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A Study On Customer Satisfaction Of Honda Two Wheelers With Reference To Sagar Honda, Tirupati

***D. SUNIL**

****D.S. PADMAJA**

*Student, II MBA, Department of MBA, Annamacharya Institute of Technology & sciences:

**Assistant Professor, Department of MBA, Annamacharya Institute of Technologies & Sciences:
Tirupati (Autonomous)

Abstract:

This study examines the level of customer satisfaction towards Honda two-wheelers with reference to Sagar Honda, Tirupati. It aims to understand customer opinions on aspects such as quality, mileage, price, and after-sales service. The data were collected through questionnaires and analyzed using simple statistical methods. The findings indicate that most customers are satisfied with the performance and reliability of Honda two-wheelers, though improvements are needed in service efficiency. The study highlights the importance of customer satisfaction in retaining customers and enhancing business growth.

Customer satisfaction plays a vital role in the success and growth of any business, especially in the highly competitive automobile industry. This study focuses on analyzing the level of customer satisfaction towards Honda two-wheelers with special reference to Sagar Honda, Tirupati. The main objective of the study is to understand customer perceptions regarding product quality, pricing, mileage, service facilities, and overall performance of Honda two-wheelers.

KEY WORDS

Customer Satisfaction, Honda motor co, ltd., Two-Wheeler Industry, Performance, Mileage, Price, After-Sales Service, Customer Perception, Descriptive Research.

INTRODUCTION

Customer Satisfaction is the very important for every business. When customers are happy with a product or service, they continue to buy and also recommend it to others. In the automobile industry, companies must provide good quality vehicles, reasonable prices, and proper service to satisfy customers. Customer Satisfaction refers to how well a company's products or services meet or exceed customer expectations. It is a key indicator of business success, reflecting customer loyalty, repeat purchases, and overall brand reputation.

COMPANY PROFILE

SAGAR MOTORCOMP PVT LTD is established in 2013 by Mr. Sagar Bandaru and Mrs. Kalyani Bandaru as authorised dealer for Honda Motorcycles & Scooters India Pvt Ltd at Tirupati. Under the leadership of Mr. Saagar, the dealership within a period of 8 years has achieved the coveted position of 2nd rank among all the dealerships in the State of Andhra Pradesh and 20th in All India Dealerships as per the rankings of HMSI. Further the dealership has expanded and has branches in Nagari, Puttur, Pileru, Chandragiri in Chittoor District which add volumes to the Dealership. Sagar Honda, one of the India's largest dealers for Honda Motor Cycles and Scooters India with a network spanning 5 Sales & 5 Service locations. Sagar Honda has received awards at both National & South India levels for its overall performance in sales, service & customer satisfaction.

REVIEW OF LITERATURE

Measuring Customer Satisfaction with Honda Scooters in India: An Exploratory Study by Saxena et al. (2019)

This exploratory study analyzed customer satisfaction with Honda scooters in India. The findings showed that product quality, after-sales services, price, and brand image significantly influenced customer satisfaction. The authors recommended that Honda should focus on improving its after-sales services and product quality.

Customer satisfaction with motorcycles: A case study of China" by Zeng et al. (2018)

A study conducted by Zeng et al. (2018) on customer satisfaction with motorcycles found that design, fuel efficiency, and brand reputation were the top factors that influenced customer satisfaction. The study can be cited to provide insights on the importance of design in customer satisfaction with Honda bikes.

OBJECTIVES OF THE STUDY

To find out the major factors that influences the customer while buying the product, SAGAR Honda Private Limited – Tirupati.

To Identify the relationship existing between services offered and level of satisfaction, SAGAR Honda Private Limited – Tirupati.

To know the after-sale service experienced by customers, SAGAR Honda Private Limited – Tirupati.

To know the kind of problems being faced by Two-wheeler Customers at this dealership, SAGAR Honda Private Limited - Tirupati.

NEED FOR THE STUDY

The two-wheeler market is highly competitive, and customer satisfaction plays a crucial role in retaining customers and increasing market share.

Understanding customer satisfaction helps Honda MotoCorp identify strengths and weaknesses in its products and services.

The study helps to know the expectations and preferences of customers in Tirupati specifically, as customer needs vary by region.

It provides insights into after-sales service quality, which is a major factor influencing customer loyalty.

The findings of the study can help dealers and service centers to improve service performance and customer handling

SCOPE OF THE STUDY

The study is limited to customers of Sagar Honda Motor Co two-wheelers in Tirupati city only.

It covers customers who have purchased and/or serviced in Sagar Honda in Tirupati.

The study focuses on customer satisfaction with respect to product quality, price, mileage, performance, design and after-sales service.

RESEARCH METHODOLOGY

Research Design

The study follows a descriptive research design to analyse the level of customer satisfaction towards Sagar Honda MotoCorp two-wheelers in Tirupati.

Sources of Data

Primary Data: Collected directly from customers using a structured questionnaire.

Secondary Data: Collected from company websites, journals, books, magazines and previous research studies.

Data Collection Tool

A structured questionnaire consisting of both open-ended and close-ended questions was used. Likert scale questions were included to measure customer satisfaction.

Statistical Tools Used

Percentage analysis

Tables and charts

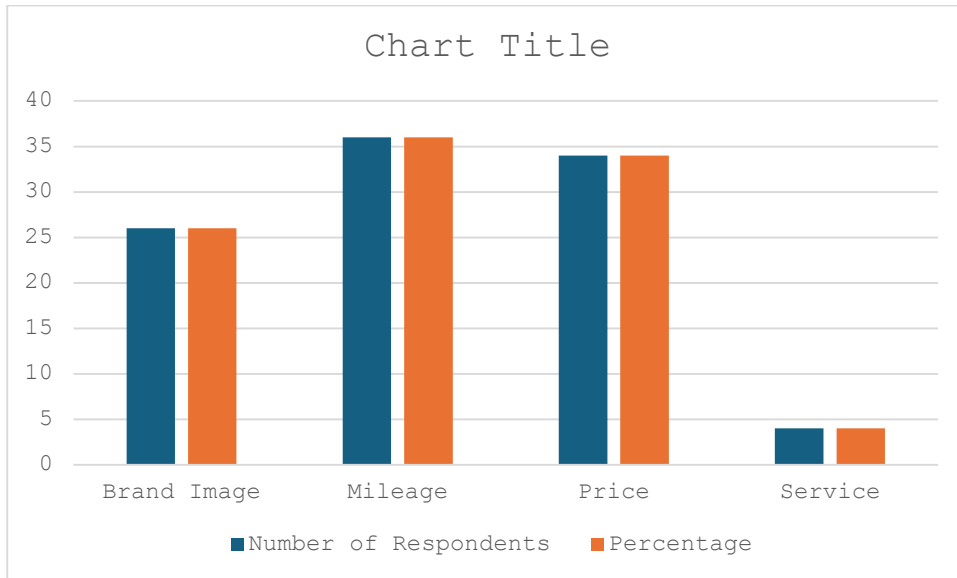
DATA ANALYSIS AND INTERPRETATION

4.1 Which factor influenced you to choose Honda?

TABLE:

Customers Opinion	Number of Respondents	Percentage
Brand Image	26	26
Mileage	36	36
Price	34	34
Service	4	4
Total	100	100

GRAPH:



Interpretation:

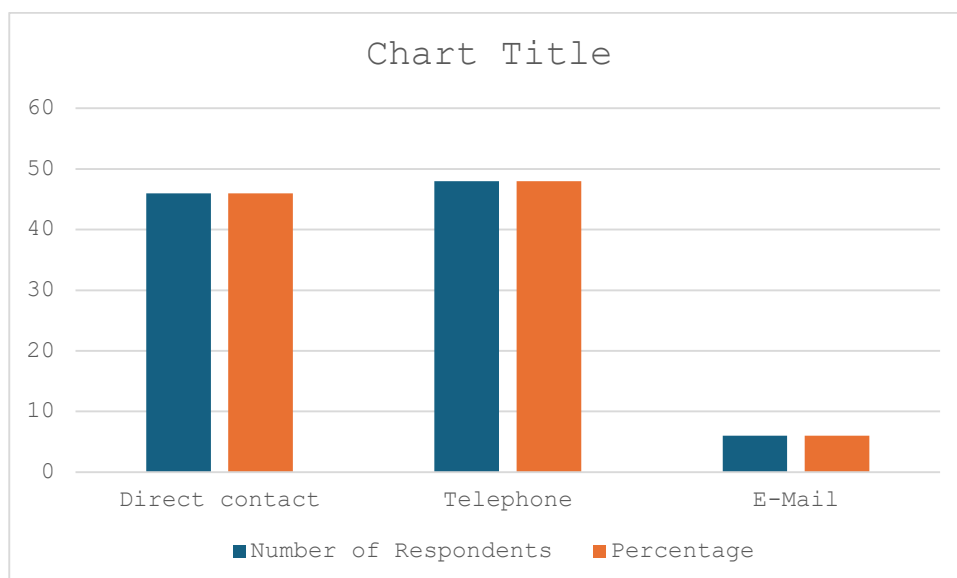
From the above survey report 36% of the respondents said that mileage is one of the feature, 34% respondent said that are price and 26% are brand image is prefer most while purchasing.

In which way the service center is accepting your problem?

TABLE:

Customers Opinion	Number of Respondents	Percentage
Direct contact	46	46
Telephone	48	48
E-Mail	06	06
Total	100	100

GRAPH:



Interpretation:

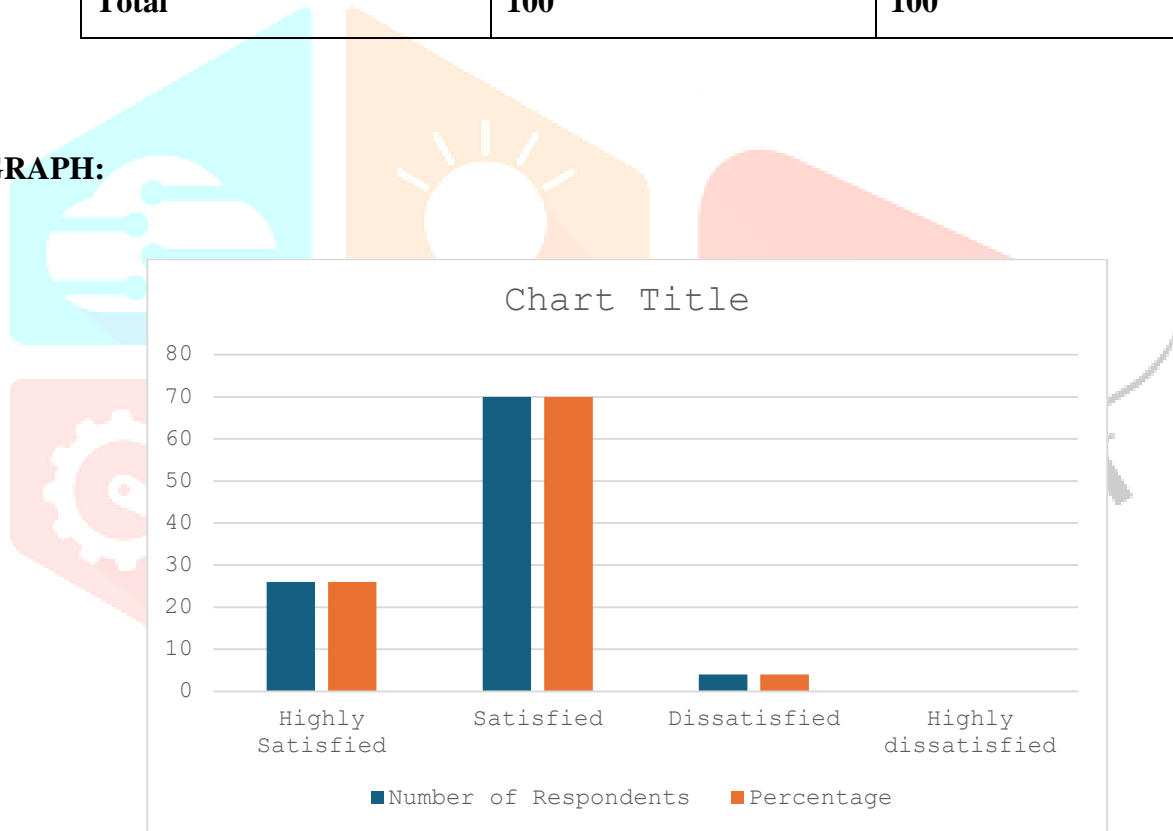
From the above survey report 48% of the respondents said that are service center is responding through telephone, 46% of the respondents said that direct contact to the service center.

Level of satisfaction on post sale service in Honda Centre.

TABLE:

Customers Opinion	Number of Respondents	Percentage
Highly Satisfied	26	26
Satisfied	70	70
Dissatisfied	04	04
Highly dissatisfied	0	0
Total	100	100

GRAPH:



Interpretation:

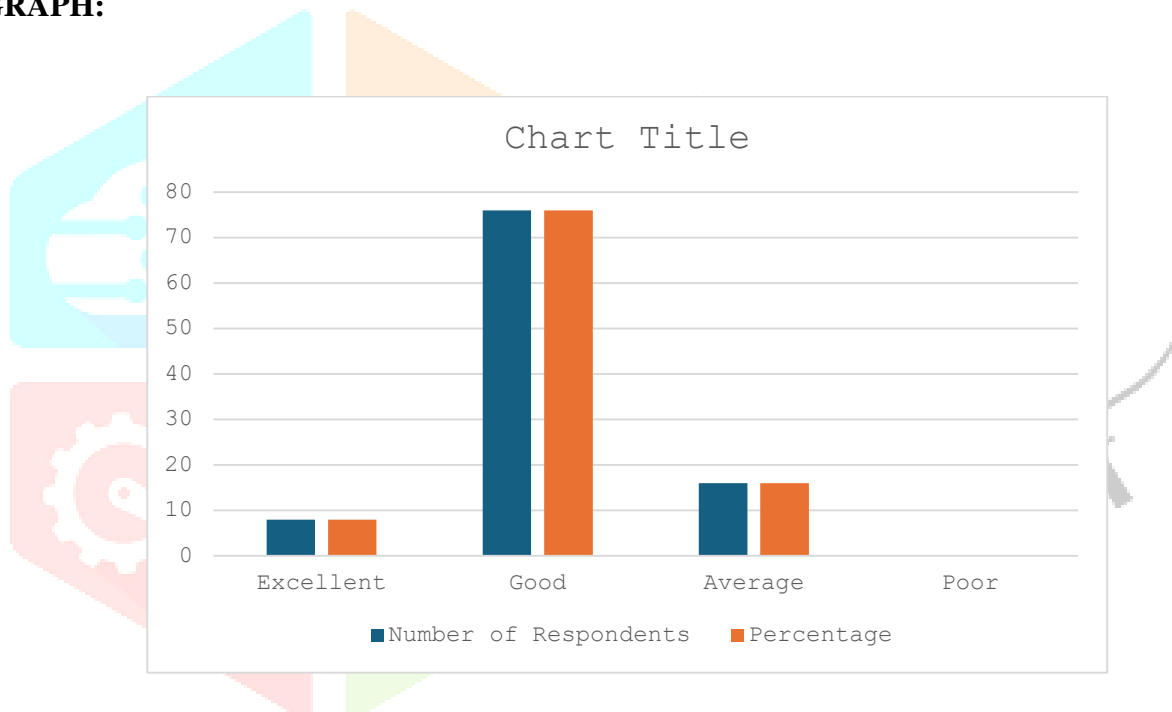
From the above survey report 70% of the respondents said that satisfied with the post service and 26% of the respondents are said that highly satisfied with the post service in Honda Centre.

How would you rate the behaviour of the sales staff.

TABLE:

Customers Opinion	Number of Respondents	Percentage
Excellent	08	08
Good	76	76
Average	16	16
Poor	-	-
Total	100	100

GRAPH:



Interpretation:

From the above survey report 76% of the respondents said that the sales staff behaviour as good, 16% of the respondents rated it as average.

FINDINGS:

- 36% of the respondents said that mileage is one of the factor, 34% respondents said that are price and 26% are brand image is the influenced factors while purchasing.
- 48% of the respondents said that are service center is responding through telephone, 46% of the respondents said that direct contact to the service center.
- 70% of the respondents said that satisfied with the post service and 26% of the respondents are said that highly satisfied with the post service in Honda Centre.
- 76% of the respondents said that the sales staff behaviour as good, 16% of the respondents rated it as average.

- 57% of respondents said that they received complete information about the vehicle and 23% of respondents said that they received partial information of the vehicle.

SUGGESIONS:

- SAGAR Honda Private Ltd., maintain to deliver the vehicle at promised delivery time same as now.
- SAGAR Honda Private Ltd., should provide clear explanation of service performed and charges at the time of delivery to the customers.
- SAGAR Honda Private Ltd., should improve the availability of the spare parts.
- Effective customer's service method should be improved more.
- Quality of service and brand image is the only criterion that is attracting customers so SAGAR Honda Private Ltd., has to maintain its quality of service and brand image consistently.

CONCLUSION:

customer satisfaction plays a crucial role in the success and growth of any organization. The study shows that understanding customer needs, providing quality products or services, and maintaining good communication with customers are key factors in achieving high satisfaction levels. When customers feel valued and their expectations are met or exceeded, they are more likely to remain loyal and recommend the company to others. Therefore, organizations should continuously collect customer feedback and improve their services to maintain long-term relationships and stay competitive in the market.

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