



CUSTOMER SATISFACTION TOWARDS HONDA TWO-WHEELERS IN KURNOOL CITY

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Abstract: This study examines customer satisfaction towards Honda two-wheelers in Kurnool city. Honda two-wheelers have gained significant popularity in the Indian market due to their reliability, fuel efficiency, and innovative features. Kurnool city, situated in the state of Andhra Pradesh, represents a diverse demographic where consumer preferences and satisfaction levels may vary. The research methodology integrates quantitative surveys and qualitative interviews to obtain comprehensive insights. The quantitative analysis focuses on factors influencing customer satisfaction, such as product quality, after-sales service, brand reputation, and pricing. Meanwhile, qualitative interviews delve deeper into the nuances of customer experiences and perceptions. The findings aim to provide Honda with valuable feedback to enhance customer satisfaction and loyalty in the Kurnool market. Additionally, the study contributes to the broader understanding of consumer behavior and preferences in the context of the Indian two-wheeler industry.

Key words: Customer satisfaction, Product quality, After-sales service, Pricing & brand reputation.

Introduction:

In recent years, the Indian two-wheeler market has witnessed a surge in demand driven by factors such as urbanization, rising disposable incomes, and an increasing preference for convenient and fuel-efficient modes of transportation. Among the various brands competing in this dynamic market, Honda has emerged as a significant player renowned for its innovation, reliability, and commitment to customer satisfaction. Kurnool city, situated in the state of Andhra Pradesh, represents a vibrant hub within this evolving landscape. With a diverse population and unique consumer preferences, understanding the factors influencing customer satisfaction towards Honda two-wheelers in Kurnool city is imperative for both the company and consumers alike. This study aims to explore and analyze the intricacies of customer's satisfaction towards Honda two – wheelers in Kurnool city. By examining key factors such as product quality, after- sales service, brand reputation, pricing, and technological features, and This research aims to offer valuable insights into the factors driving customer satisfaction within this specific market context. Through a combination of quantitative surveys and qualitative interviews, this study endeavors to capture the multifaceted nature of customer experiences and perceptions. By delving into the nuances of consumer behavior, preferences, and purchasing decisions, it aims to offer actionable recommendations for Honda to enhance customer satisfaction and loyalty in Kurnool city. Ultimately, this research contributes to the broader understanding of consumer dynamics within the Indian two-wheeler industry while providing stakeholders with valuable insights to drive strategic decision-making and foster enduring relationships with customers in Kurnool city.



MASS MARKETING PRICING:

Mass market pricing in the two-wheeler segment, particularly for a company like Honda, involves setting prices that appeal to a broad range of consumers, especially in markets where motorcycles and scooters are a primary mode of transportation. Here's how Honda typically approaches mass market pricing for its two-wheelers as follows

HONDA'S MARKET PRICING STRATEGY

Affordable Models: Honda offers a range of entry-level motorcycles and scooters that are priced affordably to attract a wide customer base. These models are designed to meet the basic transportation needs of consumers while being economically viable.

Economies of Scale: Honda leverages its global manufacturing capabilities to achieve economies of scale. By producing large volumes of two-wheelers, Honda can reduce the cost per unit, which allows the company to offer competitive prices.

Standardization and Localization: While maintaining high quality, Honda standardizes many components across different models to reduce production costs. Additionally, Honda often localizes production in key markets, which helps in minimizing costs related to import duties and logistics.

Fuel Efficiency and Low Maintenance: Honda's two-wheelers are known for their fuel efficiency and low maintenance costs. This enhances the overall value proposition for budget-conscious consumers, making the total cost of ownership attractive.

Honda's Mass Market Two-Wheelers

Honda Activa: One of the most popular scooters in India, the Honda Activa is known for its reliability, fuel efficiency, and affordability. Its pricing strategy targets urban and semi-urban commuters looking for a cost-effective and easy-to-ride vehicle.

Honda CB Shine: This is a commuter motorcycle that balances price, performance, and fuel efficiency. It is aimed at daily commuters who need a reliable and economical mode of transport.

Honda Dream Series: The Dream series, including models like Dream Yuga and Dream Neo, is specifically designed for entry-level buyers. These motorcycles are priced competitively to attract first-time buyers or those looking for a basic, no-frills commuter bike.

Pricing Strategies

Penetration Pricing: For new models, Honda may employ penetration pricing, introducing the two-wheeler at a lower price point to quickly gain market share and build a customer base.

Competitive Pricing: Honda sets prices by analyzing competitors in the market, such as Hero MotoCorp, Bajaj Auto, and TVS Motors. This ensures that Honda's offerings remain attractive compared to other options available to consumers.

Bundling and Financing Options: To make its two-wheelers more accessible, Honda often provides attractive financing options, warranties, and maintenance packages. This helps lower the upfront cost burden on consumers, making the purchase more manageable.

REVIEW OF LITERATURE:

Dr. N. Chandrasekaran's research, consumer behavior surveys are used for studying what customers want. Evaluating other marketing factors like price and product attributes is also aided by the study. This study will contribute to our understanding of consumer preference for certain brands and the challenges they encounter when utilizing them.



Dr.S.K.Sinha and Ajiy Wagh India's telecom sector is among the fastest growing in the world in the twenty first century. The services offered by the telecommunications industry are easily utilized by the general public, artisans, agricultural laborers, vendors, and individuals from all walks of life. Understanding the dynamics of consumer preferences is undoubtedly necessary to have the capacity to grab the market segment Lewis & Boom state that service quality.

According to Lewis & Boom, service quality is measured by how well the service meets customer expectations, aiming to exceed them by delivering superior service. Promotional strategies should focus on developing innovative and profitable offers and products, value-driven packages and rates, high-quality services, reliable after-sales support, uninterrupted call connections, and lower calling costs to other networks.

Dr. C. Annandan et al. explored the new mantra of FMCG giants: to achieve wealth, sell to rural populations. Consequently, these companies have initiated marketing programs to tap into the largely untapped rural market segments. Market penetration and consumption of consumer goods in rural areas are low, presenting a significant opportunity for marketers. Additionally, the government's current focus on rural development is a positive aspect. However, challenges include inadequate data on rural markets and the difficulty of reaching 640,000 villages due to poor infrastructure facilities.

Rachel Dardis and Horacio Soberon-Ferrer investigated that consumer decision-making is multinational, meaning that consumer choices are not based solely on the attributes of a single product. Instead, consumers view products as bundles of attributes. This applies to various product attributes, such as car features and home characteristics. In both instances, a higher value on the cost index or problem index indicates greater dissatisfaction with the product compared to others. Additionally, a more educated household might be better informed about the performance properties of Japanese cars and be attracted by their higher reliability value.

NEED FOR THE STUDY:

Customer satisfaction measures how effectively an organization delivers services or goods to the public. Businesses must attract new customers while retaining their existing clientele. To achieve this, marketers need to understand customer satisfaction levels to maintain long-term customer relationships. Therefore, this study aims to assess the degree of consumer satisfaction with Honda motorcycles.

SCOPE OF THE STUDY:

The scope is limited to examining "customer satisfaction regarding Honda motorcycles" and identifying potential solutions to counter competition. The study is restricted to Kurnool city

OBJECTIVES OF THE STUDY:

- To determine customer satisfaction levels with Honda bike after-sales services.
- To identify the factors influencing customers when purchasing Honda bikes.

LIMITATIONS OF THE STUDY:

The survey was limited to Kurnool city, which may have resulted in some opinions being overlooked. The accuracy of the analysis and conclusions depends entirely on the reliability of the information provided by the employees. While sincere efforts were made to cover as many departments as possible, customer satisfaction with Honda two-wheelers in a rapidly changing market may evolve, and new



insights may emerge in the near future that this report cannot predict.

RESEARCH METHODOLOGY:

A research design serves as the roadmap for a study, providing guidance for data collection and analysis. This study is both analytical and descriptive, grounded in empirical evidence. Data was gathered from primary sources, primarily through a predefined questionnaire administered to willing participants, supplemented by secondary sources such as books, articles, reports, and online resources.

Data Source:

The study is based on both primary and secondary data.

Primary data:

Primary data is collected from the customers of Honda motors through the Questionnaire

Research approach: Survey Method

Research instrument: Questionnaire

Contact method: Personal Contact

Data analysis: Percentages Analysis Tables & Chi-Square Test

Sampling unit: Customers of Honda Two-Wheelers

Sample size: 100

Sampling method: Convenience Sampling Method

Secondary data: Secondary data is collected from the company records publications of Journals, Newspapers and Websites and websites.

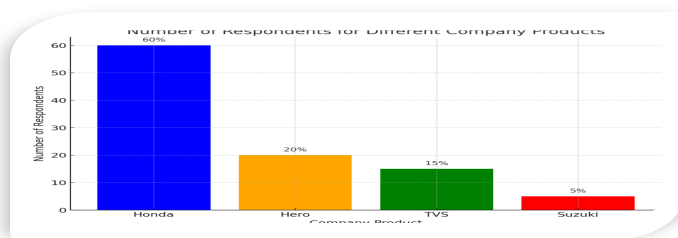
DATA ANALYSIS & INTERPRETATION:

Once collected, the data must be processed and analyzed according to the pre-established plan. This involves editing, coding, classifying, tabulating, and presenting the data to facilitate analysis. The steps of data processing—editing, coding, classification, tabulation, and presentation—are essential to prepare the collected data for thorough analysis.

Which brand do you own?

S.No	Company Product	No of Respondents	Percentages
1	Honda	60	60%
2	Hero	20	20%
3	TVS	15	15%
4	Suzuki	5	5%

Source: Surve





Graph: Brand Own

Interpretation: The table displays data on respondents' preferences for various motorcycle brands. Here's the interpretation Honda 60 respondent, constituting 60% of the total. This indicates that Honda is the most preferred brand among the respondents, with a majority of them favoring it. Hero 20 respondents, making up 20% of the total. Hero stands as the second most preferred brand, but with significantly fewer respondents compared to Honda. TVS 15 respondents, accounting for 15% of the total. TVS holds the third position in preference, with a smaller but notable portion of respondents opting for it. Suzuki 5 respondents, comprising 5% of the total. Suzuki has the least number of respondents indicating preference for it, making it the least favored brand among the options provided.

Overall, Honda emerges as the clear favorite, followed by Hero, TVS, and Suzuki in descending order of preference among the respondents.

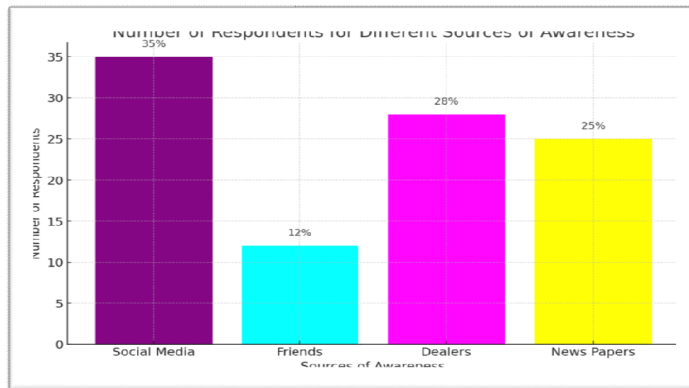
Sources of awareness:

The customer was asked about sources of knowledge about Honda. This will help us know which sources play an important role in creating awareness among customers.

S No	Sources of awareness	No of Respondents	Percentages
1	Social Media	35	35%
2	Friends	12	12%
3	Dealers	28	28%
4	News Papers	25	25%
5	Total	100	100%

Source: Survey

Graph: Sources of awareness



Interpretation: Out of the responses obtained from 100 customers 35% said that they became aware of the through the social media and followed by the 28% of the customers are aware from the dealers, another 25%are aware of by the News Papers and only 12% are aware by the friends.It concluded that, the maximum respondents are aware through the social media only.

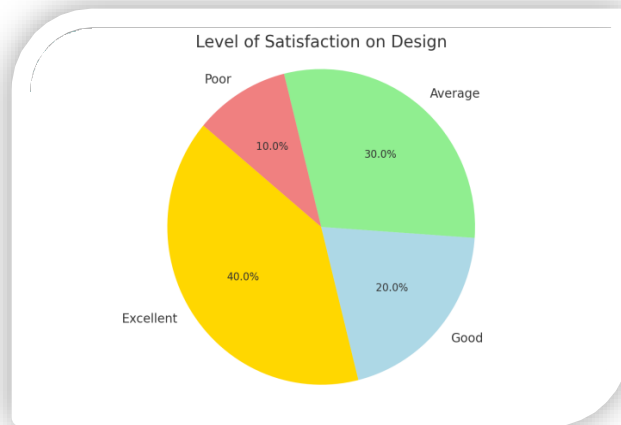
Level of satisfaction on design

The customer was enquired about the level of satisfaction with regard to the Honda

S No	Level of satisfaction on design	No of Respondents	Percentages
1	Excellent	40	40%
2	Good	20	20%
3	Average	30	30%
4	Poor	10	10%

Source: Survey

Graph: Level of satisfaction on design

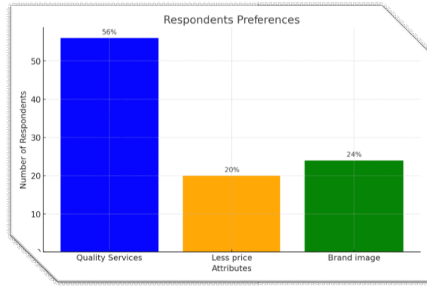


Interpretation: Out of 100 customers surveyed, 40% rated their satisfaction with Honda designs as excellent, 20% as good, 30% as average, and 10% as poor. Most respondents expressed satisfaction with the Hero product.

What are the valuable attributes you normally look while purchasing a Two- wheeler?

S No	Attributes	No of Respondents	Percentages
1	Quality of services	56	56%
2	Lower price	20	20%
3	Brand image	24	24%
4	Total	100	100%

Source: Survey



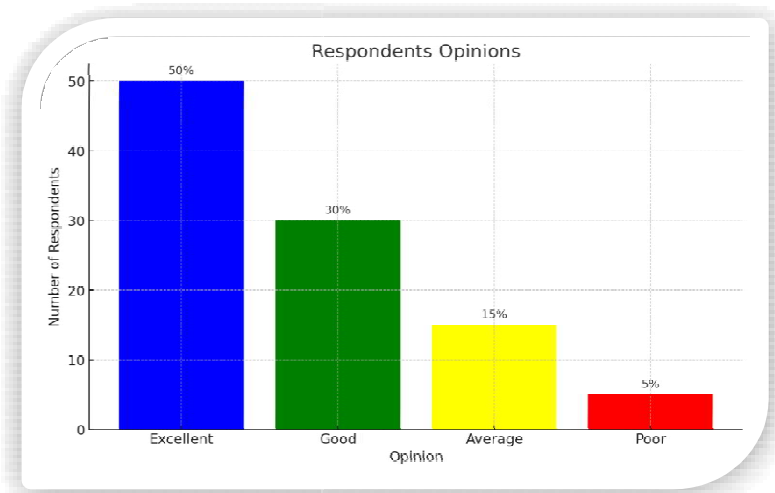
Graph: Attributes

Interpretation: From the above it can be stated that, in general, normally anyone, when buying a two-wheeled vehicle, most of the members see, 56% of the members see quality services Performers and 24% of the members see brand image & Design, and 20 % of members see less Price.

Opinion about mileage

S No	Opinion	No of Respondents	Percentages
1	Excellent	50	50%
2	Good	30	30%
3	Average	15	15%
4	Poor	5	5%

Source: Survey



Graph: Opinion about mileag

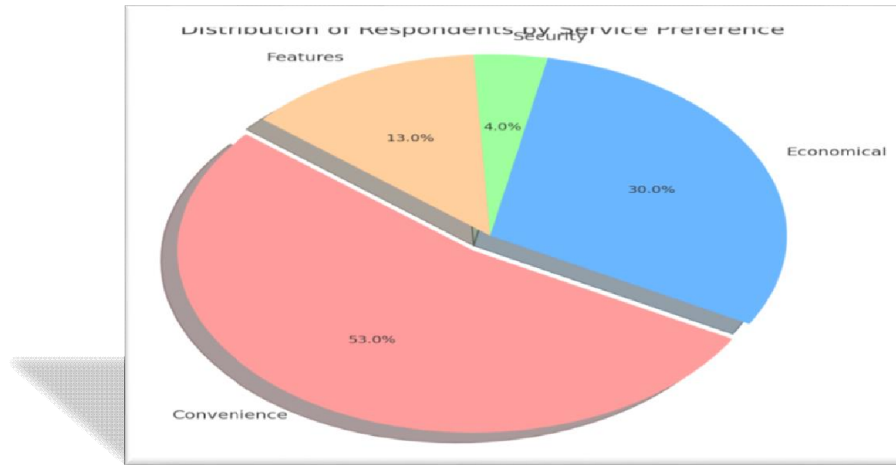
Interpretation: out Of the 100 respondents, 50% said "Excellent" and 30% said "Good" and 15% said "Average" and 5% said "poor."

Why do you prefer for this services

S No	Services	No of Respondents	Percentages
1	Convenience	53	53%
2	Economical	30	30%
3	Security	04	04%
4	Features	13	13%

Source: Survey

Graph: Prefer for this services



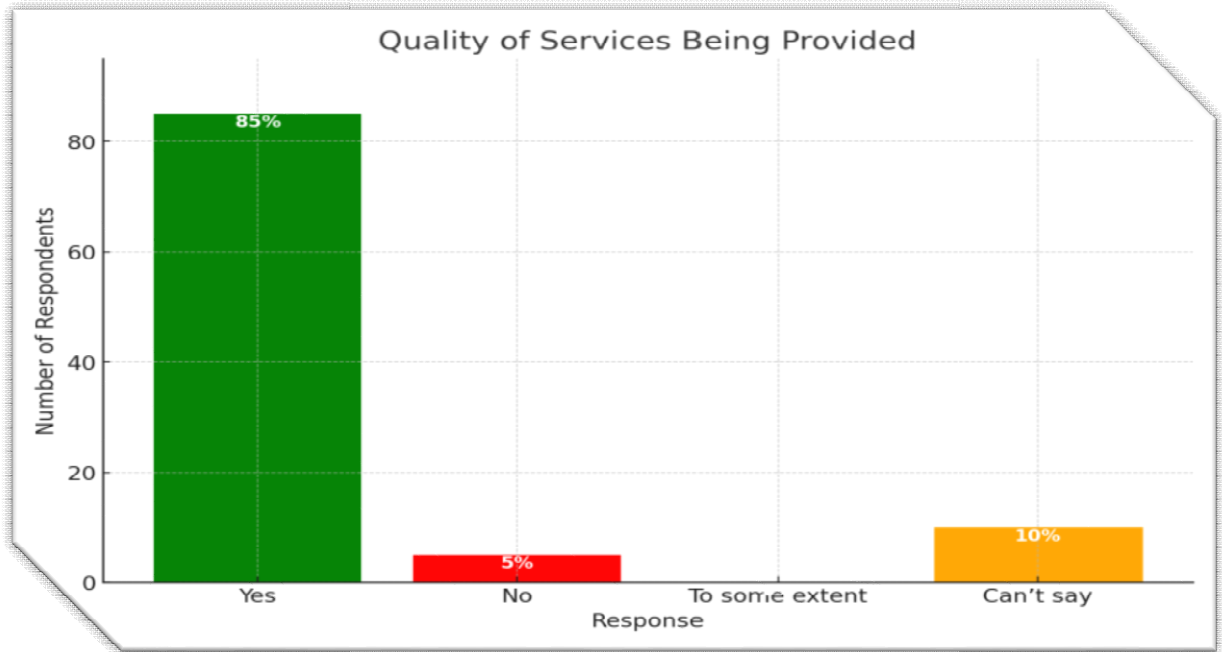
Interpretation: the above table or graph indicates that the out of 100 respondents are prefer for two-wheeler services is based on their convenience and followed by the respondents are prefer for the Economical, some of the respondents are prefer to features and others are see the security.

Are you satisfied with the quality of services being provided?

S No	Quality of Services Being Provided	No of Respondents	Percentages
1	Yes	85	85%
2	No	5	5%
3	To some extent	0	0%
4	Can't say	10	10%

Source: Survey

Graph: Quality of Services Being Provided



Interpretation: In this survey report, we aim to examine the quality of services being provided by a particular organization. We collected responses from a total of 100 participants. Out of the 100 participants, 85% reported that they were satisfied with the services being provided. Only 5% of the respondents reported being unsatisfied with the services, while 10% stated that they were unsure or couldn't say. This indicates that the majority of the respondents, 85% to be precise, found the quality of services being provided to be satisfactory the reasons for such high satisfaction levels could be attributed to several factors. One possible reason is that the organization has implemented a feedback system where customers can provide their opinions and suggestions on the service experience.

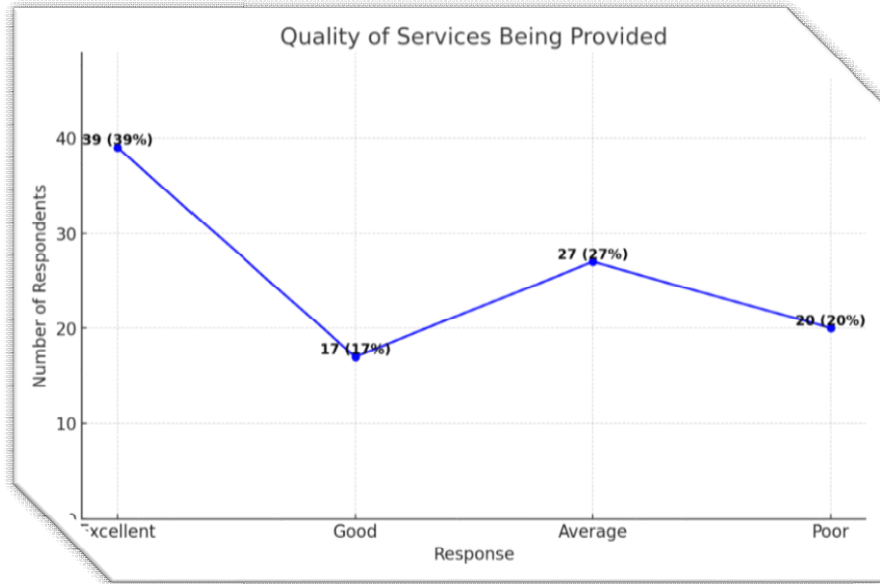
Satisfaction with the Honda Bikes pickup

S No	Quality of Services Being Provided	No of Respondents	Percentages
1	Excellent	39	39%
2	Good	17	17%
3	Average	27	27%
4	Poor	20	20%

Source:

SurveyGraph:

Interpretation: out of 100 respondents, 39 respondents, accounting for 39% of the total responses,

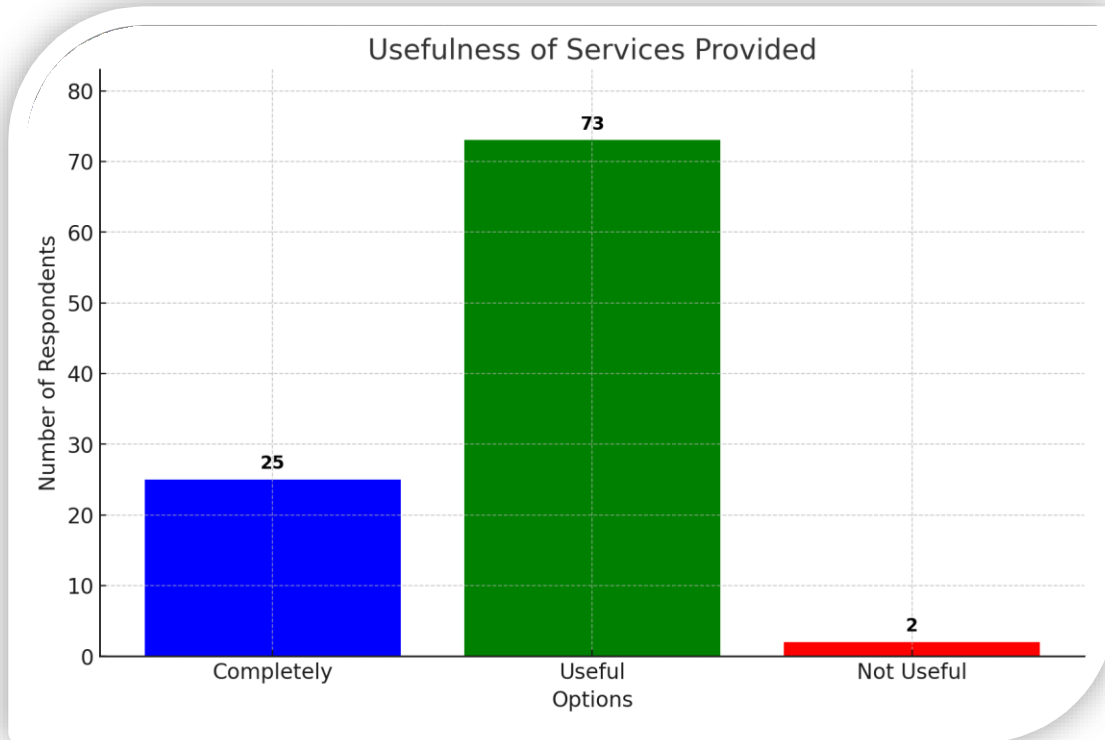


rated the quality of services as excellent. This indicates that a significant portion of respondents perceives the services provided as excellent and followed by the representing 17% of the total responses, rated the quality of services as good. The making up 27% of the total responses, rated the quality of services as average. This suggests that there is a sizable portion of respondents who view the services as neither particularly good nor bad. The 20% of the total responses rated the quality of services as poor. Although this is the smallest percentage among the categories, it still indicates a significant number of respondents who perceive the services negatively. In summary, the majority of respondents rated the quality of services positively, with the highest percentage of respondents selecting "Excellent." However, there is also a notable portion of respondents who rated the services as average or poor, highlighting areas for potential improvement.

Is the services appointment system useful to you?

S No	Options	No of Respondents
1	Completely	25
2	Useful	73
3	Not Useful	2

Source: Survey



Interpretation: Completely 25 respondents chose this option, indicating that they found whatever was being discussed or rated to be entirely satisfactory or fitting their needs. Useful the majority of respondents, 73 in total, selected this option, suggesting that they found whatever was being discussed to be helpful or beneficial in some way. Not Useful Only 2 respondents chose this option, implying that they did not find whatever was being discussed to be helpful or beneficial. In summary, the data indicates that the majority of respondents found the options to be useful, with only a very small percentage finding them not useful. This suggests that whatever was being evaluated or discussed was generally perceived positively by the respondents.

CHE-SQUARE TEST

The chi-square test was conducted to examine the significance of differences among preferable factors. The null hypothesis posited no significant difference in these factors. The observed (O) and expected (E) values were recorded for four factors: Mileage, Pick- up, Price, and Design. Using the formula $\text{Chi-square} = \sum (O-E)^2 / E$, calculations were performed for each factor.

S.No	Type	Respondents	E	O-E	(O-E)*2	(O-E)*2/E
1	Mileage	38	26	12	144	2.76
2	Pick-up	29	26	3	9	0.36
3	Price	22	23	1	1	0.04
4	Design	11	24	13	301	13.68
					Total	12.0



Degrees Of Freedom= (4-1) =

3Level of significance=5%

With a calculated chi-square value of 12.00,

Surpassing the critical chi-square table value of 7.815 at a 5% level of significance and with 3degrees of freedom,

The null hypothesis is rejected. This outcome suggests a significant difference among the preferable factors, indicating that at least one factor differs significantly from the others.

FINDINGS

- Every respondent was aware of this company.
- The advertisement of Honda Bikes reached customers through various channels: 60% through media, 12% through friends, and 28% through dealers.
- A majority of customers, 90%, expressed complete satisfaction with the mileage and performance of the bike, while 10% were dissatisfied with the mileage.
- 73% of respondents were satisfied with the pick-up of Honda Bikes, while 27% expressed dissatisfaction.
- Factors influencing the choice of Honda Bikes varied among respondents: 56% were attracted by the quality of service, 20% preferred lower prices, and 24% valued brand image.
- Regarding the design of the bike, 50% of respondents were satisfied, 40% considered it average, and 10% found it poor.
- The perception of Honda Bike prices varied among respondents: 54% considered them higher, 8% considered them economical, and 38% considered them reasonable.
- According to sales executives, 60% of respondents found their explanations excellent, 35% very good, and 5% poor.
- A chi-square test revealed significant differences between preferable factors such as mileage, pickup, price, and design.

SUGGESTIONS:

- Television emerges as the primary medium for consumer durables, making television advertisements a pivotal strategy. Therefore, allocating resources towards TV advertising over newspapers is essential, given its greater influence on consumers.
- Considering the high price point of Honda products, a concerted effort should be made to mitigate costs. This proactive approach becomes imperative in light of competitors offering similar products at lower prices, potentially leading to a decline in sales if not addressed.
- Continuous innovation is crucial to meet evolving customer needs and stay ahead of competitors. Enhancing the features of Honda bikes to align with customer preferences is paramount. Additionally, staying attuned to market trends and competitor offerings is essential to adapt models and technology accordingly.
- Recognizing the pivotal role of dealers in promoting Honda products, incentivizing dealerships becomes imperative. Neglecting dealerships could undermine customer satisfaction and sales. Hence, selecting reputable dealers who prioritize customer satisfaction is crucial.
- Establishing service centers at the dealer level is pivotal for enhancing customer



experience. Providing specialized training to personnel for exclusive maintenance of Honda two-wheelers ensures service accuracy. Additionally, offering home service further enhances customer convenience and satisfaction, thereby strengthening brand loyalty.

CONCLUSION:

Conducting a study to understand customer relationship management within the Honda Bikes consumer in Kurnool city base revealed valuable insights. Introducing new formulations has the potential to position Honda as a pioneer in various market segments. The study indicated a preference among customers from high-income groups for Honda Bikes. Additionally, approximately 70% of customers demonstrated awareness of the Honda brand. Moreover, the study highlighted positive perceptions regarding the quality and pricing of Honda Bikes, with a majority of customers agreeing that Honda offers the best quality at a reasonable price. Specifically, 50% of customers viewed the price of Honda Bikes as Reasonable. However, there is a subset of customers, constituting 10%, who expressed a desire for improvements in quality. In summary, the study underscores Honda's strong position in the market, particularly among high-income customers, and highlights opportunities for further enhancing quality to meet developing customer expectations and maintain competitiveness.

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