

A STUDY ON CUSTOMER SATISFACTION TOWARDS HONDA TWO WHEELERS

Submitted in partial fulfillment of the requirements for the award of

Bachelor of Commerce

by

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**DEPARTMENT OF BUSINESS
ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES**

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
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APRIL - 2023



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of Surendar Sirvi.P (40740366) who carried out the Project Training at "Maansarovar Honda Showroom" under our supervision for a period of 3 months from January 2023 to March 2023.

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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.

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CHAPTER 1

INTRODUCTION

1.1 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.

1.2 INDUSTRY PROFILE

The automotive industry is one of the largest and most dynamic industries in the world. With the increasing demand for vehicles, the industry has grown rapidly in recent years, offering a wide range of products and services to customers. Honda is one of the leading players in this industry, with a rich history and a strong reputation for producing high-quality vehicles.

Honda has been serving customers for several decades and has a strong presence in the global market, with operations in several countries around the world. The company is known for its innovative and technologically advanced vehicles, as well as its commitment to sustainability and environmental protection. Honda offers a wide range of products, including cars, motorcycles, and power products, catering to the needs of customers of different segments and regions.

The automotive industry is highly competitive, with several established players and new entrants vying for market share. In this context, customer satisfaction plays a crucial role in determining the success of any business. Companies must continuously evaluate and understand their customers' needs and satisfaction levels to remain competitive and attract and retain loyal customers.

Given the importance of customer satisfaction in the automotive industry, this research project on customer satisfaction towards Honda is of significant value. 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, as well as contribute to the understanding of customer satisfaction in the automotive industry.

1.3 COMPANY PROFILE

Honda is a Japanese multinational corporation founded in 1948 and headquartered in Tokyo, Japan. The company is a leading producer of vehicles, including cars, motorcycles, and power products, and is known for its commitment to innovation and technology. Honda operates in several countries around the world and has a strong presence in the global market.

Honda is committed to sustainability and environmental protection and has established several initiatives to reduce its carbon footprint and promote the use of alternative energy sources. The company is also known for its high standards of quality and reliability, which have contributed to its reputation as a leading producer of vehicles and power products.

1.4 STATEMENT OF THE PROBLEM

“TO STUDY THE CUSTOMER SATISFACTION TOWARDS HONDA TWO WHEELERS”

1.5 OBJECTIVE OF THE STUDY

- 1) To assess the level of customer satisfaction towards Honda and its products.
- 2) To identify the factors that influence customer satisfaction towards Honda.
- 3) To determine the strengths and weaknesses of Honda in terms of customer satisfaction.
- 4) To recommend strategies for improving customer satisfaction towards Honda and its products.

1.6 SCOPE OF THE STUDY

The scope of the study titled "A Study on Customer Satisfaction towards Honda bikes" is as follows:

Geographical scope: The study will be conducted in a specific region or city, where Honda has a significant customer base.

Product scope: The study will focus on customer satisfaction with Honda's motorcycles.

Respondent scope: The study will focus on current and past customers of Honda who have purchased a motorcycle.

Data collection scope: The study will use surveys to gather information about customer satisfaction with Honda and its products.

CHAPTER 2

REVIEW OF LITERATURE

2.1 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 influenced 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.

CHAPTER-3

RESEARCH METHODOLOGY

3.1 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.

3.2 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 predictions.

3.3 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.

3.4 TOOLS OF ANALYSIS

PERCENTAGE ANALYSIS

Percentage analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding.

Percentage analysis was done, and the bar diagram and pie figure were generated.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

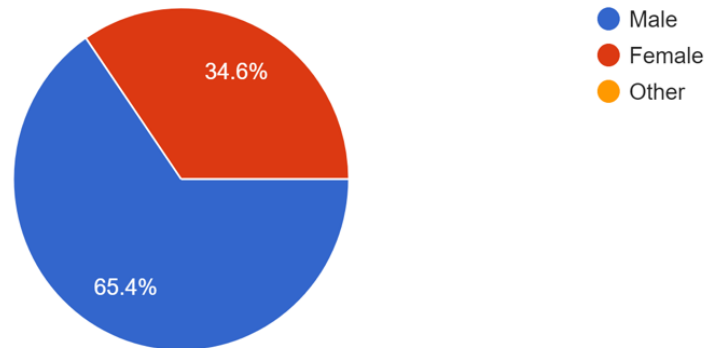
4.1 PERCENTAGE ANALYSIS AND INTERPRETATION

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%

CHART 4.1



INTERPRETATION

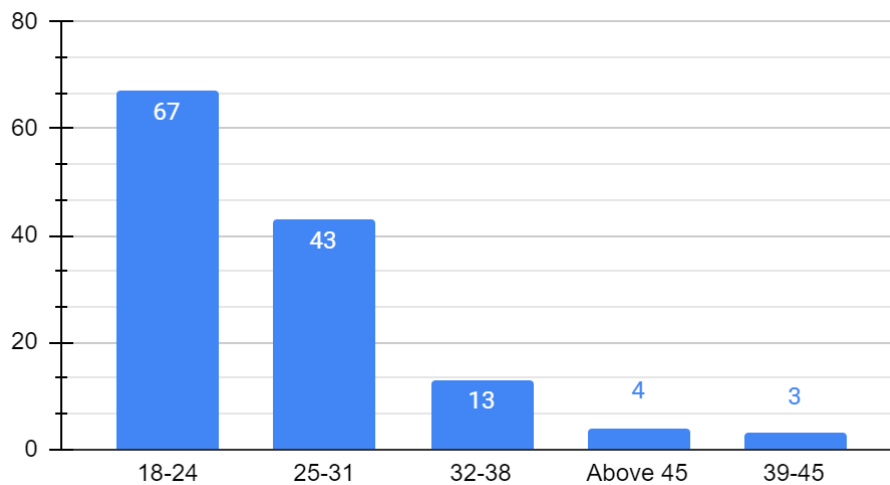
From the above data it was found that **65.4%** of respondents were Male and **34.6%** of respondents were Female.

TABLE 4.2

Age wise classification of respondents.

Age	No.of Respondents	Percentage
18-24	67	51.5%
25-31	43	33.1%
32-38	13	10%
39-45	3	2.3%
Above 45	4	3.1%

CHART 4.2



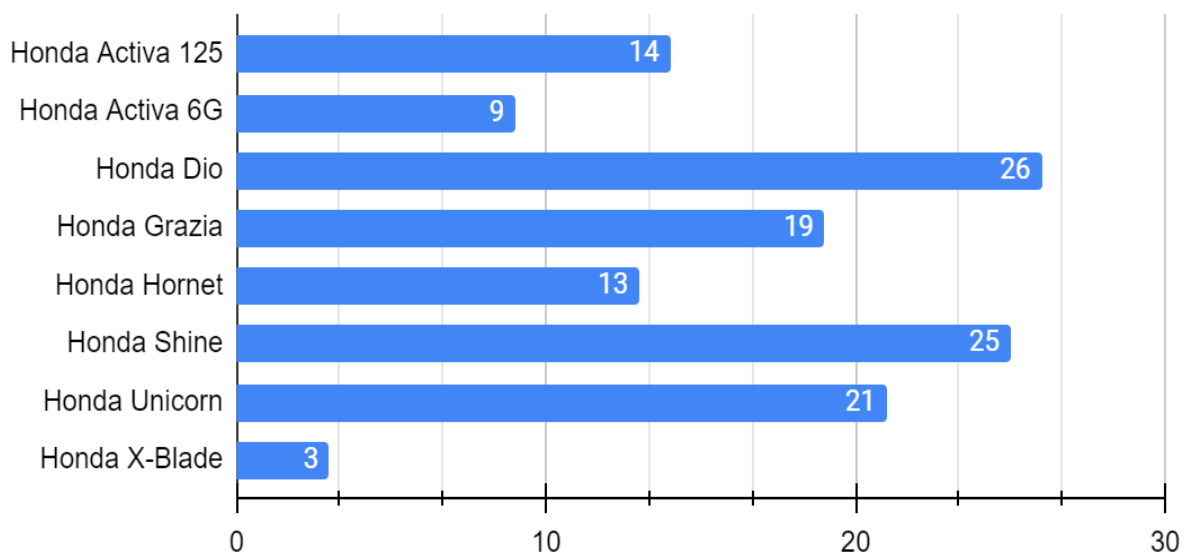
INTERPRETATION

From the above data it was found that **51.5%** respondents were between the age of 18-24, 25-31 were **33.1%**, 32-38 were **10%**, 39-45 were **2.3%** and above 45 were **3.1%**. It is interpreted that more than half of the customers of Honda are youngsters.

TABLE 4.3

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%

CHART 4.3

INTERPRETATION

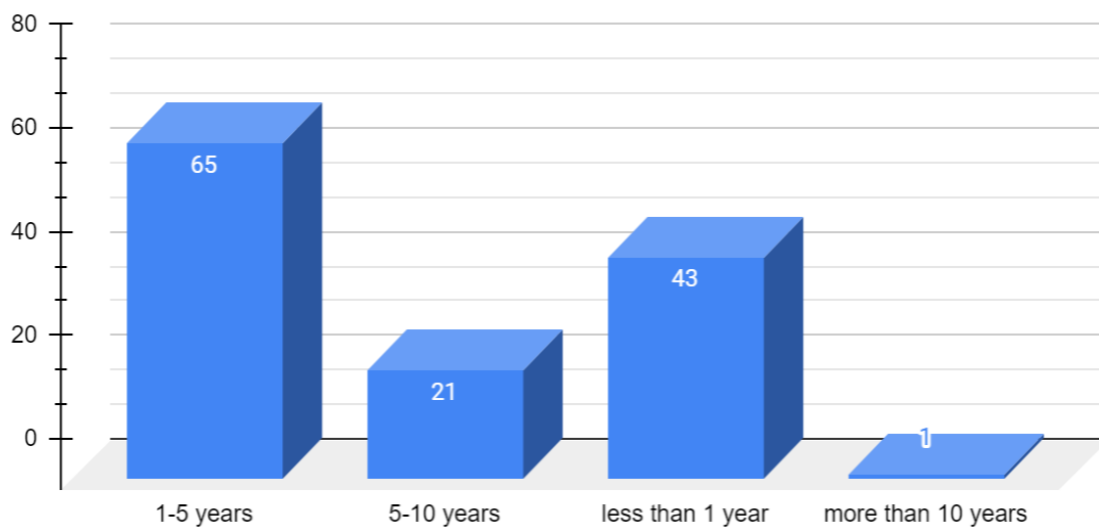
It is found that Honda Dio has the most number of users i.e. 26, followed by Honda Shine with 25 users, Honda unicorn with 21 users, Honda Grazia with 19 users, Honda Activa 125 with 14 Users, Honda Hornet with 13 users, Honda Activa 6G with 9 users, and with the least number of users i.e. 3 Honda X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

TABLE 4.4

Term of usage.

Time Period (in years)	No. Of respondents	Percentage
Less than 1 year	43	33%
1-5 years	65	50%
5-10 years	21	16.2%
More than 10 years	1	0.8%

CHART 4.4



INTERPRETATION

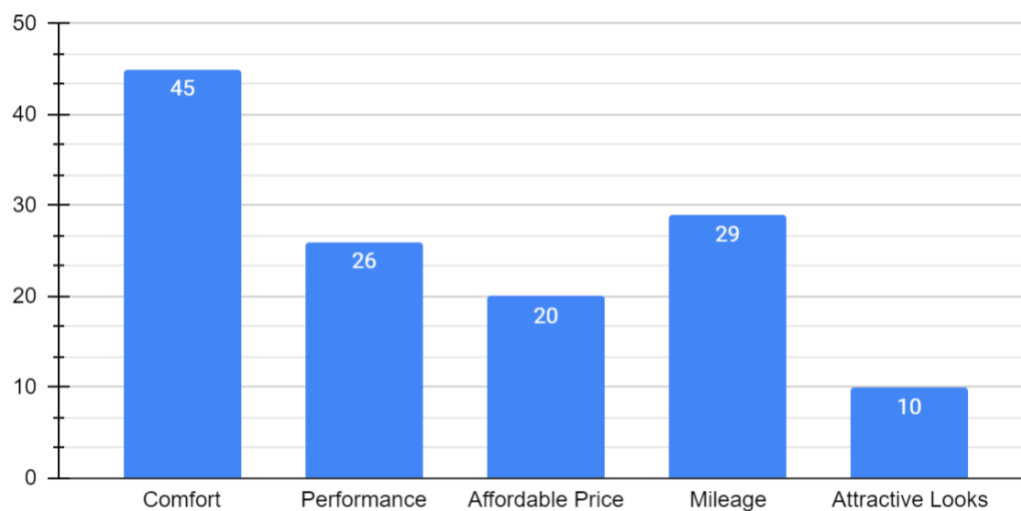
It was found that most users had been using their bikes within the time of 1-5 years, and there was only one user who has been using his bike for more than 10 years. There were 43 users who were new customers of Honda with less than 1 year of usage of their bikes.

TABLE 4.5

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%

CHART 4.5



INTERPRETATION

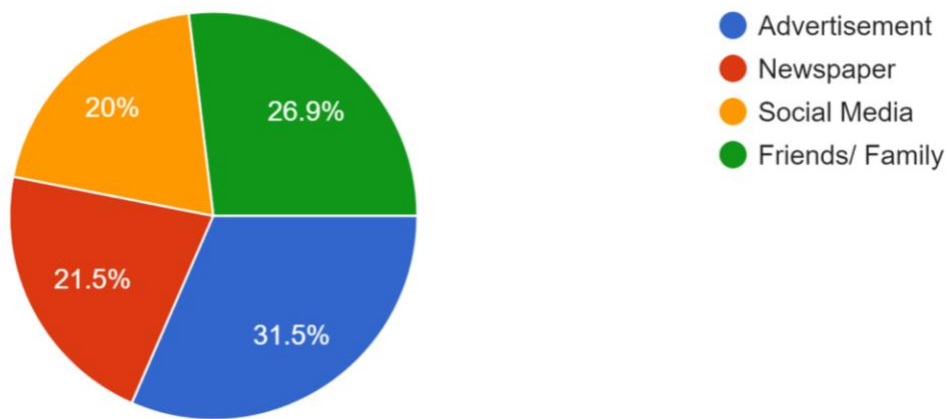
It was found that comfort was the major reason for selecting Honda as 45 users chose Honda bikes for their comfort. It is interpreted that Honda should work more on the looks and style of its bikes as it lies at the bottom of the list of reasons for considering Honda bikes.

TABLE 4.6

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%

CHART 4.6



INTERPRETATION

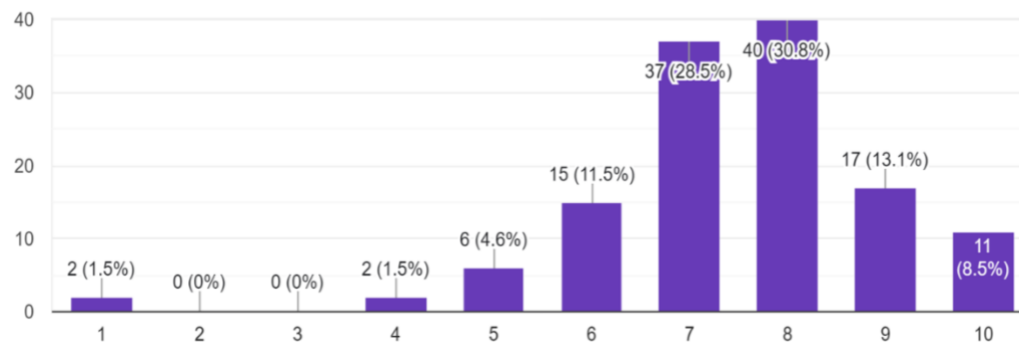
It was found that the most successful method of promotion for Honda was advertisement and Honda should focus more on social media for promotion as it was the least successful among other methods. 26.9% of users listened to their friends and family and bought Honda bikes. This shows that Honda has won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

TABLE 4.7

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%

CHART 4.7



INTERPRETATION

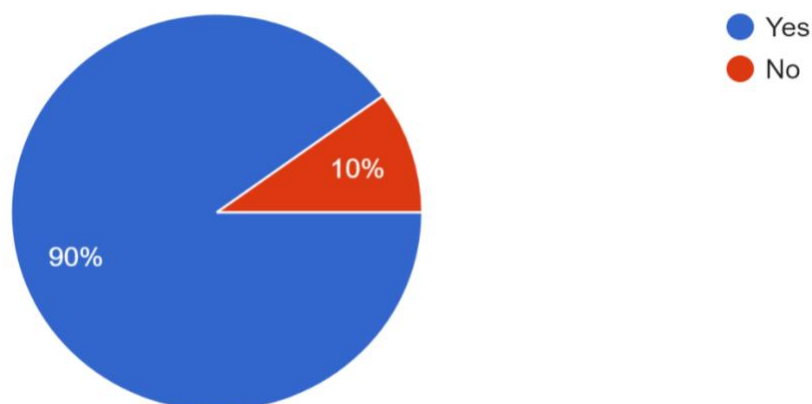
It was found that 30.8% of people gave the rating of 8, 28.5% gave 7, 13.1% gave 9, 11.5% gave 6, 8.5% gave 10, 4.6% gave 5, 1.5% gave 2 and 1.5% gave only 1.

TABLE 4.8

Satisfaction with fuel efficiency

Response	No. Of respondents	percentage
Yes	117	90%
No	13	10%

CHART 4.8



INTERPRETATION

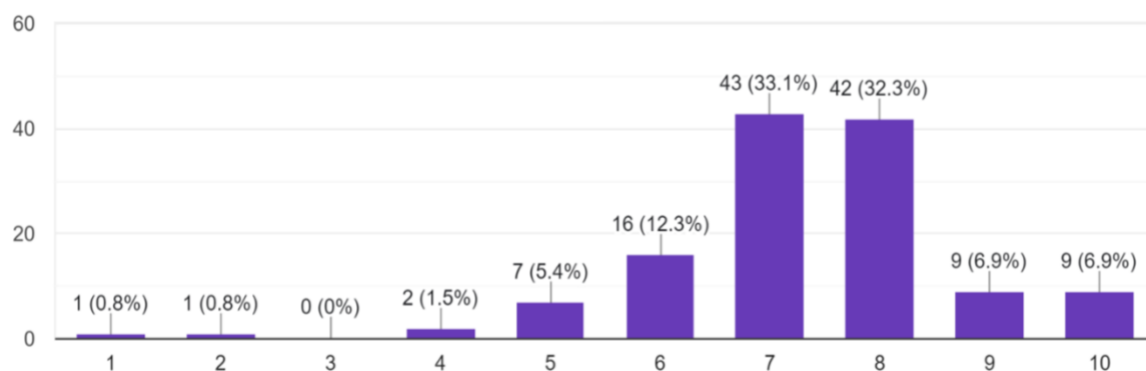
It was found that most people (90%) were satisfied with the fuel efficiency.

TABLE 4.9

Rating design and appearance.

Rating	No of respondents	percentage
1	1	0.8%
2	1	0.8%
3	0	0
4	2	1.5%
5	7	5.4%
6	16	12.3%
7	43	33.1%
8	42	32.3%
9	9	6.9%
10	9	6.9%

CHART 4.9



INTERPRETATION

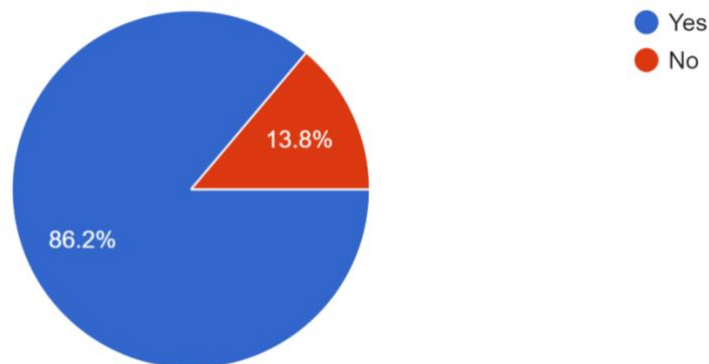
It was found that majority of people 33.1% of people were satisfied with the looks of their Honda bike, 32.3% gave the rating of 8, 12.3% gave 6, 6.9% gave the rating of 9 and the same percentage of people gave the rating of 10, 5.4% gave 5, 1.5% gave 2 and 0.8% gave 1 and same for the rating of 2.

TABLE 4.10

After Sales service satisfaction

Response	No of respondents	percentage
Yes	112	86.2%
No	18	13.8%

CHART 4.10



INTERPRETATION

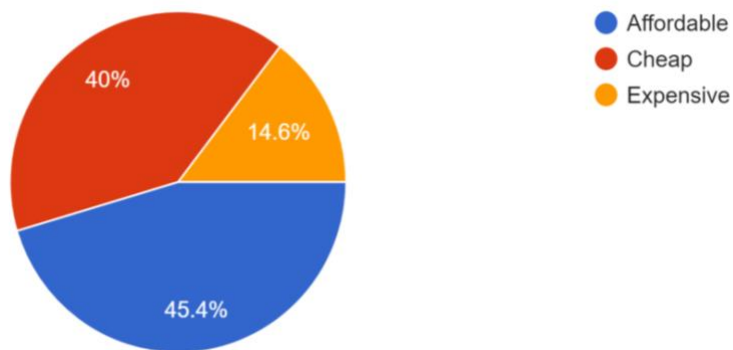
Most people were satisfied with the after sales, nearly 86.2%, whereas 13.8% were not satisfied.

TABLE 4.11

Opinion on price of the bikes.

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

CHART 4.11



INTERPRETATION

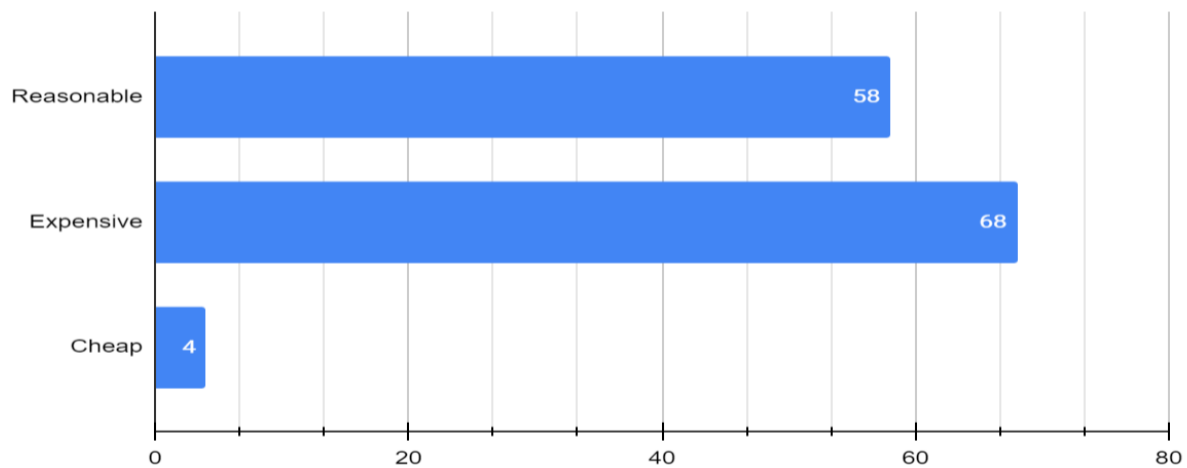
It was found that 45.4% of people found Honda bikes to be affordable and 40% of people found Honda bikes to be cheap while 14.6% people found Honda bikes to be expensive.

TABLE 4.12

Opinion on maintenance costs

Opinion	No of respondents	percentage
reasonable	58	44.6%
expensive	68	52.3%
cheap	4	3.1%

CHART4.12



INTERPRETATION

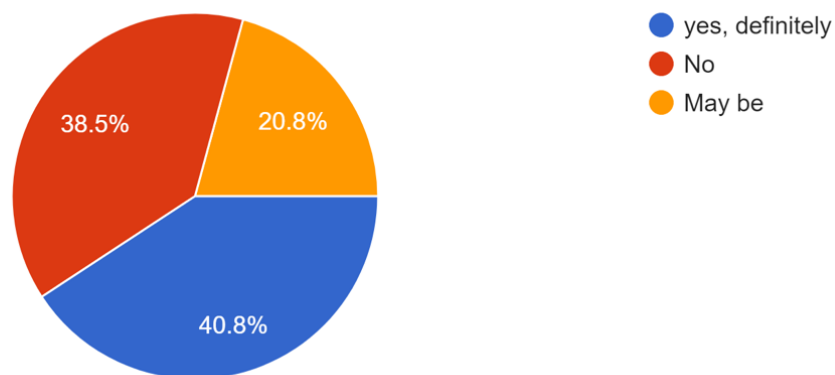
For most people (52.3%) the maintenance costs were expensive and for 44.6% of people it was reasonable and for 3.1% of people the maintenance cost was cheap.

TABLE 4.13

Chances of recommending a Honda bike

Opinion	No of respondents	percentage
Yes	53	40.8%
No	50	38.5%
May be	27	20.7%

CHART 4.13



INTERPRETATION

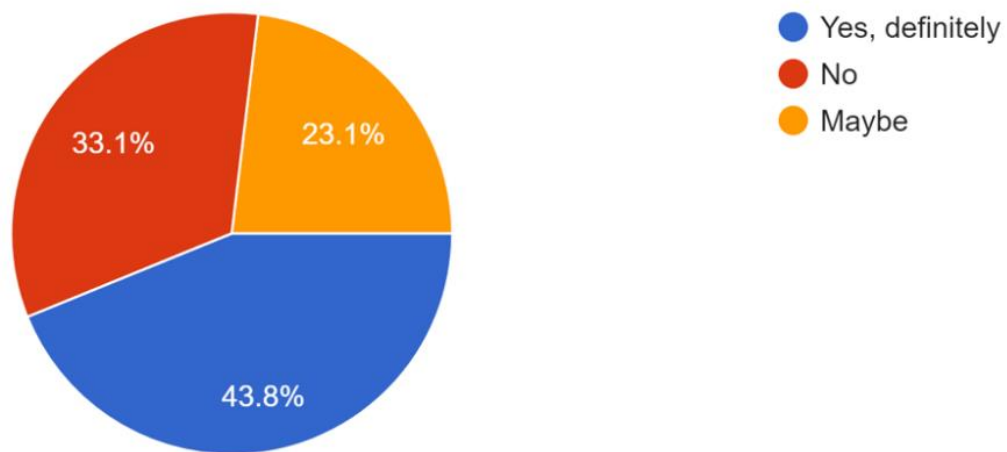
40.8% people are likely to recommend a Honda bike to their friends/ family, 20.8% of people may or may not consider recommending Honda while 38.5% won't recommend Honda bikes to their friends/family.

TABLE 4.14

Chances of purchasing another Honda bike.

Opinion	No of respondents	percentage
Yes	57	43.8%
No	43	33.1%
May be	30	23.1%

CHART 4.14



INTERPRETATION

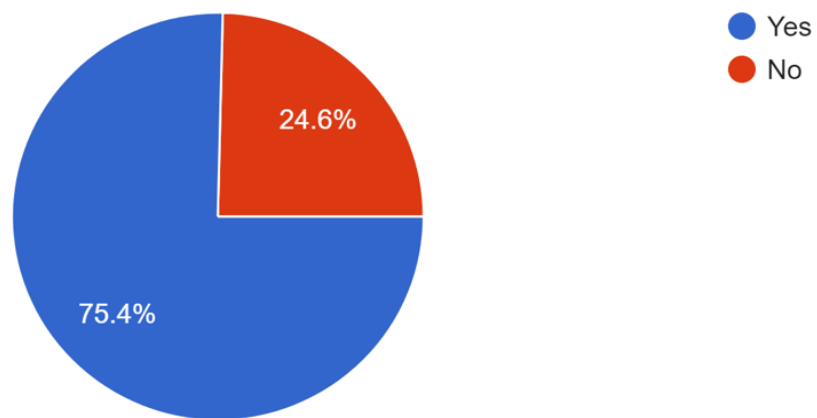
It was found that 43.8% of people will consider buying another bike in future while 33.1% of people will not buy another Honda bike, and 23.1% of people may or may not consider buying another Honda.

TABLE 4.15

Improvement in fuel efficiency

Response	No of respondents	percentage
Yes	98	75.4%
No	32	24.6%

CHART 4.15



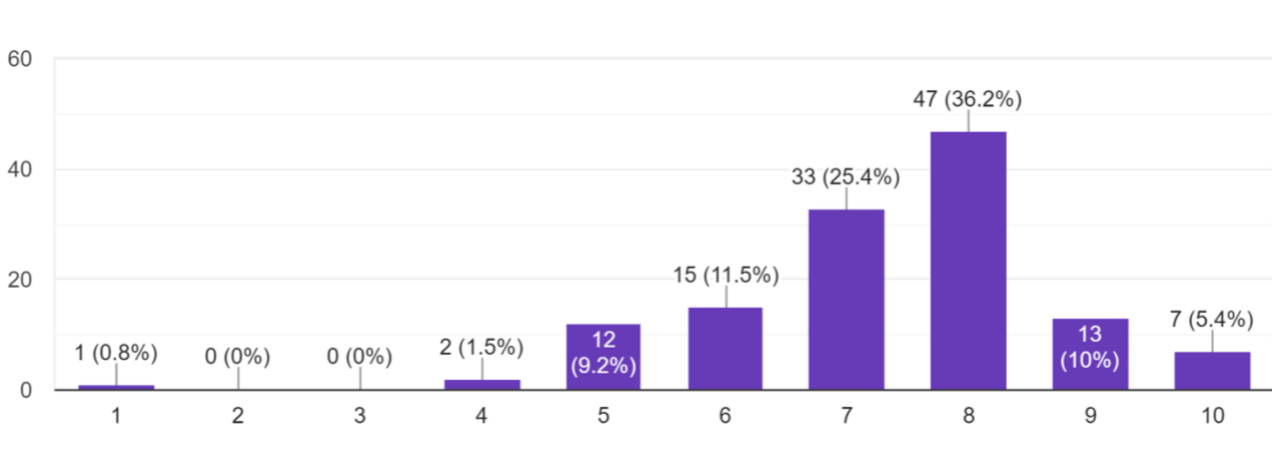
INTERPRETATION

It was found that 75.4% of people noticed improved fuel efficiency after getting service while 24.6% of people didn't notice any improvement in fuel efficiency.

TABLE 4.16

Rating customer service of Honda

Ratings	No of respondents	percentage
1	1	0.8%
2	0	0
3	0	0
4	2	1.5%
5	12	9.2%
6	15	11.5%
7	33	25.4%
8	47	36.2%
9	13	10%
10	7	5.4%

CHART 4.16

INTERPRETATION

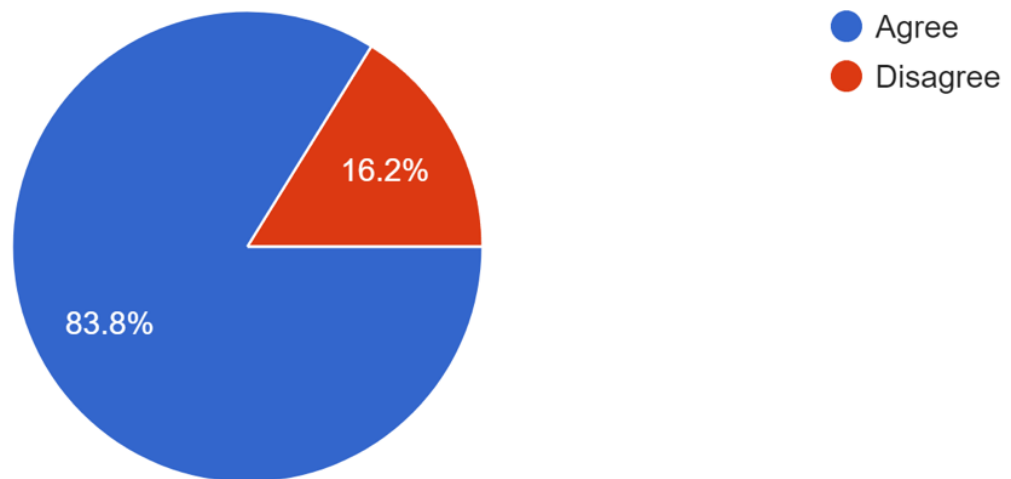
Most people (36.2%) gave the rating of 8, 0.8% gave 1, 1.5% gave 4, 9.2% gave 5, 11.5% gave 6, 25.4% gave 7, 10% gave 9, 5.4 % 10.

TABLE 4.17

Honda a value of money brand or not

Response	No of respondents	percentage
Yes	109	83.8%
no	21	16.2%

CHART 4.17



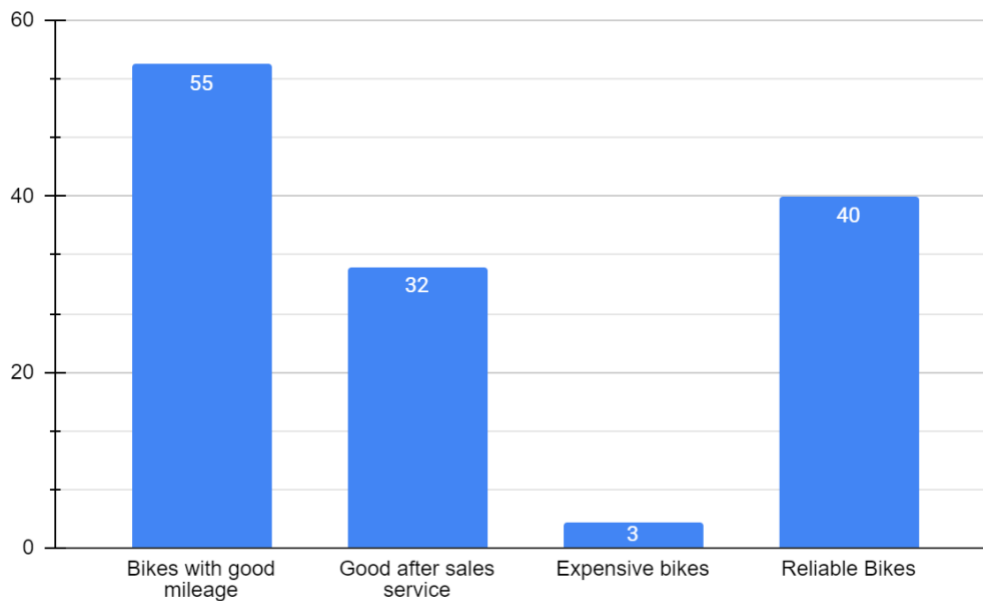
INTERPRETATION

Most people, I.e., 83.8% of people agree that Honda is a value for money brand while 16.2% of people disagree to it.

TABLE 4.18

Brand Image of Honda

Response	No of respondents	Percentage
Reliable	40	30.8%
Good after sales service	32	24.6%
Bikes with good mileage	55	42.3%
Expensive bikes	3	2.3%

CHART 4.18**INTERPRETATION**

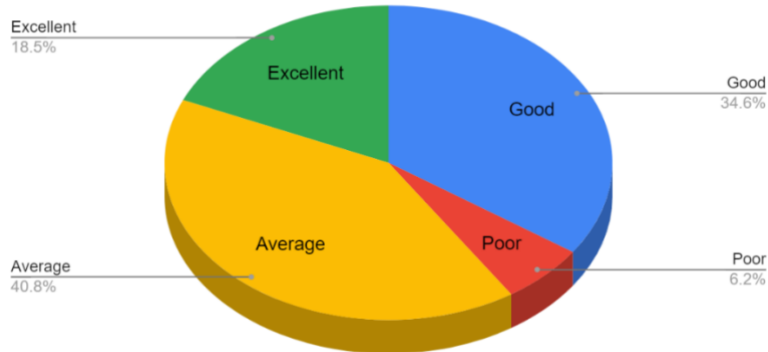
42.3% of people agree with Honda has fuel efficient bikes while 30.8% of people believe that Honda provides reliable bikes, 24.6% of people say that honda provides good after sales service and 2.3% of people find honda bikes quite expensive.

TABLE 4.19

Opinion on resale value of Honda bikes.

Opinion	no. of respondents	Percentage
excellent	24	18.5%
good	45	34.6%
average	53	40.8%
poor	8	6.2%
Total	130	100%

CHART 4.19



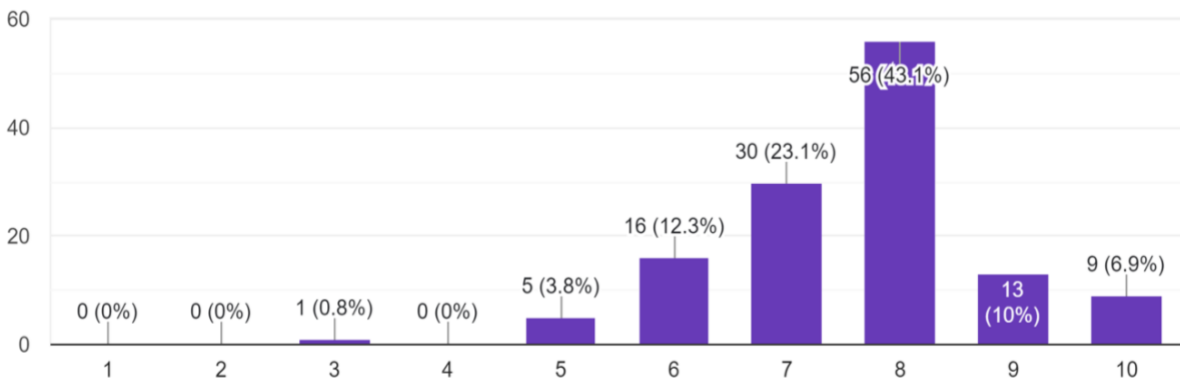
INTERPRETATION

It is interpreted that 40.8% of people think that the resale value is average , 34.6% people think that the resale value is good, 18.5% of people think that the resale value is excellent and 6.2% of people think that the resale value is poor.

TABLE 4.20

Overall Satisfaction

Ratings	No of respondents	percentage
1	0	0
2	0	0
3	1	0.8%
4	0	0
5	5	3.8%
6	16	12.3%
7	30	23.1%
8	56	43.1%
9	13	10%
10	9	6.9%

CHART 4.20**INTERPRETATION**

43.1% of people gave an overall rating of 8, 23.1% gave 7, 12.3% gave 6, 10% gave 9, 6.9% gave 10, 3.8% gave 5 and 0.8% gave 3.

CHAPTER 5

FINDINGS SUGGESTIONS AND CONCLUSIONS

5.1 FINDINGS

From the questionnaire, the following points are found and noted.

- The majority (51.5%) of people who buy HONDA bikes are aged between 18-24, it shows that honda is quite popular among the younger generation.
- The majority (65.4%) of people who buy honda bikes are Male.
- The Most owned Honda bike is HONDA DIO (20%).
- Half of the respondents have owned a honda bike between the period of 1-5 years.
- Comfort is the major reason for which people consider buying Honda bikes.
- Advertisement proved to be the most successful promotion method for honda.
- The majority (30.8%) of people are quite satisfied with the performance of their honda bike.
- The majority (90%) of people are satisfied with the fuel efficiency of honda bikes.
- Only 6.9% of people are highly satisfied with the looks and appearance of honda bikes.
- Majority (86.2%) of people are happy with the after sales service provided by honda.
- Almost half of the respondents feel that Honda bikes are affordable.
- The majority (52.3%) of people feel like it's expensive to maintain honda bikes.
- 40.8% of respondents are happy to recommend Honda bikes to their friends/family.
- 43.8% of the respondents are willing to buy another Honda bike in the future.
- 75.4% of the respondents have reported that there was an improvement in fuel efficiency after getting their honda bike serviced.
- Majority (36.2%) of people are happy with the support provided by the honda service team.
- Majority (83.8%) of people agree with Honda being a value for money brand.
- 40.8% of respondents feel like bikes of honda have just about average resale value.

5.2 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.

5.3 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 motorbike industry.

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APPENDIX

"A Study on Customer Satisfaction Towards Honda Two Wheelers".

1.Name of the respondent_____

2.Age of the respondent

- a. 18-24
- b. 25-31
- c. 32-38
- d. 39-45
- e. Above 45

3.Gender of the respondent

- a. Male
- b. Female
- c. other

4. Which model of Honda bike do you own?

- a. Activa 125
- b. Activa 6G
- c. Grazia
- d. Shine
- e. Unicorn
- f. Dio
- g. Hornet
- h. Xblade

5.How long have you been using your Honda bike?

- a. Less than 1 year
- b. 1-5 years
- c. 5-10 years
- d. More than 10 years.

6.Why did you buy this model?

- a. Performance
- b. Comfort
- c. Mileage
- d. Affordable price
- e. Attractive looks

7.How did you come to know about this model?

- a. Advertisement
- b. Newspaper
- c. Social media
- d. Friends/family

8.How satisfied are you with the performance of your bike?

Rating scale 1-10

9. Are you satisfied with the fuel efficiency?

- a. Yes
- b. no

10.How would rate the design of your bike?

Rating scale 1-10

11. Are you satisfied with the after-sales service?

- a. Yes
- b. No

12.what is your opinion on the price of honda bikes?

- a. Affordable
- b. Cheap
- c. Expensive

13.what is your opinion on the maintenance costs?

- a. Reasonable
- b. Expensive
- c. Cheap

14. Will you recommend a honda bike to your friends / family?

- a. Yes, definitely
- b. No
- c. May be

15.would you consider buying another honda bike in the future?

- a. Yes, definitely
- b. No
- c. May be

16. Have you noticed any improvement in the fuel efficiency after getting your bike serviced?

- a. Yes
- b. No

17. How would you rate the support provided by honda service team?

Rating scale 1-10

18. Would you agree with honda being a value for money brand?

- a. Agree
- b. Disagree

19. What kind of brand image does honda have in your mind?

- a. Reliable bikes
- b. Good aftersales service
- c. Bikes with good mileage
- d. Expensive bikes

20. What is your opinion on resale value of honda bikes?

- a. Excellent
- b. Good
- c. Average
- d. Poor

21. Overall satisfaction of honda bikes?

Rating scale 1-10

22. Do you have any suggestions for improvements? _____