



The Journal of Sri Krishna Research & Educational Consortium

**INTERNATIONAL JOURNAL OF
BUSINESS ECONOMICS AND
MANAGEMENT RESEARCH**

Internationally Indexed & Listed Referred e-Journal



**A STUDY ON CUSTOMER SATISFACTION
TOWARDS HERO HONDA DEALERS IN TAMILNADU**

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ABSTRACT

To know about the consumer satisfaction and factor which as the objectives of my study is to analyze the Customer Satisfaction towards Hero Honda Dealers in Tamilnadu. Customer Satisfaction is a pillar to the success of all business. This is easily forgotten in times that place acquiring new customers into the center of business and marketing strategies. A high customer satisfaction will bring many loyal customers and therefore a huge profit potential is possible. They buy more often, with a higher order value, and they are likely to bring new customers. This present study is conducted to check customer satisfaction with dealer while buying bikes. Descriptive research design is used for this study; simple random sampling is adopted to select the sample. 100 samples are selected; the sample area is dealer place. Structured interview schedule is prepared for conducting the survey. Primary data is collected through questionnaire and secondary data is collected through published papers and company website. The data collected is then classified, tabulated, and the analyzed by using statistical tools such as Simple Percentage, Charts and Chi-Square test and Kendall's Co-efficient of Concordance. The customers are somewhat satisfied with the dealer's performance.

KEYWORDS: *Bike buying decisions, Customer, Customer Satisfaction, Purchase Pattern, Personal Factors, and Bike attributes.*