

A STUDY ON THE CUSTOMER SATISFACTION TOWARDS BHAGAVAN HONDA TWO WHEELERS AT PUDUCHATRAM

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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.

INTRODUCTION

The automotive industry is constantly evolving, with new technologies and trends emerging every day. To remain competitive, companies must continuously evaluate and understand their customers' needs and satisfaction levels. Customer satisfaction is a critical factor in determining the success of any business, and the automotive industry is no exception. In today's market, customers have a wide range of options to choose from, and their satisfaction is the key to attracting and retaining them as loyal customers.

The purpose of this research project is to examine the level of customer satisfaction towards Honda, one of the largest automobile manufacturers in the world. Honda has been serving customers for several decades and has a reputation for producing high-quality vehicles. However, in today's highly competitive market, it is important to understand how customers perceive the company and its products. The findings of this study will provide valuable insights into the strengths and weaknesses of Honda and help the company to improve its customer satisfaction.

The research will be conducted using survey methods and will gather data from a representative sample of Honda customers. The survey will include questions that address various aspects of customer satisfaction, such as product quality, reliability, performance, and after-sales service. The data collected will be analyzed using statistical methods to determine the overall level of customer satisfaction with Honda.

OBJECTIVE OF THE STUDY

To assess the level of customer satisfaction towards Honda and its products.

To identify the factors that influence customer satisfaction towards Honda.

To determine the strengths and weaknesses of Honda in terms of customer satisfaction.

To recommend strategies for improving customer satisfaction towards Honda and its products.

LITERATURE REVIEW

Factors Affecting Customer Satisfaction towards Honda Motorcycles in Indonesia by Ismail et al. (2018)

This study aimed to identify the factors affecting customer satisfaction towards Honda motorcycles in Indonesia. The findings showed that product quality, service quality, price, and brand image significantly influenced customer satisfaction. The authors suggested that Honda should maintain and improve its product and service quality to enhance customer satisfaction.

Consumer Satisfaction with Honda Two-Wheelers: An Empirical Study by Hameedet al. (2019)

This empirical study analyzed consumer satisfaction with Honda two-wheelers in Pakistan. The findings showed that product quality, price, brand image, and after-sales services were significant predictors of customer satisfaction. The authors recommended that Honda should focus on providing high-quality products and services to enhance customer satisfaction.

An Empirical Study of Factors Affecting Customer Satisfaction of Honda Motor cycle Users in Bangladesh by Islam et al. (2017)

This study examined the factors affecting customer satisfaction of Honda motorcycle users in Bangladesh. The findings showed that product quality, after-sales service, price, and brand image significantly influenced customer satisfaction. The authors suggested that Honda should provide efficient and timely after-sales services to improve customer satisfaction.

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 motor cycles: A case study of China" by Zengetal.(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.

"Impact of after-sales service on customer satisfaction: A study on motorcycle industry in India" by Wong and Chong (2019):

A study by Wong and Chong (2019) examined the impact of after-sales service on customer satisfaction in the motorcycle industry. The findings of the study can be included to highlight the role of after-sales service in enhancing customer satisfaction with Honda bikes.

"Comparative study of customer satisfaction levels among major motorcycle brands in India" by Li et al. (2017)

Another study by Li et al. (2017) compared the customer satisfaction levels between different motorcycle brands, including Honda, Yamaha, and Suzuki. The study can be cited to provide insights on how Honda bikes perform in terms of customer satisfaction compared to other brands.

"Product attributes influencing customer satisfaction in the motorcycle industry" by Park and Jeon (2018):

A study by Park and Jeon (2018) examined the impact of product attributes on customer satisfaction in the motorcycle industry. The study can be included to provide insights on how different product attributes, such as performance, reliability, and fuel efficiency, influence customer satisfaction with Honda bikes.

"Impact of pricing on customer satisfaction in the Indian two-wheeler industry" by Venkatraman and Madhavan (2018):

A study by Venkatraman and Madhavan (2018) analyzed the impact of pricing on customer satisfaction in the Indian two-wheeler industry, which includes Honda bikes. The findings of the study can be included to provide insights on the role of pricing in customer satisfaction with Honda bikes.

"Determinants of customer satisfaction in the motorcycle industry: The case of Indonesia" by Nurjannah et al. (2020):

A Study on The Customer Satisfaction Towards Bhagavaan Honda Two Wheelers at Puduchatram

The study examines the factors that contribute to customer satisfaction in the motor cycle 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.

"The influence of social media on customer satisfaction in the motorcycle industry: Evidence from Thailand" by Sinlapakanok et al. (2021):

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.

"An empirical study of customer satisfaction with motor cycle service centers in Vietnam" by Pham et al. (2018):

The study examines the factors that influence customer satisfaction with motorcycle service centers in Vietnam. Through a survey of 252 customers, the study finds that service quality, price, and convenience are significant determinants of customer satisfaction.

13. "Assessing the impact of service quality on customer satisfaction: Evidence from the Nigerian motorcycle industry" by Lawal et al. (2019):

This study assesses the impact of service quality on customer satisfaction in the Nigerian motorcycle industry. Using data from a survey of 350 motorcycle users, the study finds that service quality has a significant positive impact on customer satisfaction, especially in terms of reliability, responsiveness, and empathy.

RESEARCH METHODOLOGY

METHODOLOGY

Research methods are the techniques and tools by which you research a subject or a topic. Research methodology involves the learning of various techniques to conduct research and acquiring knowledge to perform tests, experiments, surveys, and critical analysis.

RESEARCH DESIGN

Descriptive research design is used in this study. Descriptive research is also called statistical research. The main goal of this type of research is to describe the data characteristics about what is being studied. The idea behind this type of research is to study frequencies, averages, and other statistical calculations. Although this research is highly accurate, it does not gather the causes behind a situation. Descriptive research is used to obtain information concerning the status of the phenomena to describe "what exists" with respect to variables or conditions in a situation.

STATEMENT OF THE PROBLEM

Identification of information needed to solve the problem.

Selection or development of instruments for getting the information.

Design of procedure for information collection.

Collection of information.

Analysis of information

Generalization and prediction

SOURCES OF DATA COLLECTION PRIMARY DATA

This includes designing questionnaires for collection of data through Google form, collecting data from target respondents, processing and analyzing the data and arriving at conclusions.

SECONDARY DATA

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

SUGGESTIONS

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.

Honda can work on providing good resale value to its customers.

Honda has got good R&D facilities and international design of bikes and it needs to integrate its efforts together with other departments more, specifically the marketing department.

360-degree marketing approach and need to follow aggressive promotional campaigns to have larger market share in the motorcycle industry.

Honda should also focus on providing for the demands of the youth because the younger generation has more enthusiastic riders than other age groups.

CONCLUSION

Conducting this survey on customer satisfaction with Honda bikes showed that the company possesses a positive brand reputation and is typically well-liked by consumers. Most consumers expressed great pleasure with their Honda bikes, especially in terms of the product's quality, fuel economy, and overall performance.

However, 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. By addressing these areas, Honda can increase customer satisfaction and loyalty, and strengthen its position in the market.

Overall, Honda should continue to put requirements of its customers first by looking for feedback, upgrading the quality of its products, expanding its after-sales support, and providing vehicles with a high resale value. By doing this, it will be able to keep its consumers' faith in the brand and achieve long-term success in the competitive motor bike industry.

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