

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

I. INTRODUCTION

Customer satisfaction is the factor that decides the future of the business organizations operating in the automobile industry. Manufacturers of two-wheeler vehicles are working hard to achieve customer satisfaction regarding the quality of the product and service. This research is based on the customer satisfaction of the Honda two-wheeler users in Coimbatore district. Honda is known for the reliability, fuel efficiency, durability, and features of the two-wheeler vehicles.

II. LIMITATION OF THE STUDY

- The research could be conducted on a limited sample size that does not represent the entire customer population, which could cause a skewed outcome that does not represent the entire customer population.
- Customer satisfaction is a subjective term that could be influenced by the individual's experience, which could impact the accuracy of the results.
- The research could be limited to a certain aspect of customer satisfaction that does not consider the impact of external market conditions.
- Customer satisfaction is a moving concept that could change in the future.

III. LITERATURE REVIEW

Several research works have already been conducted on the topic of customer satisfaction in the two-wheeler industry. Kotler & Keller's research works published in 2008 and 2017 emphasized the importance of product quality and brand image in improving satisfaction levels. Lemon & Verhoef's research works published in 2018 emphasized the importance of consistency in improving loyalty levels among customers. Research works published by Jain & Malhotra and Duggani



Yuvaraju & Durga Rao emphasized the importance of mileage, performance, and maintenance costs in improving satisfaction levels among customers. But very few research works were conducted in the Coimbatore district with recent data.

IV. RESEARCH METHODOLOGY

Research Design: Descriptive research design.

4.1 Data sources

Primary data collected via structured questionnaire (Google Forms); secondary data from journals and research articles.

Sample Size: 70 respondents.

Sampling Technique: Convenience sampling.

4.2 Tools Used

Percentage Analysis

Chi-Square Test

Rank Analysis

Software: Microsoft Excel.

V. RESULTS AND DISCUSSION

5.1 Percentage analysis

Table 5.1.1 What is your main purpose for using the Honda two-wheeler?

RESPONSE	FREQUENCY	PERCENTAGE
Daily commuting	39	55.71
Multiple purposes	12	17.14
Long-distance travel	10	14.29
Occasional use	9	12.86

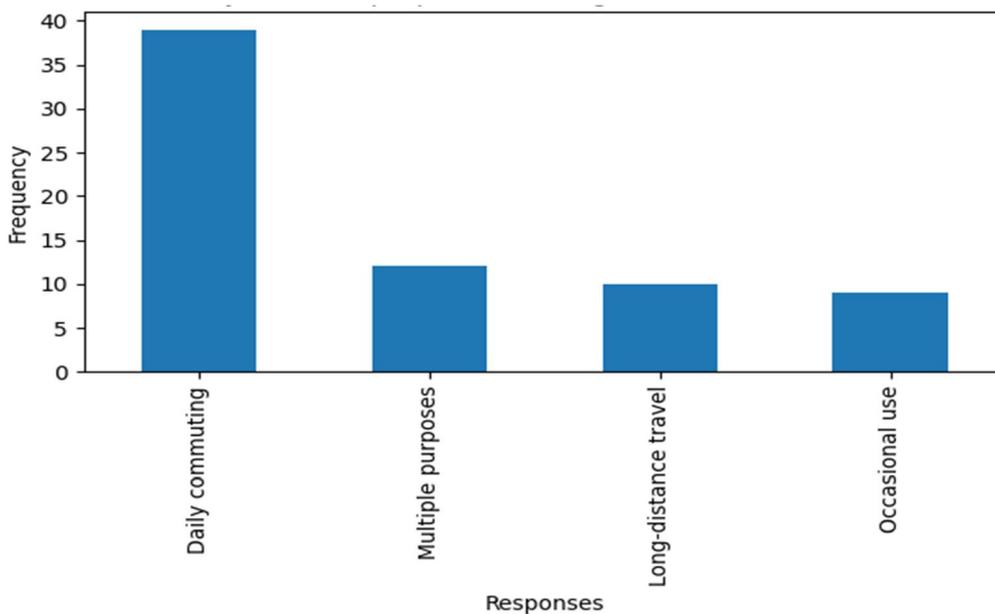


Chart 5.1.1 What is your main purpose for using the Honda two-wheeler?



INTERPRETATION:

Among the total respondents, 55.71% use their vehicle for daily commuting. The remaining respondents use the vehicle for multiple purposes (17.14%), long-distance travel (14.29%), and occasional usage (12.86%). Daily commuting alone accounts for more than half the total respondents.

5.2 Chi-Square Analysis

Qualification and Most Useful Feature

Chi-Square (χ^2) Value = 2.86234

Degrees of Freedom = $(r-1)(c-1) = (3-1)(4-1) = 6$

Level of Significance = 5%

Chi-Square Table Value at 5% level for $df=6$ is 12.592

$= 2.86234 < 12.592$

Since the calculated chi-square value is less than the table value, we fail to reject the null hypothesis. Therefore, there is no significant association between

5.3 Rank Analysis

RESPONSE CATEGORY	FREQUENCY	RANK
Neutral	25	I
Agree	25	I
Strongly Agree	10	II
Disagree	6	III
Strongly Disagree	4	IV

Table 5.3.1 Does your Honda two-wheeler deliver consistent performance during daily use?

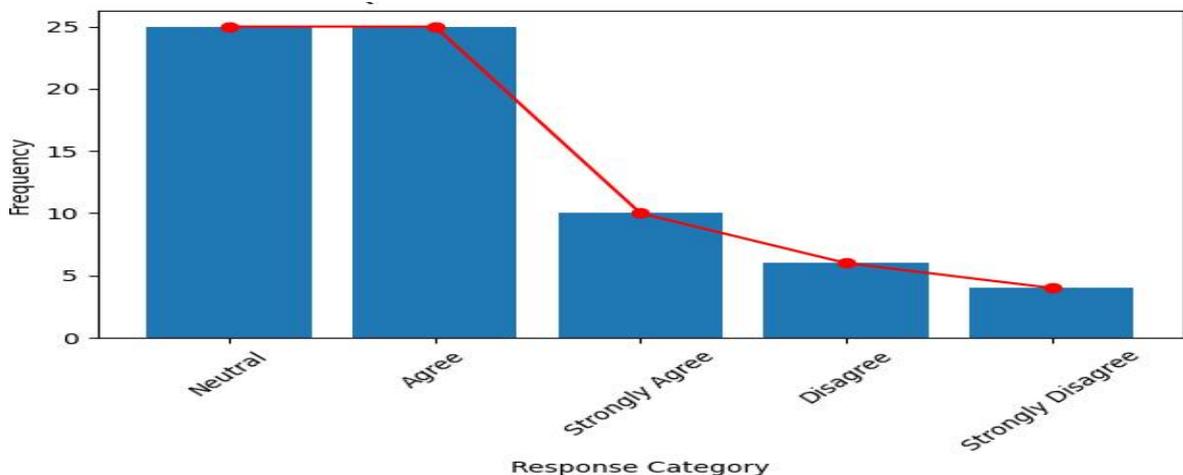


Chart 4.3.1 Does your Honda two-wheeler deliver consistent performance during daily use?

INTERPRETATION:

From the analysis of the ranks, it can be concluded that 'Agree' and 'Neutral' both hold the first rank with a frequency of 25. This proves that a large number of customers are satisfied with the performance of Honda two-wheelers, while the same number of customers are still neutral. 'Strongly Agree' ranks second with a frequency of 10. This proves that a large number of customers are highly satisfied with the performance of Honda two-wheelers. 'Disagree' and 'Strongly Disagree' hold the lower ranks, proving that only a few customers experience inconsistent performance.



VI. CONCLUSION

The satisfaction level of the people towards the performance of wheelers in Coimbatore district is quite high. The major factors that contribute to satisfaction include performance, reliability, affordability, and quality of service. Although there are some minor concerns related to service experience, the overall experience with Honda is quite positive. The high repurchase intention shows high brand loyalty and trust towards the Honda brand.

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