



A Study on Consumer Satisfaction towards Honda Two Wheeler's with Special Reference Coimbatore City

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ABSTRACT

This study examines consumer satisfaction with Honda two-wheelers in Coimbatore, focusing on key factors influencing purchasing decisions and user experiences. The research, conducted through a survey of 154 Honda users, highlights comfort, mileage, and brand reputation as primary reasons for choosing Honda. Findings reveal that a majority of respondents are satisfied with Honda's performance, product quality, and after-sales service. However, areas like fuel efficiency, design innovation, and service costs require improvement. The insights gained from this study will help Honda refine its offerings, enhance customer satisfaction, and strengthen its competitive position in the two-wheeler market.

INTRODUCTION

Honda, a global leader in the two-wheeler industry, is known for its innovation, reliability, and fuel-efficient vehicles. The Indian two-wheeler market has grown rapidly due to urbanization and rising demand for affordable personal transport, with Honda establishing a strong presence through its diverse product range and after-sales services.

In Coimbatore, the increasing need for economical and convenient transport has made Honda two-wheelers a preferred choice, especially models like the Honda Activa. Customer satisfaction, influenced by factors like product quality, pricing, fuel efficiency, and service, plays a vital role in brand loyalty and market success.

This study examines consumer satisfaction with Honda two-wheelers in Coimbatore, identifying key factors affecting purchasing decisions and user experience. The insights will help Honda refine its products and services while contributing to the broader understanding of industry trends and evolving consumer preferences.

OBJECTIVES OF THE STUDY

- To assess the overall satisfaction level of consumers using Honda Two Wheelers.
- To provide recommendations for Honda to enhance consumer satisfaction based on consumer feedback.
- To identify the factors that influence consumer satisfaction towards Honda.
- To understand how different income groups perceive and are satisfied with Honda Two Wheelers.

STATEMENT OF THE PROBLEM

The growing demand for two-wheelers in urban areas highlights the need to understand consumer satisfaction, especially with leading brands like Honda. In the context of Coimbatore city, where two-wheelers are a primary mode of transportation, it becomes crucial to assess the factors influencing consumer satisfaction. This study aims to investigate consumer satisfaction towards Honda two-wheelers in Coimbatore, focusing on key factors such as product quality, after-sales service, pricing, fuel efficiency, and brand reputation. The findings will help Honda address consumer concerns and enhance consumer loyalty in a competitive market.

SCOPE OF THE STUDY

- This research primarily aims to study and research on consumer satisfaction towards two-wheelers.
- In the recent past the two wheeler market has rapidly eroded the market share of Honda two wheelers in Coimbatore city.
- The scope of study is limited to the consumers of two-wheeler and findings needed by the marketers for new information useful in strategy and decision making.
- This study is focused on two-wheeler manufactures, dealers and marketers for future demand forecasting.

LIMITATION OF THE STUDY

- The area of the study is limited to Coimbatore city alone. Hence the results may not be true for other geographical locations.
- This study is fully based on consumer satisfaction so it may vary from time to time.
- The study included only 154 people. This small number might not accurately reflect the entire city's views.

RESEARCH METHODOLOGY

✓ AREA OF STUDY

This study was fully executed within Coimbatore city.

✓ SAMPLE SIZE

The sample size of this study is around 154 respondents, and convenient random sampling technique is done for this study.

✓ DATA SOURCE

For the purposes of this investigation, primary data and secondary data were collected in the form of a questionnaire, which was sent to the general public. The questions in the questionnaire were designed to be easy to read, understand and complete.

RESEARCH TOOL

➤ Simple percentage

$$= \frac{\text{No. of respondent}}{\text{Sample size}} \times 100$$

REVIEW OF LITERATURE

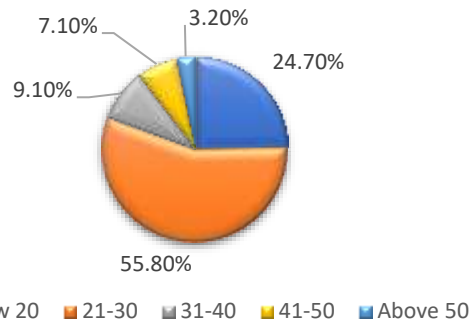
1. **Dr X Infanta and Guna RM (2023)** - "A Study on Customer Satisfaction toward Honda Two-Wheeler with Special Reference to Coimbatore City"- The aim of this study is to investigate the levels of customer satisfaction among Honda two-wheeler owners in Coimbatore City. Primary data is collected through a structured questionnaire administered to Honda two-wheeler owners in the city. The questionnaire includes items related to various aspects of customer satisfaction, such as product quality, performance, features, after-sales service, and overall ownership experience. The findings provide valuable insights into the factors influencing customer satisfaction with Honda two-wheelers in Coimbatore. Furthermore, the study explores the relationship between customer satisfaction and customer loyalty.
2. **Surendar Sirvi P (2023)** - A study on customer satisfaction towards Honda two wheelers This study aims to investigate customer satisfaction towards Honda bikes in the Indian market. A survey was conducted among Honda bike owners across different age groups and genders, using a structured questionnaire. The study collected data on various factors such as product quality, after-sales service, brand image, and overall satisfaction levels. The results indicated that Honda bikes are highly rated for their product quality and after-sales service. Overall, the study suggests that Honda bikes are generally well-received by customers, but there is room for improvement in certain areas. The findings of this study may be useful for Honda in devising strategies to improve customer satisfaction and gain a competitive edge in the Indian two-wheeler market.
3. **Dr. R. Mayilsamy, & Mr. Prakash.V (2021)** A Study on customer satisfaction towards Honda Bikes With Special Reference To Coimbatore City conducted a study on customer satisfaction toward Honda bikes, with a special reference to Coimbatore City. The researchers employed a convenience sampling technique to collect data from 120 respondents. Analytical tools such as the simple percentage method and Likert scale were used to interpret the data. The study concluded that most customers were satisfied with the facilities and services provided by Honda two-wheelers in the study area.

ANALYSIS AND INTERPRETATION

This table shows the age of respondents

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE
Below 20	38	24.7%
21-30	86	55.8%
31-40	14	9.1%
41-50	11	7.1%
Above 50	5	3.2%
TOTAL	154	100%

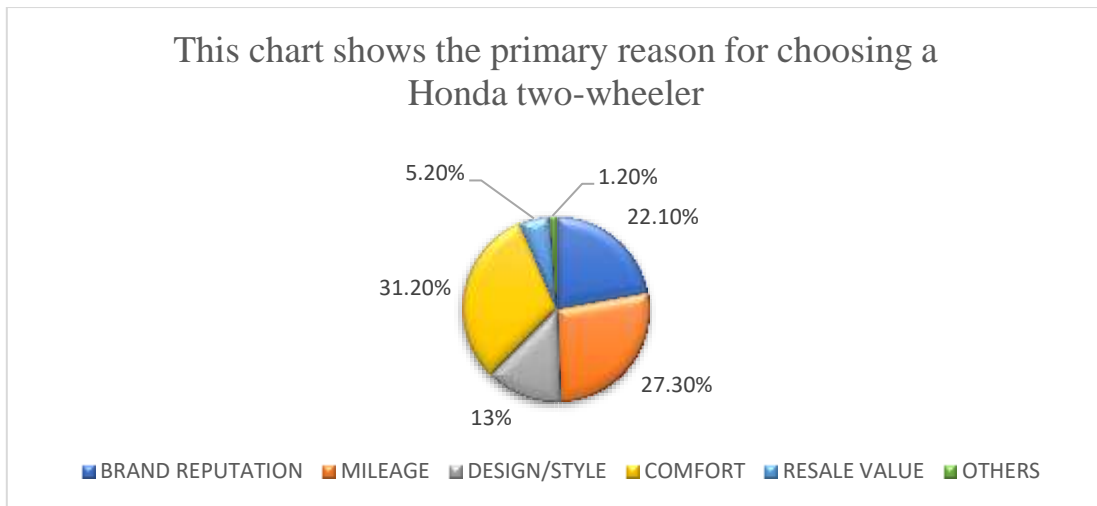
This chart shows the age of respondents



From the above data it was found that 24.7% of respondents were below the age of 20, 21-30 were 55.8%, 31-40 were 9.1% ,41-50 were 7.1% and above 50 were 3.2%.

This table shows the primary reason for choosing a Honda two-wheeler

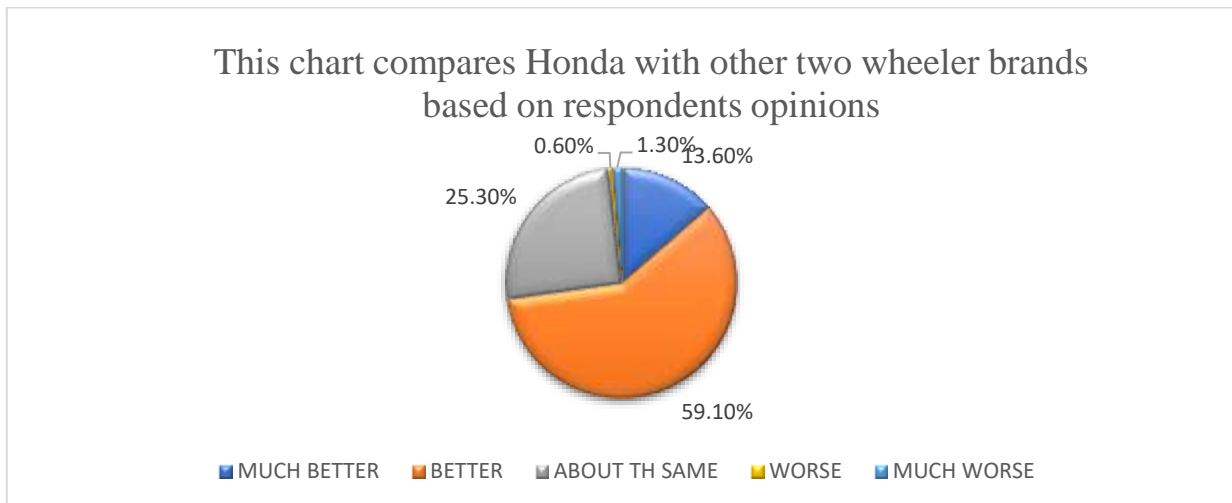
PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE
Brand reputation	34	22.1%
Mileage	42	27.3%
Design/style	20	13%
Comfort	48	31.2%
Resale value	8	5.2%
Others	2	1.2%
TOTAL	154	100%



From the above data, comfort (31.2%) is the top factor in vehicle selection, followed by mileage (27.3%) and brand reputation (22.1%), while design (13%), resale value (5.2%), and other reasons (1.2%) have lesser influence.

This table compares Honda with other two wheeler brands based on respondents opinions

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE
MUCH BETTER	21	13.6%
BETTER	91	59.1%
ABOUT THE SAME	39	25.3%
WORSE	1	0.6%
MUCH WORSE	2	1.3%
TOTAL	154	100%

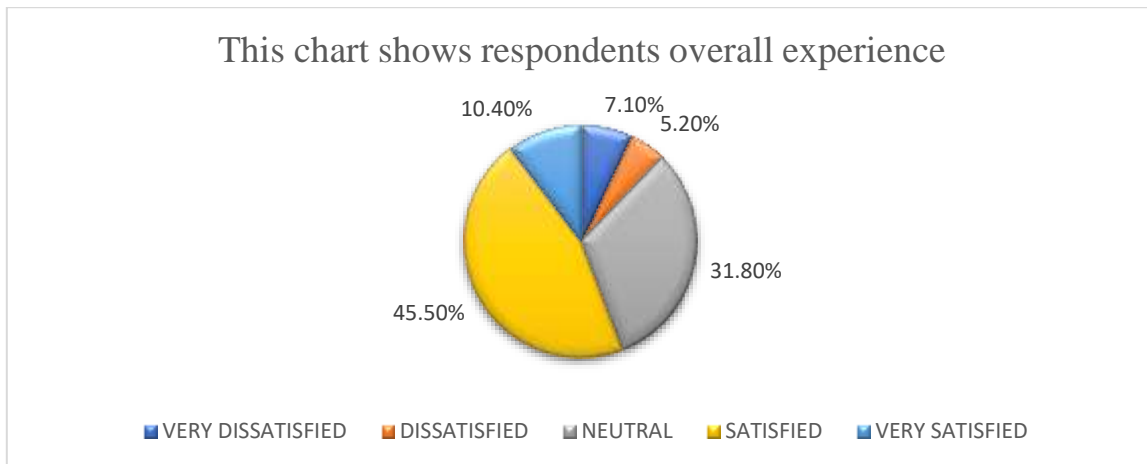


From the above data, it was found that **59.1%** of the respondents felt that **Honda is better** compared to other two-wheeler brands, while **13.6%** considered it **much better**, indicating a strong preference for Honda. **25.3%** of respondents believed that Honda is **about the same** as other brands, showing a neutral opinion. However, **0.6%** rated Honda as **worse**, and **1.3%** considered it **much worse**.

This table shows respondents overall experience

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE
Very dissatisfied	11	7.1%

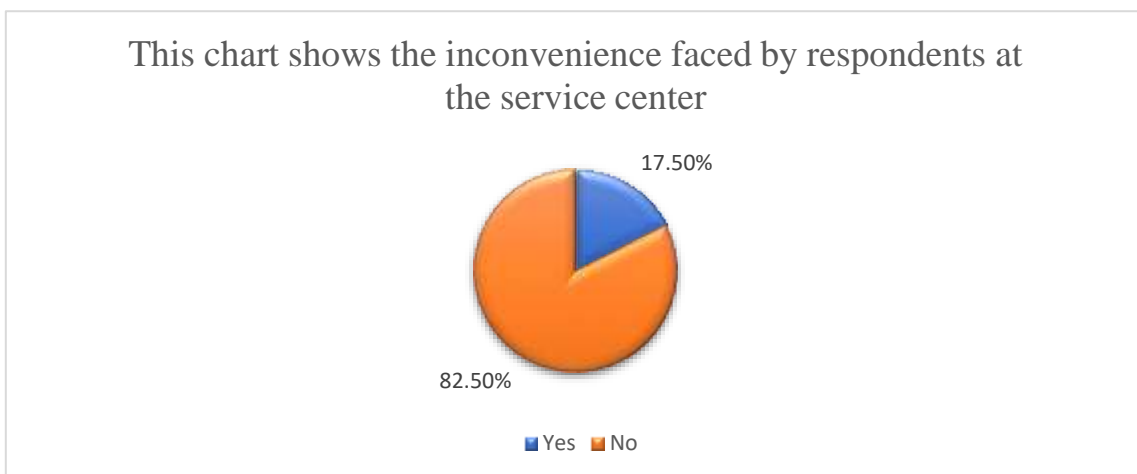
Dissatisfied	8	5.2%
Neutral	49	31.8%
Satisfied	70	45.5%
Very satisfied	16	10.4%
TOTAL	154	100%



From the above data, it was found that **45.5%** of the respondents were **satisfied**, while **10.4%** were **very satisfied**, indicating that a majority of users had a positive experience. **31.8%** of respondents remained **neutral**, suggesting they had neither strong positive nor negative opinions. However, **7.1%** were **very dissatisfied**, and **5.2%** were **dissatisfied**.

This table shows the inconvenience faced by respondents at the service center

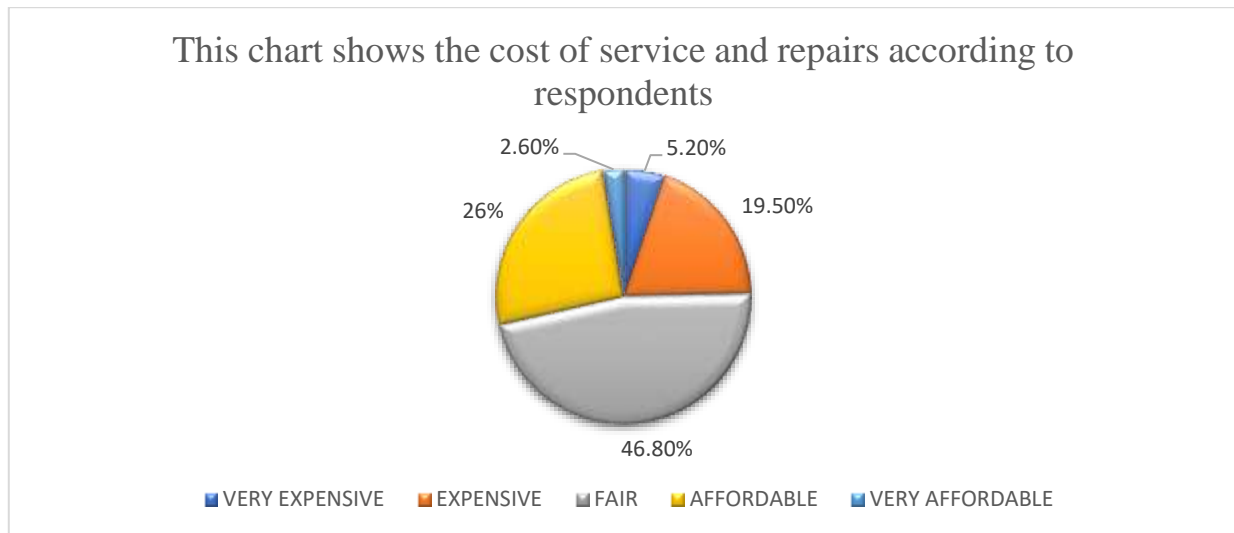
PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE
Yes	27	17.5%
No	127	82.5%
TOTAL	154	100%



From the above data, it was found that **82.5%** of the respondents did **not** face any inconvenience at the service center, indicating a smooth and satisfactory service experience for most users. However, **17.5%** of the respondents reported experiencing **inconvenience**.

This table shows the cost of service and repairs according to respondents

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE
Very expensive	8	5.2%
Expensive	30	19.5%
Fair	72	46.8%
Affordable	40	26%
Very affordable	4	2.6%
TOTAL	154	100%



From the above data, it was found that **46.8%** of the respondents considered the cost of service and repairs to be **fair**, indicating that most users find the pricing reasonable. **26%** rated it as **affordable**, while **2.6%** found it **very affordable**, showing that a considerable portion of respondents believe the costs are manageable. However, **19.5%** of respondents felt the costs were **expensive**, and **5.2%** considered them **very expensive**.

FINDINGS

1. It is found from the analysis that the majority (63.6%) of the respondents are students
2. It is found from the analysis that the majority (31.2%) of the respondents chose their vehicle based on comfort
3. It is found from the analysis that the majority (46.8%) of the respondents are willing to purchase a Honda again.
4. It is found from the analysis that the majority (38.3%) of the respondents answered "Probably Yes," and 29.2% answered "Definitely Yes," indicating a strong willingness to recommend Honda two-wheelers.
5. It is found from the analysis that the majority (59.1%) of the respondents believe Honda is better compared to other two-wheeler brands.
6. It is found from the analysis that the majority (55.8%) of the respondents had a neutral opinion regarding the speed of service at the service center.

SUGGESTION

1. Regular availability of all models should be ensured.
2. Focus on enhancing comfort features like better seating and suspension.
3. Improve fuel efficiency to attract mileage-conscious buyers.
4. Strengthen brand reputation through quality and reliable after-sales service.
5. Introduce new designs, models, and color variants to appeal to style-conscious consumers.
6. Implement strategies to increase resale value, such as better warranty and exchange offers.

7. Explore innovative technologies to differentiate from competitors.

Conclusion

The study on consumer satisfaction towards Honda two-wheelers in Coimbatore reveals that comfort, mileage, and brand reputation are the key factors influencing purchase decisions. The majority of respondents expressed satisfaction with Honda's overall performance, product quality, and after-sales service, reinforcing the brand's strong market position. However, areas such as fuel efficiency, design innovation, and service cost optimization require further attention to enhance customer experience. By addressing these concerns and implementing strategic improvements, Honda can strengthen its market presence, retain customer loyalty, and attract new buyers in the competitive two-wheeler industry.

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