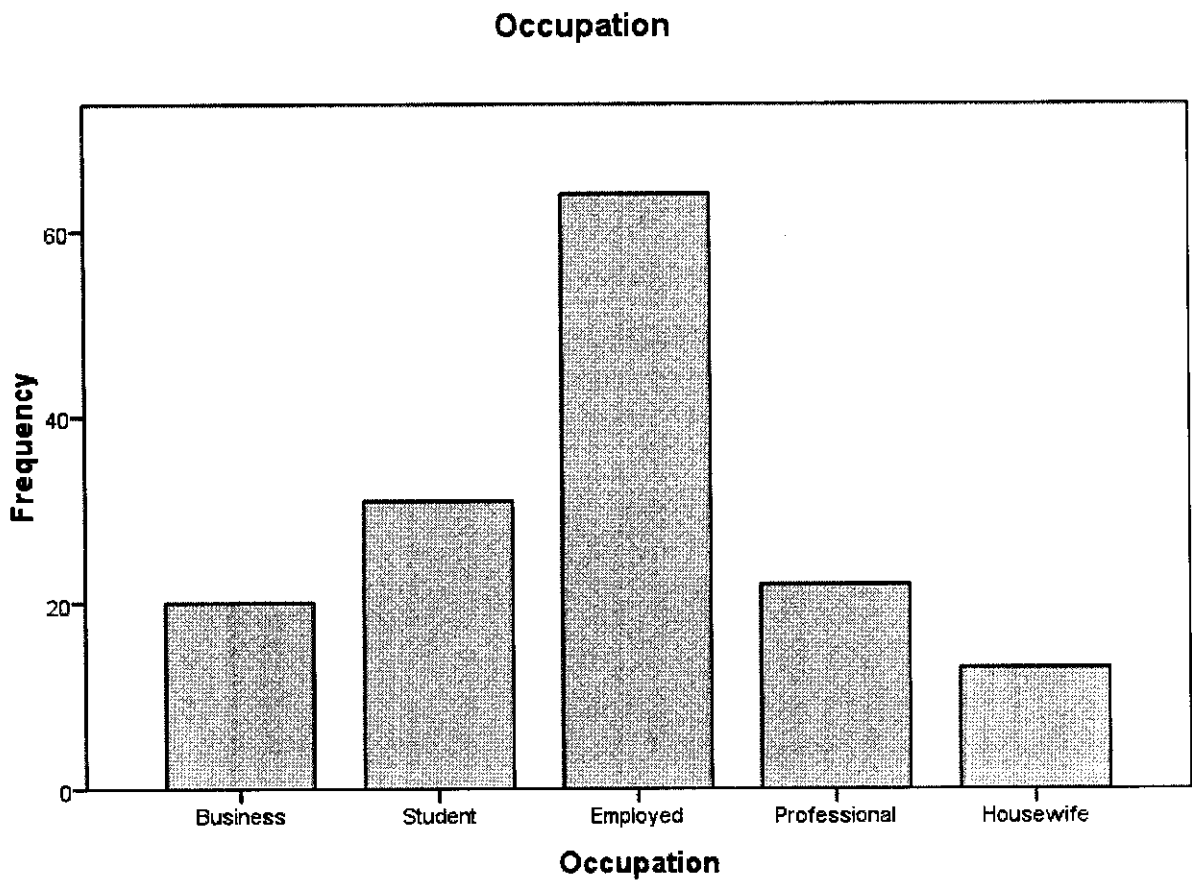
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Business	20	13.3	13.3	13.3
Student	31	20.7	20.7	34.0
Employed	64	42.7	42.7	76.7
Professional	22	14.7	14.7	91.3
Housewife	13	8.7	8.7	100.0
Total	150	100.0	100.0	

The above table clearly shows that 20(13.3%) of the respondents come under the business category, 31(20.7%) come under the student category, 64(42.7%) of the respondents come under the employed category, 22(14.7%) of the respondents are professionals and 13(8.7%) of the respondents come under the housewife category respectively.

It is revealed from the above analysis that majority 64(42.7%) of the respondents come under the employed category. This may be due to the fact that it is the category of employed people who possess majority of the two wheelers as it is their most

Chart No: 4.4.1 Occupation Status of the respondents

The chart shows the occupation status of the respondents considered for the study.



INCOME DISTRIBUTION:

Table No.4.5 shows the Income distribution of the respondents considered for the study. The respondents are classified under the following income categories : <10000, 10000-15000, 15000-20000, >20000.

Table No: 4.5 Income Distribution of the respondents

Income

Income Range	Frequency	Percent	Valid Percent	Cumulative Percent
Valid <10000	47	31.3	31.3	31.3
10000-15000	45	30.0	30.0	61.3
15000-20000	37	24.7	24.7	86.0
>20000	21	14.0	14.0	100.0
Total	150	100.0	100.0	

It is understood from the above table that 47(31.3%) of the respondent's income is less than Rs10000, 45(30%) of the respondent's income ranges between 10000-15000, 37(24.7%) of the respondent's income ranges between 15000-20000 and 21(14%) of the respondent's income is 20000 and above respectively.

It is concluded from the above analysis that a majority 47(31.3%) of the respondent's are in the income range less than 10000. This may attributed to the fact that India being predominantly consisting of the middle class, the avenues and the opportunities available to the people are on a lower scale and hence the salary package are also on a

AREA OF RESIDENCE

Table 4.6 provides details of the number of respondents residing in the different areas considered for the study.

Table 4.6: Area of residence

Residence

Residence		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Gandhipuram	8	5.3	5.3	5.3
	Ganapathy	4	2.7	2.7	8.0
	Kalapatti	3	2.0	2.0	10.0
	RaceCourse	12	8.0	8.0	18.0
	Peelamedu	26	17.3	17.3	35.3
	Uppilipalayam	4	2.7	2.7	38.0
	CheranmaNagar	5	3.3	3.3	41.3
	RamNagar	5	3.3	3.3	44.7
	Singanallur	6	4.0	4.0	48.7
	P.N.Palayam	4	2.7	2.7	51.3
	TownHall	10	6.7	6.7	58.0
	Ramanathapuram	6	4.0	4.0	62.0
	Podhanur	3	2.0	2.0	64.0
	Sowripalayam	8	5.3	5.3	69.3
	Kumurapalayam	2	1.3	1.3	70.7
	Pappanaiken Palayam	2	1.3	1.3	72.0
	Ondipudur	6	4.0	4.0	76.0
	R.S.Puram	5	3.3	3.3	79.3

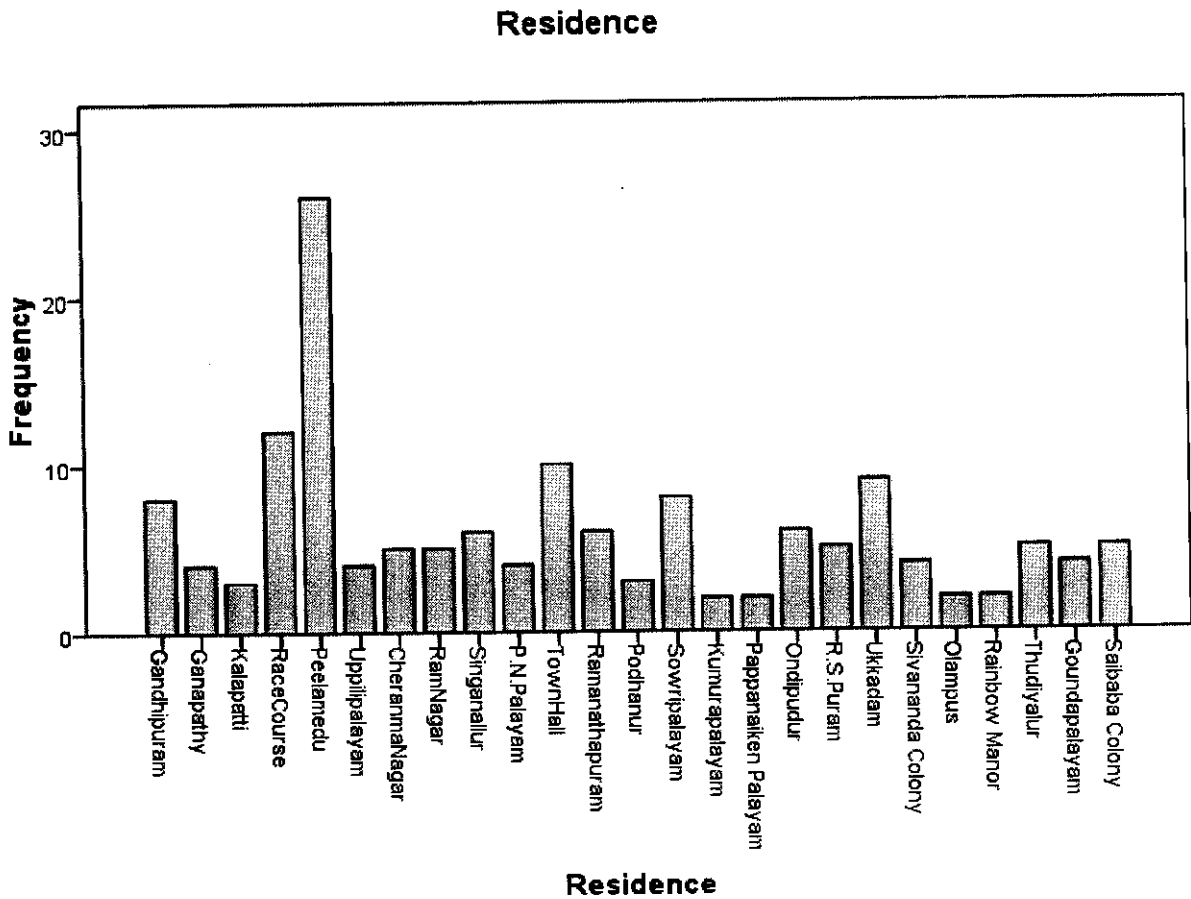
Sivananda Colony	4	2.7	2.7	88.0
Olampus	2	1.3	1.3	89.3
Rainbow Manor	2	1.3	1.3	90.7
Thudiyalur	5	3.3	3.3	94.0
Goundapalayam	4	2.7	2.7	96.7
Saibaba Colony	5	3.3	3.3	100.0
Total	150	100.0	100.0	

It is clear from the above table that 8(5.3%) of the respondents are from gandhipuram, 4(2.7%) of the respondents are from ganapathy, 3(2%) are from kalapatti, 12(8%) are from racecourse, 26(17.3%) are from peelamedu, 4(2.7%) are from Upilipalayam, 5(3.3%) are from cheranmanagar, 5(3.3%) are from ramnagar, 6(4%) are from singanallur, 4(2.7%) are from P.N.Palayam, 10(6.7) are from townhall, 6(4%) are from ramanathapuram, 3(2%) are from podhanur, 8(5.3%) are from sowripalayam, 2(1.3%) are from kumurapalayam, 2(1.3%) are from pappanaikien palayam, 6(4%) are from ondipudur, 5(3.3%) are from R.S.Puram, 9(6%) are from ukkadam, 4(2.7%) are from sivananda colony, 2(1.3%) are from olampus, 2(1.3%) are from rainbow manor, 5(3.3%) are from thudiyalur, 4(2.7%) are goundapalayam and 5(3.3%) are from saibaba colony respectively.

It is revealed from the above analysis that majority 26(17.3%) of the respondents are from the peelamedu area. This may due to the fact that majority of the colleges are situated in this locality and so it constitutes respondents belonging to the two categories student and professionals. Another reason is that this locality is also one of the major areas where people are employed and hence this area has assumed a

Chart No: 4.6.1 Area of Residence

The chart shows the distribution of respondents and the area of residence considered for the study.



DEALER REFERENCE:

Table 4.7 shows the level of response of the respondents whether it is necessary to refer to dealers or not.

Table 4.7: Refer to dealers

Refer Dealers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	48	32.0	32.0	32.0
	Important	68	45.3	45.3	77.3
	Neutral	12	8.0	8.0	85.3
	Not Important	11	7.3	7.3	92.7
	Irrelevant	11	7.3	7.3	100.0
	Total	150	100.0	100.0	

The above table clearly shows that 48(32%) consider it very important to refer to dealers, 68(45.3%) consider it important to refer dealers, 12(8%) consider it neither important nor unimportant, 11(7.3%) feel that it is not important to refer to dealers and 11(7.3%) feel that it is irrelevant to refer to dealers respectively.

It is found from the above analysis that majority 68(45.3%) of the respondents feel that it is important to refer to dealers before making the purchase. This may be due to the huge number of dealers available for one company and only through an analysis; the best dealer can be identified from the already existing ones. Another reason is, the primary activity being service and the service being an intangible element it becomes

DEALER AWARENESS:

Table 4.8 shows the level of awareness of the respondents towards the various dealers of HeroHonda considered for study.

Table 4.8: Refer to dealers

Dealers Awareness

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Suguna Unit 2	23	15.3	15.3	15.3
Suguna Unit 1	36	24.0	24.0	39.3
Gem Motors	61	40.7	40.7	80.0
KVS Auto	15	10.0	10.0	90.0
MRG Motors	14	9.3	9.3	99.3
Others	1	.7	.7	100.0
Total	150	100.0	100.0	

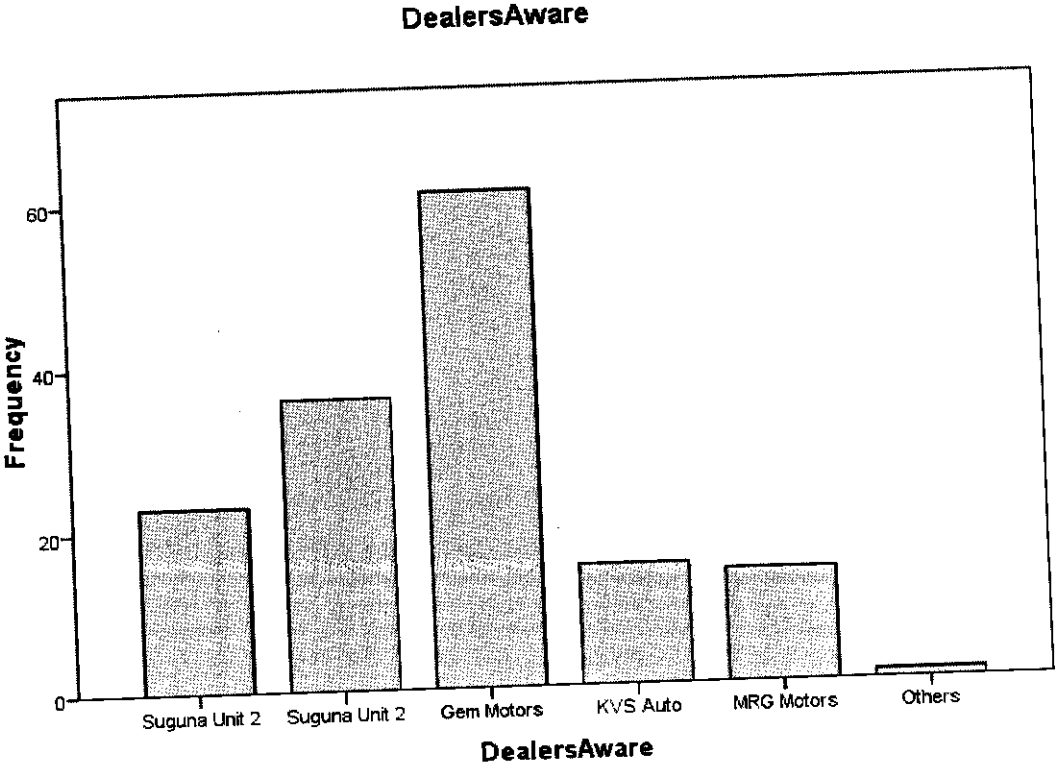
The above table clearly reveals that 23(15.3%) of the respondents are aware of Suguna Unit 2, 36(24%) of the respondents are aware of Suguna Unit 1, 61(40.7%) are aware of Gem Motors, 15(10%) are aware of KVS Auto, 14(9.3%) are aware of MRG Motors and 1 (0.7%) of the respondents are aware of the other dealers than those listed respectively.

It is known from the above analysis that majority 61(40.7%) of the respondents are aware of the Gem Motors. This may be due to the reason that the showroom of Gem Motors is situated on the main roads of the city, i.e., trichy road and it is one of the

chance for the people to see the showroom as the pass by when compared to other showrooms.

Chart No: 4.8.1 Dealers Awareness

The chart shows the level of awareness of the respondents towards the various dealers of HeroHonda considered for study.



PURCHASE DECISION:

Table 4.9 shows the type of purchase decision of the respondents considered for study.

Table 4.9: Purchase Decision

Decision

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Self Made Decision	70	46.7	46.7	46.7
Influenced by Others	72	48.0	48.0	94.7
Other factors	8	5.3	5.3	100.0
Total	150	100.0	100.0	

It is understood from the above table that 70(46.7%) of the respondents have expressed that it was their self made decision in choosing the dealer, 72(48%) of the respondents have expressed that they were influenced by others and 8(5.3%) have expressed other factors respectively.

It is found from the above analysis that majority 72(48%) of the respondents have expressed that they were influenced by others in choosing the dealer. This is due to the reason that the respondents are not well aware of the various dealers for a company and hence look for the support of the others sources. Due to the lack of awareness, they are frequently influenced by others in the process of decision making.

BIKE PURCHASE:

Table 4.10 shows the dealer from whom the bike was purchased and the number of respondents for each dealer.

Table 4.10: Bike Purchase

Bike Purchase

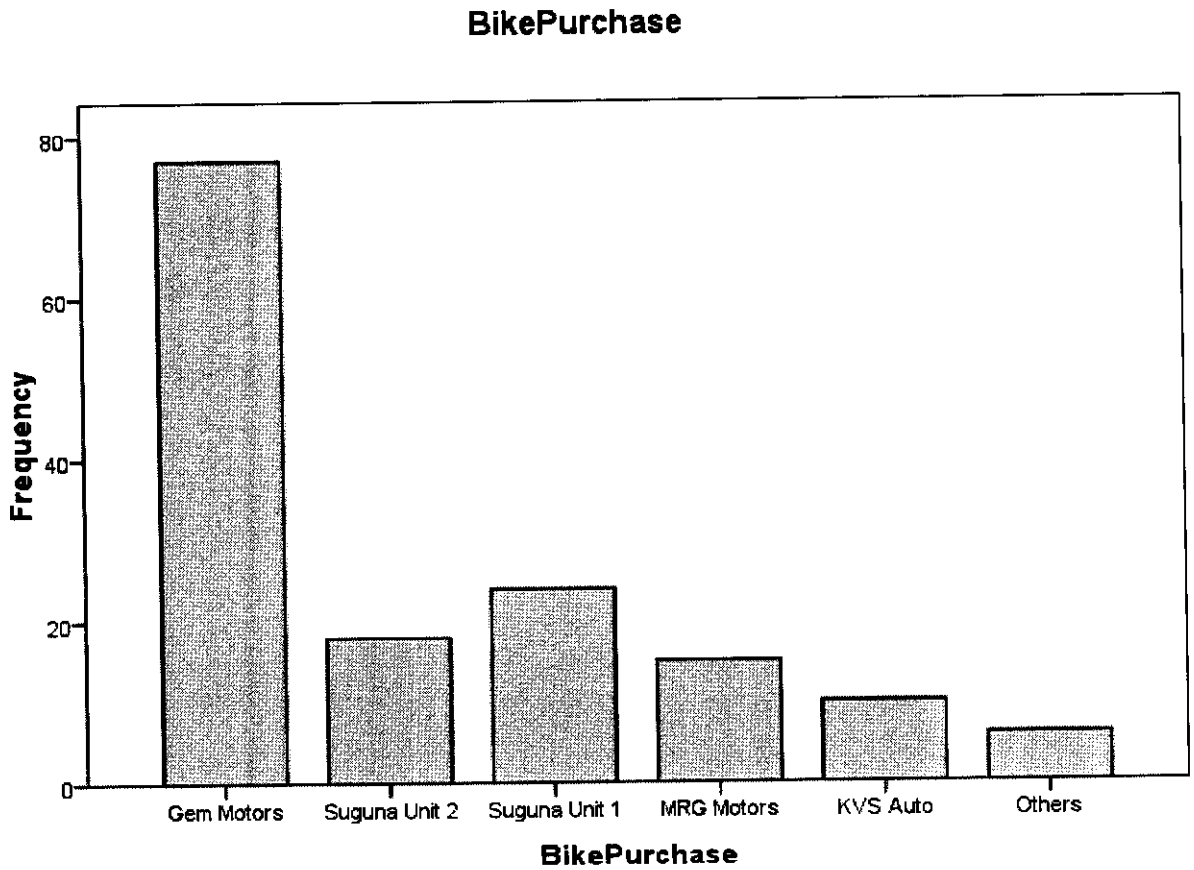
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Gem Motors	77	51.3	51.3	51.3
	Suguna Unit 2	18	12.0	12.0	63.3
	Suguna Unit 1	24	16.0	16.0	79.3
	MRG Motors	15	10.0	10.0	89.3
	KVS Auto	10	6.7	6.7	96.0
	Others	6	4.0	4.0	100.0
	Total	150	100.0	100.0	

The above table clearly shows that 77(51.3%) of the respondents have purchased their bike from Gem Motors, 18(12%) of the respondents from Suguna Unit 2, 24(16%) of the respondents from Suguna Unit 1, 15(10%) of the respondents from MRG Motors, 10(6.7%) of the respondents from KVS Auto and 6(4%) from the other dealers than those listed respectively.

It is concluded from the above analysis that majority 77(51.3%) of the respondents have purchased their bike from Gem Motors. This may be due to the reason that the level of awareness of Gem Motors is much higher than all the other dealers considered for study. Another reason is that Gem Motors is situated on the main roads of the city,

Chart 4.10.1: Bike Purchase

The chart shows the dealer from whom the bike was purchased and the number of respondents for each dealer.



SATISFACTION TOWARDS LEVEL OF SERVICE:

Table 4.11 shows the level of satisfaction of service of the respondents towards the dealer from whom they made their purchase.

Table 4.11: Satisfaction Level of Service

Service Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	25	16.7	16.7	16.7
	Good	79	52.7	52.7	69.3
	Satisfactory	40	26.7	26.7	96.0
	Unsatisfactory	6	4.0	4.0	100.0
	Total	150	100.0	100.0	

It is understood from the above table that 25(16.7%) of the respondents have expressed that the level of service rendered by the dealer is Excellent, 79(52.7%) have expressed that the service level is Good, 40(26.7%) have expressed that the level of service is Satisfactory, 6(4%) have expressed that the service level is Unsatisfactory respectively.

It is known from the above analysis that majority 79(52.7%) of the respondents have expressed that the level of service rendered by the dealer is Good. It only means that the needs and the expectations of the people are not fully met and there are still chances for the dealer to improve their service and create a better impression in the

SATISFACTION LEVEL TOWARDS PAYMENT FACILITY:

Table 4.12 shows the level of satisfaction of the respondents towards the payment facility offered by the dealer.

Table 4.12: Satisfaction Level towards payment facility

Payment Facility

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly Satisfied	25	16.7	16.7	16.7
	Satisfied	91	60.7	60.7	77.3
	Neutral	29	19.3	19.3	96.7
	Dissatisfied	5	3.3	3.3	100.0
	Total	150	100.0	100.0	

The above table clearly reveals that 25(16.7%) of the respondents are highly satisfied towards the payment facility offered by the dealer, 91(60.7%) of the respondents are satisfied, 29(19.3%) of the respondents are neither satisfied nor dissatisfied with the payment facility, 5(3.3%) of the respondents are dissatisfied with the service respectively.

It is found from the above analysis that majority 91(60.7%) of the respondents are satisfied towards the payment facility offered by the dealer. It only means that the people expect more services like tie up with more banks, financial institutions, lesser installment schemes and more extended period of credit in the aspect of payment

PROCESSING TIME:

Table 4.13 shows the processing time taken by the dealer in delivering the vehicle.

Table 4.13: Processing Time

Processing Time

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Immediate	25	16.7	16.7	16.7
	Fast	54	36.0	36.0	52.7
	Average	63	42.0	42.0	94.7
	Slow	8	5.3	5.3	100.0
	Total	150	100.0	100.0	

It is clear from the above table that 25(16.7%) of the respondents have given their opinion that the processing time taken by the dealer is immediate, 54(36%) have given their opinion that the processing time is fast, 63(42%) have opinioned that the processing time is average, 8(5.3%) have opinioned that it is slow respectively.

It is concluded from the above analysis that majority 63(42%) of the respondents have given their opinion that the processing time taken by the dealer is average, neither fast nor slow. This may due to the reasons like the procedures involved and the formalities to be complied with. It is also due to the delay made by the banks and financial institutions in processing and approving of the loan applications which also comes

REPUTATION:

Table 4.14 shows the reputation level of the various dealers according to the perception of the respondents.

Table 4.14: Reputation

Reputation

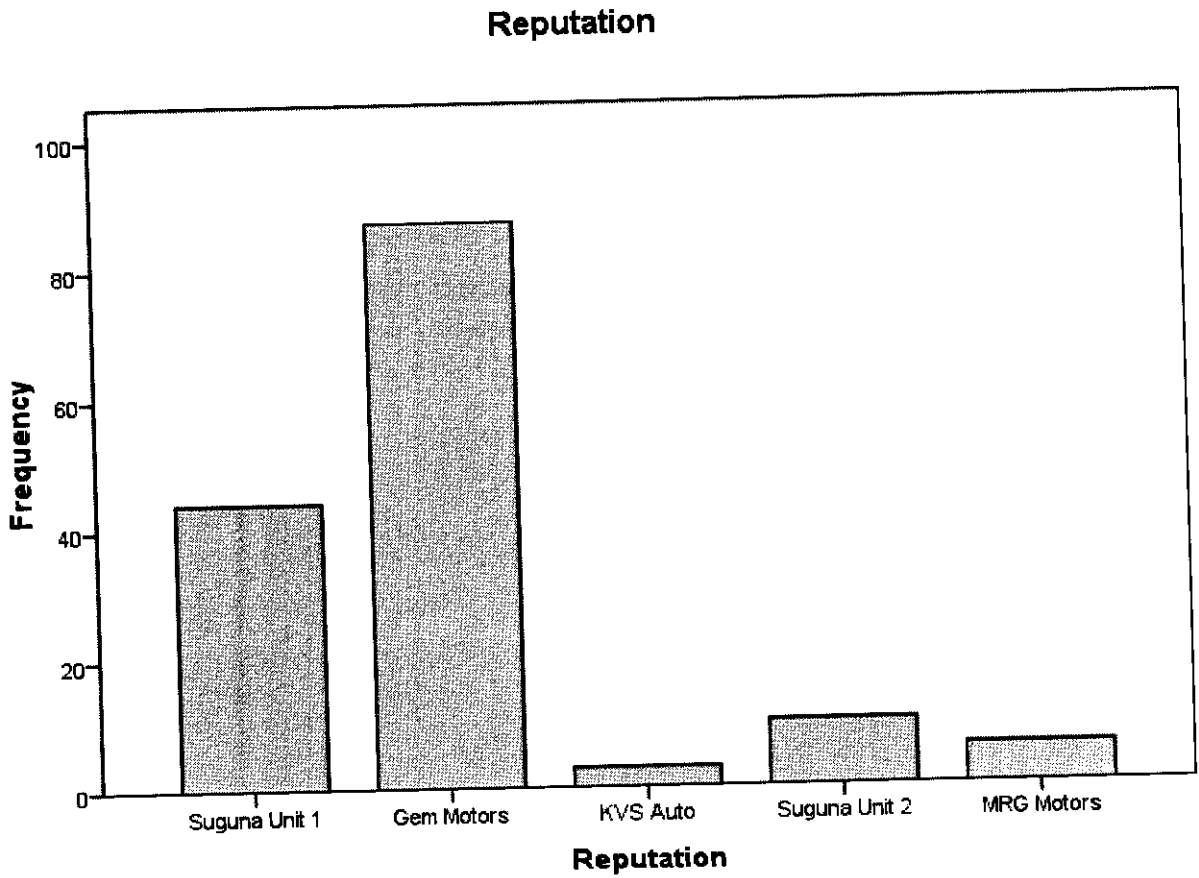
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Suguna Unit 1	44	29.3	29.3	29.3
	Gem Motors	87	58.0	58.0	87.3
	KVS Auto	3	2.0	2.0	89.3
	Suguna Unit 2	10	6.7	6.7	96.0
	MRG Motors	6	4.0	4.0	100.0
	Total	150	100.0	100.0	

It is understood from the above table that 44(29.3%) of the respondents have rated Suguna Unit 1 as the most reputable dealer, 87(58%) of the respondents have rated Gem Motors as the most reputable dealer, 3(2%) have rated KVS Auto, 10(6.7%) have rated Suguna Unit 2, 6(4%) of the respondents have rated MRG Motors as the most reputable respectively.

It is known from the above analysis that majority 87(58%) of the respondents have rated Gem Motors as the most reputable dealer as compared against all other dealers considered for study. This may be attributed to the reasons like Gem Motors is being the most well aware showroom and the majority of the respondents have been the

Chart 4.14.1: Reputation

The chart shows the reputation level of the various dealers according to the perception of the respondents.



PROMOTIONAL OFFERS:

Table 4.15 shows the best dealer in the aspect of promotional offer among the various dealers considered for study according to the perception of the respondents.

Table 4.15: Promotional Offers

Promotional Offers

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Suguna Unit 1	36	24.0	24.0	24.0
Gem Motors	75	50.0	50.0	74.0
KVS Auto	12	8.0	8.0	82.0
Suguna Unit 2	24	16.0	16.0	98.0
MRG Motors	3	2.0	2.0	100.0
Total	150	100.0	100.0	

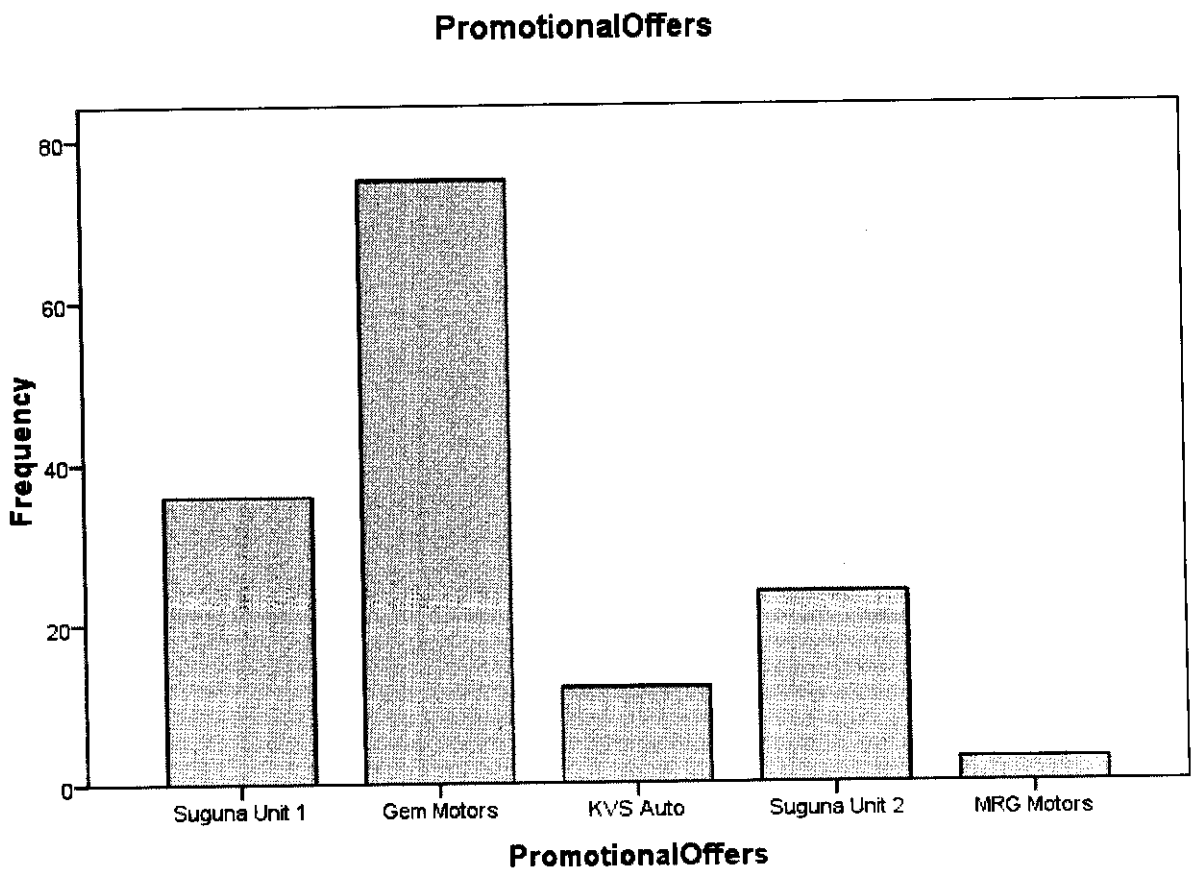
The above table clearly reveals that 36(24%) of the respondents have rated Suguna Unit 1 as the best in the aspect of providing promotional offers, 75(50%) have rated Gem Motors as the best, 12(8%) have rated KVS Auto, 24(16%) have rated Suguna Unit 2, 3(2%) have rated MRG Motors as the best in the aspect of providing promotional offers respectively.

It is found from the above analysis that majority 75(50%) have rated Gem Motors as the best in the aspect of providing promotional offers to the customers. This may be

has a customer base of 20,000 people and has been successful in implementing this program among the customers.

Chart 4.15.1: Promotional Offers

The chart shows the best dealer in the aspect of promotional offer among the various dealers considered for study according to the perception of the respondents.



LOCATIONAL ADVANTAGE:

Table 4.16 shows the best dealer in the aspect of location among the various dealers considered for study according to the perception of the respondents.

Table 4.16: Locational Advantage

Locational Advantage

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Suguna Unit 1	24	16.0	16.0	16.0
Gem Motors	87	58.0	58.0	74.0
KVS Auto	19	12.7	12.7	86.7
Suguna Unit 2	15	10.0	10.0	96.7
MRG Motors	5	3.3	3.3	100.0
Total	150	100.0	100.0	

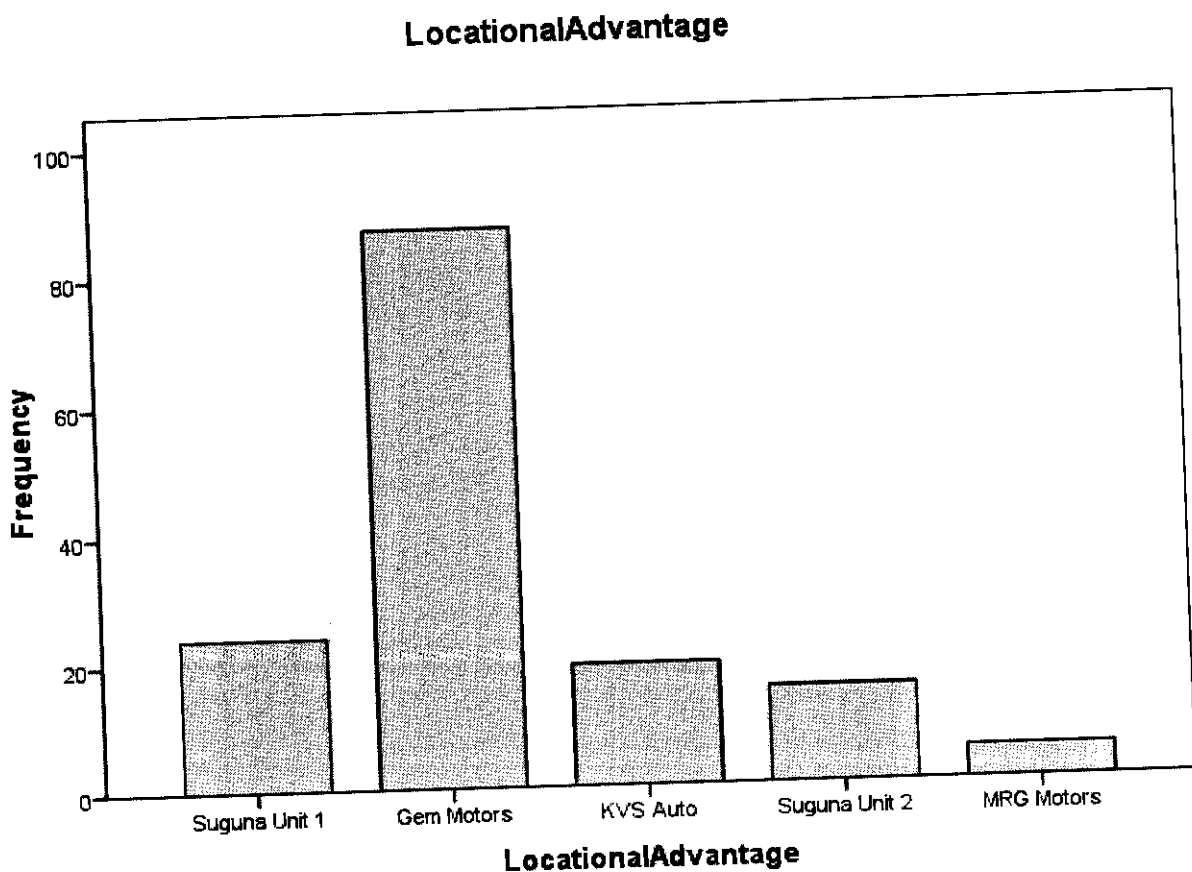
It is shown in the above table that 24(16%) of the respondents have opinioned that Suguna Unit 1 is said to have an advantage by way of its location, 87(58%) have opted for Gem Motors to have a Locational advantage, 19(12.7%) have opted for KVS Auto, 15(10%) have opted for Suguna Unit 2 and 5(3.3%) have opted for MRG Motors respectively.

It is concluded from the above analysis that majority 87(58%) of the respondents have

against all other dealers considered for study. It is due to the reason that the showroom is located in the main roads and in one of the major area of the city where it facilitates easy access to the people.

Chart 4.16.1: Locational Advantage

The chart shows the best dealer in the aspect of location among the various dealers considered for study according to the perception of the respondents.



SHOWROOM ATTRACTIVENESS:

Table 4.17 shows the best dealer in the aspect of attractiveness of the showroom among the various dealers considered for study according to the perception of the respondents.

Table 4.17: Showroom Attractiveness

Showroom Attractiveness

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Suguna Unit 1	28	18.7	18.7	18.7
Gem Motors	91	60.7	60.7	79.3
KVS Auto	12	8.0	8.0	87.3
Suguna Unit 2	9	6.0	6.0	93.3
MRG Motors	10	6.7	6.7	100.0
Total	150	100.0	100.0	

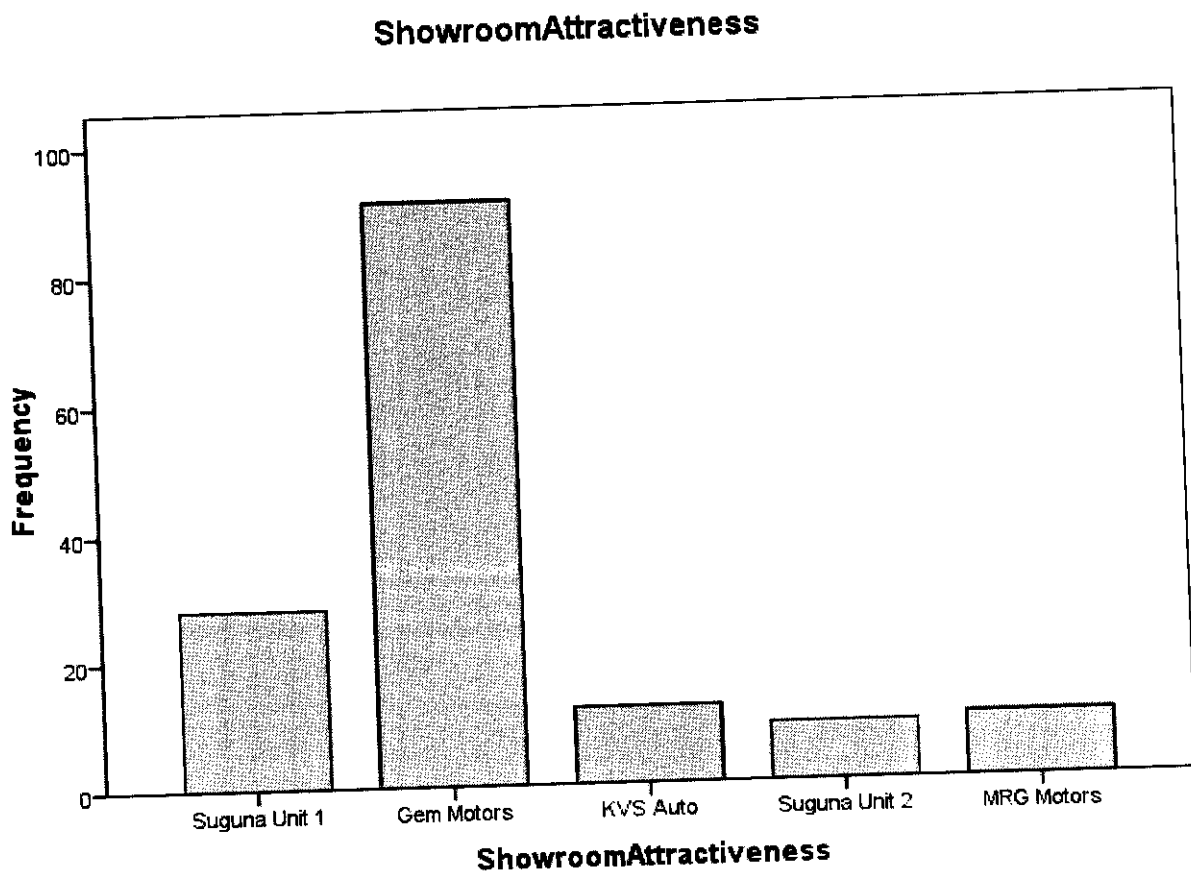
It is understood from the above table that 28(18.7%) of the respondents consider the showroom of Suguna Unit 1 as the most attractive, 91(60.7%) of the respondents consider Gem Motors as the most attractive, 12(8%) consider KVS Auto, 9(6%) consider Suguna Unit 2 and 10(6.7%) consider MRG Motors as the most attractive showroom respectively.

It is found from the above analysis that majority 91(60.7%) of the respondents

study. It is due to the look and the ambience of the showroom. The study chiefly consisting of Gem motors customers and majority being aware of only gem motors, it is of more possibility to prefer gem motor as against all other dealers.

Chart 4.17.1: Showroom Attractiveness

The chart shows the best dealer in the aspect of attractiveness of the showroom among the various dealers considered for study according to the perception of the respondents.



EASY ACCESSIBILITY:

Table 4.18 shows the best dealer in the aspect of easy accessibility among the various dealers considered for study according to the perception of the respondents.

Table 4.18: Easy Accessibility

Easy Accessibility

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Suguna Unit 1	20	13.3	13.3	13.3
Gem Motors	90	60.0	60.0	73.3
KVS Auto	7	4.7	4.7	78.0
Suguna Unit 2	19	12.7	12.7	90.7
MRG Motors	14	9.3	9.3	100.0
Total	150	100.0	100.0	

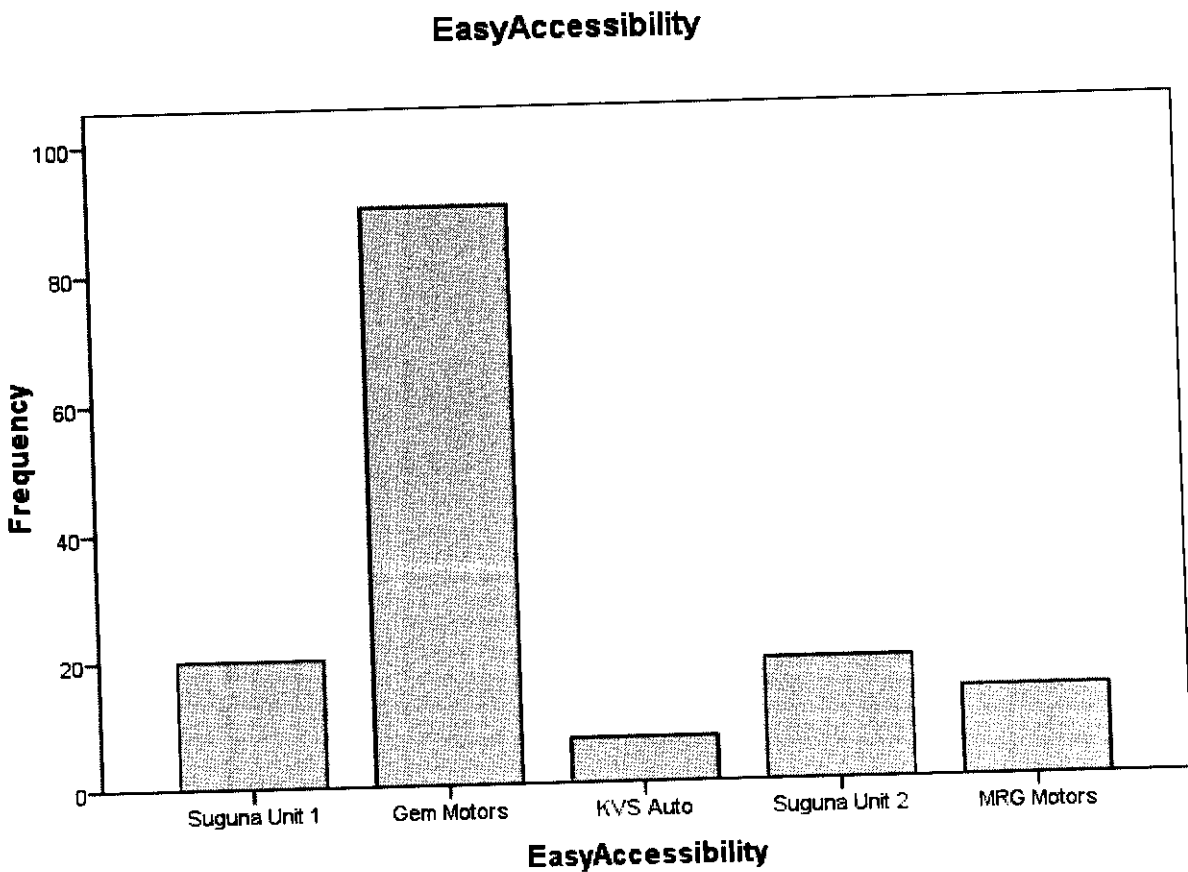
The above table clearly shows that 20(13.3%) of the respondents consider Suguna Unit 1 to be easily accessible, 90(60%) of the respondents consider Gem Motors, 7(4.7%) consider KVS Auto to be easily accessible, 19(12.7%) consider Suguna Unit 2, and 14(9.3%) consider MRG Motors to be easily accessible respectively.

It is known from the above analysis that majority 90(60%) of the respondents

dealers considered for study. It is due to the reason that the showroom is located in the main roads and in one of the major area of the city where it facilitates easy access to the people.

Chart 4.18.1: Easy Accessibility

The chart shows the best dealer in the aspect of easy accessibility among the various dealers considered for study according to the perception of the respondents.



ADDITIONAL VALUE ADDED SERVICES:

Table No.4.19 shows whether or not the dealers provide additional value added services to the customers.

Table 4.19: Additional Value Added Services

Additional Value Added Services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	91	60.7	60.7	60.7
	No	59	39.3	39.3	100.0
	Total	150	100.0	100.0	

The above table clearly reveals that 91(60.7%) of the respondents agree to the aspect that the dealers provide additional value added services to the customers and 59(39.3%) do not agree that the dealers provide additional value added services respectively.

It is concluded from the above analysis that majority that 91(60.7%) of the respondents agree to the aspect that the dealers provide additional value added services to the customers. This can be attributed mainly to the Hero Honda passport program started specially to benefit the customers with free gifts and other offers.

PRIVILEGED CUSTOMER TO RECEIVE SERVICES:

Table No.4.20 shows whether the customers are treated as privileged customers to receive the additional value added services or not.

Table 4.20: Privileged customers to receive Services

Receive Value Added Services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	22	14.7	14.7	14.7
	Agree	83	55.3	55.3	70.0
	Neutral	29	19.3	19.3	89.3
	Disagree	9	6.0	6.0	95.3
	Strongly Disagree	7	4.7	4.7	100.0
	Total	150	100.0	100.0	

It is understood from the above table that 22(14.7%) strongly agree to the aspect that they are the privileged customers to receive the additional services, 83(55.3%) agree that they would receive the service, 29(19.3%) have neither agreed nor disagreed, 9(6%) have disagreed and 7(4.7%) have strongly disagreed to the aspect they are the privileged customers to receive the additional service.

It is known from the above table that majority 83(55.3%) agree to the aspect that they are the privileged customers to receive the additional services provided by the dealers. This is due to the fact that the customers have enjoyed the benefits of the Hero Honda passport program and hence the privileged customers.

LEVEL OF SATISFACTION TOWARDS AFTER SALES

Table 4.21 shows the level of satisfaction of the respondents towards the after sales service rendered by the dealers.

Table 4.21: Level of satisfaction towards after sales Services

After Sales Service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly Satisfied	26	17.3	17.3	17.3
	Satisfied	101	67.3	67.3	84.7
	Neutral	16	10.7	10.7	95.3
	Dissatisfied	4	2.7	2.7	98.0
	Highly Dissatisfied	3	2.0	2.0	100.0
	Total	150	100.0	100.0	

The above table clearly shows that 26(17.3%) of the respondents are highly satisfied with the after sales service provided by the dealers, 101(67.3%) of the respondents are satisfied, 16(10.7%) of the respondents are neither satisfied nor dissatisfied, 4(2.7%) are dissatisfied and 3(2%) are highly dissatisfied with the after sales service respectively.

It is found from the above analysis that majority 101(67.3%) of the respondents are satisfied with the after sales service provided by the dealers. It only means that the dealers are doing a good job, but not to overlook there are still chances for betterment as the customers are still not highly satisfied. The reasons for this gap may be attributed to the time taken for the service, the level of service provided, grievance

VEHICLE PROBLEM:

Table 4.22 describes whether the customers had any problem with the vehicle within one year of purchase from the dealer.

Table 4.22: Vehicle problem

Vehicle Problem

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	91	60.7	60.7	60.7
	No	59	39.3	39.3	100.0
	Total	150	100.0	100.0	

It is clearly known from the above table that 91(60.7%) of the respondents have had problem with the vehicle within a period of one year of purchase from the dealer and 59(39.3%) of the respondents have had no problem with vehicle respectively.

It is concluded from the above analysis that majority 91(60.7%) of the respondents have had problem with the vehicle within a period of one year of purchase from the dealer. This may due to any default in the parts of the vehicle, any damage caused while loading and unloading the vehicle, technical faults from the company side and so on.

COMPLAINTS ADDRESSED:

Table 4.23 describes the frequency of the period for which the complaints are being addressed by the dealers

Table 4.23: Complaints Addressed

Complaints Addressed

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	39	26.0	26.0	26.0
	Frequently	47	31.3	31.3	57.3
	Occasionally	10	6.7	6.7	64.0
	Sometimes	45	30.0	30.0	94.0
	Never	9	6.0	6.0	100.0
	Total	150	100.0	100.0	

The above table clearly reveals that 39(26%) of the respondents have given their opinion that their complaints are being addressed Always by the dealer, 47(31.3%) have given their opinion as frequently, 10(6.7%) have given their opinion that occasionally, 45(30%) have given their opinion that sometimes and 9(6%) have given their opinion that never respectively.

It is known from the above analysis that majority 47(31.3%) of the respondents have given their opinion that their complaints are being addressed frequently by the dealer.

This is the result of the high level of service rendered by the dealers but also provides space for betterment as the complaints are not being always redressed. This gap is mainly due to the non availability of the original spare parts and the time taken to get

ASSOCIATION WITH THE DEALER:

Table 4.24 describes the association of the customers with the dealers on a 5 – point scale.

Table 4.24: Association with the dealer

Association with the Dealer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	33	22.0	22.0	22.0
	Very Good	49	32.7	32.7	54.7
	Good	37	24.7	24.7	79.3
	Moderate	26	17.3	17.3	96.7
	Fair	5	3.3	3.3	100.0
	Total	150	100.0	100.0	

It is understood from the above table that 33(22%) of the respondents have rated their association with the dealer as Excellent, 49(32.7%) of the respondents have rated it as Very good, 37(24.7%) of the respondents have rated it as good, 26(17.3%) have rated it as moderate and 5(3.3%) of the respondents have rated it as fair respectively.

It is found from the above analysis that majority 49(32.7%) of the respondents have rated their association with the dealer as very good and this may due to the fact that the respondents are satisfied with the service rendered by the dealer while purchasing the vehicle and the service rendered by the dealer after purchasing the vehicle.

WEIGHTED AVERAGE ANALYSIS:

AVERAGE SCORE:

This technique is used to identify the level of awareness and satisfaction of the different categories of the respondents on the various issues involved in the study. The responses of the respondents were put on the 5 point scale similar to Likert scale. Based on the consolidated opinion of the respondents the average score is calculated and presented in various tables with suitable interpretations.

SERVICE LEVEL AT THE TIME OF PURCHASE:

Table No.4.1 shows the average value of the level of service rendered by the various dealers considered for study at the time of purchasing the vehicle.

Table 4.2.1: Level of service at the time of purchase

DEALERS	EXCELLENT	GOOD	SATISFACTORY	UNSATISFACTORY	POOR	TOTAL	AVERAGE	RANK
GEM MOTORS	22	37	20	1	-	80	2.13	1
SUGUNA UNIT 1	1	16	5	1	-	23	0.57	2
SUGUNA UNIT 2	1	10	4	1	-	16	0.46	3
MRG MOTORS	-	12	4	-	-	16	0.4	4
KVS AUTO	1	3	4	3	-	11	0.23	5
OTHERS	-	2	2	-	-	4	0.09	

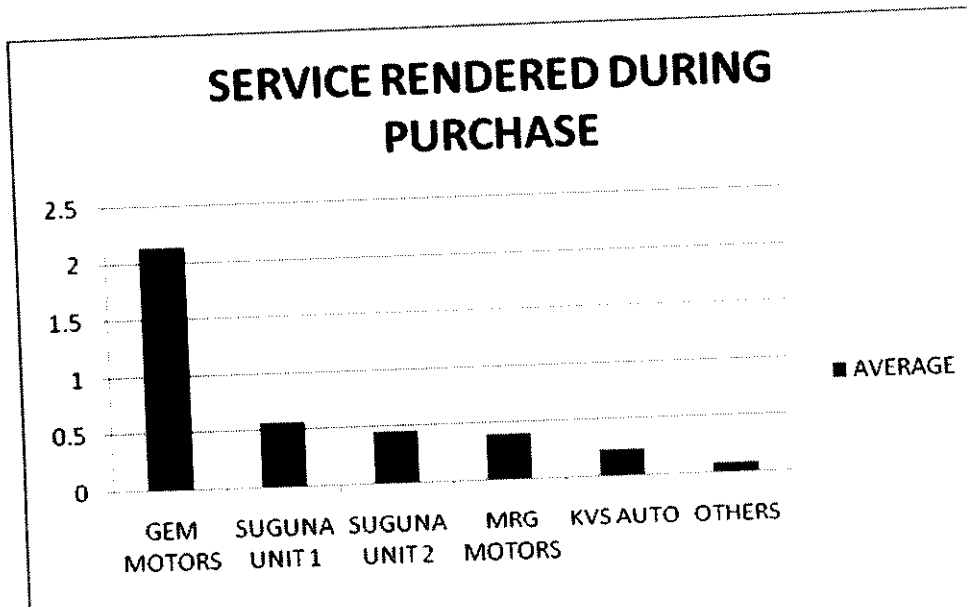
It is understood from the above table that Gem motors is given an average score of 2.13, Suguna unit 1 is given an average score of 0.57, suguna unit 2 with a score of 0.46, MRG motors with a score of 0.4, KVS auto with a score of 0.23 and others with

...in terms of the service rendered by the dealers at the time

It is concluded from the above analysis that Gem Motors is said to have the scored the highest rank since it has the highest average score of 2.13. This may be due to the highest level of service rendered by way of greeting the customer, understanding his exact needs, responding to the queries of the customer, and so on.

Chart 4.2.1.1: Level of service at the time of purchase

The chart shows the average value of the level of service rendered by the various dealers considered for study at the time of purchasing the vehicle.



PAYMENT FACILITY PROVIDED DURING PURCHASE:

Table No.4.2.2 shows the average value of the payment facility provided by the various dealers considered for study.

Table 4.2.2: Level of Payment facility provided

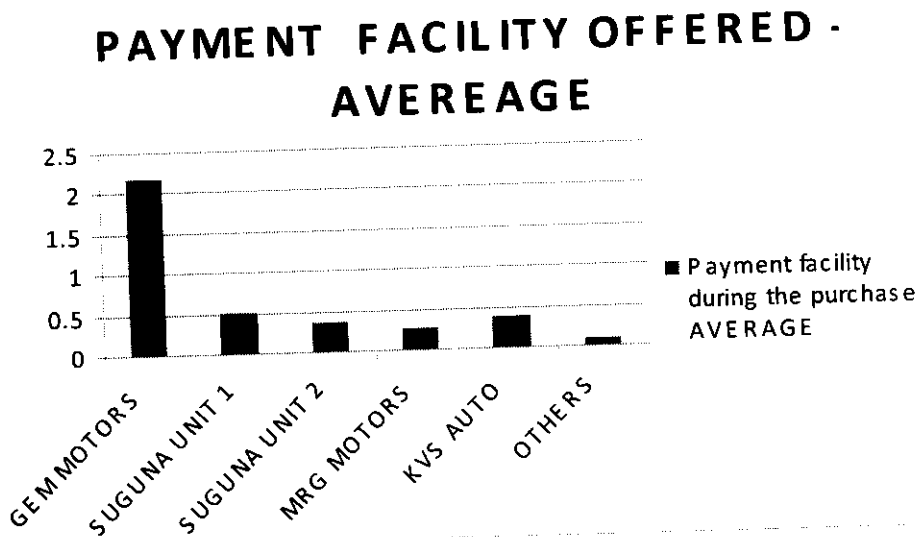
DEALER/LEVEL OF SATISFACTION	HIGHLY SATISFIED	SATISFIED	NEUTRAL	DISSATISFIED	HIGHLY DISSATISFIED	TOTAL	AVERAGE	RANK
GEM MOTORS	17	46	16	1	-	80	2.13	1
SUGUNA UNIT 1	3	16	3	1	-	23	0.6	2
SUGUNA UNIT 2	5	8	2	1	-	16	0.43	4
MRG MOTORS	2	7	2	-	-	11	0.4	5
KVS AUTO	-	14	1	-	1	16	0.29	3
OTHERS	-	3	1	-	-	4	0.1	

It is understood from the above table that Gem motors is given an average score of 2.13, Suguna unit 1 is given an average score of 0.6, suguna unit 2 with a score of 0.43, MRG motors with a score of 0.4, KVS auto with a score of 0.29 and others with a score of 0.1 respectively in terms of the payment facility provided by the institutions that have a tie up with the dealers.

It is concluded from the above analysis that Gem Motors is said to have the scored the highest rank since it has the highest average score of 2.13. This can be attributed to the reason Gem is offering better payment facilities by providing the customers with more choice of banks, easy installment schemes and a reasonable credit period.

Chart 4.2.2.1: Payment facility provided during purchase

The chart shows the average value of the payment facility provided by the various dealers considered for study.



TIME TAKEN FOR PROCESSING:

Table No.4.2.3 shows the average value of the level of processing speed of the various dealers considered for study.

Table 4.2.3: Time taken for processing

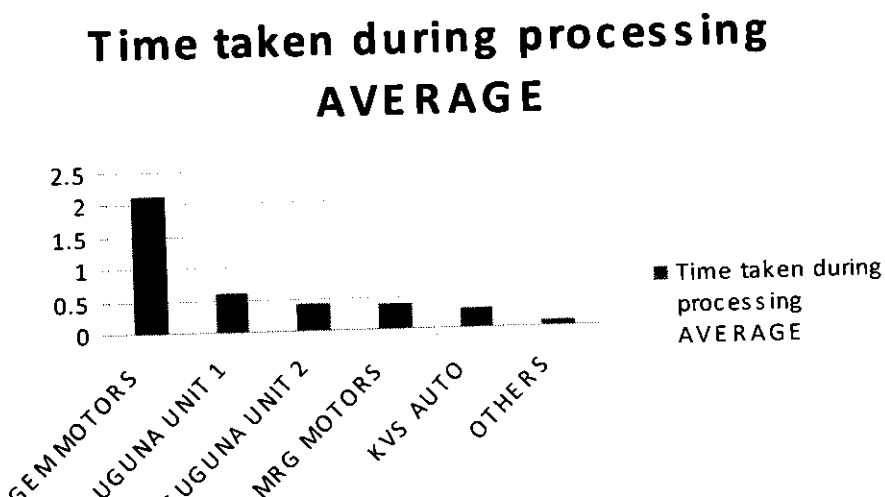
DEALERS/LEVEL OF PROCESSING	IMMEDIATE	FAST	AVERAGE	SLOW	POOR	TOTAL	AVERAGE	RANK
GEM MOTORS	23	40	16	1	-	80	2.17	1
SUGUNA UNIT 1	2	7	12	2	-	23	0.52	2
SUGUNA UNIT 2	3	5	4	4	-	16	0.37	3
MRG MOTORS	1	5	5	-	-	16	0.27	5
						11	0.39	4

It is understood from the above table that Gem motors is given an average score of 2.17, Suguna unit 1 is given an average score of 0.52, suguna unit 2 with a score of 0.37, MRG motors with a score of 0.27, KVS auto with a score of 0.39 and others with a score of 0.09 respectively according to the processing time taken by them.

It is concluded from the above analysis that Gem Motors is said to have the scored the highest rank since it has the highest average score of 2.17. This can be attributed to the reason Gem is offering the bikes at a much greater speed than others which may be due to efficient sales personnel, speed in the activities like formalities, document verification.

Chart 4.2.3.1: Time taken for processing

The chart shows the average value of the level of processing speed of the various dealers considered for study.



REPUTATION:

Table No.4.2.4 shows the average score of the various dealers considered for study on the aspect of reputation.

Table 4.2.4: Reputation

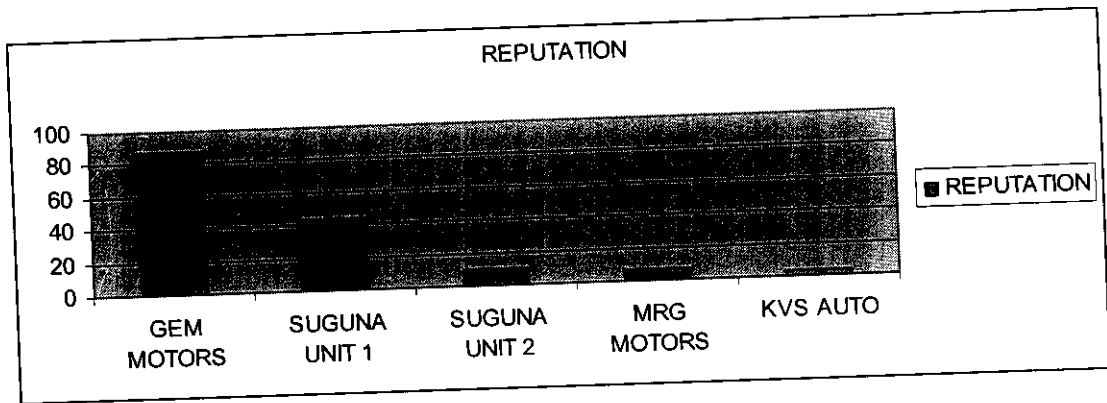
DEALERS	REPUTATION	RANK
GEM MOTORS	87	1
SUGUNA UNIT 1	44	2
SUGUNA UNIT 2	10	3
MRG MOTORS	6	4
KVS AUTO	3	5

It is clear from the above table that 86 of the respondents have considered Gem Motors as the most reputable dealer, 46 of the respondents have preferred Suguna Unit 1, 9 respondents have preferred Suguna Unit 2, 6 respondents have preferred MRG Motors and 3 have preferred KVS Auto respectively.

It is found from the above analysis that majority of 87 respondents have rated Gem Motors as the most reputable dealer as compared against all other dealers considered for study. This may be attributed to the reasons like Gem Motors is being the most well aware showroom and the majority of the respondents have been the customers of Gem Motors which is evident from the results of the study.

Chart 4.2.4.1: Reputation

The chart shows the average score of the various dealers considered for study on the aspect of reputation.



PROMOTIONAL OFFERS:

Table No.4.2.5 shows the average score of the various dealers considered for study on the aspect of Promotional Offers.

Table 4.2.5: Promotional Offers

DEALERS	PROMOTIONAL OFFERS	RANK
GEM MOTORS	75	1
SUGUNA UNIT 1	36	2
SUGUNA UNIT 2	24	3
MRG MOTORS	3	5
KVS AUTO	12	4

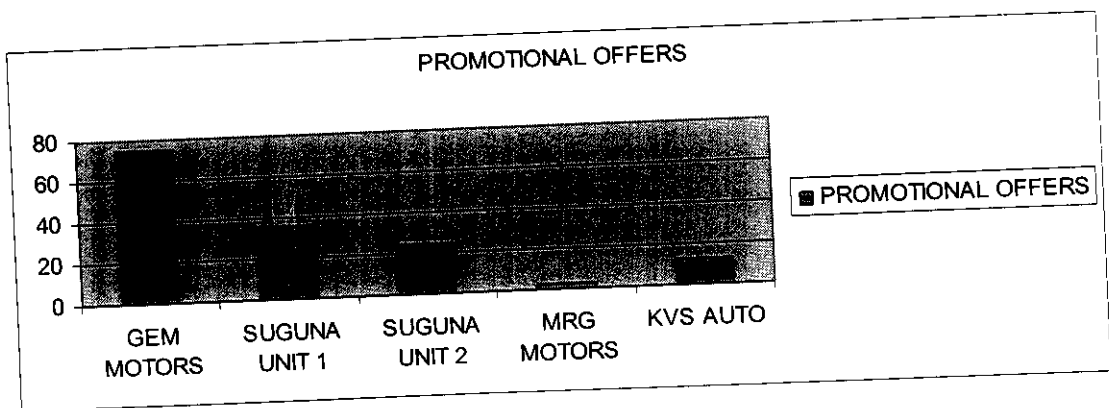
The above table clearly reveals that 75 have rated Gem Motors as the best, 36 respondents have rated Suguna Unit 1 as the best, 24 have rated Suguna Unit 2, 3

have rated MRG Motors as the best and 12 respondents have rated KVS Auto respectively in the aspect of providing promotional offers.

It is found from the above analysis that majority of 75 respondents have rated Gem Motors as the best in the aspect of providing promotional offers to the customers. This may be attributed to the passport program initiative of Hero Honda, in which the Gem Motors has a customer base of 20,000 people and has been successful in implementing this program among the customers.

Chart 4.2.5.1: Promotional Offers

The chart shows the average score of the various dealers considered for study on the aspect of promotional offers.



LOCATIONAL ADVANTAGE:

Table No.4.2.6 shows the average score of the various dealers considered for study on the aspect of Locational advantage.

Table 4.2.6: Locational Advantage

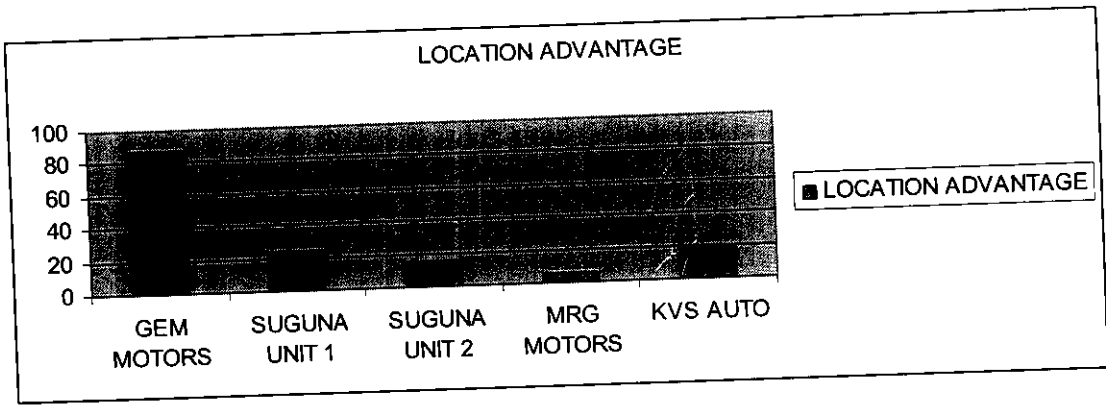
DEALERS	LOCATION ADVANTAGE	RANK
GEM MOTORS	87	1
SUGUNA UNIT 1	24	2
SUGUNA UNIT 2	15	4
MRG MOTORS	5	5
KVS AUTO	19	3

It is shown in the above table that 87 respondents have opted for Gem Motors to have a Locational advantage, 24 respondents have opinioned that Suguna Unit 1 is said to have an advantage by way of its location, 15 have opted for Suguna Unit, 5 have opted for MRG Motors and 19 have opted for KVS Auto respectively.

It is concluded from the above analysis that majority 87 respondents have opinioned that Gem Motors is said to have an advantage by way of its location. It is due to the reason that the showroom is located in the main roads and in one of the major area of the city where it facilitates easy access to the people.

Chart 4.6.1: Locational Advantage

The chart shows the average score of the various dealers considered for study on the aspect of Locational advantage.



SHOWROOM ATTRACTIVENESS:

Table No.4.2.7 shows the average score of the various dealers considered for study on the aspect of showroom attractiveness.

Table 4.2.7: Showroom attractiveness

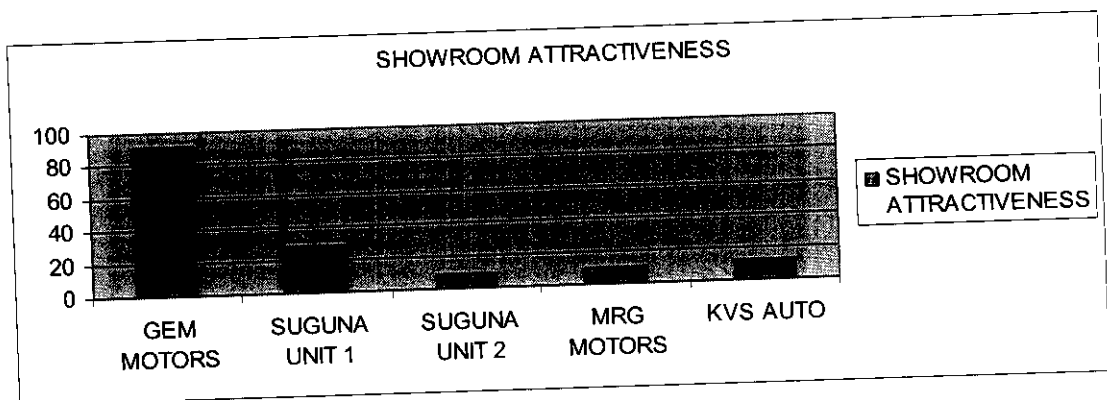
DEALERS	SHOWROOM ATTRACTIVENESS	RANK
GEM MOTORS	91	1
SUGUNA UNIT 1	28	2
SUGUNA UNIT 2	9	4
MRG MOTORS	10	5
KVS AUTO	12	3

It is understood from the above table that 91 respondents consider Gem Motors as the most attractive, 28 respondents consider the showroom of Suguna Unit 1 as the most attractive, 9 consider Suguna Unit 2, 10 consider MRG Motors and 12 consider KVS

It is found from the above analysis that majority of 91 respondents consider Gem Motors as the most attractive as against all other dealers considered for study. It is due to the look and the ambience of the showroom.

Chart 4.2.7.1:

The chart shows the average score of the various dealers considered for study on the aspect of showroom attractiveness.



EASY ACCESSIBILITY:

Table No.4.2.8 shows the average score of the various dealers considered for study on the aspect of easy accessibility.

Table 4.2.8: Easy Accessibility

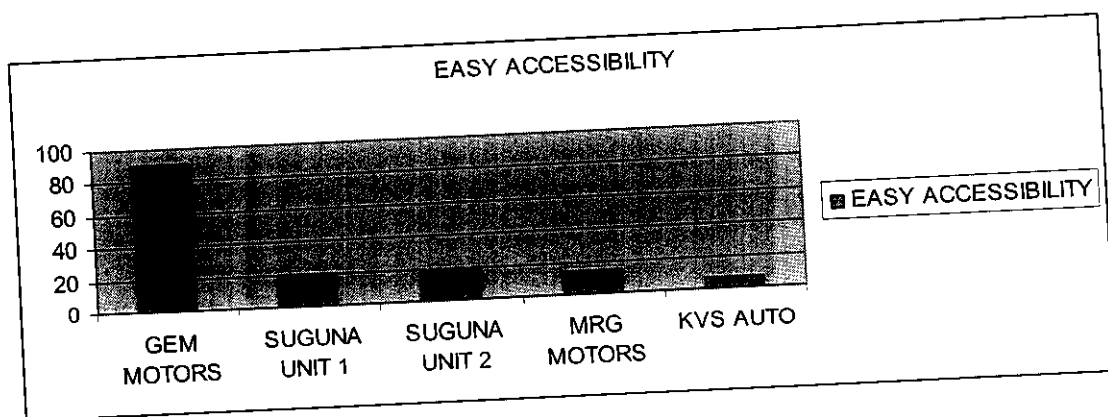
DEALERS	EASY ACCESSIBILITY	RANK
GEM MOTORS	90	1
SUGUNA UNIT 1	20	3
SUGUNA UNIT 2	19	2
MRG MOTORS	14	4
KVS AUTO	7	5

The above table clearly shows that 90 respondents consider Gem Motors to be easily accessible, 20 respondents consider Suguna Unit 1, 19 consider Suguna Unit 2, 14 respondents consider MRG Motors, and 7 respondents consider KVS Auto to be easily accessible respectively.

It is known from the above analysis that majority 90 respondents consider Gem Motors to be more easily. It is due to the reason that the showroom is located in the main roads and in one of the major area of the city where it facilitates easy access to the people.

Chart 4.8.1: Easy Accessibility

The chart shows the average score of the various dealers considered for study on the aspect of easy accessibility.



ADDITIONAL VALUE ADDED SERVICES:

Table No.4.2.9 shows the number of respondents who have agreed and not agreed on the aspect additional value added services.

Table 4.2.9: Additional value added services

DEALERS	YES	NO	RANK
GEM MOTORS	48	32	1
SUGUNA UNIT 1	14	9	2
SUGUNA UNIT 2	12	4	3
MRG MOTORS	10	6	4
KVS AUTO	6	5	5

The above table clearly reveals that among the total 80 respondents of Gem Motors, 48 have agreed and 32 have not agreed that they provide additional value added services, 14 respondents of Suguna Unit 1 have agreed, 12 respondents of Suguna Unit 2 have agreed, 10 respondents of MRG Motors and 6 respondents of KVS Auto have agreed respectively.

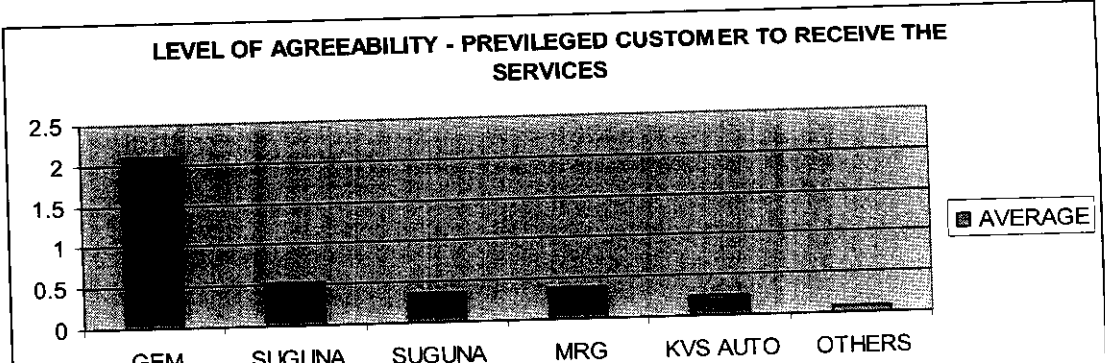
It is concluded from the above analysis that majority (48) of the respondents who agree to the aspect that the dealers provide additional value added services are the customers of Gem Motors. This can be attributed mainly to the Hero Honda passport program started specially to benefit the customers with free gifts and other offers.

It is understood from the above table that Gem motors is given an average score of 2.09, Suguna unit 1 is given an average score of 0.53, suguna unit 2 with a score of 0.37, MRG motors with a score of 0.39, KVS auto with a score of 0.24 and others with a score of 0.09 respectively in terms level of agreeability of the respondents on the aspect whether or not they are the privileged customer to receive the additional value added services.

It is concluded from the above analysis that Gem Motors is said to have scored the highest rank since it has the highest average score of 2.09. This shows that the majority of the people who consider them to be the privileged customers to receive the services are the customers of Gem Motors.

Chart 4.2.10.1: privileged customer to receive the additional value Added Services

The chart shows the level of agreeability of the respondents on the aspect whether or not they are the privileged customer to receive the additional value added services



SATISFACTION LEVEL TOWARDS AFTER SALES SERVICE:

Table No.4.2.11 shows the satisfaction level of the respondents towards after sales services.

Table 4.2.11: Satisfaction level of the respondents towards after sales services

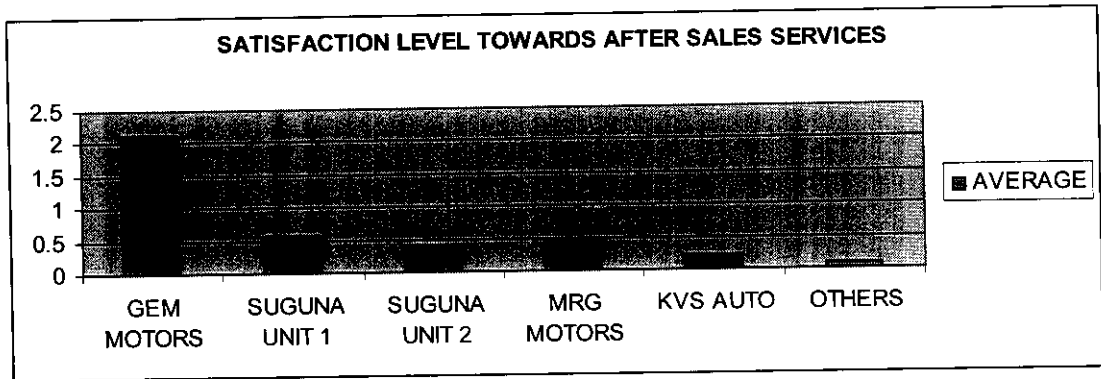
DEALERS/LEVEL OF SATISFACTION	HIGHLY SATISFIED	SATISFIED	NEUTRAL	DISSATISFIED	HIGHLY DISSATISFIED	TOTAL	AVERAGE	RA
GEM MOTORS	15	49	16	-	-	80	2.13	1
SUGUNA UNIT 1	1	18	1	2	1	23	0.57	2
SUGUNA UNIT 2	5	9	-	-	2	16	0.42	4
MRG MOTORS	-	12	4	-	-	16	0.45	3
KVS AUTO	1	6	3	1	-	11	0.23	5
OTHERS	-	2	1	1	-	4	0.09	

It is understood from the above table that Gem motors is given an average score of 2.13, Suguna unit 1 is given an average score of 0.57, suguna unit 2 with a score of 0.42, MRG motors with a score of 0.45, KVS auto with a score of 0.23 and others with a score of 0.09 respectively in terms of Satisfaction level of the respondents towards after sales services.

It is concluded from the above analysis that Gem Motors is said to have scored the highest rank since it has the highest average score of 2.13. This may be attributed to the passport program initiative of Hero Honda, in which the Gem Motors has a customer base of 20,000 people and has been successful in implementing this program among the customers.

Chart 4.2.11.1: Satisfaction level of the respondents towards after sales services

The chart 4.2.11.1 shows the satisfaction level of the respondents towards after sales services



VEHICLE PROBLEM:

Table 4.2.12 describes whether the customers had any problem with the vehicle within one year of purchase from the dealer.

Table 4.2.12: Vehicle problem

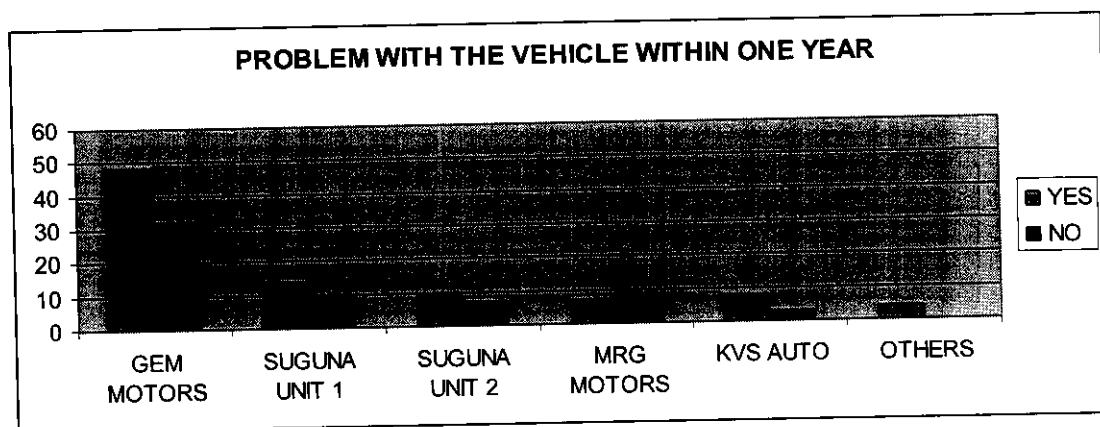
DEALERS	YES	NO	RANK
GEM MOTORS	48	32	5
SUGUNA UNIT 1	14	9	3
SUGUNA UNIT 2	9	7	2
MRG MOTORS	7	9	1
KVS AUTO	8	3	4
OTHERS	4		

The above table clearly reveals that among the total 80 respondents of Gem Motors, 48 have agreed and 32 have had problem with vehicle within one year of purchase, 14 respondents of Suguna Unit 1 have agreed, 9 respondents of Suguna Unit 2 have agreed, 7 respondents of MRG Motors and 8 respondents of KVS Auto and 4 respondents in the others category have agreed respectively.

It is concluded from the above analysis that the least number of problems is with the MRG Motors and hence ranked the highest. This may due to any default in the parts of the vehicle, any damage caused while loading and unloading the vehicle, technical faults from the company side and so on.

Chart 4.2.12.1: Vehicle problem

The chart describes whether the customers had any problem with the vehicle within one year of purchase from the dealer.



COMPLAINTS ADDRESSED:

Table 4.2.13 describes the frequency of the period for which the complaints are being addressed by the dealers

Table 4.2.13: Complaints Addressed

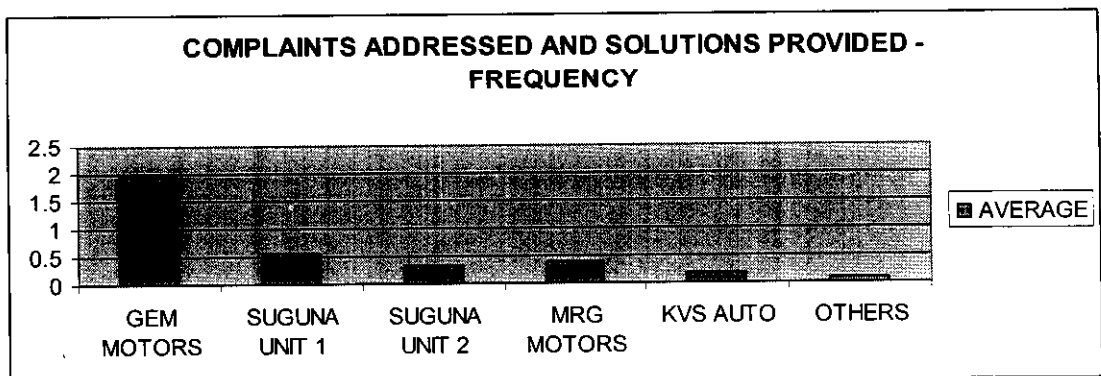
DEALERS	ALWAYS	FREQUENTLY	OCCASIONALLY	SOMETIMES	NEVER	TOTAL	AVERAGE	F
GEM MOTORS	27	23	19	12	2	80	1.95	1
SUGUNA UNIT 1	4	9	5	4	1	23	0.53	2
SUGUNA UNIT 2	3	8	3	1	1	16	0.39	4
MRG MOTORS	3	5	6	2	-	16	0.38	3

It is understood from the above table that Gem motors is given an average score of 1.93, Suguna unit 1 is given an average score of 0.57, suguna unit 2 with a score of 0.31, MRG motors with a score of 0.38, KVS auto with a score of 0.17 and others with a score of 0.08 respectively in the aspect of addressing the complaints and providing solutions..

It is concluded from the above analysis that Gem Motors is said to have scored the highest rank since it has the highest average score of 1.93. This is the result of the high level of service rendered by the dealers but also provides space for betterment as the complaints are not being always redressed. This gap is mainly due to the non availability of the original spare parts and the time taken to get the spare parts from the head office.

Chart 4.2.13: Complaints Addressed

The chart shows the frequency of the period for which the complaints are being addressed by the dealers



ASSOCIATION WITH THE DEALER:

Table 4.2.14 describes the association of the customers with the dealers on a 5 – point scale.

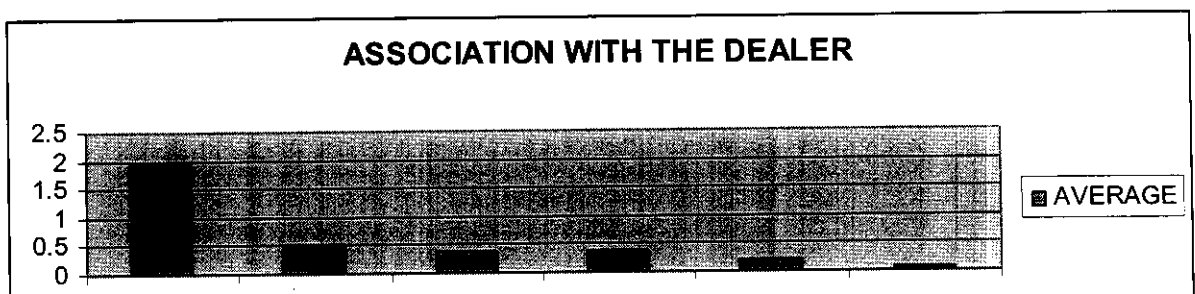
Table 4.2.14: Association with the dealer

DEALERS/LEVEL OF SATISFACTION	EXCELLENT	VERY GOOD	GOOD	MODERATE	FAIR	TOTAL	AVERAGE	RANK
GEM MOTORS	22	25	19	12	2	80	1.95	1
SUGUNA UNIT 1	4	9	5	4	1	23	0.53	2
SUGUNA UNIT 2	3	8	3	1	1	16	0.39	3
MRG	3	5	6	2	-	16	0.38	4
KVS	1	2	4	3	1	11	0.21	5
OTHERS	1	-	1	2	-	4	0.08	

It is understood from the above table that Gem motors is given an average score of 1.95, Suguna unit 1 is given an average score of 0.53, suguna unit 2 with a score of 0.39, MRG motors with a score of 0.38, KVS auto with a score of 0.21 and others with a score of 0.08 respectively in the aspect of addressing the complaints and providing solutions..

It is concluded from the above analysis that Gem Motors is said to have scored the highest rank since it has the highest average score of 1.95. This is due to the fact that the respondents are satisfied with the service rendered by the dealer while purchasing the vehicle and the service rendered by the dealer after purchasing the vehicle.

Chart 4.2.14: Association with the dealer



OBJECTIVE II – TO IDENTIFY THE CURRENT POSITION OF THE DEALERS OF HERO HONDA IN THE PERCEPTION OF THE CUSTOMERS

AVERAGE RANK ANALYSIS – FRIEDMAN’S TEST:

This technique is employed to identify the priority of respondents on the various issues relating to the study. Based on the consolidated opinion of the respondents, the Average Rank is calculated and Final Rank is fixed using the criterion “**Lesser the Average Rank more is the priority**”.

POPULARITY:

Table 4.3.1: Mean & Standard Deviation for the Attribute - Popularity

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
KVSAuto	150	4.13	1.060	1	5
SugunaUnit2	150	2.91	.962	1	5
GemMotors	150	1.54	.960	1	5
MRGMotors	150	3.61	1.226	1	5
SugunaUnit1	150	2.83	1.318	1	5

Friedman Test

Table 4.3.1: Mean Ranks

Ranks

	Mean Rank
KVSAuto	4.13
SugunaUnit2	2.91
GemMotors	1.53
MRGMotors	3.60
SugunaUnit1	2.83

Test Statistics^a

N	150
Chi-Square	229.981
df	4
Asymp. Sig.	.000

a. Friedman Test

Table 4.3.1: Final Ranks

Ranks

	Final Rank
Gem Motors	1
SugunaUnit 1	2
SugunaUnit 3	3
MRG Motors	4
KVS Auto	5

On the aspect of Popularity, it is clear from the above table that the mean rank is 4.13 for KVS Auto, 2.91 for Suguna Unit 2, 1.53 for Gem Motors, 3.60 for MRG Motors, and 2.83 for Suguna Unit 1 respectively.

It is concluded from the above analysis that considering the rule **Lesser the Average Rank more is the priority**", Gem Motors is given the highest final rank of 1 as it has the lowest of the mean ranks (1.53) as compared against all other dealers. The reason may be due to the fact that it is situated in one of the main places of the city, awareness among the people, Locational advantage and the most easily accessibility.

POSITION:

Table 4.3.2: Mean & Standard Deviation for the Attribute - Position

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
MRGMotors	150	3.81	1.127	1	5
GemMotors	150	1.63	1.006	1	4
SugunaUnit2	150	2.77	1.039	1	5
KVSAuto	150	4.06	1.119	1	5
SugunaUnit1	150	2.67	1.261	1	5

Friedman Test

Table 4.3.2: Mean Ranks

Ranks

	Mean Rank
MRGMotors	3.82
GemMotors	1.64
SugunaUnit2	2.78
KVSAuto	4.07

Test Statistics^a

N	150
Chi-Square	229.126
df	4
Asymp. Sig.	.000

a. Friedman Test

Table 4.3.2: Final Ranks

Ranks

	Final Rank
Gem Motors	1
SugunaUnit 1	2
SugunaUnit 2	3
MRG Motors	4
KVS Auto	5

On the aspect of Position of the dealers in the perception of the customers, it is clear from the above table that the mean rank is 3.82 for MRG Motors, 1.64 for Gem Motors, 2.78 for Suguna Unit 2, 4.07 for KVS Auto and 2.68 for Suguna Unit 1

It is concluded from the above analysis that considering the rule **Lesser the Average Rank more is the priority**", Gem Motors is given the highest final rank of 1 as it has the lowest of the mean ranks (1.64) as compared against all other dealers. The reason may be due to the fact that it is situated in one of the main places of the city, awareness among the people, Locational advantage, easily accessibility, popularity and the service rendered by the Gem Motors.

OBJECTIVE III – TO INVESTIGATE THE VARIOUS ATTRIBUTES, TO DETERMINE THOSE ATTRIBUTES THAT HAVE A MAJOR INFLUENCE ON THE CUSTOMER DECISIONS

AVERAGE RANK ANALYSIS – FRIEDMAN’S TEST:

This technique is employed to identify the priority of respondents on the various issues relating to the study. Based on the consolidated opinion of the respondents, the Average Rank is calculated and Final Rank is fixed using the criterion **“Lesser the Average Rank more is the priority”**.

Table 4.3.2: Mean & Standard Deviation for all the Attribute

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
CustomerService	150	2.97	2.713	1	14
PromotionalOffers	150	8.30	3.305	1	14
PaymentFacility	150	6.27	3.510	1	14

DealerReputation	150	7.07	3.522	1	14
ProcessingTime	150	6.60	3.548	1	13
AfterSalesService	150	5.91	3.953	0	14
LocationAdvantage	150	7.81	3.944	1	14
AdditionalValueAdded Services	150	9.41	3.265	2	14
Attractiveness	150	8.50	3.979	1	14
Popularity	150	6.92	3.974	1	14
Proximity	150	9.92	3.201	2	14
Awareness	150	9.79	3.815	1	14
GrievanceRedressal	150	9.22	3.868	1	14
SatisfactionLevel	150	6.18	3.662	1	14

Friedman Test

Table 4.3.3: Mean Ranks

Ranks

	Mean Rank
CustomerService	2.97
PromotionalOffers	8.30
PaymentFacility	6.29
DealerReputation	7.07

AfterSalesService	5.92
LocationAdvantage	7.83
AdditionalValueAdded Services	9.43
Attractiveness	8.50
Popularity	6.93
Proximity	9.93
Awareness	9.80
GrievanceRedressal	9.23
SatisfactionLevel	6.20

Test Statistics^a

N	150
Chi-Square	405.122
df	13
Asymp. Sig.	.000

a. Friedman Test

Table 4.3.3: Final Ranks

Ranks

	Final Rank
CustomerService	1
AfterSalesService	2
SatisfactionLevel	3
PaymentFacility	4
ProcessingTime	5
Popularity	6
DealerReputation	7
LocationAdvantage	8
PromotionalOffers	9
Attractiveness	10
GrievanceRedressal	11
AdditionalValueAdded	12
Services	
Awareness	13
Proximity	14

It is understood from the above table that the mean rank is 2.97 for customer service, 8.30 for promotional offers, 6.29 for payment facility, 7.07 for dealer reputation, 6.59 for processing time, 5.92 for after sales service, 7.83 for locational advantage, 9.43 for additional value added services, 8.50 for attractiveness, 6.93 for popularity, 9.93 for proximity, 9.80 for awareness, 9.23 grievance redressal and 6.20 for satisfaction level respectively.

It is concluded from the above analysis that considering the rule **Lesser the Average Rank more is the priority**", Customer Service is given the highest final rank of 1 as it has the lowest of the mean ranks (2.97) followed by after sales service with the mean rank of (5.92) as compared against all the other dealers. This may be due to the fact that the distinguishing factor of each dealer is by the service they render to the customers which may be at the time of purchase or after purchase by way of after sales service. The service attribute is of more prominence as it is the major aspect that acts as the connecting link between the dealer and the customer even after the purchase is over.

Conclusion

CHAPTER 5

CONCLUSION AND SUGGESTION

FINDINGS

OBJECTIVE I: TO MAP THE POSITION OF THE DEALERS OF HERO HONDA WITH SPECIFIC REFERENCE TO GEM MOTORS ON THE BASIS OF THE ATTRIBUTES CONSIDERED FOR STUDY

PERCENTAGE ANALYSIS:

- The majority 88(58.7%) of the respondents belong to the category of 20-25 years of age group and the majority 116(77.3%) are male respondents.
- Majority 97(64.7%) of the respondents are married and the majority 64(42.7%) of the respondents come under the employed category.
- Majority 47(31.3%) of the respondent's are in the income range less than 10000 and the majority 26(17.3%) of the respondents are from the peelamedu area.
- Majority 68(45.3%) of the respondents feel that it is important to refer to dealers before making the purchase.

- Majority 61(40.7%) of the respondents are aware of the Gem Motors as compared to all other dealers considered for study.
- Majority 72(48%) of the respondents have expressed that they were influenced by others in choosing the dealer.
- Majority 77(51.3%) of the respondents have purchased their bike from Gem Motors.
- Majority 79(52.7%) of the respondents have expressed that the level of service rendered by the dealer is Good.
- Majority 91(60.7%) of the respondents are satisfied towards the payment facility offered by the dealer.
- Majority 63(42%) of the respondents have given their opinion that the processing time taken by the dealer is average, neither fast nor slow.
- Majority 87(58%) of the respondents have rated Gem Motors as the most reputable dealer as compared against all other dealers considered for study.
- Majority 75(50%) have rated Gem Motors as the best in the aspect of providing promotional offers to the customers.

- Majority 87(58%) of the respondents have opined that Gem Motors is said to have an advantage by way of its location as against all other dealers considered for study.
- Majority 91(60.7%) of the respondents consider Gem Motors as the most attractive.
- Majority 90(60%) of the respondents consider Gem Motors to be more easily accessible.
- Majority that 91(60.7%) of the respondents agree to the aspect that the dealers provide additional value added services to the customers.
- Majority 83(55.3%) agree to the aspect that they are the privileged customers to receive the additional services provided by the dealers.
- Majority 101(67.3%) of the respondents are satisfied with the after sales service provided by the dealers.
- Majority 91(60.7%) of the respondents have had problem with the vehicle within a period of one year of purchase from the dealer.
- Majority 47(31.3%) of the respondents have given their opinion that their complaints are being addressed frequently by the dealer.

- Majority 49(32.7%) of the respondents have rated their association with the dealer as very good.

WEIGHTED AVERAGE ANALYSIS:

The dealers were analyzed on the 14 attributes considered for study and in each case the dealers were given highest rank (1) based on the weighted average score as compared against others. Finally on a overall analysis the most preferred dealer is arrived at.

- ❖ **Level of service at the time of purchase** - Gem Motors is said to have the scored the highest rank since it has the highest average score of 2.13.
- ❖ **Satisfaction Level of Payment facility provided** - Gem Motors is said to have the scored the highest rank since it has the highest average score of 2.13.
- ❖ **Time taken for processing** - Gem Motors is said to have the scored the highest rank since it has the highest average score of 2.17.
- ❖ **Reputation** - Majority of 87 respondents have rated Gem Motors as the most reputable dealer.
- ❖ **Promotional Offers** – Majority of 75 respondents have rated Gem Motors as the best in the aspect of providing promotional offers to the customers.

- ❖ **Locational Advantage** – Majority of 87 respondents have opined that Gem Motors is said to have an advantage by way of its location.
- ❖ **Showroom attractiveness** - Majority of 91 respondents consider Gem Motors as the most attractive.
- ❖ **Easy Accessibility** - Majority 90 respondents consider Gem Motors to be more easily.
- ❖ **Additional value added services** - Majority (48) of the respondents who agree to the aspect that the dealers provide additional value added services are the customers of Gem Motors.
- ❖ **Level of agreeability of the respondents on the aspect whether or not they are the privileged customer to receive the additional value added services** - Gem Motors is said to have scored the highest rank since it has the highest average score of 2.09
- ❖ **Satisfaction level of the respondents towards after sales services** - Gem Motors is said to have scored the highest rank since it has the highest average score of 2.13.
- ❖ **Vehicle problem** - Least number of problems is observed with the MRG Motors and hence ranked the highest.

❖ **Complaints Addressed** - Gem Motors is said to have scored the highest rank since it has the highest average score of 1.93.

❖ **Association with the dealer** - Gem Motors is said to have scored the highest rank since it has the highest average score of 1.95.

OBJECTIVE II – TO IDENTIFY THE CURRENT POSITION OF THE DEALERS OF HERO HONDA IN THE PERCEPTION OF THE CUSTOMERS

AVERAGE RANK ANALYSIS – FRIEDMAN’S TEST:

POPULARITY:

Ranks

	Final Rank
Gem Motors	1
SugunaUnit 1	2
SugunaUnit 3	3
MRG Motors	4
KVS Auto	5

Gem Motors is given the highest final rank of 1 as it has the lowest of the mean ranks (1.53) as compared against all other dealers.

POSITION:

Ranks

	Final Rank
Gem Motors	1
SugunaUnit 1	2
SugunaUnit 2	3
MRG Motors	4
KVS Auto	5

Gem Motors is given the highest final rank of 1 as it has the lowest of the mean ranks (1.64) as compared against all other dealers.

OBJECTIVE III – TO INVESTIGATE THE VARIOUS ATTRIBUTES, TO DETERMINE THOSE ATTRIBUTES THAT HAVE A MAJOR INFLUENCE ON THE CUSTOMER DECISIONS

AVERAGE RANK ANALYSIS – FRIEDMAN’S TEST:

Ranks

	Final Rank
CustomerService	1
AfterSalesService	2
SatisfactionLevel	3
PaymentFacility	4
ProcessingTime	5
Popularity	6
DealerReputation	7
LocationAdvantage	8
PromotionalOffers	9
Attractiveness	10
GrievanceRedressal	11
AdditionalValueAdded	12
Services	13
Awareness	13
Proximity	14

Customer Service is given the highest final rank of 1 as it has the lowest of the mean ranks (2.97) followed by after sales service with the mean rank of (5.92) as compared against all the other dealers.

SUGGESTIONS

- ❖ Customer Service is one of the areas to be concentrated as there are customers who are dissatisfied.
- ❖ The approach of the sales personnel must be in a better way and should be a cool approach.
- ❖ The amount charged for the services can be reduced to a certain extent.
- ❖ The problems faced by consumers have to be redressed immediately and provided with solutions and ensure it does not take place in future again.
- ❖ More time relaxation can be given as far as payment is concerned.
- ❖ Honoring the customer should be the ultimate priority.
- ❖ Additional Services can be brought for the customers.
- ❖ Efforts should be taken to close the gap between consumer expectation and the actual service received.
- ❖ Delivery time can be reduced and the process more quickened.
- ❖ Importance should be given for the promotional offers.
- ❖ Importance must be given for the value added services and more such services must be brought in.
- ❖ Create awareness about their showroom and the services.
- ❖ Dealers have to perfectly understand the needs of the customers before providing the service.
- ❖ Tool box should be given properly and on time.
- ❖ Small part problems should be given the due consideration.

CONCLUSION

In this study, 150 respondents were interviewed through a questionnaire from their responses and analysis it can be concluded that Gem motors holds a better position and a good image in the minds of the customers. It is also known from the study, that customer service holds the top priority in the mind of the customer while choosing the dealer.

Annexure

ANNEXURE

QUESTIONNAIRE

A STUDY TO PERCEPTUALLY MAP THE DEALERS OF HERO HONDA WITH SPECIFIC REFERENCE TO GEM MOTORS, COIMBATORE

1. Name of the respondent :
 2. Age (in years):
 - a. 15-20 b. 20-25 c.25-30 d.30-35 e. >35
 3. Gender:
 Male Female
 4. Martial status:
 Single Married Divorcee
 5. Occupation:
 - a. Business b. Student c. Employed d. Professional e. Housewife
 6. Income range (monthly):
 - a. Less than 10000 b. 10000 – 15000 c. 15000 – 20000 d. More than 20000
 7. Residence locality:
-
8. Do you think it is important to refer the various dealers of Hero Honda before making the purchase?
 - a. Very Important b. Important c. Neutral d. Not Important e. Irrelevant

Suguna Unit 2

Suguna Unit 1

Gem Motors

KVS Auto

MRG Motors

Others, Specify

10. The decision to purchase the bike from the particular Dealer was a

Self made Decision

Influenced by others

Other factors

11. From which of the following dealers did you buy your Hero Honda bike?

Gem Motors

Suguna Unit 2

Suguna Unit 1

MRG Motors

KVS Auto

Others, specify

12. Rate the service rendered to you by the dealer while purchasing the vehicle?

a. Excellent b. Good c. Satisfactory d. Unsatisfactory e. Poor

13. Of the following attributes, which are the major attributes you look into while

ATTRIBUTES	RANK (1 - 14)
Customer Service	
Promotional Offers	
Payment Facility	
Dealer Reputation	
Processing Time	
After Sales Services	
Location Advantage	
Additional Value Added Services	
Attractiveness	
Popularity	
Proximity	
Awareness	
Grievances Redressal	
Satisfaction Level	

14. Of the following Dealers, which of the dealer provides frequent and the best offers for the customers.

a. MRG Motors b. Gem Motors c. Suguna Unit 2 d. KVS Auto e. Suguna Unit 1

15. Are you satisfied with the payment facility offered by the dealer?

a. Highly Satisfied b. Satisfied c. Neutral d. Dissatisfied e. Highly Dissatisfied

16. When you consider the reputation of the following dealers, whom would you rate

a. Gem Motors b. Suguna Unit 1 c. KVS Auto d. MRG Motors e. Suguna Unit 2

17. The processing time taken by your dealer:

a. Immediate b. Fast c. Average d. Slow e. Poor

18. Who among the following dealers is said to have a Locational Advantage by being situated at the most important place of the city?

a. Suguna Unit 2 b. KVS Auto c. MRG Motors d. Suguna Unit 1 e. Gem Motors

19. Does your dealer provide you with any additional value added services that other dealers don't provide?

Yes

No

20. Are you a privileged customer to receive the additional value added services provided by your dealer?

a. Strongly Agree b. Agree c. Neutral d. Disagree e. Strongly Disagree

21. Whose showroom is the most attractive?

a. Gem Motors b. MRG Motors c. Suguna Unit 2 d. Suguna Unit 1 e. KVS Auto

22. Rank the following dealers on the aspect of popularity in the area of selling Hero Honda bikes.

DEALERS	RANK (1-5)
KVS Auto	

Suguna (Unit 2)	
Gem Motors	
MRG Motors	
Suguna (Unit 1)	

23. Which of the showroom is easily accessible when considered from various places?

- Gem Motors
- MRG Motors
- Suguna Unit 2
- KVS Auto
- Suguna Unit 1

24. Are you satisfied with the after sales service services rendered by the dealer?

- a. Highly Satisfied b. Satisfied c. Neutral d. Dissatisfied e. Highly Dissatisfied

25. Was there any problem with the vehicle within a period of one year of purchase from the dealer?

- Yes
- No

26. Were your complaints or any grievances addressed immediately and necessary solutions provided?

- Always

Occassionally

Sometimes

Never

27. Rank the position of the dealers according to your preference?

DEALERS	RANK (1- 5)
MRG Motors	
Gem Motors	
Suguna Unit 2	
KVS Auto	
Suguna Unit 1	

28. Among the following, how would you rate the association with your dealer?

Excellent

Very Good

Good

Moderate

Fair

29. What are your expectations/suggestions from your dealer in the future?

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