



“Concerns Regarding Customer Satisfaction Towards Honda Two-Wheeler Vehicles Devising Strategies In Hasan Honda Private Limited, Puducherry”

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Abstract

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. However, some customers expressed concerns regarding the high maintenance costs and poor resale value. 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.

Keywords: Marketing, Product quality, Sales service, Brand image, customer service.

1.1 Introduction

Satisfaction is important to the customer because satisfaction depends upon the customer's needs and wants. Thus, customer satisfaction is defined as the fulfillment of needs and wants as per the expectation of customers. Satisfaction is a person's feelings or disappointments resulting from comparing a product are perceived performance in relation to his expectation. If the performance falls shots of expectations, the customer is in dissatisfaction. If the performance matches expectations the customer is satisfied.

1.2 Review of Literature

Nurjannah, et al (2020), “Determinants of customer satisfaction in the motorcycle industry: The case of Indonesia”, International Journal of Advanced scientific and Technical Research. The study examines the factors that contribute to customer satisfaction in the motorcycle industry in Indonesia. Through a survey of 363 motorcycle users, the study finds that product quality, price, and after-sales service are significant determinants of customer satisfaction.

Sinlapakanok, et al (2021), “The influence of social media on customer satisfaction in the motorcycle industry: Evidence from Thailand”, International Journal of Professional Business Review. This study investigates the influence of social media on customer satisfaction in the motorcycle industry in Thailand. Using data from a survey of 400 motorcycle users, the study finds that social media has a significant positive impact on customer satisfaction, especially in terms of communication and engagement with customers.

1.3 Research Gap

Insufficient investigation into the impact of environment sustainability initiatives on customers perceptions and satisfaction levels. Lack of studies examining the role of user-generated content and online reviews in shaping customer satisfaction and brand loyalty. Scarcity of research on the effectiveness of personalized marketing strategies in enhancing customer satisfaction in the two-wheeler industry. Inadequate understanding of the long-term effects of products innovation and technological advancement on customer satisfaction and retention.

1.4 Objectives of the Study:

- To study the factors that influences the customers when buying a Honda Bike or Scooter.
- To study the efforts taken by Honda to promote the sales of Honda two-wheelers.
- To understand about the solution to overcome problem regarding customer satisfaction of customer.

1.5 Research Methodology

Data Collection Method: The study collected primary and secondary data on the variables influencing information collected through company employee and employer through questionnaire

Primary Data: This includes designing questionnaires for collection of data through google form, collecting data from target respondents, processing and analysing the data and arriving at conclusions.

Secondary Data: This data is collected from books, journals, newspapers, magazines and online information.

Sampling Technique: Simple random sample method is adopted for this study. Simple random sampling is defined as a probability sampling technique which relies on using a selection method that provides each participant with an equal chance of being selected, giving each participant the same probability of being selected.

Sample Size: From the population of 500, the researcher has taken the 10% of the population for the sample. (150).

Data analysis: Descriptive analysis was used to analyse the data. Percentage analysis is applied to create a contingency table from the frequency distribution and represent the collected data better understanding.

Chart analysis is applied for better understanding of the percentage analysis and it is done via bar charts.

Features and Specification

Particulars	Frequency	Percentage
Strongly Agree	12	8.0
Agree	49	32.7
Neutral	69	46.0
Disagree	18	12.0
Strongly Disagree	2	1.3
Total	150	100.0

Table 1.1 Features and Specification

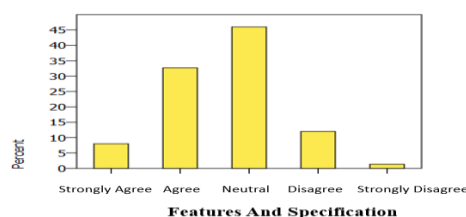


Fig 1.1 Features and Specification

Inference: From the above table, it is inferred that 8.0% of the respondents are strongly agree and 32.7% of the respondents are agree and 46.0% of the respondents are neutral and 12.0% of the respondents are disagree and 1.3% of the respondents are strongly disagree.

Reputation of Honda bikes

Particulars	Frequency	Percentage
Strongly Agree	21	14.0
Agree	60	40.0
Neutral	64	42.7
Disagree	3	2.0
Strongly Disagree	2	1.3
Total	150	100.0

Table 1.2 Reputation of Honda bikes

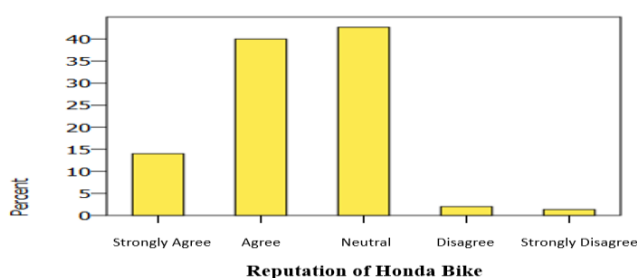


Fig 1.2 Reputation of Honda Bike

Inference: From the above table, it is inferred that 14.0% of the respondents are strongly agree 40.0% of the respondents are agree and 42.7% of the respondents are neutral and 2.0% of the respondents are disagree and 1.3% of the respondents are strongly disagree.

Pricing Strategy

Particulars	Frequency	Percentage
Strongly Agree	13	8.7
Agree	59	39.3
Neutral	68	45.3
Disagree	9	6.0
Strongly Disagree	1	.7
Total	150	100.0

Table 1.3 Pricing Strategy

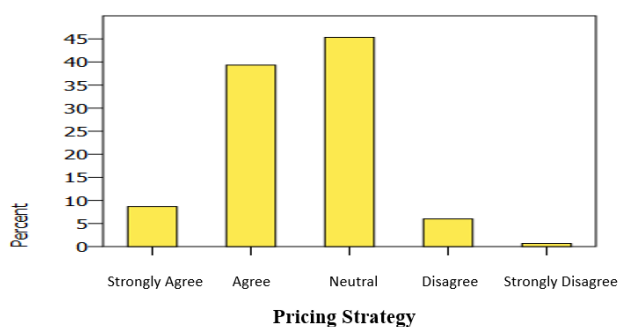


Fig 1.3 Pricing Strategy

Inference: From the above table, it is inferred that 8.7% of the respondents are strongly agree and 39.3% of the respondents are agree and 45.3% of the respondents are neutral and 6.0% of the respondents are disagree and .7% of the respondents are strongly disagree.

Strong brand image

Particulars	Frequency	Percentage
Strongly Agree	21	14.0
Agree	68	45.3
Neutral	53	35.3
Disagree	7	4.7
Strongly Disagree	1	.7
Total	150	100.0

Table 1.4 Strong brand image

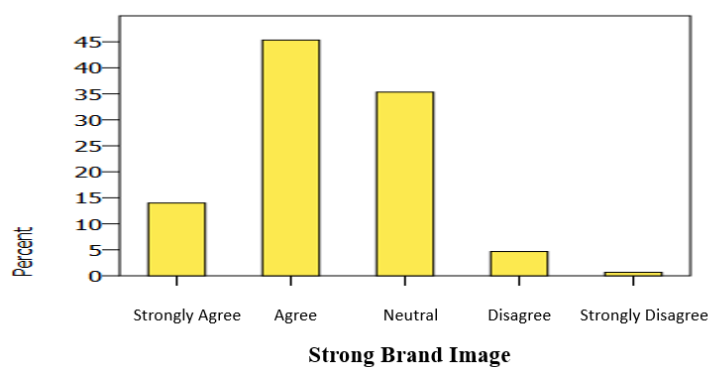


Fig 1.4 Strong brand image

Inference: From the above table, it is inferred that 14.0% of the respondents are strongly agree and 45.3% of the respondents are agree and 35.3% of the respondents are neutral and 4.7% of the respondents are disagree and .7% of the respondents are strongly disagree.

Chi-Square Test (Non – Parametric Test)

H0: There is no significant association between After sales services and brand image.

H1: There is significant association between After sales services and brand image.

Observed frequency of the variable 1

Honda's after-sales services and support significantly contribute to customer satisfaction and loyalty.			
Value	Observed N	Expected N	Residual
Strongly Agree	30	30.00	.00
Agree	79	30.00	49.00
Neutral	35	30.00	5.00
Disagree	4	30.00	-26.00
Strongly Disagree	2	30.00	-28.00
Total	150		

Table 1.5 Observed frequency of the variable 1**Observed frequency of the variable 2**

Honda's strong brand image and reputation for trustworthiness enhance customers' confidence in purchasing their bikes and scooters			
Value	Observed N	Expected N	Residual
Strongly Agree	21	30.00	-9.00
Agree	68	30.00	38.00
Neutral	53	30.00	23.00
Disagree	7	30.00	-23.00
Strongly Disagree	1	30.00	-29.00
Total	150		

Table 1.6 Observed frequency of the variable 2**Chi – Square test**

Test Statistics			
Variables	Chi-square	df	Asymp. Sig.
After Sales Services	129.53	4	.000
Strong Brand Image	114.13	4	.000

Table 1.7 Chi – Square test

Inference: From table 1.7, the significant value is $p=0.000$ which is less than 0.05. So, the alternative hypothesis is accepted, it reveals that there is significant association between Honda's after-sales services and support significantly contribute to customer satisfaction and loyalty and Honda's strong brand image and reputation for trustworthiness enhance customers' confidence in purchasing their bikes and scooters.

Correlation Analysis

Correlation between training program and loyalty program.

H0: There is no relationship between training program and loyalty program.

H1: There is relationship between training program and loyalty program.

Variables		Loyalty program	Training Program
Loyalty program	Pearson correlation	1.000	.927
	Sig.2 (2- tailed)		.000
	N	150	150
Training Program	Pearson correlation	.927	1.000
	Sig. (2 – tailed)	.000	
	N	150	150

Table 1.8 Correlation

Inference: From this table it is inferred that, $r = 0.927$ (r value lies between -1 to +1), hence it is clear that there is a positive correlation between training program and loyalty program. H1 is accepted.

1.6 Suggestions

By implementing these suggestions, Honda can enhance customer satisfaction towards its two-wheeler vehicles, strengthen brand loyalty, and maintain a competitive edge in the market.

- Honda should try to work on making attractive designs for their future upcoming bikes.
- Honda should consider reducing the maintenance costs of their bikes, as it will keep the customers happy, contributing to the brand image of Honda.
- The dealer should have to appoint employees with friendly attitude and good communication to provide all over information to all type of customers.
- The dealer should provide skill-based training program for existing staff to enhance their customer relation behaviour.
- To come with different colour of the scooters with new models.
- Company should maintain quality of after sale services to impress the customers.

1.7 Limitations of the Study

- The response from the customer may be biased.
- Limited access to the data.
- Time constraint.

1.8 Conclusion

According to a study on consumer satisfaction with Honda two-wheelers, most consumers are quite happy with their purchases. The Honda two-wheelers excel in meeting customers basic expectations in terms of dependability, fuel efficiency, and overall performance. Good opinions about comfort, design, and affordability help to further bolster brand preference and client loyalty. Honda can improve consumer satisfaction and solidify its place in the market by resolving these problems, the study also revealed areas where Honda can improve customer satisfaction, such as the design of its bikes, reducing maintenance costs, and resale value of its bikes.

1.9 Reference

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