

**A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT (CRM) OF  
HONDA TWO WHEELER IN ERODE DISTRICT**

**M.Sakthivel\***

**M.Mohanraj\*\***

**J.Shyamala\*\*\***

*\*Research Scholar (Ph.D Department of Management Studies), K.S.R College of Arts and Science (Autonomous),  
Tiruchengode, Tamil Nadu, India – 637215*

*\*\*Research Scholar (Ph.D Department of Management Studies), K.S.R College of Arts and Science (Autonomous),  
Tiruchengode, Tamil Nadu, India – 637215*

*\*\*\*Assistant Professor, Department of Business Administration, K.S.R College of Arts and Science (Autonomous),  
Tiruchengode, Tamil Nadu, India – 637215*

**ABSTRACT**

The present article an endeavor has been made to study the customer relationship management on Honda two wheelers in Erode district. Today's scenario the most of the industry has been focusing through the customer point of view while producing the product such an example for Automobile industries etc., Most of the automobile industries are entry in the market region day to day and how long it has been taken into the customer's relationship in the following research. So in the sense of Honda two wheelers should try to get the concentration of the customers in the manner of intention to get the close relationship from the management. This study makes an attempt to find out the customer relationship management (CRM) that made a successful in the market place able to convince the users about the Honda two wheelers. The questionnaire was prepared through the inputs taken from the past researches and also from the feedbacks of the pilot study. Thus the validated final questionnaire was used to collect data from 150 respondents. The results obtained from the data analysis show that all the relations are meaningful at the %5 of deviation using spearman correlation test from the customer's perspectives and the variable of understanding and separation of customers has the most impact, and the variable of attracting and protecting of customers has the least impact on the dependent variable. The researchers have adopted convenient sampling technique to gather the data. The data are analyzed using the simple percentage analysis and Chi-square. The result of this study reveals that overall satisfaction of Honda with CRM.

**Key Words:** CRM, Identifying, Retaining, Satisfaction, Targeting.

**INTRODUCTION**

A management philosophy according to which a company's goals can be best achieved through identification and satisfaction of the customers' stated and unstated needs and wants.

A preset system for an:

- Identifying
- Targeting
- Acquiring and
- Retaining the best mix of customers.

### **IDENTIFIED**

A management should know the presence of the customer's needs and wants in the manner of expectation and also the management should maintain the relationship between customers until the business in the marketing era. In these sense the organization has to identify the customers to create good relation and satisfaction and at the same time to earn profit for the organization. First and foremost, identification of customer plays an important role for every organization to improve their marketing activity.

### **TARGETING**

Management has to target the customers based on the identification. Once the customers are identified and targeting will be effective. Targeting has to be based on focusing the particular group of customer or an area where the needs and wants of the customers are more. Targeting makes the effective bonding relationship with the customers.

### **ACQUIRING**

The organization has to acquire the customer in order to satisfy the needs as they are expected. Based on this the organization should work beyond the customer view of expectation. Acquiring the customer will be very difficult in this present market; because the need and wants are varying from one customer to another. According to this the organization should create an effective relationship with the customer.

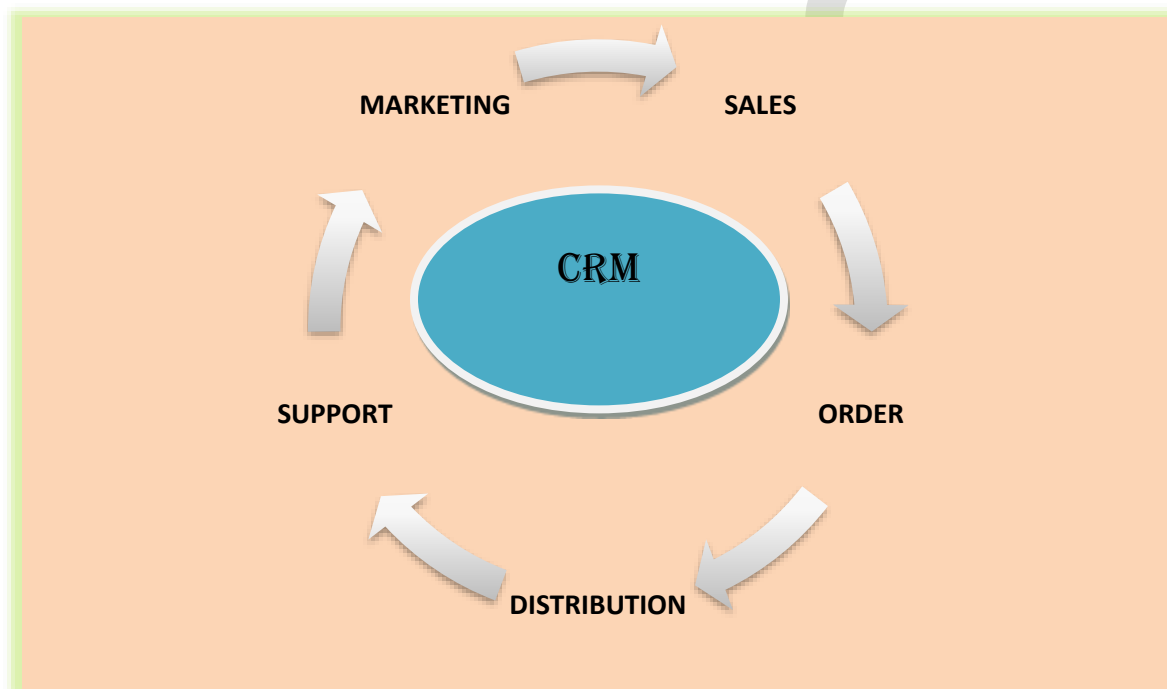
### **RETAINING**

Retaining of the customer occurs only when the organization satisfy the needs and wants and at the same time the organization has to create a good relationship with them based on maintain their database. The organization should make the customer to be satisfied and they should feel that again they have to come back for a time to purchase, which shows the retaining of the customer.

Customer relationship management helps in profiling prospects, understanding their needs, and in building relationships with them by providing the most suitable products and enhanced

customer service. It integrates back and front office systems to create a database of customer contacts, purchases, and technical support, among other things. This database helps the company in presenting a unified face to its customers, and improve the quality of the relationship, while enabling customers to manage some information on their own. Customer Relations (CR) as profitable connections and also as opportunities requiring management. CRM is a business line of attack which attracts, retains and elevates the patrons (Belghis Bavarsad, 2013).

**Figure 1.1 The Processing Cycle for CRM**



### **IMPARTANCE OF THE STUDY**

The Honda two wheeler Motors market is littered over with several, leading nationalized and global brand. Honda two wheeler Motors, despite their contradictory brands, are not well differentiated by the consumers. This results in bitty market and perceptibly leads to a highly cut-throat market. In Honda two wheeler Motors advertise, strong brand justice and a wide delivery network are vital in attract customers. CRM are built over a period of time by technological innovations, consistent high quality, aggressive advertisement and promotion and availability of the products is another decisive success factor, as merchandise are of small value, frequently purchased daily use items. So, there is always a chance of customer relationship switching due to impulse buying. A deep insight of CRM adherence and happiness can help marketers retain the

existing customers and entice new ones. In this milieu, this study is undertaken to examine the regulars brand awareness, loyalty, and satisfaction en route for Honda two wheeler Motors.

### **NEED FOR THE STUDY**

Today public is facing a growing range of choice in the different perspective CRM. They are making their choice based on their perceptions between customers and management due to that improve the quality and value of the industries or organizations.

- From where did they come to know about the customers with management?
- Did they feel that the CRM is important to deliver the product of Honda?

### **STATEMENT OF THE PROBLEM**

In the emerging knowledge based economy, it has become necessary to know how much market power lies with the customer relationship management. The study of CRM is essential in marketing planning. Public needs and preferences keep changing where brands ultimately command public loyalty.

The realistic side of the problem is to know the acceptance level of the CRM towards the Honda. This study will help us to understand the customer satisfaction, what problems are facing by the public, which appropriate measures to taken to solve the problems.

The project has mainly taken up to understand the customer perception, buying motives to ensure the “CRM is the key to success of the Honda” apart from this; it is to understand the new opportunities in the market for the improvement of customers and sales toward the products.

### **OBJECTIVES OF THE STUDY**

- To know the socio-economic profile of the consumers of the Honda two wheeler Motors.
- To know the pattern of usages of the Honda two wheeler Motors.
- To study the CRM towards the Honda two wheeler Motors.
- To give suggestions based on the study for the improvement of the CRM.

### **RESEARCH METHODOLOGY**

#### **DEFINITION OF RESEARCH**

Defining of and redefining problems, formulating hypothesis or suggested solutions; collecting, organizing and evaluating data; making deductions and reaching conclusions to determine whether they fit hypothesis.

### **TYPE OF RESEARCH: DESCRIPTIVE RESEARCH**

This study aims at describing the nature of respondent's behaviour using CRM on Honda two wheeler Motors. Therefore, this research is can be called as descriptive research. Descriptive research includes surveys and fact finding enquires of different kinds. The major purpose of descriptive research is description of the state of affairs as it exists at present.

### **SELECTION OF SAMPLE: SAMPLE METHOD**

#### **Multistage random sampling**

It was collected using convenience sampling method.

#### **Sample Size**

The sample size of the study is 150.

#### **Data collection**

The study is solely based on the primary data and the source of primary data is the questionnaire. With the help of the questionnaire distributed among the respondents, the researcher collected the relevant information from the respondents.

#### **Construction of questionnaire**

The questionnaire was constructed based on the inputs from the relevant review of literature. The questionnaire thus drafted was given to experts in the field of research in order to get their suggestions. The questionnaire was again modified and then a pilot study was conducted. In the pilot study 26 questionnaires were distributed in order to get the respondents on the questionnaire in the areas of clarity, wholeness and relevance of the questions asked in the questionnaire. Based on the inputs from the pilot study, the questionnaire was again fine-tuned. The finalized questionnaire was distributed to the respondents in order to conduct the survey research.

#### **Framework of analysis**

The data collected are fed in the SPS software (SPSS). The data are analyzed using the SPSS programme. The data are analyzed using descriptive statistics, chi-square analysis, and 't'-test, Fried man ranking. The outputs of the analysis are taken and a report is prepared in the MS word file.

## **Tools Used in the Study**

### **Percentage Analysis**

Percentage analysis is the method to represent raw streams of data as a percentage (a part in 100 - percent) for better understanding of collected data. It represents or summarizes the relevant features of a set of values. This can be calculated by this formula

$$\text{Percentage analysis} = \frac{\text{Number of frequency}}{\text{Total number of frequency}} * 100$$

### **Chi-square**

The chi-square test is an important test amongst the several tests of significant'. Chi theoretical variance Square, symbolically written as  $\chi^2$ , is a statistical measure used in the context of sampling analysis for comparing a variance to a.

This can be calculated using the formula

$$\chi^2 = \sum \frac{(O - E)^2}{E}$$

Where

O = Observed frequency.

E = Expected frequency (Pillai & Bagavathi, 1999).

## **SCOPE OF THE STUDY**

Customer relationship management, influenced by the advertising recall, affects the decision of the behaviour, but even at the effective level, forming positive attitude towards the Honda two wheeler Motors that lead to buying of customer's satisfaction. The scope of the study is restricted to Erode districts. The project helps to know the market knowledge about the Honda two wheeler Motors to the customers and to take feedback from the customer about the CRM awareness.

## **LIMITATIONS OF THE STUDY**

- Time constraints has prohibited from going deep into the subject. The information obtained or the collection of data is limited. The study is purely academic.
- Some of the respondents do not have clear idea about the CRM towards Honda. So their opinion may be biased.

- Some of the respondents feel it as a disturbance to answer the questionnaire in their busy schedule.

## **REVIEW OF THE LITERATURE**

**Atul Parvatiyar (2001, 2002)** in his article “Customer Relationship Management: Emerging Practice, Process, and Discipline” he found that the CRM process framework is proposed that builds on other relationship development process models. CRM implementation challenges as well as CRM's potential to become a distinct discipline of marketing are also discussed in this paper. He suggested that the CRM should not be misunderstood to simply mean a software solution implementation project. Building relationships with customers is a fundamental business of every enterprise, and it requires a holistic strategy and process to make it successful.

**Khalid Rababah (2011)** in his article “Customer Relationship Management (CRM) Processes from Theory to Practice: The Pre implementation Plan of CRM System” he found that the paper recommends that for ensuring the successful adoption and implementation of any CRM initiative, organization should understand the different levels of CRM process and the integrated activities among the CRM processes at each level. In addition, for organizations to be successful adopters and implementers of CRM programs/systems, they should understand the need for business process reengineering and effective anticipation and management of the change that may accompany any CRM initiative. He suggests a pre-implementation plan for CRM programs/systems. Such a plan aims to initiate and communicate a customer-oriented culture within the organization. This step emphasizes on increasing the understanding of CRM concept and communicating and spreading the knowledge of the promising benefits of CRM programs/systems to all parties in the organization.

**Ankara (2009)** in his article “Customer Relationship Management: Implementation Process Perspective” he found that the successful implementation of CRM from process perspective in a trans-national organization with operations in different segments of aid in understanding transition, constraints and the implementation process of CRM in such organizations. He suggested that the Organizations face considerable challenges in implementing large-scale integrated systems such as ERP and CRM. Implementation of a CRM system was identified as a critical need to align with the overall business strategy of selling solutions, instead

of products. The implementation was driven by the business users, with IT playing a facilitating role, thereby making sure that users derive maximum value from implementation.

**Mehrdad Alipour (2011)** in his article "The Effect of Customer Relationship Management (CRM) On Achieving Competitive Advantage of Manufacturing Tractor" he found that the research was done in Truck making company of Tabriz in the form of case- study, and its purpose was to investigate the impact of customer relationship management in order to gain the competitive advantage in industrialized manufactures of Truck. It was done through designing four hypotheses: improving and specializing the relationships with the customers, understanding and separation of the customers, responding to the customers' complaints, and attracting and protecting the customers. He is recommended to launch electronic systems for investigating the complaints, recognize the complainant customers and turn them to satisfied customers. Another result is that the attraction and maintenance of customers (making loyalty) is another factor for making the competitive advantage. Therefore, it is recommended to promote cooperative plans in the company, provide the customers with more facilities and make efficient systems for interaction with customers.

**Ogunnaike Olaleke Oluseye (2014)** in his article "Customer Relationship Management Approach and Student Satisfaction in Higher Education Marketing" he found that the student's willingness to recommend to others increases when the student lifecycle in the university is well managed. It was also discovered that strong parent relationship management at the University enhances the student's willingness to recommend their Universities to others. He suggested that the recommended that Universities should adopt effective customer relationship management strategies to achieve student satisfaction.

**Peter C. Verhoef (2003)** in his article "Understanding the Effect of Customer Relationship Management Efforts on Customer Retention and Customer Share Development" he found that the investigates the differential effects of customer relationship perceptions and relationship marketing instruments on customer retention and customer share development over time. Customer relationship perceptions are considered evaluations of relationship strength and a supplier's offerings, and customer share development is the change in customer share between two periods. He suggested that the that affective commitment and loyalty programs that provide economic incentives positively affect both customer retention and customer share development, whereas



direct mailings influence customer share development. However, the effect of these variables is rather small. The results also indicate that firms can use the same strategies to affect both customer retention and customer share development.

## **RESULTS AND DISCUSSION**

### **PERCENTGE ANALYSIS**

**Table: 1- PERSONAL INFORMATION FROM THE RESPONDENTS**

<b>Gender</b>				
Male 96(64%)			Female 54(36%)	
<b>Age (in years)</b>				
18-25 42(28%)	26-35 48(32%)	36-40 39(26%)	41 and above 21(14%)	
<b>Marital Status</b>				
Married 54(36%)			Unmarried 96(54%)	
<b>Educational Qualification</b>				
Up to 10 <sup>th</sup> 24(16%)	Up to 12th 33(22%)	UG 57(38%)	PG and above 36(24%)	
<b>Occupation</b>				
Farmer 21(14%)	Employee 15(10%)	Professional 15(10%)		
Business 24(16%)	House wife 5(3.3%)	Student 70(46.7%)		
<b>Family income (per annum in lakhs)</b>				
Below 2 30(20%)	2-4 66(44%)	4-6 33(22%)	Above 6 21(14%)	
<b>Place of residence</b>				
Urban 72(48%)	Semi-urban 42(28%)	Rural 36(24%)		

### **INTERPERTATION**

From above table 1 shows that the 64% majority of the respondents are male in gender would preferred to Honda two wheelers, 26-35 (32%) majority of the respondents are age group of people are preferred to Honda two wheelers, 54% majority of the respondents are unmarried in marital status are preferred to Honda two wheelers, UG 57(38%) majority of the respondents are used Honda two wheelers in educational qualification , 46.7% majority of the respondents are students Occupation had preferred Honda two wheelers, 44% majority of the respondents are 2-4 lakhs of the family income per annum, 48% majority of the respondents are urban people are used Honda two wheelers.

**Table: 2-GENERAL INFORMATION FROM THE RESPONDENTS**

<b>Factors influencing customer relationship to buy Honda</b>			
Price 48(32%)	Free service 42(28%)	Appearance 39 (26%)	Resale value 21(14%)
<b>Do you like the design of Honda bikes?</b>			
Excellent 29(19.33%)	Good 57(38%)	Satisfying 42 (28%)	
Poor 22(14.66%)			
<b>Are you comfortable with time period taken for service?</b>			
Less than 1 day 67(44.67%)	Less than 2 days 54(36%)	Less than 1 week 12(8%)	
More than a week 17(11.33%)			
<b>Overall satisfaction of Honda with CRM</b>			
HS 13(8.67%)	S 86(57.33%)	N 40 (26.67%)	DS 7 (4.67%)
HDS 4(2.67%)			
<b>Mode of payment do you prefer from banking sector</b>			
Very good 27(18%)	Good 35(23.37%)	Moderate 42 (28%)	
Low 46 (30.67%)			
<b>Do you think about the price of spare parts?</b>			
Very high 19(12.67%)	High 35(23.33%)	Economy 40(26.67%)	
Low 56(37.33%)			

**INTERPERTATION**

From the above table 2 shows that the 32% majority of the respondents are influencing customer relationship to buy Honda through price and followed by the others, 38% of the respondents are said that the design of Honda bikes are good, 44.67% of the respondents preferred less than 1 day with time period taken for service, 57.33% majority of the respondents are satisfied overall, 30.67% majority of the respondents are prefer low service, 37.33% majority of the respondents are said that the price of spare parts are low.

**CHI-SQUARE TEST**

**AGE Commitment Level Cross tabulation**

Age		Commitment Level					Total
		Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	
15-25	Count	5	12	0	3	3	23
	Expected Count	5.1	14.1	1.7	.9	1.2	23.0
26-30	Count	15	43	7	3	2	70
	Expected Count	15.4	42.9	5.1	2.8	3.7	70.0
31-35	Count	7	9	2	0	2	20
	Expected Count	4.4	12.3	1.5	.8	1.1	20.0
36-40	Count	1	14	1	0	0	16
	Expected Count	3.5	9.8	1.2	.6	.9	16.0
41 & above	Count	5	14	1	0	1	21
	Expected Count	4.6	12.9	1.5	.8	1.1	21.0
Total	Count	33	92	11	6	8	150
	Expected Count	33.0	92.0	11.0	6.0	8.0	150.0

**Null Hypothesis (H0):**

There is no significant relationship between overall satisfactions of Honda with CRM.

**Alternative Hypothesis (H1):**

There is a significant relationship between Age and overall satisfaction of Honda with CRM.

**CHI-SQUARE TESTS**

<b>Pearson Chi-Square</b>	<b>Value</b>	<b>Degree of freedom</b>	<b>Asymp. Sig. (2-sided)</b>
Pearson Chi-Square	21.273	16	.168
Likelihood Ratio	23.889	16	.092
Linear-by-Linear Association	1.900	1	.168
N of Valid Cases	150		

17 cells (25.6.0%) have expected count less than 5. The minimum expected count is .64.

**Interpretation:**

From the above analysis the calculated value is less than tabular value. So that null hypothesis is rejected. So there is a significant relationship between Age and overall satisfaction of Honda with CRM.

**CONCLUSION**

The study of CRM is essential in marketing planning. Customer needs and preferences keep changing where relationship has been built ultimately command CRM loyalty.

The realistic side of the problem is to know the acceptance level of the CRM towards the product. This study will help us to understand the customer relationship, what problems are facing by the customers, which appropriate measures to taken to solve the problems.

The article has mainly taken up to understand the CRM, buying motives to ensure the “CRM is the key to success of the management” apart from this; it is to understand the new opportunities in the market for the improvement of customers and sales toward the products.

**REFERENCE**

1. Alipour, M. (2011). The Effect Of Customer Relationship Management (CRM) On Achieving Competitive Advantage Of Manufacturing Tractor. Global Journal of Management and Business Research , XI (V), 26-36.

2. Ankara. (2009). Customer Relationship Management:Implementation Process Perspective. Acta Polytechnica Hungarica , 6 (4), 83-99.
3. Bavarsad, B. ( 2013). Studying the Factors Affecting the Customer Relations Management (CRM) in Marun Petrochemical Company. Interdisciplinary Journal of contemporary research in business , 4 (11), 845-857.
4. Oluseye, O. O. (2014). Customer Relationship Management Approachand Student Satisfaction in Higher EducationMarketing. Journal of Competitiveness , 6 (3), 49-62.
5. Parvatiyar, A. (2001, 2002). Customer Relationship Management:Emerging Practice, Process, and Discipline. Journal of Economic and Social Research , 3 (2), 1-34.
6. Pillai, R. S., & Bagavathi. (1999). Statistics theory and practice (1st edition ed.). Delhi: S.Chand and company ltd.
7. Rababah, K. (2011). Customer Relationship Management (CRM) Processesfrom Theory to Practice: The Pre-implementation Plan of CRM System. International Journal of e-Education, e-Business, e-Management and e-Learning , 1 (1), 22-28.
8. Verhoef, P. (2003). Understanding the Effect of Customer Relationship Management Efforts on Customer Retention and Customer Share Development. Journal of Marketing , 67, 30-45.

\*\*\*\*\*