

# A Study on Customer Satisfaction towards Hondo Two-Wheelers with Special Reference to Coimbatore District

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**Abstract:** *Customer satisfaction is one of the most important aspects to be considered while determining the success of the business in the competitive automobile market. This research aims to explore the level of customer satisfaction regarding the product and service offered by Honda Motorcycle & Scooter India in the Coimbatore district. The research was conducted to identify the level of satisfaction regarding product performance, fuel efficiency, price, product design, product comfort, service quality, price, etc. The primary data was collected through a structured questionnaire from the sample size of 70 customers. The data analysis tools used were percentage analysis, chi-square analysis, and rank analysis. From the research findings, it can be concluded that the customers are highly satisfied with the product performance, service quality, price, etc. The research aims to prove that Honda has high customer loyalty. However, the service experience could be improved to a certain extent.*

**Keywords:** Customer Satisfaction, Honda Two-Wheelers, After-Sales Service, Pricing, Performance, Coimbatore District

