



A STUDY ON CONSUMER BUYING BEHAVIOUR AND SATISFACTION LEVEL OF HONDA BIKES IN MADURAI CITY

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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.

KEYWORDS:

HONDA, CUSTOMER SATISFACTION, BRAND, VEHICLE, QUALITY.

1.1 INTRODUCTION:

The automotive industry is constantly evolving with new technologies and trend 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 consumer buying behaviour and satisfaction level of Honda bikes is 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.

1.2 STATEMENT OF THE PROBLEM

The Two-Wheeler industry in India has experienced significant growth in recent years with various brands competing for market share. Honda one of the leading

two-wheelers manufactures has a strong presence in the Indian market. However, the company faces intense competition from others brands, consumer preferences and buying behaviours are constantly evolving.

1.3 REVIEW OF LITERATURE

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.

1.4 OBJECTIVES OF THE STUDY

The objectives of the current study are stated below;

- To assess the level of customer buying behavior towards Honda and its products.
- To identify the factors that influence customer satisfaction towards Honda.
- To determine the strengths and weaknesses of Honda in terms of customer satisfaction.

1.5 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.

1.5.1 METHOD OF DATA COLLECTION

PRIMARY DATA

Primary data collection methods can be divided into two groups:

- Quantitative
- Qualitative.

Quantitative data collection methods are based in mathematical calculations in various formats. Methods of quantitative data collection and analysis include questionnaires with closed-ended questions, methods of correlation and regression, mean, mode and median and others

Qualitative research methods, on the contrary, do not involve numbers or mathematical calculations. Qualitative research is closely associated with words, sounds, feeling, emotions, colours and other elements that are non - quantifiable. Qualitative studies aim to ensure greater level of depth of understanding and qualitative data collection methods include interviews, questionnaires with open-ended questions, focus groups, observation, game or role-playing, case studies etc.

SECONDARY DATA

Secondary data is a type of data that has already been published in books, newspapers, magazines, journals, online portals etc. There is an abundance of data available in these sources about your research area in business studies, almost regardless of the nature of the research area. Therefore, application of appropriate set of criteria to select secondary data to be used in the study plays an important role in terms of increasing the levels of research validity and reliability. These criteria is limited to date of publication, credential of the author, reliability of the source, quality of discussions, depth of analyses, the extent of contribution of the text to the development of the research area etc.

1.5.2 SAMPLE SIZE

Sample Size of 51 was taken for the study .The result is generalized on the basis of sample selected.

1.5.3 TOOLS FOR 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.

1.6 DATA ANALYSIS

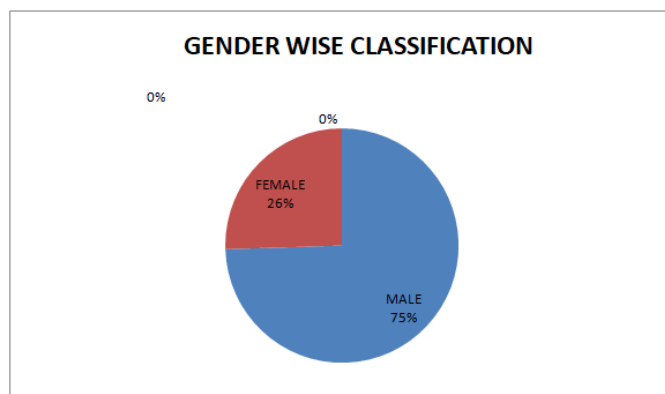
**TABLE 1
 GENDER WISE CLASSIFICATION**

Gender	No.of Respondents	Percentage
Male	38	74.5%
Female	13	25.5%
Others	0	-
Total	51	100

Source: Primary Data

From the above Table 1 shows that out of 51 respondents, 74.5 % of the respondents are male, 25.5 % of the respondents are female.

CHART 1



**TABLE 2
 OWNERS OF THE BIKE**

Products	No.of Respondents	Percentage
Activa 125	8	15.7%
X blade	1	2%
Grazia	2	3.9%
CB Shine	8	15.7%
Unicorn	11	21.6%
Dio	11	21.6%
Honda	6	11.8%
Hornet	0	-
Total	51	100

Source: Primary Data

It is found that Unicorn, Dio has the most number of users of 21.6% followed by CB Shine and Activa 125 of 15.7% users, Honda with 11.8% users, Honda Grazia with 3.9 % users and X Blade at the last place.

CHART 2

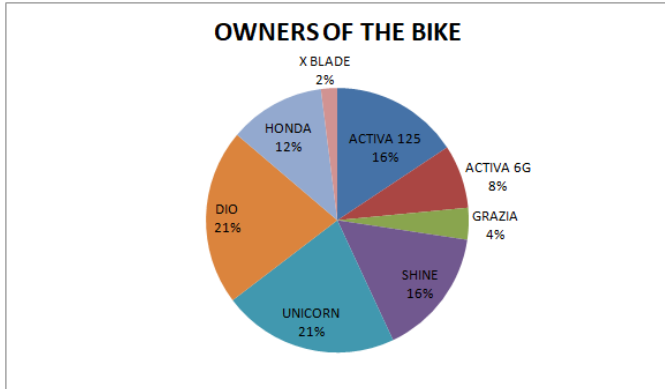


TABLE 3

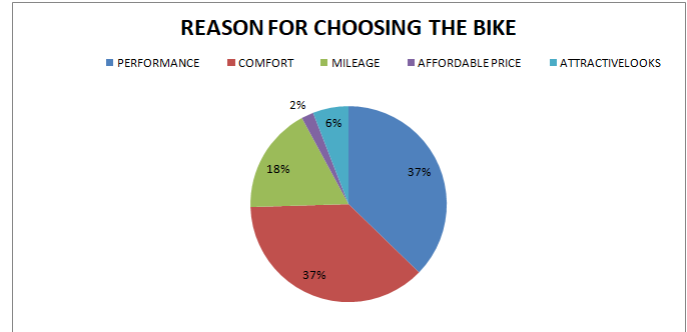
REASON FOR CHOOSING THE BIKE

Reason	No. of Respondents	Percentage
Performance	19	37.3%
Comfort	19	37.3%
Mileage	9	17.6%
Affordable Price	1	2%
Attractive Looks	3	5.9%
Total	51	100%

Source: Primary Data

The above table shows that 37.3% of users choose their bikes for their comfort and performance, 17.6% users choose Honda bikes for their mileage, 5.9% users choose their bikes for attractive looks and 2% users choose their bikes for affordable price.

CHART 3



1.7 FINDINGS

From the questionnaire, the following points are found and noted

- The majority (74.5%) of respondents who buy Honda bikes are male.
- The most owned bike is Unicorn and Dio (21.6%)
- Performance and Comfort are the major reasons for respondents considering buying Honda bikes.

1.8 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. 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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