
A STUDY ON CUSTOMER SATISFACTION TOWARDS HONDABIKES IN COIMBATORE

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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.

1. INTRODUCTION

From a young age, Honda's founder, Soichiro Honda (November 17, 1906 – August 5, 1991) had a great interest in automobiles. He worked as a mechanic at a Japanese tuning shop, Art Shokai, where he tuned cars and entered them in races. A self-taught engineer, he later worked on a piston design which he hoped to sell to Toyota. The first drafts of his design were rejected, and Soichiro worked painstakingly to perfect the design, even going back to school and pawning his wife's jewelry for collateral. Eventually, he won a contract with Toyota and built a factory to construct pistons for them, which was destroyed in an earthquake. Due to a gasoline shortage during World War II, Honda was unable to use his car, and his novel idea of attaching a small engine to his bicycle attracted much curiosity. He then established the Honda Technical Research Institute in Hamamatsu, Japan, to develop and produce small 2-cycle motorbike engines. Calling upon 18,000 bicycle shop owners across Japan to take part in revitalizing a nation torn apart by war, Soichiro received enough capital to engineer his first motorcycle, the Honda Cub. This marked the beginning of Honda Motor Company, which would grow a short time later to be the world's largest manufacturer of motorcycles by 1964.

2. OBJECTIVES OF THE RESEARCH:

1. To analyze the customer satisfaction.
2. To analyze the customer preference.
3. To analyze after sales services of bikes.
4. To study the behavioral factors of consumers in motor bikes.
5. To suggest various factors to improve sales.

3. LIMITATIONS OF THE STUDY

1. Research work was carried out in one District of Tamil Nadu only the finding may not be applicable to the other parts of the country because of social and cultural differences.
2. The sample was collected using convenience-sampling techniques. As such result may not give an exact representation of the population.
3. Shortage of time is also reason for incomprehensiveness.
4. The views of the people are biased therefore it doesn't reflect true picture.

4. RESEARCH METHODOLOGY

It is well known fact that the most important step in marketing research process is to define the problem. Choose for investigation because a problem well defined is half solved. That was the reason that at most care was taken while defining various parameters of the problem. After going through brain storming session, objectives were selected and the set on the base of these objectives. A questionnaire was designed major emphasis of which was gathering new ideas or insight so as to determine and find out solution to the problems.

Data Source

Research included gathering both Primary and Secondary data.

Primary data is the first hand data, which are selected a fresh and thus happen to be original in character. Primary Data was crucial to know various customers and past consumer views about bikes and to calculate the market share of this brand in regards to other brands.

Secondary data are those which has been collected by someone else and which already have been passed through statistical process. Secondary data has been taken from internet, newspaper, magazines and companies web sites.

Research Approach

The research approach was used survey method which is a widely used method for data collection and best suited for descriptive type of research survey includes research instrument like questionnaire which can be structured and unstructured. Target population is well identified and various methods like personal interviews and telephone interviews are employed.

Sampling Unit

It gives the target population that will be sampled. This research was carried in Coimbatore (District Coimbatore).

These were 50 respondents.

Data Completion and Analysis

After the data has been collected, it was tabulated and findings of the project were presented followed by analysis and interpretation to reach certain conclusions.

5. DATA ANALYSIS AND INTERPRETATIONS

Table 1- Table showing the type of HONDA bikes own by the respondents

Type of bike	No.of respondents	Percentage
Unicorn	16	32
Shine	11	24
Twister	5	10
Stunner	9	18
Dazzler	3	6
Others	6	12

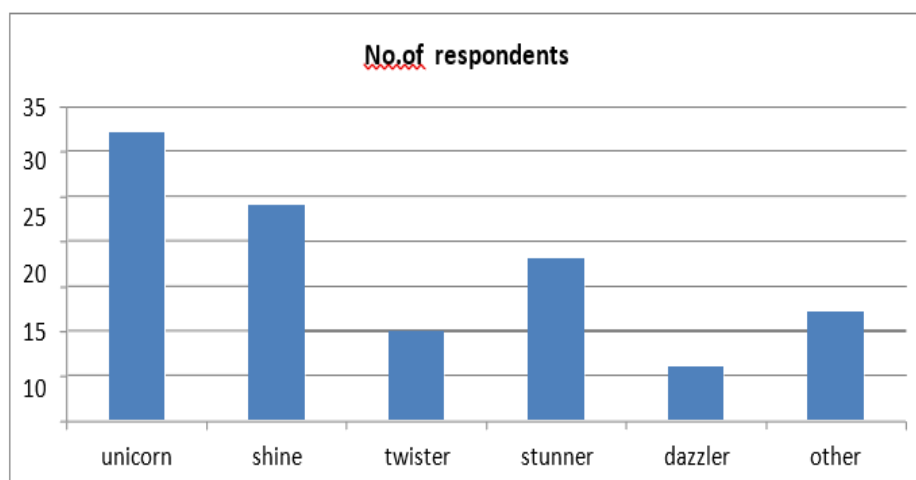


Chart 1- Chart showing the type of HONDA bikes own by the respondents showing the type of HONDA bikes own by the respondents

Interpretation:-Table denotes that majority of the respondents are using the HONDA's Unicorn bike.32% of the respondents are using the Unicorn bike.24% of the respondents are using Honda's shine bike

6. FINDINGS

- Performance is the most important aspect that attracts customers to HONDA Bikes
- Offers provided by HONDA are not reached up to the customer's hope.
- HONDA has very good public relation; it has to play very important role in the growth of the organization.
- Most of the customers are highly satisfied with HONDA's customer relation and aftersales services.
- Among 50 customers 72% are highly satisfied with the vehicle condition of HONDA.
- It was noted that some people are not satisfied with the availability of spare parts.

7. SUGGESTIONS

- **Company can give more importance on spare part's availability**
 - Among 50 customers 44% of the customers are not satisfied with the availability of spare parts. So company can give more importance for the availability of spare parts
- **Company can try to provide better offers.**
 - Most of the customers are highly interested with getting offers. There is no doubt that if the company provides better offers to customers the sales of the company will increase more and more.
- **Service department may care the customers little more.**
 - A few customers have a complaint with service of HONDA. So the service department may try to care the customers little more.
- Customers are highly satisfied with HONDA'S performance is and company should try to keep it up.

8. CONCLUSION

The project titled "A study on customer satisfaction towards HONDA in Coimbatore" was an earnest attempt to find out the factors that influenced the customers to buy the bike of HONDA, which will help to understand the plus points of the organization. It was found that customers are highly satisfied with HONDA's service compared to other bike companies. One of the important plus point of HONDA is their public performance. It has to play a very important role in the growth of the organization. However many of respondents are not satisfied with the offers of the firm. So company can concentrate give more offers a. It may help the organization to improve their sales. The study reveals majority of customers are satisfied with the facilities provided by the organization. The management is give high concentrate for customer satisfaction. That creates more customer satisfaction.

9. BIBLIOGRAPHY

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