

CUSTOMER SATISFACTION REGARDING HONDA BIKES

Pankajkumar Raj Narayan Ram , Prof.Shital Shah, Dr.Prof.Ashwini Kshirsagar

Pankajkumar Raj Narayan Ram ,Finance & Alamuri Ratnamala Institute of Engineering and Technology

Prof.Shital Shah ,Finance & Alamuri Ratnamala Institute of Engineering and Technology

Dr.Prof.Ashwini Kshirsagar ,Finance & Alamuri Ratnamala Institute of Engineering and Technology

Abstract -

Customer satisfaction regarding Honda bikes is a critical aspect of assessing market performance and brand loyalty. In recent years, Honda has consistently strived to enhance customer satisfaction through various strategies encompassing product quality, after-sales service, and innovation. Key factors contributing to customer satisfaction include reliability, fuel efficiency, performance, and design aesthetics. Honda's commitment to research and development ensures the incorporation of cutting-edge technology, resulting in bikes that meet or exceed customer expectations. After-sales service plays a pivotal role in enhancing customer satisfaction, with Honda establishing a widespread network of service centers to address maintenance needs promptly. The availability of genuine spare parts further reinforces customer trust and satisfaction. Feedback mechanisms such as customer surveys and online reviews allow Honda to gauge satisfaction levels and identify areas for improvement continually. Incorporating customer feedback into product development processes enables Honda to tailor offerings to meet evolving consumer preferences effectively. Moreover, Honda's emphasis on sustainability and eco-friendliness resonates well with environmentally-conscious consumers, further bolstering satisfaction levels. Through a holistic approach encompassing product quality, service excellence, innovation, and sustainability, Honda consistently strives to foster high levels of customer satisfaction, thereby solidifying its position as a leading brand in the motorcycle industry.

Keywords : Honda bikes, customer satisfaction, product quality, performance, reliability, design, affordability, after-sales service

1.INTRODUCTION

In the dynamic landscape of the automotive industry, customer satisfaction stands as a pivotal factor determining success and longevity. Honda, a renowned name in the motorcycle market, has consistently aimed to deliver high-quality products and services to meet the evolving needs and preferences of its customers. Understanding the nuances of customer satisfaction regarding Honda bikes is imperative for the company to sustain its competitive advantage and foster enduring customer relationships.

This introduction sets the stage for exploring the intricate dynamics of customer satisfaction within the context of Honda bikes. It delineates the significance of customer satisfaction as a barometer of product performance, service quality, and brand loyalty. Furthermore, it underscores the importance of conducting a comprehensive study to decipher the underlying factors influencing customer satisfaction levels.

As the automotive industry continues to evolve with technological advancements and shifting consumer preferences, Honda's commitment to customer-centricity remains paramount. Thus, this study endeavors to delve deeper into the realm of customer satisfaction regarding Honda bikes, aiming to unravel the key drivers, challenges, and opportunities therein. Through rigorous analysis and empirical research, this study seeks to offer actionable insights for Honda and industry stakeholders to enhance customer experiences and fortify brand loyalty in an ever-changing marketplace.

In today's dynamic automotive industry, understanding customer satisfaction is paramount for companies like Honda to maintain their competitive edge. With an extensive history of producing high-quality vehicles, Honda has built a solid

reputation globally. However, in the face of increasing competition and evolving consumer preferences, it's essential to delve deeper into how customers perceive the brand and its offerings. This research project aims to scrutinize the level of customer satisfaction towards Honda, particularly focusing on its motorcycles. Through surveys conducted among Honda's customer base, encompassing both current and past motorcycle owners, various aspects of satisfaction such as product quality, reliability, performance, and after-sales service will be evaluated.

The automotive industry, being highly competitive, demands continuous assessment of customer needs and satisfaction levels to ensure sustainable growth and customer retention. With Honda's commitment to innovation, sustainability, and quality, this study holds significant value not only for the company but also for the broader understanding of customer satisfaction within the automotive sector.

By identifying the strengths and weaknesses of Honda's customer satisfaction levels, this research endeavors to provide actionable insights that can guide the company in enhancing its offerings and services. Ultimately, the findings of this study will contribute to Honda's efforts in bolstering customer satisfaction and solidifying its position in the motorcycle market.

2. Body of Paper

LITERATURE REVIEW

1. 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.

2. Consumer Satisfaction with Honda Two-Wheelers: An Empirical Study by Hameed et 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.

3. An Empirical Study of Factors Affecting Customer Satisfaction of Honda Motorcycle 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.

4. 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.

5. "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 influence customer satisfaction. The study can be cited to provide insights on the importance of design in customer satisfaction with Honda bikes.

6. "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.

7. "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.

8. "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.

9. "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.

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

11. "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.

12. "An empirical study of customer satisfaction with motorcycle 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:

Research methodology encompasses the techniques and tools employed to investigate a subject or topic. In this study, descriptive research design is utilized, also known as statistical research. This approach aims to describe the characteristics of the data under study, focusing on frequencies, averages, and other statistical calculations. While descriptive research provides accurate data, it does not delve into the causative factors behind observed phenomena. Instead, it aims to depict "what exists" concerning variables or conditions in a given situation.

The research process involves several key steps:

1. Statement of the problem
2. Identification of information required to address the problem
3. Selection or development of instruments for data collection
4. Designing procedures for data collection
5. Collection of information
6. Analysis of information
7. Generalization and predictions based on findings

Sources of Data Collection:

Primary Data: This involves designing questionnaires, using tools like Google Forms, to collect data directly from target respondents. The collected data is then processed, analyzed, and conclusions are drawn.

Secondary Data: This data is gathered from various sources such as books, journals, newspapers, magazines, and online platforms.

Tools of Analysis:

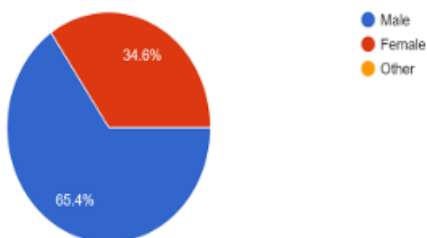
Percentage Analysis: Percentage analysis is employed to create contingency tables from frequency distributions, aiding in the representation of collected data for improved understanding. Bar diagrams and pie charts are generated based on percentage analysis to visualize the data effectively.

DATA ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS AND INTERPRETATION TABLE

4.1 Gender wise classification of the respondents.

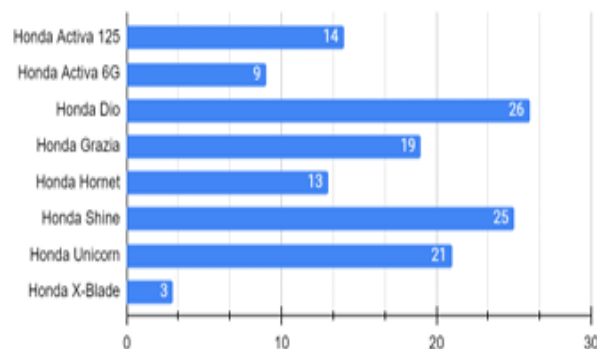
Gender	No.of Respondents	Percentage
Male	85	65.4%
Female	45	34.6%
Other	0	0
Total	130	100%



INTERPRETATION : From the above data it was found that 65.4% of respondents were Male and 34.6% of respondents were Female.

Table showing the no. of owners of each bike.

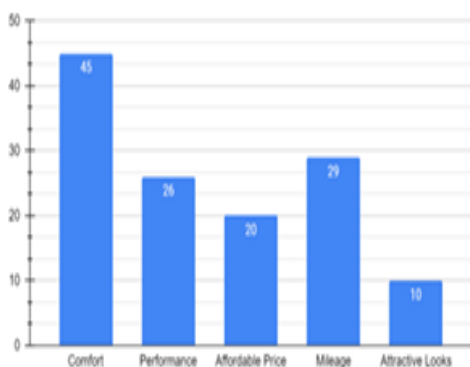
Name of the bike	No. Of Respondents	Percentage
Activa 125	14	10.8%
Activa 6G	9	6.9%
Grazia	19	14.6%
CB Shine	25	19.2%
Unicorn	21	16.2%
Dio	26	20%
Hornet	13	10%
X- Blade	3	2.3%



INTERPRETATION: It is found that Honda Dio has the most number of users I.e. 26, followed by Honda Shine with 25 users, Honda unicorn with 21 users, Honda Grazia with 19 users, Honda Activa 125 with 14 Users, Honda Hornet with 13 users, Honda Activa 6G with 9 users, and with the least number of users I.e. 3 Honda X Blade comes at the last place.

Reason for choosing the bike

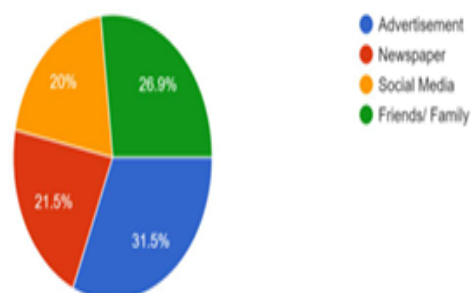
Reason	No. Of respondents	Percentage
Performance	26	20%
Comfort	45	34.6%
Mileage	29	22.3%
Affordable Price	20	15.4%
Attractive looks	10	7.7%



INTERPRETATION: It was found that comfort was the major reason for selecting Honda as 45 users chose Honda bikes for their comfort. It is interpreted that Honda should work more on the looks and style of its bikes as it lies at the bottom of the list of reasons for considering Honda bikes.

Mode of promotion

Mode of Promotion	No. Of Respondents	Percentage
Advertisement	41	31.5%
Newspaper	28	21.5%
Social Media	26	20%
Friends/ Family	35	30%

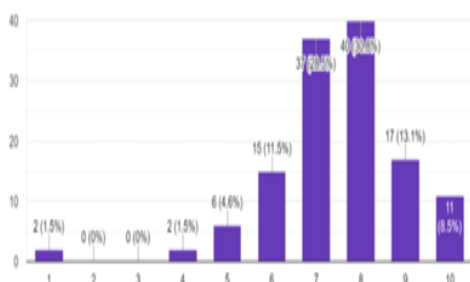


INTERPRETATION : It was found that the most successful method of promotion for Honda was advertisement and Honda should focus more on social media for promotion as it was the least successful among other methods. 26.9% of users listened to their friends and family and bought Honda bikes. This shows that Honda has won many customer's trust.

Performance satisfaction

Rating	No. Of respondents	Percentage
1	2	1.5%
2	0	0
3	0	0
4	2	1.5%
5	6	4.6%
6	15	11.5%
7	37	28.5%
8	40	30.8%
9	17	13.1%
10	11	8.5%

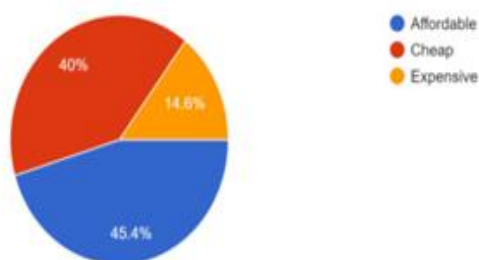
3. CONCLUSIONS



INTERPRETATION : It was found that 30.8% of people gave the rating of 8, 28.5% gave 7, 13.1% gave 9, 11.5% gave 6, 8.5% gave 10, 4.6% gave 5, 1.5% gave 2 and 1.5% gave only 1.

Opinion on price of the bikes.

Opinion	No of respondents	percentage
Affordable	59	45.4%
Cheap	52	40%
Expensive	19	14.6%



INTERPRETATION : It was found that 45.4% of people found Honda bikes to be affordable and 40% of people found Honda bikes to be cheap while 14.6% people found Honda bikes to be expensive.

FINDINGS SUGGESTIONS AND CONCLUSIONS

Findings:

- Majority (51.5%) of Honda bike buyers are aged between 18-24, indicating Honda's popularity among the younger demographic.
- Most buyers (65.4%) of Honda bikes are male.
- The most owned Honda bike is the Honda Dio (20%).
- Half of the respondents have owned a Honda bike for 1-5 years.
- Comfort is the primary reason for considering buying Honda bikes.
- Advertisement is the most successful promotion method for Honda.
- Majority (30.8%) of respondents are quite satisfied with their Honda bike's performance.
- 90% of respondents are satisfied with the fuel efficiency of Honda bikes.
- Only 6.9% of respondents are highly satisfied with the appearance of Honda bikes.
- Majority (86.2%) are happy with Honda's after-sales service.
- Almost half feel Honda bikes are affordable, but 52.3% feel maintenance is expensive.
- 40.8% are willing to recommend Honda bikes, and 43.8% are willing to buy another in the future.
- 75.4% reported improved fuel efficiency after servicing.
- Majority (36.2%) are satisfied with support from the Honda service team.
- Majority (83.8%) agree that Honda is a value-for-money brand.
- 40.8% feel Honda bikes have average resale value.

Suggestions:

- Improve bike designs to attract customers.
- Consider reducing maintenance costs.
- Enhance resale value for customers.
- Integrate R&D efforts with marketing for better synergy.
- Employ a 360-degree marketing approach for increased market share.
- Focus on meeting the demands of the youth demographic.

3. CONCLUSIONS

The survey on customer satisfaction with Honda bikes underscores the company's positive brand reputation and widespread consumer approval. Customers generally express satisfaction with their Honda bikes, particularly praising aspects such as product quality, fuel efficiency, and overall performance.

However, the study identifies key areas for improvement, including bike design, maintenance costs, and resale value. Addressing these areas presents an opportunity for Honda to enhance customer satisfaction, foster greater loyalty, and fortify its market position.

Moving forward, Honda should prioritize customer feedback, continually enhance product quality, expand after sales support, and ensure vehicles maintain high resale value. By prioritizing these initiatives, Honda can sustain consumer trust in the brand and achieve enduring success in the competitive motorcycle industry.

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