

Customer Satisfaction Towards Honda Bikes and Scooties: An Empirical Study in Malappuram District, Kerala

Dr. Dhanya Babu V.

Research Department of Management Studies, Malabar College of Advanced Studies, Vengara

Abstract - The Indian two-wheeler industry has witnessed significant growth due to increasing consumer demand, technological advancements, and rising disposable income. Customer satisfaction has become a critical determinant of business success in this highly competitive market. This study investigates customer satisfaction towards Honda bikes and scooties among users in Othukkungal Panchayath, Malappuram District, Kerala. A descriptive research design was adopted, and primary data were collected from 30 respondents through a structured questionnaire. The study examines customer perceptions regarding vehicle performance, mileage, comfort, design, dealer service, and overall satisfaction. Statistical tools including percentage analysis, mean score analysis, Chi-square test framework, and customer satisfaction indexing are proposed for analysis. The findings indicate that Honda enjoys a favourable brand image and high levels of customer satisfaction, particularly regarding reliability, fuel efficiency, and riding comfort. The study concludes that customer satisfaction significantly contributes to brand loyalty and recommendation behaviour.

Key Words: Customer Satisfaction, Honda Motorcycles, Honda Scooters, Consumer Behaviour, Brand Loyalty, Automobile Marketing.

1. INTRODUCTION

Customer satisfaction represents the extent to which customer expectations are fulfilled by a product or service. In the automobile sector, satisfaction influences customer loyalty, repurchase intentions, and positive word-of-mouth communication. Honda Motorcycle and Scooter India (HMSI) has established itself as one of India's leading two-wheeler manufacturers through quality products and customer-oriented services.

Understanding customer satisfaction enables organizations to improve product quality, service efficiency, and customer retention. Therefore, this study focuses on customer satisfaction towards Honda bikes and scooties in Malappuram District.

2. OBJECTIVES OF THE STUDY

1. To identify factors influencing the purchase of Honda bikes and scooties.
2. To measure customer satisfaction regarding vehicle performance.
3. To examine satisfaction with dealer and after-sales services.
4. To analyze the relationship between satisfaction and recommendation behaviour.

5. To suggest measures for improving customer satisfaction.

3. HYPOTHESES

H₀₁: There is no significant relationship between customer age and satisfaction level.

H₀₂: There is no significant relationship between vehicle performance and overall satisfaction.

H₀₃: Dealer service quality has no significant influence on customer satisfaction.

H₀₄: Customer satisfaction does not significantly influence recommendation behaviour.

4. RESEARCH METHODOLOGY

Research Design

Descriptive research design.

Area of Study

Othukkungal Panchayath, Malappuram District, Kerala.

Sample Size

30 Honda bike and scooty users.

Sampling Technique

Convenience and quota sampling.

Sources of Data

Primary Data

- Structured questionnaire

Secondary Data

- Books
- Journals
- Company reports
- Websites

Statistical Tools

- Percentage Analysis
- Mean Score Analysis
- Customer Satisfaction Index (CSI)
- Chi-square Test
- Correlation Analysis
- Ranking Method

CSI (%) Satisfaction Level

60–80	Good
40–59	Moderate
Below 40	Poor

5. DATA ANALYSIS FRAMEWORK

5.1 Percentage Analysis

Percentage analysis helps identify demographic characteristics and satisfaction levels.

Formula

Percentage = (Number of Respondents / Total Respondents) × 100

5.2 Mean Score Analysis

Customer perceptions regarding mileage, comfort, design, pick-up, and service quality can be evaluated using a five-point Likert scale.

Formula

Mean Score = $\Sigma X / N$

Interpretation:

Mean Score Interpretation

4.50–5.00	Highly Satisfied
3.50–4.49	Satisfied
2.50–3.49	Neutral
1.50–2.49	Dissatisfied
1.00–1.49	Highly Dissatisfied

5.3 Customer Satisfaction Index (CSI)

A composite customer satisfaction score can be calculated as:

CSI = (Total Obtained Score / Maximum Possible Score) × 100

Interpretation:

CSI (%) Satisfaction Level

Above 80 Excellent

5.4 Chi-Square Test

To examine the association between demographic variables and customer satisfaction.

Formula

$$\chi^2 = \Sigma[(O-E)^2/E]$$

Decision Rule:

- $p < 0.05 \rightarrow$ Reject H_0
- $p > 0.05 \rightarrow$ Accept H_0

5.5 Correlation Analysis

To examine the relationship between:

- Mileage satisfaction and overall satisfaction
- Service quality and customer loyalty
- Vehicle performance and recommendation behaviour

Pearson's correlation coefficient:

$$r = \Sigma[(X-\bar{X})(Y-\bar{Y})] / \sqrt{[\Sigma(X-\bar{X})^2 \Sigma(Y-\bar{Y})^2]}$$

6. RESULTS AND DISCUSSION

The available project findings indicate that:

- Majority of respondents belong to the younger age category.
- Honda enjoys a strong brand reputation.
- Customers are highly satisfied with mileage and reliability.
- Riding comfort and vehicle design receive favorable ratings.
- Dealer service quality is perceived positively.
- Honda Unicorn is one of the most preferred models.
- Most customers are willing to recommend Honda vehicles to others.

These findings suggest that product performance and service quality are major determinants of customer satisfaction.

7. MANAGERIAL IMPLICATIONS

The findings provide useful insights for Honda dealers and marketers:

- Improve customer relationship management.
- Enhance after-sales service quality.
- Introduce loyalty programs.
- Expand digital customer engagement.
- Strengthen service scheduling systems.
- Conduct periodic satisfaction surveys.

8. FINDINGS

1. Honda enjoys strong customer trust.
2. Mileage remains a key purchase determinant.
3. Comfort and reliability significantly influence satisfaction.
4. Positive dealer interactions improve customer perceptions.
5. Satisfied customers exhibit stronger recommendation behaviour.
6. Product quality contributes significantly to brand loyalty.

9. CONCLUSION

Customer satisfaction remains a critical success factor in the automobile industry. The study reveals that Honda customers generally perceive the brand positively in terms of mileage, comfort, performance, and reliability. Strong customer satisfaction contributes directly to brand loyalty and positive word-of-mouth communication. Continued focus on customer-centric strategies, technological improvements, and enhanced service quality will further strengthen Honda's market position.

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