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A Study on Customer Satisfaction toward Honda Two-Wheeler with Special Reference to Coimbatore City

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ABSTRACT

This study aims to investigate the levels of customer satisfaction towards Honda two-wheelers in Coimbatore city. The growth of the two-wheeler industry in India has been substantial, and Honda has emerged as a prominent player in this market. Understanding customer satisfaction is crucial for organizations to enhance their products and services and gain a competitive edge. The study focuses on Coimbatore city, a significant urban centre known for its strong two-wheeler culture. The research employs a mixed-methods approach, incorporating both qualitative and quantitative techniques. Primary data is collected through structured questionnaires administered to Honda two-wheeler owners in Coimbatore. The questionnaire includes items related to various aspects of customer satisfaction, such as product quality, performance, features, after-sales service, and overall ownership experience. Additionally, qualitative data is gathered through in-depth interviews and focus group discussions to gain deeper insights into customer perceptions and experiences. The collected data is analysed using statistical tools and techniques, including descriptive statistics, correlation analysis, and regression analysis. The findings provide valuable insights into the factors influencing customer satisfaction with Honda two-wheelers in Coimbatore city. The study also explores the relationship between customer satisfaction and customer loyalty, identifying the key drivers that foster brand loyalty among Honda customers.

KEYWORDS: Customer satisfaction, Honda two-wheelers, Coimbatore city, quantitative research, structured questionnaire, key factors, statistical analysis, customer loyalty

INTRODUCTION

Honda Motorcycle & Scooter India Pvt. Ltd. (HMSI), the only Honda in Indian 2Wheeler industry is the 100% subsidiary of Honda Motor Company Ltd., Japan, started its Indian operations at Manesar (District Gurgaon, Haryana) in May 2001. Despite being one of the youngest players in the Indian two-wheelers market, Honda's consistency of providing high quality products and services has won the hearts of over 46 million happy Indian customers and catapulted HMSI to become India's 2nd largest two-wheeler company today.

The Indian automobile industry has historically been a good indicator of how well the economy is doing, as the automobile sector plays a key role in both macroeconomic expansion and technological advancement. The two wheelers segment dominates the market in terms of volume, owing to a growing middle class and a huge percentage of India's population being young. Moreover, the growing interest of companies in exploring the rural markets further aided the growth of the sector. The rising logistics and passenger transportation industries are driving up demand for commercial vehicles. Future market growth is anticipated to be fueled by new trends including the electrification of vehicles, particularly three-wheelers and small passenger automobiles.

India enjoys a strong position in the global heavy vehicles market as it is the largest tractor producer, second-largest bus manufacturer, and third-largest heavy trucks manufacturer in the world. India's annual production of automobiles in FY22 was 22.93 million vehicles.

OBJECTIVE OF STUDY

- ❖ To study the customer expectations and preferences towards Honda two-wheeler
- ❖ To study the factor, affect customer buying behaviour
- ❖ To study the perceived benefits and drawbacks of Honda two-wheeler
- ❖ To know about the satisfaction level of customers

SCOPE OF STUDY

The study focuses on customer satisfaction toward the Honda two-wheeler. It includes availability level of products, quality of the products, customer's expectations towards the products and problems faced by customers if any at Honda.

When viewing the industrial sector one can see that all the corporate houses focusing on retaining the customers without compromising the organizational objectives, ethics, and values. Customers are individuals and the organizations have to make each, and every customer feel that they are highly compassionate to them. Hence, customer relationship management is having a wide scope in modern world.

LIMITATION OF STUDY

The survey was restricted to Coimbatore area only. They may be few opinions, which might have been missed out. The accuracy of the analysis and conclusion drawn entirely depends upon the reliability of the information provided by the customers. Sincere efforts were made to cover maximum customers, but the Customer Satisfaction towards Honda Two Wheelers in Coimbatore city, study may not fully reflect the entire opinion of the customers. In the fastmoving/changing customer behaviour, name new and better things may emerge soon, which cannot be safeguard in this report.

RESEARCH METHODOLOGY

The research methodology offers an concept approximately the kind of studies design, the sampling techniques, the technique of data collection and the tool used for data analysis. In order to obtain the goals of the study and to research the data collected, the appropriate method has been developed. A study method is a grasp plan for the behaviour of formal investigation.

Research method is the pathway or a method to get the wanted facts by finding the fact from special source that are number one and secondary. This chapter discusses the technique of data collection and tools of analysis.

SOURCE OF DATA

To accomplish the goals of the observed, the facts required has been gathered using the primary data and secondary data.

PRIMARY DATA

Primary data are the data gathered for the first time by an investigator for the particular purpose.

Primary data are 'pure' in the experience that no statistical operations were done on them and they're original. Primary researcher is studies undertaken by the researcher and generally includes interview surveys. All of those might generate primary data. The study is primarily based totally on primary data. Questionnaire approach is used in the study. A questionnaire is a sequence of questions which are requested to the customers who look at academic OTT platform. Questionnaires gathered via GOOGLE FORM.

SECONDARY DATA

The theoretical historical past of the existing study has been collected from numerous reassets which consists of books, magazine, journals, wed sites and different associated studies work.

SAMPLE DESIGN

In order to find out the customer buying behaviour of Honda two-wheeler with special reference to Coimbatore district a sample of 104 have been taken.

SAMPLING TECHNIQUE

Convenient random sampling method has been followed to gather the reaction from the respondent's using questionnaire.

PERIOD OF STUDY

The analysis has been made during the financial year 2022-2023

TOOLS

- Bar diagram
- Simple average method
- Pie chart

REVIEW OF LITERATURE

Cossalter Vittore (2006)

Conducted a study on the Motorcycle Dynamics. The book gives information about motorcycle dynamics. It elaborates the history of automobiles technology and the application of the principles of dynamics in the automobile industry. It also provides data about the improvement in the performance of two wheelers after the principles of dynamics have been applied by the manufactures.

Foale Tony (2006)

Conducted a study on the Motorcycle handling and chassis Design. The book provides detailed information about the anatomy of motorcycles. It explains in a very easy simple language how a motorcycle works. It also gives information about the development in the automobile's technology. Pictures and diagrams are an internal part of the book. The book is a must for every research working in similar field.

Schiffin and Kanuk (2004)

Conducted a study to define customer behaviour that the customer display in searching for purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs. customer buying behaviour incorporates acts of individuals who directly involve in obtaining, using, and disposing of economic goods and services including the decision process that proceeds and determine these acts.

ANALYSIS AND INTERPRETATION

Table showing age- wise classification

AGE	NUMBER OF RESPONDENTS	PERCENTAGE
18 – 20 years	36	34
21 – 26 years	53	51
27 – 30 years	7	7
Above 31 years	8	8
Total	104	100

Figure showing Age-wise classification

'1-2   '2-2   '2-3   'Above 31
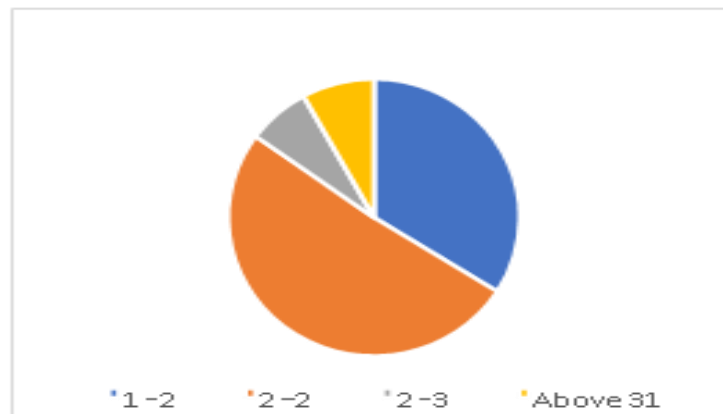
Interpretation:

From this table, we can infer that 34 percentage of the two-wheeler users are between 18 to 20 years of age, 51 percentage are between 21 to 26 years of age, 7 percentage are between 27-30 years and 8 percentage are above 31 years.

Table showing the classification based on Influence

Influence	No of respondents	Percentage
Tv advertisement	58	57
Newspaper	10	9
Friends	21	20
Social media	15	14
Total	104	100

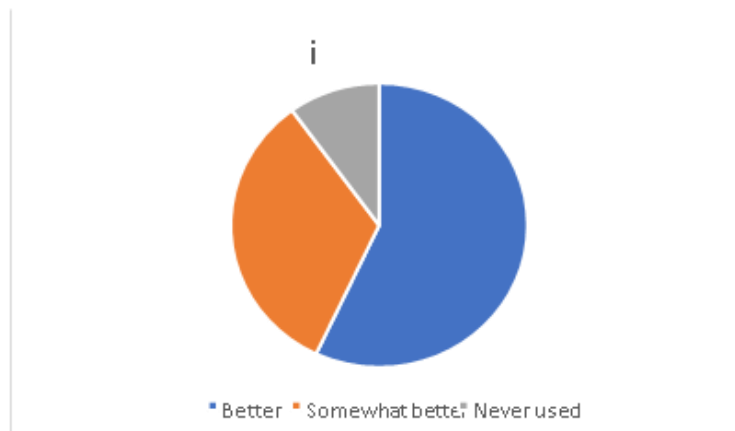Figure showing classification based on influence
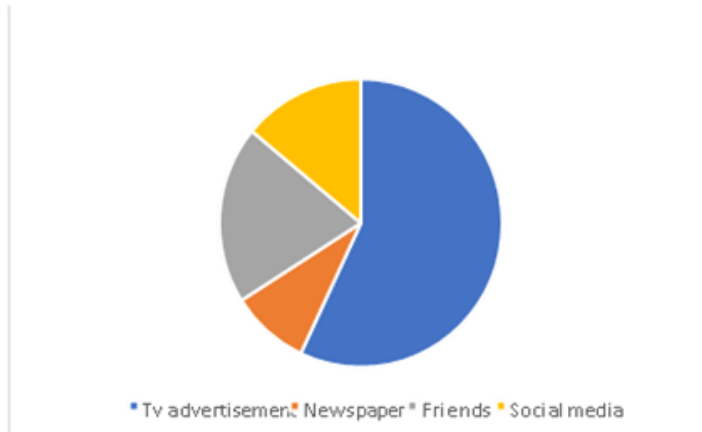
Interpretation:

The above table shows, 57 percentage of customers are influenced by tv advertisement, 9 percentage are influenced by newspaper, 20 percentage are influenced by the friends and 14 percentage are influenced by social media.

Table showing classification based on Honda two-wheeler comparison to others

Comparison	No of respondents	Percentage
Better	59	57
Somewhat better	35	33
Never used	10	10
Total	104	100

Figure shows the comparison of Honda two-wheeler

Interpretation:

The above shows that 57 percentage it is better compared to others, 33 percentage are somewhat better compared to others and 10 percentage of customers never used Honda two-wheeler.

Table showing classification based on rating for Honda two-wheeler

Rating	No of respondents	Percentage
Excellent	24	23
Good	59	57
Average	17	16
Bad	4	4
Total	104	100

Figure shows the rate of Honda two-wheeler
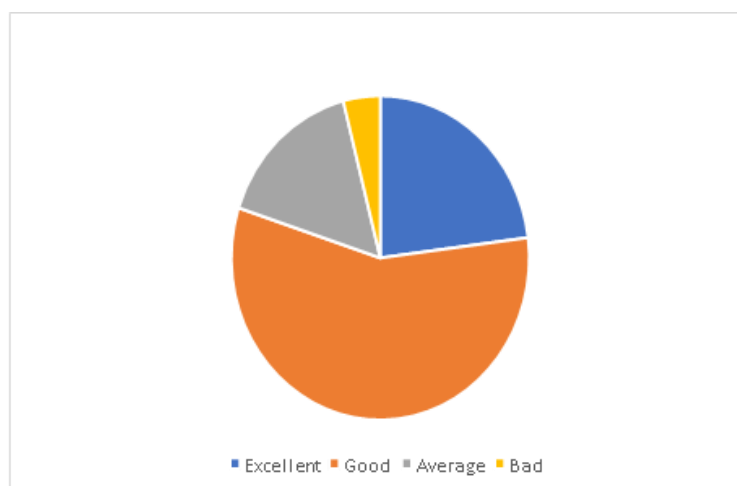
FINDINGS

- It is founded from the analysis that majority (55%) of the respondents are between the age of 21 – 26

- It is founded from analysing that majority (57%) of the respondents is that there are more influenced by the Tv advertisement.

- It is founded by analysing that majority (57%) of respondents are Honda is better compared to other two-wheelers.

- It is founded from analysing that majority (57%) of the respondents are rating good for the Honda two-wheeler.

SUGGESTIONS

➢ Regular availability of all model should be ensured.

➢ Improvement needed in introducing new design and model need different colour, they need try to produce some unique technology compare to other competitors.

➢ They need to improve brand name and provide some discounts.

➢ The customers feel the price of Honda two-wheeler is bit difficult to buy.

CONCLUSION

This study helped to know whether the customers are satisfied or dissatisfied with the Honda two-wheeler. If not, what are the reasons for the dissatisfaction and the way to improve their satisfaction. Most of the customers feels that Honda two-wheelers are easy to handle and ride. Most of the customers are satisfied with the two-wheeler's performance. Honda two-wheeler have high mileage. Finally, we can say that the customers are satisfied with the Honda two-wheeler.

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