



# A STUDY ON CUSTOMERS SATISFACTION TOWARDS HONDA BIKES WITH SPECIAL REFERENCE TO COIMBATORE CITY

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## ABSTRACT

*This study is based on the customer satisfaction on Honda two-wheelers bikes in Coimbatore city in the state of Tamilnadu. The study analysis the growth and performance of the company by using performance ratios. The various tools like simple percentage method and Likert scale were used for the study. The report analyses a brief image of the Honda bikes through the report; attempts have been complete to assess the purpose for customers satisfaction of Honda bikes. The suggestions given in this study will improve the overall growth of the company. Finally, Honda Company is performing well in terms of performance and it is satisfactory.*

**KEYWORDS:** company growth, company service, customer satisfaction.

## 1. INTRODUCTION

Business always starts and closes with customers and hence the customers must be treated as the king of the market. All the business enhancements, profit, status, image etc of the organization depends on customers. Customer satisfaction is a part of customer's experience that exposes a supplier's behaviour on customer's expectation; this depends on how efficiently it is managed and how prompt services are provided. The study has been conducted to identify the reasons for purchasing Honda bikes and to analyse the satisfaction level of customers of Honda bikes. The study has been conducted to know the Customers Satisfaction level towards Honda bikes with Special Reference to Coimbatore city. It analyses the factors that lead to the preference of a particular brand by the customers.

## 2. STATEMENT OF THE PROBLEM

The best mode of transport for middle class family is a Bikes and is a need for everyone in the family. As people want increase their standard of living, the production and usage of Bikes have also substantially increased. The customer's preference for bikes is based on his taste and priorities. In a market-oriented economy, the consumer expects the right type and the right quality of goods at the right time and at the right price. The study is about the special features and qualities of Honda, the different model available in the market which attract the customer, the reason for the usage of Honda Bikes, the services provided by the Honda dealers and customers satisfaction.

## 3. OBJECTIVE OF THE STUDY

- To analysis the awareness of Honda bike Service and Performance
- To find out the problems faced by the customer while using Honda Bike
- To identify the customer satisfaction level towards the Honda bike



#### 4. RESEARCH METHODOLOGY

<b>Research Design</b>	<b>Descriptive research work</b>
<b>Area of the study</b>	<b>Coimbatore city</b>
<b>Sample Size</b>	<b>120 Respondents</b>
<b>Period of Study</b>	<b>3 Months</b>
<b>Source of Data</b>	<b>Primary and Secondary data</b>
<b>Sampling Technique</b>	<b>Convenience sampling technique</b>

#### 5. STATISTICAL TOOLS

The following are the statistical tools were applied to analyse the statistical data collected for calculation marketing performance analysis:

- Simple Percentage Analysis
- Likert scale

#### 6. REVIEW OF LITERATURE

- **Ravishankar S Ulle, KotreshPatil, Dr. Aparna J Varma (2018)** Brand positioning is a process of creating an image in the minds of customers on the product by the company. The main objective of the study was existing brand positioning strategies of Yamaha R15 at Scarlet Yamaha. To evaluate the effect of brand positioning strategies on the purchase decision of customers. To identify the features of Yamaha R15 which influence the customers in making a purchase decision and to study the brand elements of Yamaha R15 at Scarlet Yamaha with respect to brand positioning. Here a study was conducted on brand positioning at Scarlet Yamaha Pvt. Ltd. various influencing factors like brand value, customer insights, customer income

status, brand character, brand elements were considered for the study.

- **S. Chitra & J. Maheshwari (2018)**, to know the customer satisfaction level towards TVS bikes. Tools used in this study is percentage analysis, Liker scale method and Garret Ranking method. Sample size is taken as 80. Out of 80 respondents selected from the study, 56 respondents were male, only 22 respondents have educational qualification. The study tries to reveal the factors responsible for preferring a particular brand. Some of the respondents felt that the price of TVS motors is high.”
- **Dr. A. SulthanMohideen (2017)** The study reveals that almost all the customers are satisfied with the facilities and services provided by the Honda two wheelers in the study area. The company may make necessary research frequently about the product as well as satisfaction level of customers about Honda bikes, company may also get feedback from the customer’s part to overcome the problems faced by them.

#### 7. TABLE

**TABLE SHOWING THAT CUSTOMER SATISFACTION LEVEL TOWARDS HONDA BIKE –CHOICES ABS FACILITY**

Factors	No. of respondents (f)	Likert scale value (x)	Total score (fx)
Highly satisfied	51	3	153
Satisfied	61	2	122
Not satisfied	8	1	8
Total	120		283

(Source: primary data)

$$\begin{aligned} \text{Likert scale} &= \sum(fx) / \text{Total number of respondents} \\ &= 283 / 120 \\ &= 2.35 \end{aligned}$$

#### INTERPRETATION

From the above table, it shows the level of satisfaction towards the choice of ABS Facility.

#### INTERFERENCE

The Likert scale value is 2.35 which is greater than mid-value (2) which shows that the customers are satisfied with the choice of ABS Facility.



## FINDINGS FROM SIMPLE PERCENTAGE ANALYSIS

- Majority (65.8%) of the respondents are male.
- Majority (50%) of the respondents belong to the age category of 19 – 25.
- Majority (61.7%) of the respondents are unmarried.
- Majority (50.8%) of the respondents belong to undergraduate. • Most (40.8%) of the respondents belong to student.
- Majority (51.7%) of the respondents are nuclear family.
- Majority (61.7%) of the respondents are 3-5 members.
- Most (34.2 %) of the respondents earn income 15000 -25000.
- Most (40.8%) of the respondent's awareness with his friends.
- Majority (62.5%) of the respondents are 4 stroke users.
- Most (26.7%) of the respondents are Honda unicorn.
- Majority (53.3%) of the respondents taking the decision it friends for purchasing bike.
- Majority (58.8%) of the respondents are preferred purchase bikes in showroom.
- Most (39.2%) of the respondents are two-wheeler maintenance cost of 1000-1500.
- Majority (64.7%) of the respondents are two-wheeler tyre changing km of 15000km.
- Majority (52.2%) of the respondents are improve the service of the two wheeler

## FINDINGS OF LIKERT SCALE ANALYSIS

- The Likert scale value is 2.65 which is greater than the mid-value (2) which shows that the customers are satisfied with Honda bike performance.
- The Likert scale value is 2.35 which is greater than the mid-value (2) which shows that the customers are satisfied with Honda bike abs facility
- The Likert scale value is 2.4 which is greater than the mid-value (2) which shows that the customers are satisfied with Honda bike mileage
- The Likert scale value is 2.23 which is greater than the mid-value (2) which shows that the customers are satisfied with Honda bike brand.
- The Likert scale value is 2.37 which is greater than the mid-value (2) which shows

that the customers are satisfied with Honda bike price.

- The Likert scale value is 2.18 which is greater than the mid-value (2) which shows that the customers are satisfied with Honda bike service.
- The Likert scale value is 2.24 which is greater than the mid-value (2) which shows that, the problem towards breaking issue faced by customer.
- The Likert scale value is 1.77 which is less than the mid-value (2) which shows that, the problem towards vibration in high speed do not faced by customer.
- The Likert scale value is 1.68 which is less than the mid-value (2) which shows that, the problem towards suspense do not faced by customer.
- The Likert scale value is 1.76 which is less than the mid-value (2) which shows that, the problem towards engine overheating do not faced by customer.
- The Likert scale value is 1.75 which is less than the mid-value (2) which shows that, the problem towards seat not comfort do not face by customer.

## 8. SUGGESTIONS

- Most of the customer suggestion the service quality of the bikes may be improved
- For the safety purpose, all the vehicle may be introducing with abs facility.
- Un of the necessary for avoiding unexpected issues they may be introduce sensor facility with the bike.

## 9. CONCLUSION

The study reveals that almost all the customers are satisfied with the facilities and services provided by the Honda two wheelers in the study area. The research is about the product as well as satisfaction level of customers about Honda bikes, company may also get feedback from the customer's for attracting by more customers and get full satisfaction. The suggestions given in this study will improve the sale of the product and thus improve their efficiency and production.

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