

## **1.1 INTRODUCTION OF STUDY**

Satisfaction is important to the customer because satisfaction depend upon the customer's needs and wants, thus customer satisfaction is defined as the fulfillment of needs and wants as per the expectation of customer ,satisfaction is a person's feeling or disappointment resulting from comparing a product are perceived performance in relation to his expectation .if the performance falls shorts of expectation the customer is in dissatisfaction, if the performance matches expectation the customer's satisfied if the performance exceeds expectation ,the customers become highly satisfied, now a days there is Marvelous competition in the market regarding two-wheelers bikes these is a decrease in the sales of two-wheelers Honda bikes in Virudhunager because customers are not fully satisfied.in search of the performance of Honda two-wheelers bikes and customer satisfaction related aspects ,this study is conducted

A highly satisfied customer generally stays loyal longer, buyers more and more product or services introduced also speak well about the company by which customer is very likely to repurchase and even spread good word of mouth about the company high satisfaction or delight creates an emotional bond with the brand or company not just a rational preference. according to appear in print more frequently than any other catchphrase used to describe new found magic for industrial success. before we proceed into the study of the dynamics of customer satisfaction it is important to know, who a customer is and what satisfaction really means customers are satisfied when the value meets or exceeds expectation. If their expectation of value are not met there is no chance of satisfying then Figuring out what the customers want however difficult and complex process is to be able to create and deliver customer value is important to understand its components, On the most basic level the value from a customers perspective is the ratio of benefits to the risks being taken while buying the product

## **1.2 STATEMENT OF THE PROBLEM**

The best mode of transport for middle class family is a bike 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 satisfaction for bikes is based on his taste and priorities. In a market-oriented economy, the consumer expects the right types and 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 customer satisfaction

### **1.3 SCOPE OF THE STUDY**

- ❖ The study focuses on customer satisfaction toward the Honda two-wheeler
- ❖ It includes availability level of product, quality of the products, customers expectation towards the products and problem faced by customers if any at Honda
- ❖ To study the service provided by the company to customers
- ❖ The study covers the different aspects of consumer's satisfaction

### **1.4 OBJECTIVES OF THE STUDY**

- ❖ To study the customer satisfaction level toward Honda two-wheeler
- ❖ To study the factor influences the consumer to select Honda two-wheeler
- ❖ To analysis the awareness if Honda bike service Honda two-wheeler
- ❖ To find out the expectation of the customer
- ❖ To bring the suggestions about Honda two-wheeler

### **1.5 RESEARCH METHODOLOGY**

The research methodology offers a concept approximate the kind of studies design, the sampling technique of data collection and the tool used for data analysis. in order to obtain the goals of the study and to research the data collected, the appropriate method has been developed. a study method is a group plan for the behavior of formal investigation

Research method is the pathway or a method to get the wanted facts by finding the fact from special source that are number one and secondary. this chapter discusses the technique of data collection and tools of analysis

<b>RESEARCH METHODOLOGY</b>	
Research design	Survey research
Sampling name	Sri Sai Hari Honda Pvt Ltd
Sampling size	150 customers
Sampling method	Convenient sampling
Nature of data	Primary and secondary data
Method of data collection	Questionnaire
Types of question	Open, closed and multiple-choice question
Area of study	Virudhunager district
Time period	27.11.2023 to 21.01.2024
Tools used	Percentage analysis, weighted average method, chi-square

### **STATISTICAL TOOLS USED**

Statistical tools are used to analyze the data which is collected. The tools used in a study

### **TABULATION**

Tabular representation is the systematic representation of data in row and columns using table, it takes the data more clear. The process of classified data into tabular form is known as tabulation. A table is symmetric arrangement of statistical data in rows and columns. Row are horizontal arrangement whereas columns are vertical arrangement, it may be simple double or complex depending upon the type of classification

### **PERCENTAGE ANALYSIS**

Percentage refers to a special kind of ratio. They are used in making comparison between two or more series of data, it can be used to describe the relationship since the percentages reduce everything to a common base so that meaningful comparison can be made.

### **GRAPHICAL REPRESENTATION**

Graphical representation makes the presentation eye-catching and more intelligible. It is easy to see the salient features of the data and interpret them. The graphs in the analysis are column chart and bar chart

## **WEIGHTED AVERAGE METHOD**

A weighted average is a calculation that takes into account the varying degrees of important of the number in the data set. In calculating a weighted average, each number in the data set is multiplied by a predetermined weight before the final calculation is made

## **CHI-SQUARE METHOD**

A chi-square test is a statistical test used to compare observed results with expected results The purpose of this test is to determine if a difference between observed data and expected data is due to chance, or if it is due to a relationship between the variables you are studying.

## **1.6 REVIEW OF LITERATURE**

**Sony Mariya SR and Amutha k (2020).** A study on customer satisfaction. The highly satisfied by company image, model and comfortable. It is suggested that the company must periodically improve their factor like, model, comfortable, price, colour they must add new specialties to which is their customer expects in their Honda bikes Have concluded that the two-wheeler users are very huge in Coimbatore especially the youngsters are most admirable by HONDA.

**Manahila Ansari (2019) a study.** the study on customer expectation they are also known for their comfort and performance and the satisfaction is high among the students and the working class. Youth is the target of Honda scooter and the potential target are the people working the study was concluded that it can be rightly concluded from the project the Honda scooters have done well in establishing their grounds in the two-wheeler industry

**Deepthi nivasini (2018)** A study customer satisfaction and perception. The customer has witnessed a steady growth around the world with the introduction of new model bikes every year, the Honda Motors co, Itd is committed to satisfying the demand of consumer. the Honda scooter are produced in such a way that they are more environment friendly and fuel efficient, this makes the Honda bike a priority in the two-wheeler market

**Ravishankar S Ulle, KotreshPatil, Dr. Aparna. Varma (2018)** a study on customer satisfaction and expectation toward Honda. 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.

**Meenakshi (2018)** A study customer satisfaction and perception. the research, it turns out that satisfaction is people's sense of joy or disappointment that arises from comparing the perceived performance of a product to their own expectations. Customers are frustrated when performance is behind people's expectations. Customers are satisfied if the performance is as expected. If the performance exceeds expectations, the customer is delighted. The link between customer satisfaction and customer loyalty is not proportional. These conceptual, review-based paper efforts have been able to gain insight into the factors that are contributing to attracting customers to buy a motorcycle, and what drives consumer satisfaction and dissatisfaction. The use of auxiliary data has changed. The investigation revealed that, as revealed in the following paper, the modernity of the motorcycle is an important attractive factor for others, while the majority of the signals towards consumer satisfaction for each brand/company employed by the user were indicated.

**Murugan and Fermi (2018)** a study on customer satisfaction and expectation toward Honda the survey is based on consumer behaviour to determine when, how, why, what brands and where people will buy products in the Tirunelveli region of Tamil Nadu. Investigate consumer perceptions of motorcycle quality assessment. Identify the factors that influence consumers' decision to buy a motorcycle. When examining customer satisfaction with motorcycles, there are four main factors that influence consumers' buying behaviour: cultural, social, personal, and psychological factors.

**Rifaya Meera, M. muthupandi (2017)** Have suggested that the company may adopt fuel saving techniques so that the vehicles can have long life and smooth running and also the users should enquire and analyzes about the service rendered by the show room before purchasing two-wheelers.

**Jayaraj (2017)** A study about the Consumer expectation such as when, why, how, and where people buy or don't buy products. It includes elements of sociology, psychology, social

anthropology and economics. They also try to understand the consumer decision-making process individually and in groups. To understand people's needs and needs, study the characteristics of individual consumers, such as demographics and behavioural metamorphosis. They also try to assess the impact on consumers in family, friends, reference groups, and generally in the same group as society. Consumer behaviours research is based on consumer buying behaviours, where consumers play three roles: users, payers and buyers. This study seeks to study consumer behaviours of motorcycle dealers in the Coimbatore area

**Sultan Mohideen (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.

**Nutan Sharma & Rajesh Mehrotra (2016)** A study on customer satisfaction and expectation toward Honda Have concluded that purchasing two-wheeler customer has different choice for two-wheeler but the purchase decision depends on various factors like product attributes, prices credit facility and brand and also concluded that hero motor is the leading brand of two- wheeler in Jaipur city followed by Honda, TVS and Bajaj

**Lakshmi Priya (2016)** A study on customer satisfaction toward Honda Has conducted research on customer satisfaction among the users of Honda two wheelers. They tried to identify the factors which affect to give preference of Honda two wheelers. The study revealed that most of the customers were satisfied with the brand image and mileage of Honda bikes. Maintenance cost was considered an important factor and found satisfactory of the concern.

**NDTV (2016).** a study on customer satisfaction Hero Honda In their paper revealed that Honda Active presents a clear basic image of scooter which could not be changed. The big pattern of the bike in also remained, this feature isolates it from being a scooty. The craze of Activa Honda is on peak in the market without geared bikes. A well cushioned large seat offers riders to get a better experience. The storage capacity given in the bike is enough as space under the seat and around the foot area of the riders.

**Vanlalhriati (2015)** A study on customer satisfaction and expectation toward Honda focuses on finding the effectiveness of advertising among young people in college to buy motorcycles.

According to research, advertising has a positive effect among young people, affecting even young people to make purchase decisions. In addition, TV is considered the most preferred medium for promoting motorcycles. Advertising has become a powerful marketing tool that influences viewers by letting them know if there is a product on the market and to remind them or persuade them to make a purchase. Given the motorcycle, the top players on the market are the brands that have paid the highest advertising costs

**Vijayalakshmi (2015)** a study on customer satisfaction, Have carried out their study on customer satisfaction with regards to different brands of two wheelers. Their study area was restricted to Coimbatore city and the respondents were local of that city. They found in their study that two-wheelers help people to easy and convenient travel of their daily routine as it is easy to drive and handle. They have also concluded that high price of two-wheelers does not always give satisfaction to the customers, however, it leads to dissatisfaction some times

**Vijaya Lakshmi, (2015).** A study on customer satisfaction and expectation toward Honda The stated in their study that bikes made the people easy to travel on the roads which can be born and handled. The most important quality of bikes is to go where there no four wheelers can reach. The authors emphasized on marketing activities of the firms and gave importance of branding of the products which make its own position in the industry. The feelings of most respondents were normal regarding the petrol consumption whereas about 38% of the users wanted more space of storage in the bikes. They concluded that customers may be dissatisfied, if, the price of two wheelers become high.

**Rath and Kar (2014)** A study on customer satisfaction and toward Honda studied the Vespa scooter of Piaggio Italy, one of the most iconic brands in the Indian scooter sector in the 80's and 90's. This scooter with major players like Bajaj and Piaggio was primarily in the stage of dominating the motorcycle segment. Geared scooters are slowly declining in market over time, and gearless scooters are slowly approaching the manageable trend in the Indian market. The major manufacturers in the scooter division were Honda, Hero MotoCorp and TVS in India. Piaggio decided to rerelease the Vespa brand in the highly competitive motorcycle division through the Vespa LX125 and re-enter the scooter division in India. Rs 66,661(ex showroom). The Vespa launch price was considerably higher than the most sold scooter Honda Active offered at the Rs 51,220 price

**Saillaja (2013)** a study on customer satisfaction studies the motorcycle industry in Indian context which is growing rapidly. India's motorcycle industry is the largest industry in the world in terms of production and sales. India is the largest motorcycle market on the planet, with a total growth of 9.5% between 2006 and 2014. The growth of India's automobile industry is due to the surge witnessed in the motorcycle sector by 2014. The Government of India's "Make in India" campaign is to attract more foreign investment to India's motorcycle industry, which will create more growth opportunities in the coming years.

**Abhijeet Singh (2011)** A study on customer satisfaction Honda motors use a customer relationship management and dealer management system which integrates one of the largest applications in the automobile industry, linking more than 1200 dealers across India. CRM has helped Honda Motors to improve its inventory management, tax calculation and pricing. This system has also proved to be beneficial to dealers because it has reduced their working capital cost.

**Williams's (2011).** A study on customer satisfaction HERO Honda the authors say that strong relations have been obtained among the customer attitudes/beliefs/ sentiments and the loyalty of customers. For instance, it is very usual that higher level of attitudinal motives is created/generated by the higher level of outcome of customer satisfaction. And all these make customers more loyal of the company and the loyalty can be evaluated by buyback /repeat buying, more expense of wallet, recommend friends and colleagues through positive words of mouth and finally reduction in cost increase on acquiring customers. He suggested that product quality, customer satisfaction and profit of the firm are closely and strongly interconnected. They concluded that customer satisfaction, values, price beliefs, service quality, and relational quality come under customer attitudes as these factors depicted in the image of customer attitudes

**Annand an & Prasanna Mohan Raj & Madhu** a study on customer satisfaction, examined the new mantra of all FMCG giants is; To get rich, sell to the rural. So, they have started marketing programs to explore the untapped segment of rural markets. As far as FMCG is concerned, the market penetration and consumption in rural areas is low so there is an opportunity for marketers to utilize the market effectively. Another key positive aspect is the current government focuses on rural areas. Understanding the rural customers. Inadequate data

on rural markets. Reaching of products or services to 6.4 lakhs villages for poor infrastructure facility.

**Rachel Dardis, Horacio Soberon-Ferrer** A study on customer satisfaction and expectation toward Honda investigated the consumer decision making is multinational, that is consumer choices are not base on a single product attribute, instead consumers view products as bundles of attributes. Product attributes (automobile attributes) as well as household characteristics. In both instances, the higher the value of the cost index or the Trouble Index, the more unsatisfactory the car is relative to other cars

### **1.7 LIMITATION OF THE STUDY:**

- ✓ The study was restricted to Virudhunager area only
- ✓ They may be few opinions which might have been missed out.
- ✓ The accuracy of the analysis and conclusion drawn entirely depend upon the reliability of the information provided by the customers
- ✓ The research is conducted for a limited period 8 weeks

### **1.8 CHAPTER SCHEME**

CHAPTER 1: chapter I is about introduction of study, Statement of the problems, Scope and Objectives of the study, Review of literature, Research methodology, Research design source of the data, Data collection method, and instruments, sample plan statistical tools used and limitation of the study.

CHAPTER 2: chapter II gives a company profile and industry profile.

CHAPTER 3: chapter III with data analysis and interpretation, statistical tools are used to analysis the data and inference is drawn from the analysis.

CHAPTER 4: chapter IV cover the finding, suggestion and conclusion of the study.

## **2.1 INDUSTRY PROFILE**

The word automobile comes, via the French word automobile. That means vehicle that moves itself. Automotive industry is a widespread company or organization they produce a wide range of products and they convoluted in designing, developing, producing, marketing, and trading of motor vehicles. Auto motive industry is one of the fastest growing industries in our country.it is one of the major industries by producing more than 25 million vehicles in last year. There is an increase of 3 percent compare to last year. The automobile industry accounts 8 percent of the GDP. The two wheelers segment, with 82 percent of the total market share. There are three big automakers are there in the globe they are 1) General Motors, 2) Toyota Motors Corporation and 3) Ford Motor Company. In 2008 these companies had 15 percent, 13percent and 12percent of total market shares. Japan is the dominant producer of all time and China is in the second place, Western Europe and North America ranked 3Rd and 4th place respectively. Automobile industry is an imperative sector of overall national economy. Major automakers

- General Motors,
- Toyota Motors Corporation and
- Ford Motor Company.

### **Vision**

A vision statement explains your brand's vision and where you want to be in the future. A strong vision statement describes where the company is today and what the objectives are for the future.

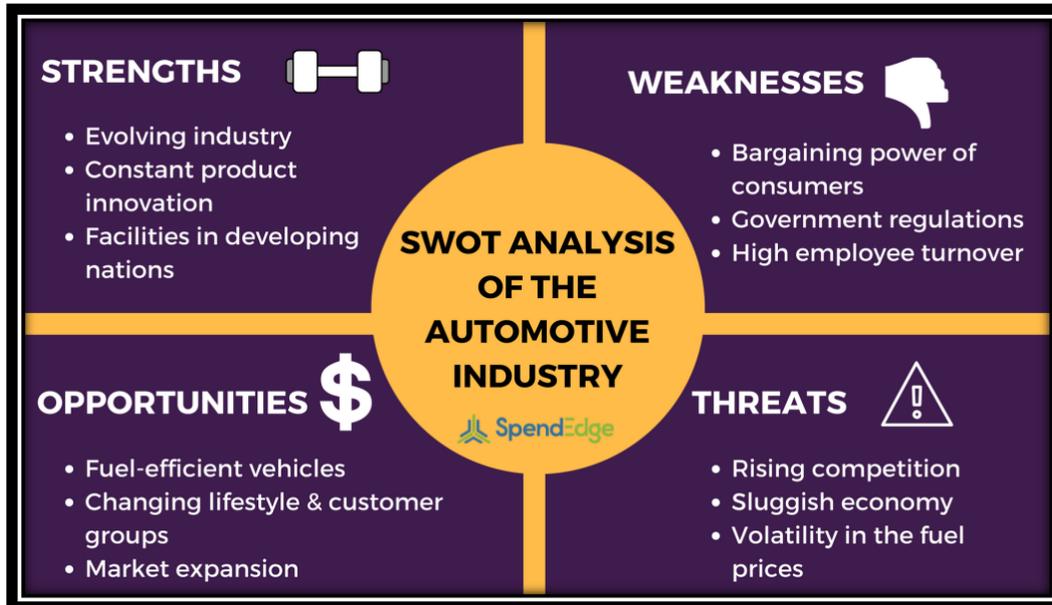
To create a vision statement:

- Focus on long-term results.
- Create a map of your business goals.
- Decide what impact you want to have.

### **Mission**

A mission statement declares your why and guides future decisions. It's typically a short statement that lets your customers know why you're in business and defines your work's purpose and values.

## SWOT



### New challenges faced by Indian automobile industry in the new age

The Indian automotive industry has been facing new challenges due to the Rapi changes taking place during the last decade. This article discusses those challenges and initiatives taken by the government to overcome them. The Indian auto industry is changing rapidly. During the last decade, many international auto manufacturers, either by themselves or in partnership with Indian companies, have started manufacturing activities in India. The ancillary industries have also grown in tandem. The quality of production in small- and medium-scale industries has improved to such an extent that they started exporting products to international manufacturers. The major breakthrough of recent years is the unveiling of "Nano" by Tata Motors during the auto expo 2007. This has received worldwide attention and proved that India can not only design an automobile of international standards but also execute the project at a much lower cost through innovative choice of components, materials, engine design etc. These developments in the auto sector have given new confidence to every one related to the auto industry and specifically to the government which resulted in the announcement of the Auto Policy 2006-2016 by the Ministry of Heavy Industries. According to the Auto Policy, the Indian auto sector is expected to grow to US\$216 billion by 2016 and add 2.5 million new jobs to the economy. Every year two to three million people are expected to purchase new vehicles.

Several million vehicles and components are expected to be exported to both developed and developing nations. To achieve these goals, it is important that the present GDP growth rate, which is more than 8 per cent, continues to remain at the same level

### **FACTS ABOUT THE AUTOMOBILE INDUSTRY**

- ❖ The first automobile in India rolled in 1897 in Bombay.
- ❖ India is being recognized as potential emerging auto market.
- ❖ Foreign players are adding to their investments in India auto industry.
- ❖ Within two-wheelers, motorcycles contribute 80% of the segment size.
- ❖ Unlike the USA, the Indian passenger vehicle market is dominated by cars (79%).
- ❖ Tata Motors dominates over 60% of the Indian commercial vehicle market.
- ❖ 2/3rd of auto component production is consumed directly by OEMs.
- ❖ India is the largest three-wheeler market in the world.
- ❖ India is the largest two-wheeler manufacturer in the world.
- ❖ India is the second largest tractor manufacturer in the world.
- ❖ India is the fifth largest commercial vehicle manufacturer in the world.
- ❖ The number one global motorcycle manufacturer is in India.
- ❖ India is the largest two-wheeler manufacture
- ❖ India is the fourth largest car market in Asia recently crossed the 1million mark.

### **CURRENT SCENARIO OF THE AUTOMOBILE INDUSTRY**

According to Commerce Minister Kamal Nath, India is an attractive destination for global auto giants like BMW, General Motors, Ford and Hyundai who were setting base in India, despite the absence of specific trade agreements

- The cost front of Indian automobile industry, OEMs are eyeing India in a big way, investing to source products and components at significant discounts to home market.
- On the revenue side, OEMs are active in the booming passenger car market in India.
- By 2011, India is expected to witness over Rs 40,000 crore of investment.

The automobile industry in India is on an investment overdrive. Be it passenger car or two-wheelers manufacturers, commercial vehicle makers or three-wheelers companies everyone appears to be in a scramble to hike production capacities.

### **EMERGING TRENDS IN THE AUTOMOBILE INDUSTRY**

Globalization is pushing auto majors to consolidate, to upgrade technology, enlarge product range, access new markets and cut costs. They have resorted to common platforms, modular assemblies and systems integration of component suppliers and e-commerce. The component industry is undergoing vertical integration resulting into emergence of systems and assembly suppliers' rather than individual component suppliers. Thus, while most component suppliers are integrating into tier 2 and tier 3 suppliers, larger manufacturers and multinational corporations (MNCs) are being transformed into tier 1 companies to meet the concomitant testing and certification activities relating to higher safety and emission norms, testing infrastructure in the country is being overhauled. A substantive state funding is being planned in upgrading the testing infrastructure with participation of industry. Environmental pollution and the need to conserve existing supply of fossil fuels have led to search for alternative fuels. In addition to supporting Greenfield research in this area, an ambitious phased programme to upgrade carbon fuel quality commensurate with higher emission norms is also being undertaken.

## **2.2 COMPANY PROFILE**



### **Honda Motor Company Ltd**

Honda Motor Co., Ltd. (Honda), incorporated on September 24, 1948, develops, manufactures and markets motorcycles, automobiles and power products across the world.

Honda Motor Co., Ltd. (Honda), incorporated on September 24, 1948, develops, manufactures and markets motorcycles, automobiles and power products across the world. The Company's segments include Motorcycle Business, Automobile business, financial services business, and Power product and other businesses. Honda conducts its operations in Japan and around the world, including North America, Europe and Asia. Honda markets its products through a sales network of independent local dealers. Its motorcycles are distributed through outlets, including PRO'S shops and Honda Dream authorized dealerships. Its automobiles and power products are distributed in Japan through retail dealers. Its manufacturing facilities are located in Japan, the United States, Canada, Mexico, the United Kingdom, Turkey, Italy, France, China, India, Indonesia, Malaysia, Thailand, Vietnam, Argentina and Brazil.

### **Motorcycle Business**

The Company produces a range of motorcycles, with engine displacement ranging from the 50 cubic centimetres class to the 1,800 cubic centimetres class. Honda's motorcycles use internal combustion engines developed by Honda that are air-or water-cooled, four-cycle, and are in single, two, four or six-cylinder configurations. Honda's motorcycle line consists of sports (including trial and moto-cross racing), business and commuter models. Honda also produces a range of off-road vehicles, including all-terrain vehicles (ATVs) and side-by-side (SxS).

### **Automobile Business**

The Company's automobiles use gasoline engines of three four or six cylinder, diesel engines, gasoline-electric hybrid systems and gasoline-electric plug-in hybrid systems. Honda also offers alternative fuel-powered vehicles, such as ethanol, battery electric and fuel cell vehicles. Honda's principal automobile products include passenger cars, light trucks and mini vehicles. Its passenger car models include Accord, Accord Hybrid, Amaze, Brio, Brio Amaze, Brio Satya, City, Civic, Civic Tourer, Civic Type R, Crider, CR-Z, Fit/Jazz, Fit/Jazz Hybrid, Freed, Freed Hybrid, Freed Spike, Freed Spike Hybrid, Grace, Grace Hybrid, Greiz, Honda Mobilio, Insight, Jade, Jade Hybrid, Legend Hybrid, Mobilio, Shuttle, Shuttle Hybrid, Spirior, Acura ILX, Acura RLX and Acura TLX. Its light trucks models include BR-V, Crosstour, CR-V, Elysion, Odyssey, Odyssey Hybrid, Pilot, Step WGN, Vezel/HR-V, Vezel Hybrid, XR-V, Acura MDX and Acura RDX. Its mini vehicles models include Acty, N-BOX, N-BOX +, N-BOX Slash, N-ONE, N-WGN, S660 and Vamos.

### **Financial Services Business**

Honda offers a range of financial services to its customers and dealers through finance subsidiaries in countries, including Japan, the United States, Canada, the United Kingdom, Germany, Brazil and Thailand. The services of these subsidiaries include retail lending, leasing to customers and other financial services, such as wholesale financing to dealers.

### **power product and other businesses**

Honda manufactures a range of power products, including general-purpose engines, generators, water pumps, lawn mowers, riding mowers, grass cutters, brush cutters, tillers, snow blowers, outboard marine engines, power carriers, sprayers and pressure washers. Honda offers cogeneration units.

Startup Name	Honda motorco., Ltd.
Headquarters	Minato. Tokyo, Japan
Industry	Automobile
Founded	24 sep 1948
Founder	Soichiro Honda
CEO	Takahiro Hachigo
Area served	World wide

### **Honda - About and How it Works?**

Honda Motor Co., Ltd. engages in the manufacture and sale of automobiles, motorcycles, and power products. It operates through the following segments: Automobile, Motorcycle, Financial Services, and Power Product and Other Businesses.

The Automobile segment manufactures and sells automobiles and related accessories. The Motorcycle segment handles all-terrain vehicles, motorcycle business, and related parts. The Financial Services segment provides financial and insurance services. The Power Product and Other Businesses segment offers power products and relevant parts. The company was founded by Soichiro Honda on September 24, 1948 and is headquartered in Tokyo, Japan.

Honda was the first Japanese automobile manufacturer to release a dedicated luxury brand, Acura, in 1986. Aside from their core automobile and motorcycle businesses, Honda also manufactures garden equipment, marine engines, personal watercraft and power generators, and other products.

Since 1986, Honda has been involved with artificial intelligence/robotics research and released their ASIMO robot in 2000. They have also ventured into aerospace with the establishment of GE Honda Aero Engines in 2004 and the Honda HA-420 HondaJet, which began production in 2012. Honda has three joint-ventures in China: Honda China, Dongfeng Honda, and Guangqi Honda.

### **Honda - Plans**

Honda is going bullish on its expansion plans. Honda currently holds the number two position in terms of domestic sales, behind Hero MotoCorp, and plans to become number one by December 2023. To achieve this, the company is expanding both, manufacturing and sales. Last year, the company added a fourth assembly line at their Narsapura manufacturing facility in Bengaluru. This move adds 6 lakh units to Honda's current capacity of 64 lakh bikes and scooters per year. For sales, Honda has set a target of adding 500 retail outlets this year, to its existing 5,200 dealerships. Of these, Honda has already added 250 outlets from April to August and will be adding 50 more this month. Honda is specifically concentrating on rural areas with 70 per cent of the new outlets coming up this year to be situated there.

Honda has been recording strong sales with currently a 30 per cent overall domestic market share for two-wheelers. It is currently the market leader in scooter sales with a 69 percent

market share. While their scooter sales have been strong, Honda wishes to focus more on motorcycle sales now.

Honda is further accelerating its electrification plans for Europe by moving forward its goal for all of its European mainstream models to feature electrified powertrains by 2022. The bold new target announced during an 'Electric Vision' event in Amsterdam, is three years ahead of the previously announced 2025 goal, demonstrating the confidence Honda has in its electric and hybrid powertrain technology. This acceleration will see 6 electrified models launched over the next 36 months.

### **Honda - Mission**

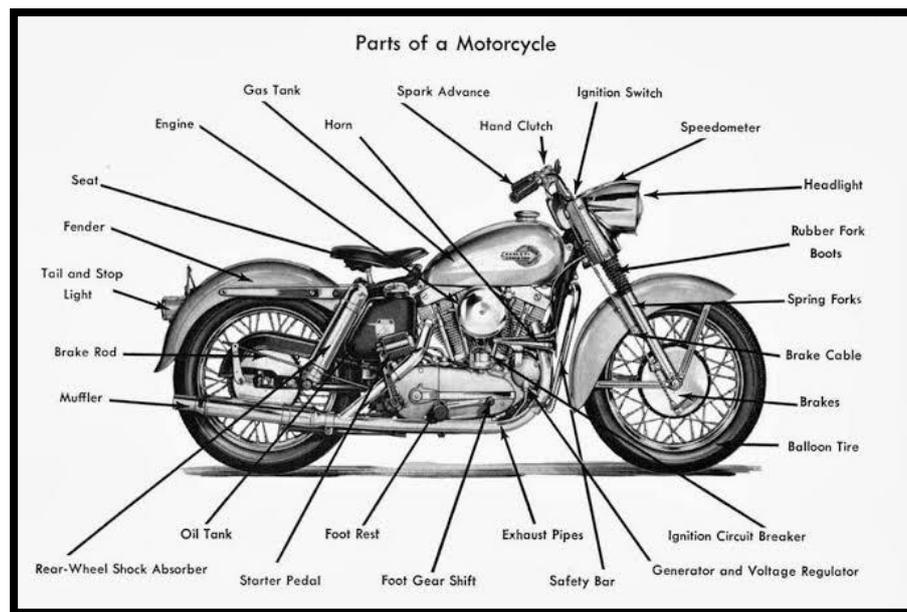
Honda's mission statement says, "Maintaining a global viewpoint, we are dedicated to supplying products of the highest quality, yet at a reasonable price for worldwide customer satisfaction."

### **Honda -vision**

Honda vision statement is “to serve people worldwide with the joy of expanding their life’s potential – Lead the advancement of mobility and enable people everywhere in the world to improve their daily lives.” The company has been pioneering designs that improve mobility not only in driving and riding but also in flying and walking. This is what this statement represents

### **Raw materials:**

The primary raw materials used in the manufacture of the body of motorcycle are metal, plastic and rubber. The motorcycle frame is composed almost completely of metal, as are the wheels. The frame may be overlaid with plastic. The tires are composed of rubber. The seat is made from synthetic substance, such as polyurethane. The power system consists of a four-stroke engine, a carburetor to transform incoming fuel into vapor, a choke to control the air-fuel ratio, transmission, and drum brakes. The transmission system contains a clutch, consisting of steel ball flyweights and metal plates, a crankshaft, gears, pulleys, rubber belts or metal chains and a sprocket.

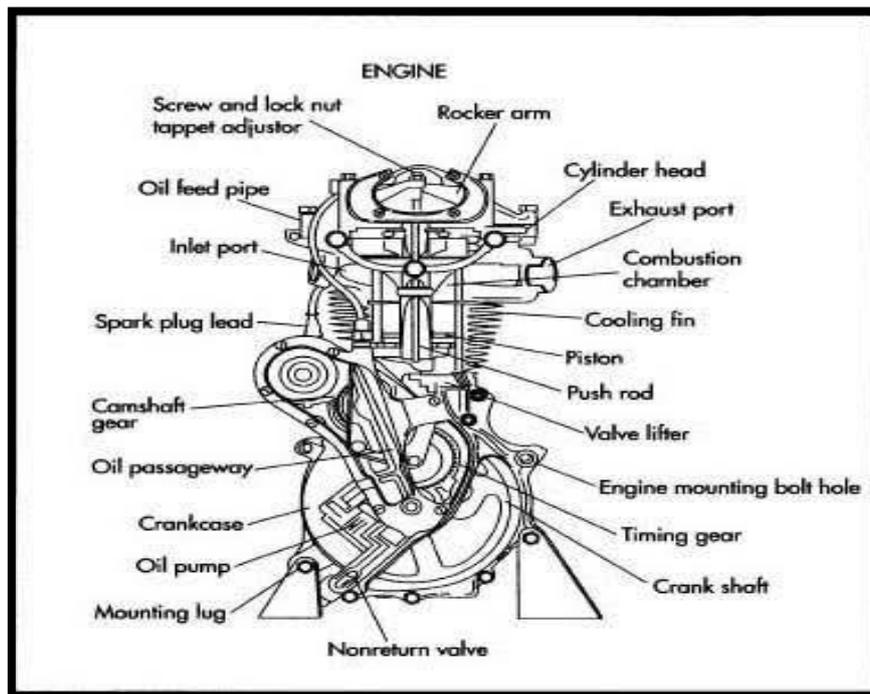


The electrical system contains a battery, ignition wires and coils, diodes, spark plugs, headlamps and taillights, turn signals and a horn. A cylindrical piston, made of aluminium alloy (preferred because it is lightweight and conducts heat well), is an essential component of the engine. It is fitted with piston rings made of cast iron. The crankshaft and crank case are made of aluminium. The engine also contains a cylinder barrel, typically made of cast iron or light alloy

### **The Manufacturing Process:**

- ❖ Raw materials as well as parts and components arrive at the manufacturing plants by truck or rail, typically on a daily basis. As part of the just-in-time delivery system on which many plants are scheduled, the materials and parts are delivered at the place where they are used or installed.
- ❖ Manufacturing begins in the weld department with computer controlled fabrication of the frame from high strength frame materials. Components are formed out of tubular metal and/or hollow metal shells fashioned from sheet metal. The various sections are welded together. This process involves manual, automatic, and robotic equipment.
- ❖ In the plastics department, small plastic resin pellets are melted and injected into molds under high pressure to form various plastic body trim parts this process is known as injection molding.

- ❖ Plastic and metal parts and components are painted in booths in the paint department using a process known as powder coating (this is the same process by which automobiles are painted) A powder coating apparatus works like a large spray-painter, dispersing paint through a pressurized system evenly across the metal



- ❖ Painted parts are sent via overhead conveyors or two motor (similar to a skill lift tow rope) to the assembly department where they are installed on the frame of the motorcycle.
- ❖ The engine is mounted in the painted frame, and various other components are fitted the motorcycle is sent down the assembly line.
- ❖ Wheels, brakes, wiring cables, foot pegs, exhaust pipes, seats, saddlebags, lights, radios, and hundreds of other parts are installed on the motorcycle frame. A Honda Gold Wring motorcycle, for example, needs almost as many parts to complete it is as a Honda Civic Automobile.

### **QUALITY CONTROL:**

At the end of the assembly line, quality control inspectors undertake a visual inspection of the motorcycles painted finish and fit of parts. The quality control inspectors also feel the motorcycles with gloved hands to detect any bumps or defects in the finish. Each motorcycle is tested on a dynamometer. Inspectors accelerate the motorcycle from 0-60 mph. During the acceleration, the “dyno” tests for acceleration and braking, shifting, wheel alignment, headlight and taillight alignment and function, horn function, and exhaust emissions. The finished product must meet international standards for performance and safety. After the dyno test, a final inspection is made of the completed motorcycle. The motorcycle are boxed in crates and shipped to customers across North America and around the world.

### **THE FUTURE:**

Motorcycles remain popular and the collecting and riding of antique models is just as popular as riding the new versions. While sleek, new versions will continue to be producers. It is anticipated that the value of older models will continue to rise.

### **A MOTORCYCLE TRANSMISSION:**

A motorcycle transmission is a transmission created specifically for motorcycle applications. They may also be found in use on other light vehicles such as motor tricycle and quad bikes, go-karts off-road buggies, auto rickshaws, movers and other utility vehicles, racing cars. Microcaps, and even some super light

### **DISC BRAKE:**

Disc brake is a type of brake that used the calipers to squeeze pairs of pads against a disc or “rotor” to create friction. This action slows the rotation of a shaft, such as a vehicle axle, either to reduce its rotational speed or to hold it stationary. The energy of motion is converted into waste heat which must be dispersed.



Hydraulically actuated disc brake are the most commonly used form of brake for motor vehicles, but the principle of a disc brake are applicable to almost any rotation shaft.

### **HONDA TWO WHEELERS PRODUCTS:**

#### **Honda Dream Yuga:**

The dream Yuga is a 109 cc (6.7 cu in) single-cylinder motorcycle manufactured by Honda Indian subsidiary HMSI, starting production in 2012. It was announced by Honda in January 2012 at the Delhi auto expo, and was available to consumers in India in May 2012. At 44,642 Indian rupees the motorcycle is billed as one of the least expensive Honda motorcycle currently produced and the least expensive Honda motorcycle ever made adjusting for inflation.



### **Honda Dio:**

The Honda Dio is a scooter manufactured by Honda and was introduced in 1988. It was originally built in Japan as a 2-stroke model until 2001. It is now assembled by Sundiro Honda Motorcycle Co, Ltd. in China.



It is composed of four-stroke lines: the AF-series 50 cc (3.1 cu in) (SK50) and the JF-series 110cc (6.7 cu in) (NSC110) are now assembled in China.

### **Honda Gold Wing:**

The Honda Gold Wing is a series of touring motorcycles manufactured by Honda. The Gold Wing features shaft drive, and a flat engine introduced at the Cologne Motorcycle Show in October 1974, the Gold Wing went on to become a popular model in North America, Western Europe, and Australia, as well as Japan.



### **Honda Unicorn:**

The Honda Unicorn is a motorcycle developed by Honda Motorcycle scooter India (HMSI) and introduced in 2004. It was internally called the CBF-150M the engine was taken from the CRF150F post 2005 engine. The previous version of CRF150F was the old CBZ classic. The design of the bike was done keeping in mind Indian road conditions. Many new features were incorporated, including a two-way air jacket and a diamond frame. The first version of the bike



### **Honda Africa Twin:**

The Honda Africa Twin is a dual-sport motorcycle made by Honda in three versions, 1988 to 1989 as the 650 cc (40 cu in) V-twin XRV650, then from 1990 to 2003 as the 750 cc (46 cu in) V- twin XRV750T, and then from 2016 to present as the 1,000 cc (61 cu in) parallel-twin CRF1000L



### **HONDA DIO 110**

Honda Dio 110 Honda Dio features of Honda Dio 110 product name Honda Dio 110 price 54,453 rupees fuel efficiency 55 kmpl petroleum capacity 6 litres fuel standby 1 litre fuel kind petrol ground clearance 145 mm engine type single cylinder air cooled ohc length 1732mm altitude 1142mm breadth 722mm 7 other products



### **HONDA ACTIVE 3G**

Honda active 3G Name Honda Active 3g Price 54,605 Top Speed 82 Kmph Displacement 109.20 Cc Mileage 61 Kmpl Electric Start Yes Max Power 8 Bhp Weight 108 Kg Colors Black, Trance Blue Metallic, Majestic Brown Metallic, Imperial Red Metallic, Pearl Amazing, white



## **HONDA ACTIVA-I**

Honda Activa-I Name Honda Activa-I Price 51,112 Top Speed 83 Kmph Displacement 109.19cc Mileage 66 Kmpl Electric Start Yes Max Power 8 Bhp Weight 103 Kg Colors Black, Pearl Amazing White, Pearl Trance Yellow, Imperial Red Metallic



## **HONDA AVIATOR**

Honda Aviator Name Honda Aviator Price 56,028 Top Speed 83 Kmph Displacement 109.19cc Mileage 66 Kmpl Electric Start Yes Max Power 8 Bhp Weight 109 Kg Color Pearl Black, Strand Silver, blue with white, black with white, Red Metallic, Pearl White



## **HONDA MISSION, VISION & VALUES:**

### **Honda Mission Statement:**

“A dynamic growth oriented company through market leadership, excellence in quality and services and maximizing export, ensuring attractive returns to equity holders, rewarding associates according to their ability and performance, fostering a network of engineers and researches ensuring unique contribution to the development of the industry, customer satisfaction and protection to the environment by producing emission friendly green products as a good corporate citizen fulfilling its social responsibilities in all respects”

### **HONDA VISION STATEMENT:**

Serve people worldwide with the joy of expanding their life potential-lead the advancement of mobility and enable people everywhere in the world to improve their daily lives.

### **HONDA VALUES:**

- ❖ The Honda Philosophy
- ❖ Total Quality Management
- ❖ New Honda Circles

### **MILE STONE:**

- 1999: Honda motorcycle & scooter India is incorporated.
- 2001: Starts production at first plant in Manesar, the first model Activa.
- 2002: Starts exports from India.
- 2004: Enters the motorcycle market with 150cc CB Unicorn.
- 2006: Diversifies in the motorcycle segment with launch of 125cc
- 2008: only Two-wheeler Company to continue to grow double-digit.
- 2009: Introduces combo-brake system with equalizer technology.
- 2011: Inaugurates 2nd manufacturing plant at Tapukara.
- 2012: Become only Honda in India.

## **HONDA SWOT ANALYSIS:**

### **Strengths:**

- ❖ Competence in engine manufacturing company's core product.
- ❖ Diversified product portfolio.
- ❖ In motorcycle and engine industries leading to a high brand awareness.
- ❖ Strong position in Asia's motorcycle markets.

### **Weakness:**

- ❖ Dependence on North American to generate most of the revenue.
- ❖ Low investments in research and development (R&D) leading to innovative products.

### **Opportunities:**

- ❖ Increasing government regulations.
- ❖ Improving U.S. economy.
- ❖ Timing and frequency of new model releases.
- ❖ Low fuel prices are increasing the demand for pickup trucks and SUVs.

### **Threats:**

- ❖ Increased competition.
- ❖ Rising Japanese yen exchange rates.
- ❖ Natural disasters.

## **INFRASTRUCTURE**

### **Buildings & Offices:**

Headquarters located in-

Bengaluru Field offices-

Bengaluru Branch offices-

Yelahanka, Devanahalli,

Mekhri circle, Gokul, Nagahara, Jaya mahal, RT Nagar, Koilu, and Mallophagan.

### 3.1 DATA ANALYSIS AND INTERPRETATION:

The research done on the competitor’s strategy of Honda bike left as with the number finding, all this finding and conclusion or basically draw from the questionnaires, which are filled by the responding in person.

#### AGE:

The respondents were asked to indicate their age according to the distribution criteria mentioned in the questionnaire

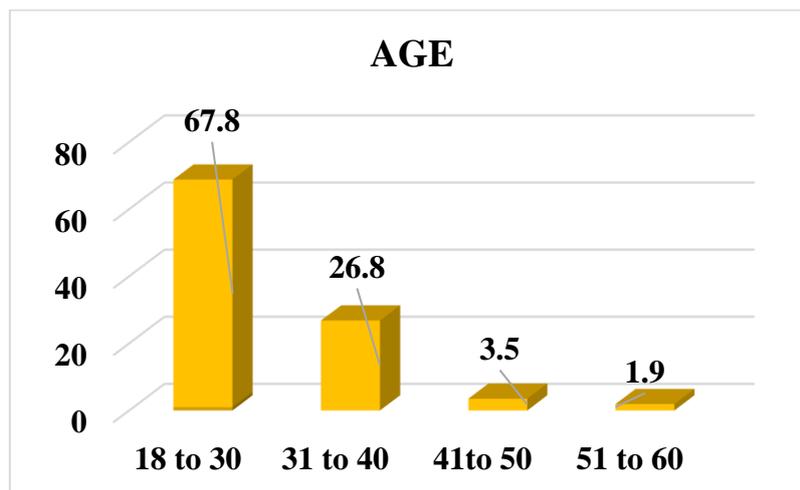
**TABLE NO: 3.1**

**Age wise classification and respondents**

Age	Frequency	Percent
18 to 30	106	67.8
31 to 40	33	26.8
41to 50	5	3.5
51 to 60	1	1.9
Total	150	100.0

Source: primary data

**FIGURE NO: 3.1**



#### INTERPRETATION:

From the above table 3.1,it’s observed that, 67.8%of respondents are between 18 to 30 years of age, 26.8%of respondents are between 31 to 10 years of age, 3.5%of respondents are between 41 to 50 years of age , 1.9%of respondents are between 51 to 60 years of age,

### 3.2 GENDER:

The respondents were asked to indicate their gender according to the distribution criteria mentioned in the questionnaire

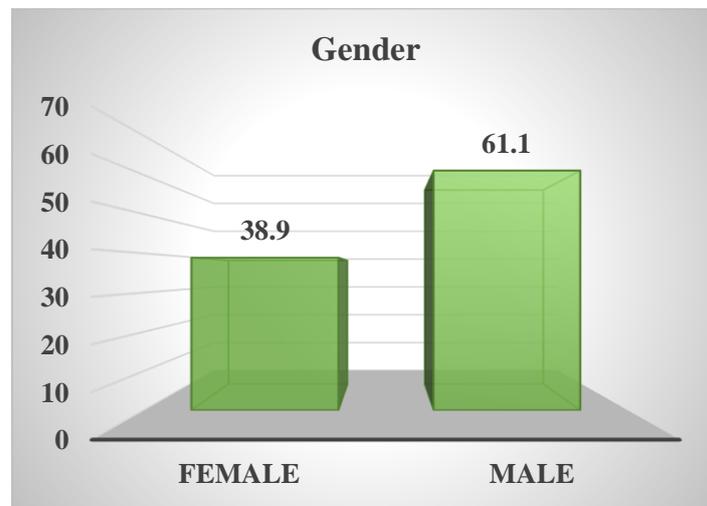
**TABLE NO: 3.2**

**Gender wise classification and respondents**

Gender	Frequency	Percent
Female	57	38.9
male	93	61.1
Total	150	100.0

Source: primary data

**FIGURE NO: 3.2**



### INTERPRETATION:

From the above table 3.2, it's observed that, 61.1% of respondents are male, 38.9% of respondents are female.

### 3.3 MARITAL STATUS:

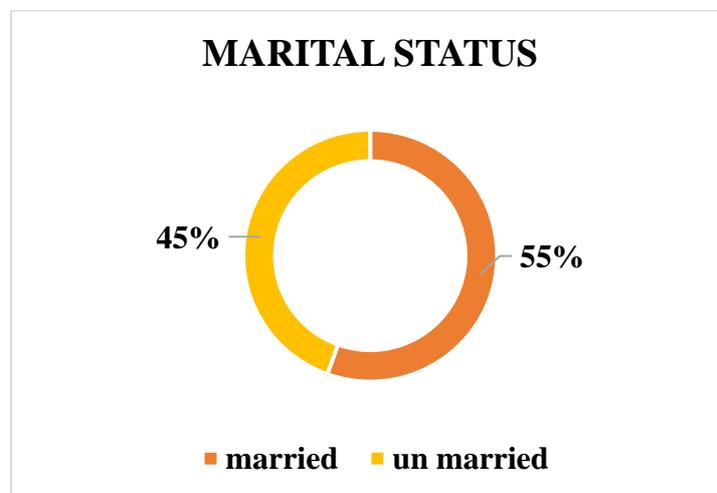
The respondents were asked to indicate their Marital status according to the distribution criteria mentioned in the questionnaire

**TABLE NO: 3.3**  
**Marital status wise classification and respondents**

Marital status	Frequency	Percent
Married	84	55.5
Un married	66	44.5
Total	150	100.0

Source: primary data

**FIGURE NO: 3.3**



### INTERPRETATION:

From the above table 3.3, it's observed that, 55% of respondents are married, 45% of respondents are unmarried.

### 3.4 OCCUPATION:

The respondents were asked to indicate their occupation according to the distribution criteria mentioned in the questionnaire

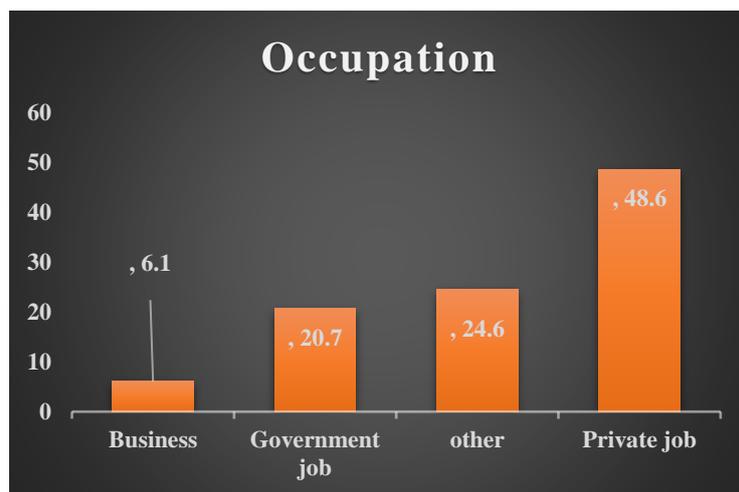
**TABLE NO: 3.4**

**Occupation wise classification and respondent**

Occupation	Frequency	Percent
Business	12	6.1
Government job	25	20.7
Other	31	24.6
Private job	82	48.6
Total	150	100.0

Source: primary data

**FIGURE NO: 3.4**



### INTERPRETATION:

From the above table 3.4, it's observed that, 6.1%of respondents are business, 20.7%of respondents are government job, 24.7%of respondents are other, 48.6%of respondents are private,

### 3.5 EDUCATIONAL QUALIFICATION:

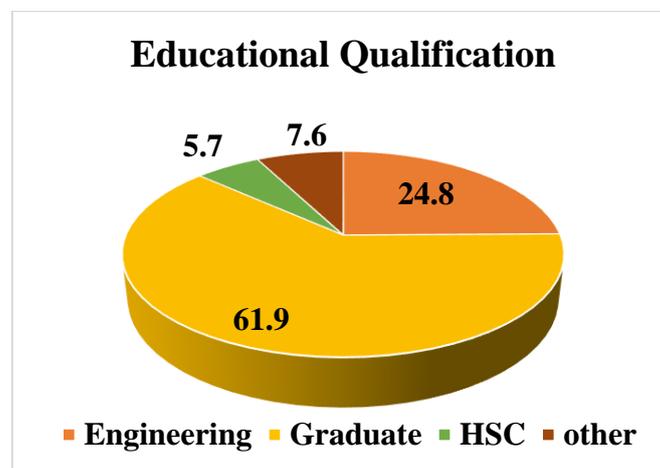
The respondents were asked to indicate their educational qualification according to the distribution criteria mentioned in the questionnaire

**Table no: 3.5**  
**Educational Qualification wise classification and respondents**

Educational Qualification	Frequency	Percent
Engineering	32	24.8
Graduate	95	61.9
HSC	10	5.7
Other	13	7.6
Total	150	100.0

Source: primary data

**FIGURE NO: 3.5**



### INTERPRETATION:

From the above table 3.5, it's observed that, 5.7%of respondents are HSC , 61.9%of respondents are Graduate , 24.8%of respondents are Engineering, 7.6%of respondents are other,

### 3.6 MONTHLY INCOME:

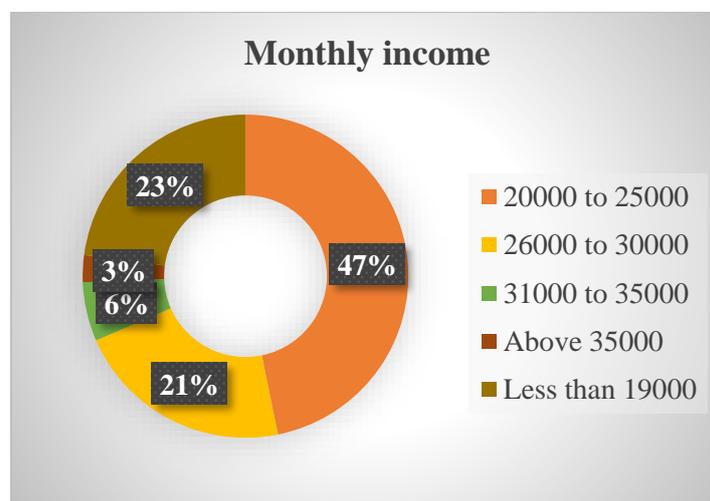
The respondents were asked to indicate their Monthly income according to the distribution criteria mentioned in the questionnaire

**TABLE NO: 3.6**  
**Monthly Income (In Rupees) wise classification and respondents**

Monthly Income	Frequency	Percent
20000 to 25000	71	46.8
26000 to 30000	26	21.7
31000 to 35000	10	5.9
Above 35000	4	2.7
Less than 19000	39	22.9
Total	150	100.0

Source: primary data

**FIGURE NO: 3.6**



### INTERPRETATION:

From the above table 3.6, it's observed that, 47% of respondents are earn income the range of rupees 20000 to 25000 ,21% of respondents are earn income the range of rupees 26000 to 30000, 6% of respondents are earn income the range of rupees 31000 to 35000, 3% of respondents are earn income the range of rupees above 50000, 23% of respondents are earn income the range of rupees less than 19000

### 3.7 FACTOR INFLUENCE PURCHASE THE BIKE:

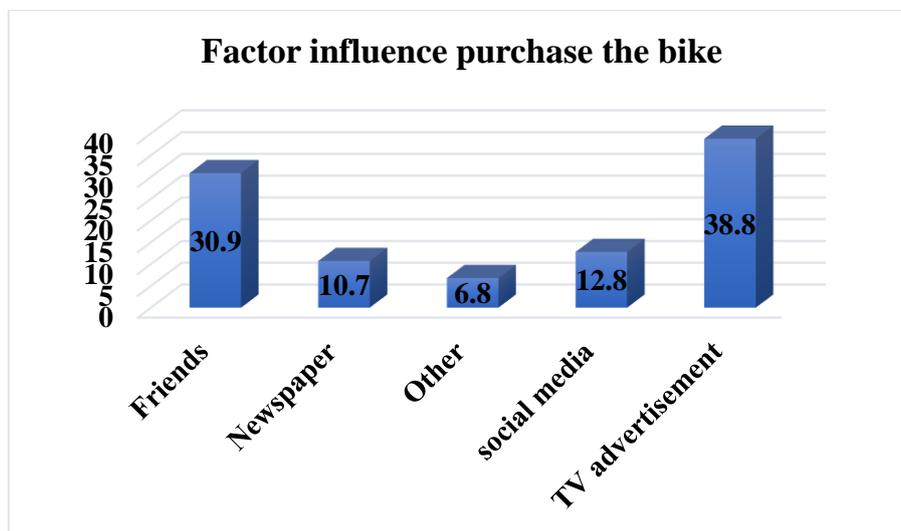
The respondents were asked to indicate their factor influence purchase the bike according to the distribution criteria mentioned in the questionnaire

**TABLE NO: 3.7**  
**Factor influence purchase the bike wise classification and respondents**

Factor influence purchase the bike	Frequency	Percent
Friends	44	30.9
Newspaper	18	10.7
Other	2	6.8
social media	20	12.8
TV advertisement	66	38.8
Total	170	100.0

Source: primary data

**FIGURE NO: 3.7**



#### INTERPRETATION:

From the above table 3.7, it's observed that, 30.9% of respondents are friends, 10.7% of respondents are newspaper, 12.8% of respondents are social media, 38.8% of respondents are tv advertisement, 6.8% of respondents are other

### 3.8 YEAR OF BIKE:

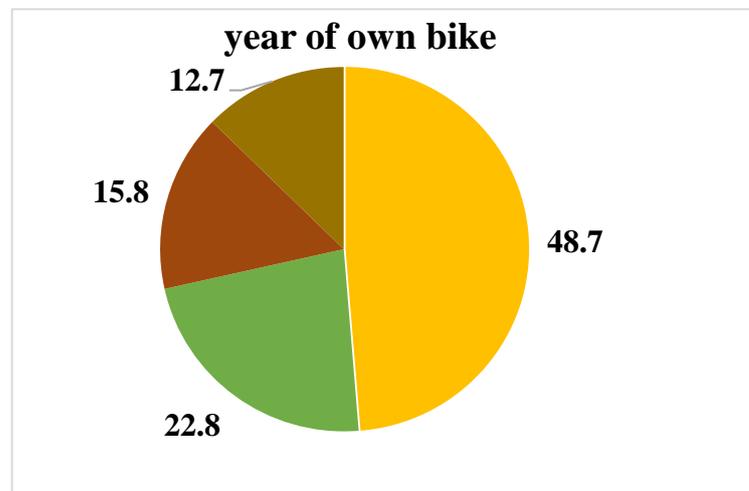
The respondents were asked to indicate their year of bike according to the distribution criteria mentioned in the questionnaire

**TABLE NO: 3.8**  
**Year of own bike wise classification and respondents**

Year of own bike	Frequency	Percent
1 to 2 years	82	48.7
3 to 5 years	30	22.8
Below 1 year	26	15.8
More than 5year	12	12.7
Total	150	100.0

Source: primary data

**FIGURE NO: 3.8**



### INTERPRETATION:

From the above table 3.8, it's observed that, 48.7%of respondents are 1-to-2-year ,22.8%of respondents are 3 to 5 year, 15.8%of respondents are below 1 year, 12.7%of respondents are more than 5 year.

### 3.9 MARKETING SCHEME:

The respondents were asked to indicate their marketing scheme according to the distribution criteria mentioned in the questionnaire

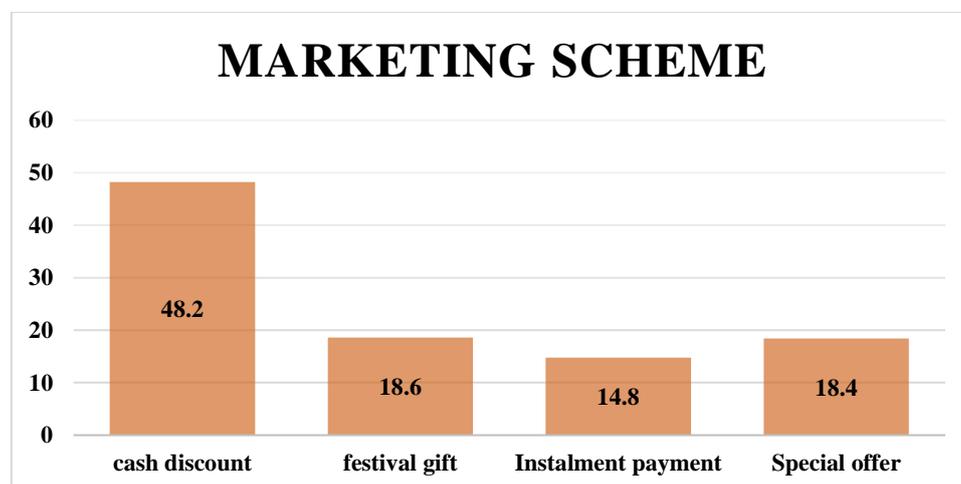
**Table no:3.9**

**Marketing scheme wise classification and respondents**

marketing scheme	Frequency	Percent
Cash discount	69	48.2
Festival gift	32	18.6
Instalment payment	18	14.8
Special offer	31	18.4
Total	170	100.0

Source: primary data

**FIGURE NO: 3.9**



### INTERPRETATION:

From the above table 3.9, it's observed that, 48.2%of respondents are cash discount ,18.6%of respondents are festival gift, 14.8%of respondents are instalment payment, 18.4%of respondents are special.

### 3.10 HONDA FEATURE:

The respondents were asked to indicate their Honda features according to the distribution criteria mentioned in the questionnaire

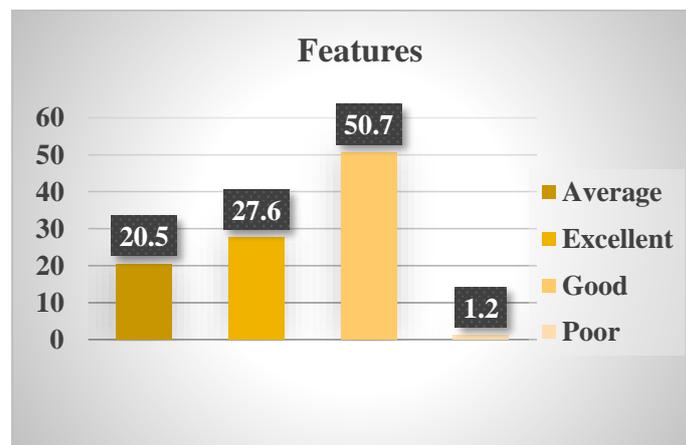
**TABLE NO: 3.10**

**Features wise classification and respondents**

Features	Frequency	Percent
Average	24	20.5
Excellent	47	27.6
Good	76	50.7
Poor	3	1.2
Total	150	100.0

Source: primary data

**FIGURE NO: 3.10**



### INTERPRETATION:

From the above table 3.10, it's observed that, 20.5%of respondents are Average ,27.6%of respondents are excellent, 50.7%of respondents are good, 1.2%of respondents are poor

### 3.11 HONDA BIKE OVERALL PERFORMANCE:

The respondents were asked to indicate their Honda bike overall performance according to the distribution criteria mentioned in the questionnaire

**TABLE NO:3.11**

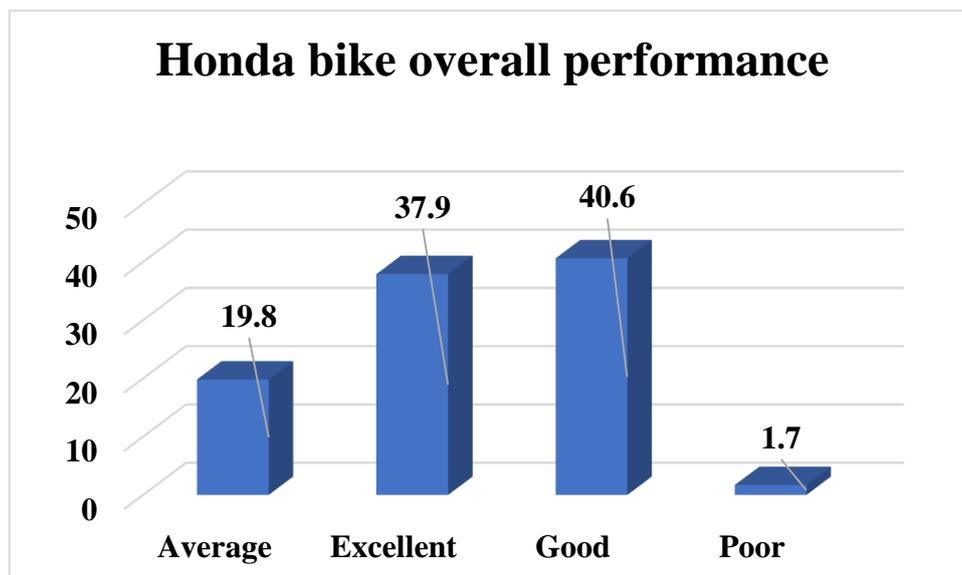
**Honda overall performance wise classification& respondents**

Honda bike overall performance	Frequency	Percent
Average	23	19.8
Excellent	56	37.9
Good	69	40.6
Poor	2	1.7
Total	150	100.0

**Honda bike overall performance**

Source: primary data

**FIGURE NO: 3.11**



#### INTERPRETATION:

From the above table 3.11, it's observed that, 19.8%of respondents are Average ,37.9%of respondents are excellent, 40.6%of respondents are good, 1.7%of respondents are poor.

### 3.12 DRIVING COMFORT OF HONDA BIKE:

The respondents were asked to indicate their Driving Honda bike according to the distribution criteria mentioned in the questionnaire

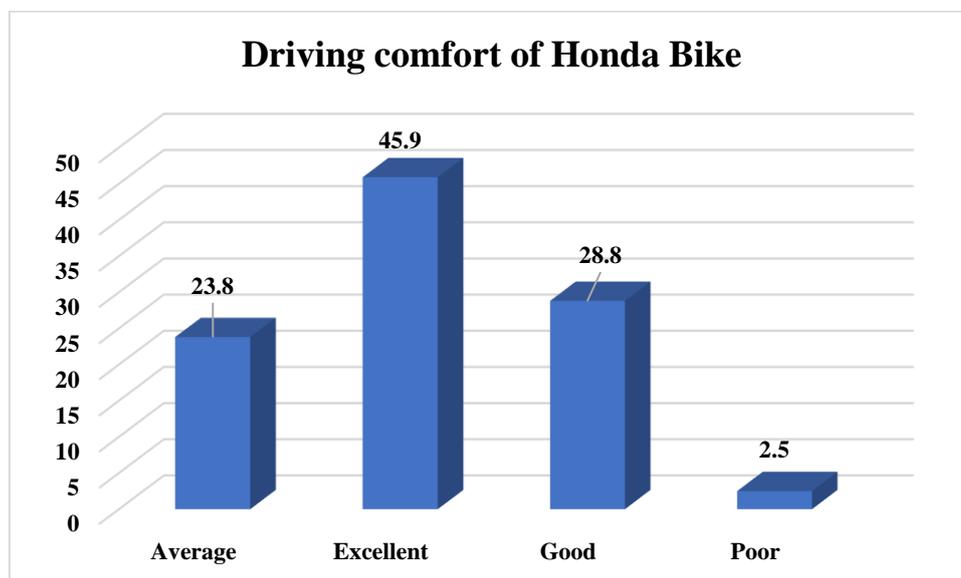
**TABLE NO:3.1**

**Driving comfort of Honda Bike wise classification & respondents**

Driving comfort of Honda Bike	Frequency	Percent
Average	31	23.8
Excellent	66	45.9
Good	49	28.8
Poor	4	2.5
Total	150	100.0

Source: primary data

**FIGURE NO: 3.12**



#### INTERPRETATION:

From the above table 3.12, it's observed that, 23.8%of respondents are Average ,45.9%of respondents are excellent, 28.8%of respondents are good, 2.5%of respondents are poor.

### 3.13 ALTERNATIVE AGAINST HONDA:

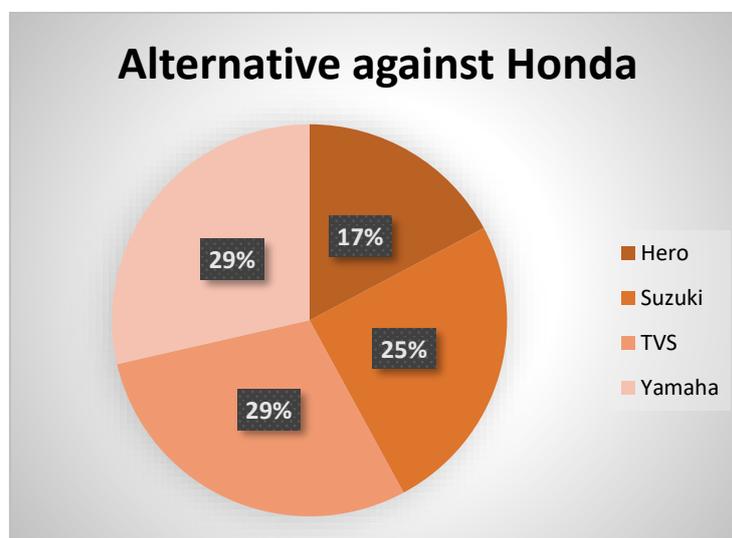
The respondents were asked to indicate their Alternative against Honda according to the distribution criteria mentioned in the questionnaire

**TABLE NO: 3.13**  
**Alternative against Honda wise classification and respondents**

alternative against Honda	Frequency	Percent
Hero	19	17.2
Suzuki	39	24.9
TVS	43	29.3
Yamaha	49	28.6
Total	150	100.0

Source: primary data

**FIGURE NO: 3.13**



#### INTERPRETATION:

From the above table 3.13, it's observed that, 17%of respondents are hero ,25%of respondents are Suzuki, 29%of respondents are TVS, 29%of respondents are Yamaha.

### 3.14 YOUR BIKE FOR SERVICING TIME:

The respondents were asked to indicate their Your bike for servicing Time according to the distribution criteria mentioned in the questionnaire

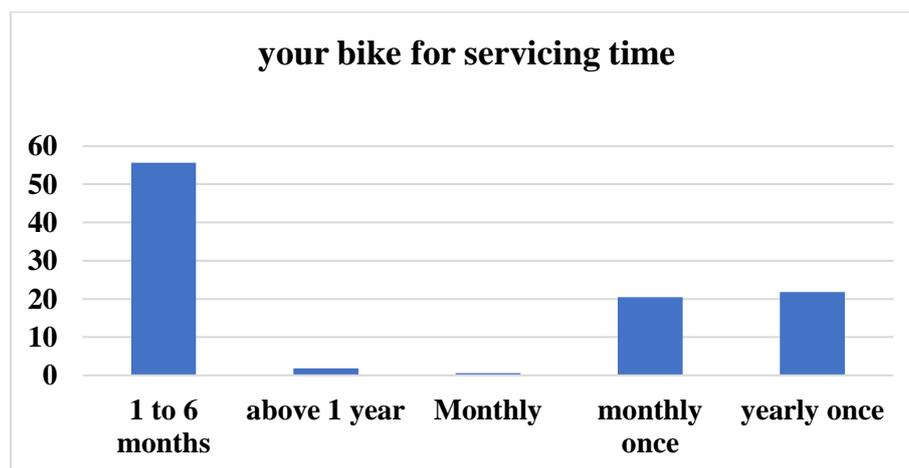
**TABLE NO:3.14**

**your bike for servicing time wise classification and respondents**

your bike for servicing time	Frequency	Percent
1 to 6 months	86	55.6
above 1 year	3	1.8
Monthly	1	0.6
monthly once	28	20.5
yearly once	32	21.8
Total	170	100.0

Source: primary data

**FIGURE NO: 3.14**



#### INTERPRETATION:

From the above table 3.14, it's observed that, 55.6%of respondents are 1 to 6 months ,1.8%of respondents are above 1 year, 0.6%of respondents are monthly, 20.5%of respondents are monthly once, 21.8%of respondent are yearly once .

### 3.15 OPINION ABOUT THE SERVICE OF HONDA:

The respondents were asked to indicate their opinion about the service of Honda according to the distribution criteria mentioned in the questionnaire

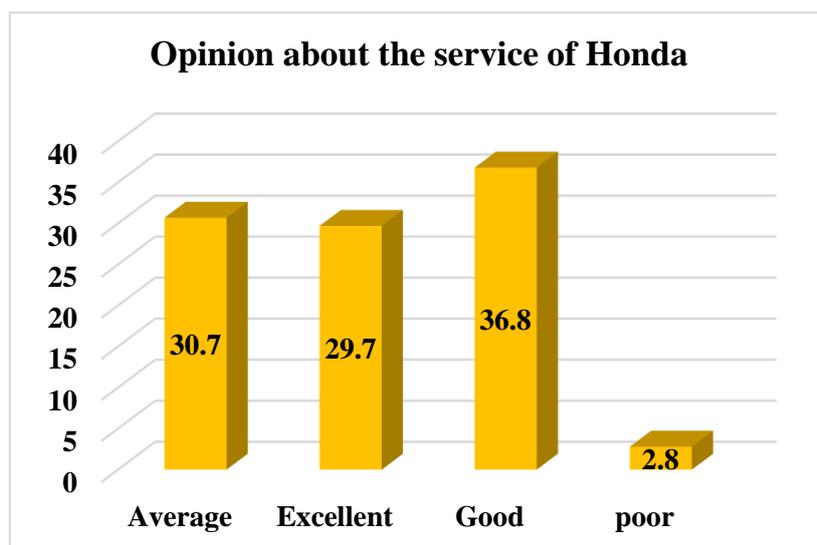
**TABLE No : 3.15**

#### **Opinion about the service of Honda wise classification and respondents**

Opinion about the service of Honda	Frequency	Percent
Average	42	30.7
Excellent	42	29.7
Good	62	36.8
Poor	4	2.8
Total	150	100.0

Source: primary data

**FIGURE NO: 3.15**



#### **INTERPRETATION:**

From the above table 3.15, it's observed that, 30.7%of respondents are Average ,29.7%of respondents are excellent, 36.8%of respondents are good, 2.8%of respondents are poor.

### 3.16 YOUR TWO-WHEELER SERVICE:

The respondents were asked to indicate their Your two-wheeler service according to the distribution criteria mentioned in the questionnaire

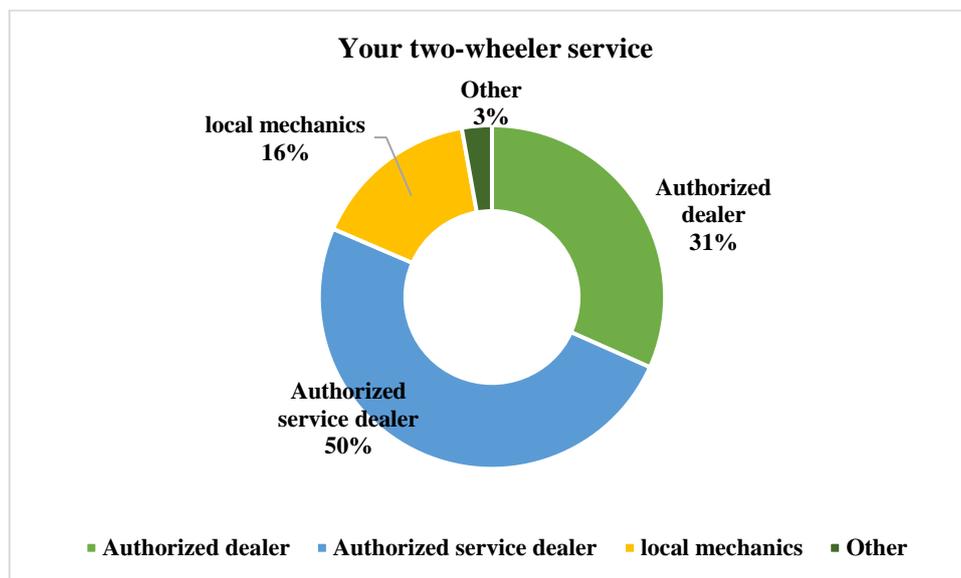
**TABLE NO:3.16**

**your two-wheeler service from wise classification and respondents**

Your two-wheeler service	Frequency	Percent
Authorized dealer	42	31.7
Authorized service dealer	79	49.8
local mechanics	25	15.7
Other	4	2.8
Total	150	100.0

Source: primary data

**FIGURE NO: 3.16**



#### INTERPRETATION:

From the above table 3.16, it's observed that, 50%of respondents are Authorized dealer ,31%of respondents are Authorized service dealer, 16%of respondents are local mechanics, 3%of respondents are other.

### 3.17 QUALITY AND DESIGN OF HONDA:

The respondents were asked to indicate their Quality and design of Honda according to the distribution criteria mentioned in the questionnaire

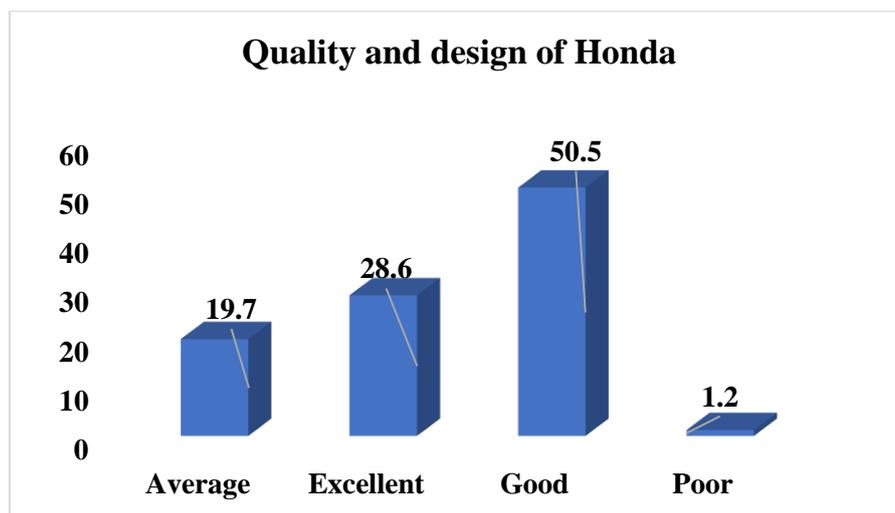
**TABLE NO:3,17**

**Quality and design of Honda wise classification and respondents**

Quality and design of Honda	Frequency	Percent
Average	25	19.7
Excellent	48	28.6
Good	75	50.5
Poor	2	1.2
Total	150	100.0

Source: primary data

**FIGURE NO: 3.17**



#### INTERPRETATION:

From the above table 3.17, it's observed that, 19.7 %of respondents are Average ,28.6%of respondents are excellent, 50.5%of respondents are good, 1.3%of respondents are poor.

### 3.18 EXPECTED MILEAGE BEFORE PURCHASING OF YOUR BIKE:

The respondents were asked to indicate their Expected mileage before purchasing of your bike according to the distribution criteria mentioned in the questionnaire

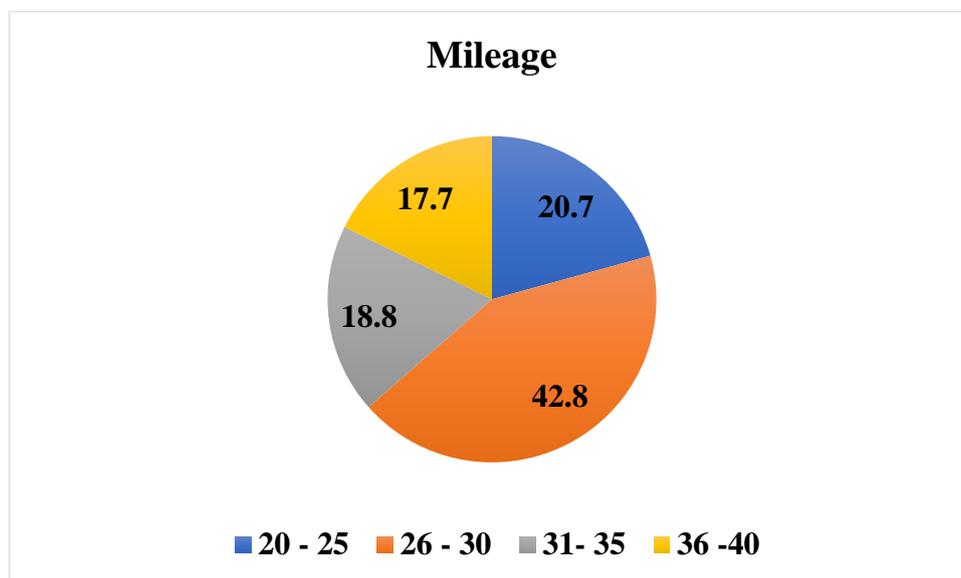
**TABLE NO: 3.18**

**Expected mileage before purchasing of your bike wise classification and respondent**

Mileage	Frequency	Percent
20 – 25	26	20.7
26 – 30	65	42.8
31- 35	30	18.8
36 -40	28	17.7
Total	150	100.0

Source: primary data

**FIGURE NO: 3.18**



#### INTERPRETATION:

From the above table 3.18, it's observed that, 42.8 %of respondents are 26 – 30 mileage, 20.7%of respondents are 20 -25 mileage, 18.8%of respondents are 31-35, 17.7%of respondents are 36-40 mileage.

### 3.19 ENGINE CAPACITY OF YOUR BIKE:

The respondents were asked to indicate their Engine capacity your bike according to the distribution criteria mentioned in the questionnaire

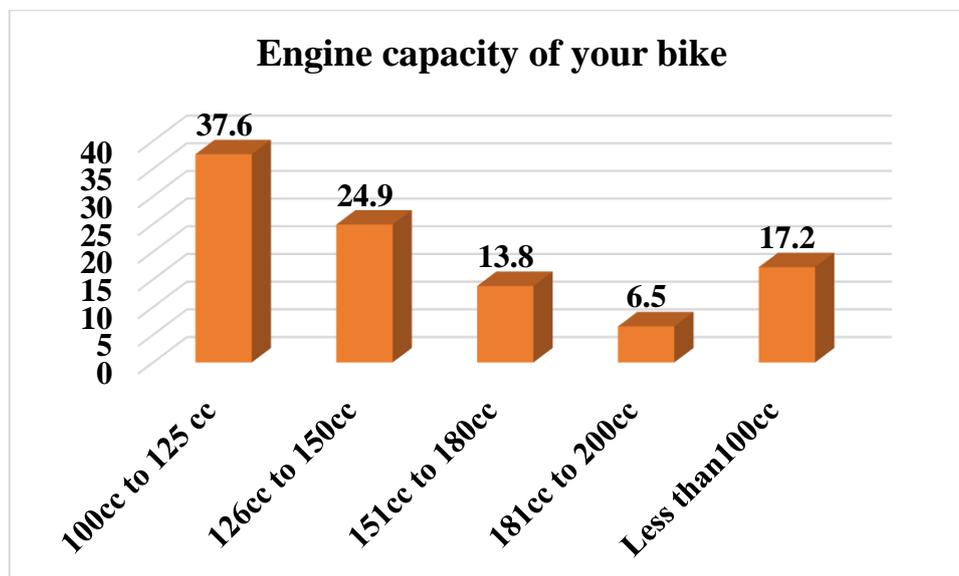
**TABLE NO:3.19**

**Engine capacity of your bike wise classification and respondents**

Engine capacity of your bike	Frequency	Percent
100cc to 125 cc	53	37.6
126cc to 150cc	39	24.9
151cc to 180cc	20	13.8
181cc to 200cc	7	6.5
Less than100cc	31	17.2
Total	150	100.0

Source: primary data

**FIGURE NO: 3.19**



#### INTERPRETATION:

From the above table 3.19, it's observed that, 37.6 %of respondents are 100cc to 125cc Engine capacity, 24.9%of respondents are 126 to 150cc Engine capacity, 13.8of respondents are 151cc to 200cc Engine capacity , 6.5%of respondents are 181cc to 200cc Engine capacity. 17.2%of respondents are less than 100cc Engine capacity.

### 3.20 CUSTOMER EXPECTATION:

The respondents were asked to indicate their Customer expectation your bike according to the distribution criteria mentioned in the questionnaire

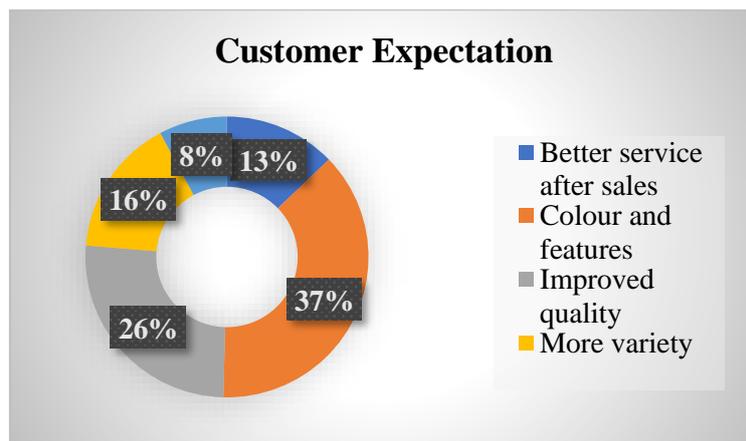
**TABLE NO: 3.20**

**Customer expectation wise classification and respondents**

Customer Expectation	Frequency	Percent
Better service after sales	11	12.8
Colour and features	64	37.6
Improved quality	44	25.9
More variety	27	15.9
Other	4	7.8
Total	150	100.0

Source: primary data

**FIGURE NO: 3.20**



### INTERPRETATION:

From the above table 3.20, it's observed that, 13 %of respondents are Better service aftersales, 37%of respondents are colour and features, 26%of respondents are improved quality , 16%of respondents are more variety. 8%of respondents are other.

### 3.21 LEVEL OF SATISFACTION TOWARD HONDA BIKE:

The respondents were asked to indicate their Level of satisfaction toward Honda Bike according to the distribution criteria mentioned in the questionnaire

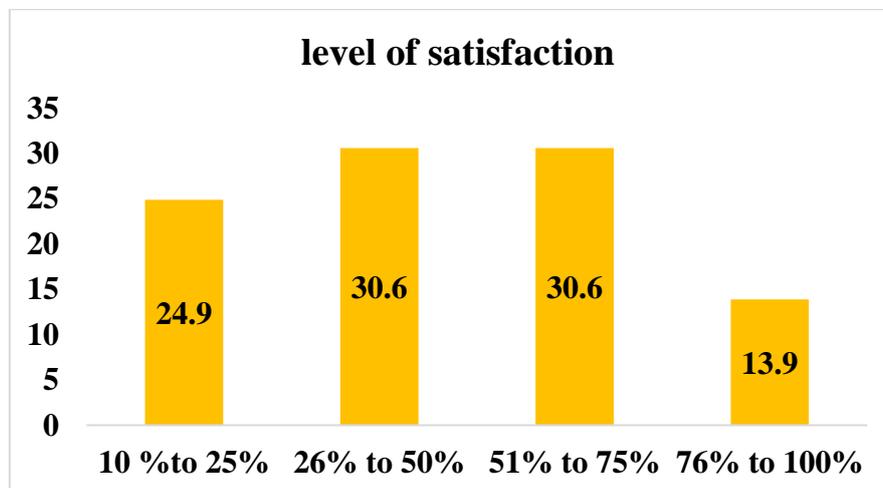
**TABLE NO:3.21**

**Level of satisfaction toward Honda bike wise classification and respondents**

level of satisfaction	Frequency	Percent
10 %to 25%	32	24.9
26% to 50%	52	30.6
51% to 75%	52	30.6
76% to 100%	14	13.9
Total	150	100.0

Source: primary data

**FIGURE NO: 3.21**



#### INTERPRETATION:

From the above table 3.21, it's observed that, 24.9 %of respondents are 10% to 25% level of satisfaction, 30.6%of respondents are 26% to 50% level of satisfaction,, 30.6%of respondents are 51% to 75% level of satisfaction, , 13.9 %of respondents are 76% to100%.

### 3.22.1 FEATURES FOR TYRE:

The respondents were asked to indicate their Features for Tyre according to the distribution criteria mentioned in the questionnaire

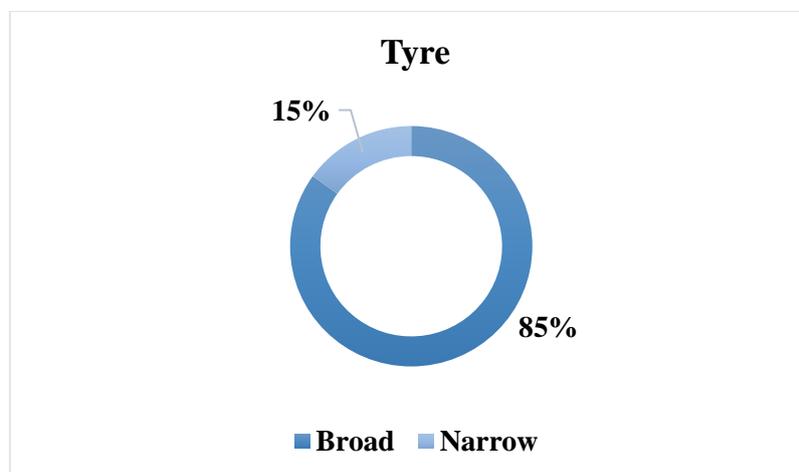
**TABLE NO:3.22.1**

**Features for tyre wise classification and respondent**

Tyre	Frequency	Percent
Broad	134	84.9
Narrow	16	15.1
Total	150	100.0

Source: primary data

**FIGURE NO: 3.22.1**



### INTERPRETATION:

From the above table 3.22.1, it's observed that, 85 % of respondents are Narrow (Tyre) 15%of respondents are Broad (Tyre),

### 3. 22.2 FEATURES FOR IGNITION:

The respondents were asked to indicate their Features for Ignition according to the distribution criteria mentioned in the questionnaire

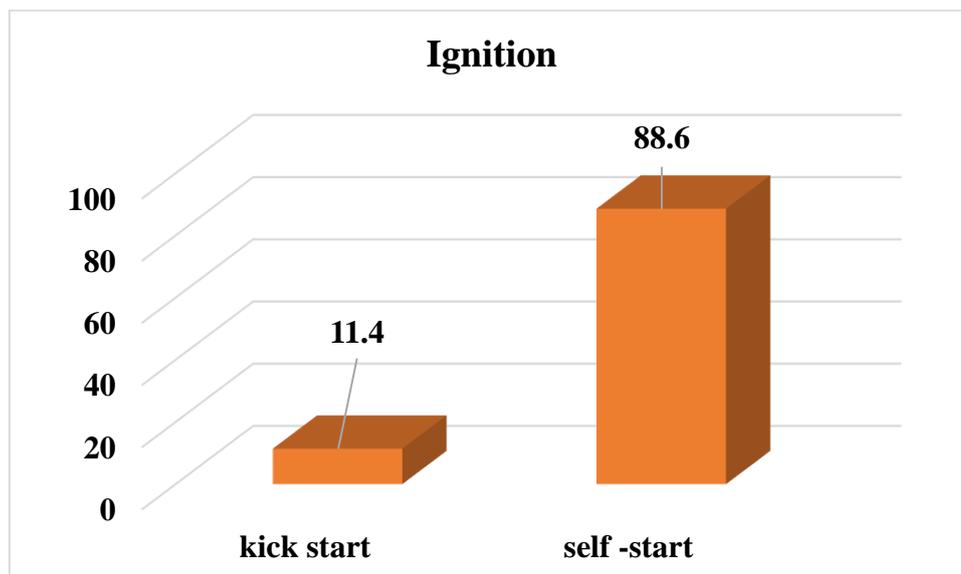
**TABLE NO: 3.22.2**

**Features for Ignition wise classification and respondent**

Ignition	Frequency	Percent
kick start	13	11.4
self -start	137	88.6
Total	150	100.0

Source: primary data

**FIGURE NO: 3.22.2**



#### INTERPRETATION:

From the above table 3.22.2, it's observed that, 88.6 % of respondents are Self -start (Ignition) ,11.4%of respondents are kick start ( Ignition),

### 3. 22.3 FEATURES FOR BRAKE:

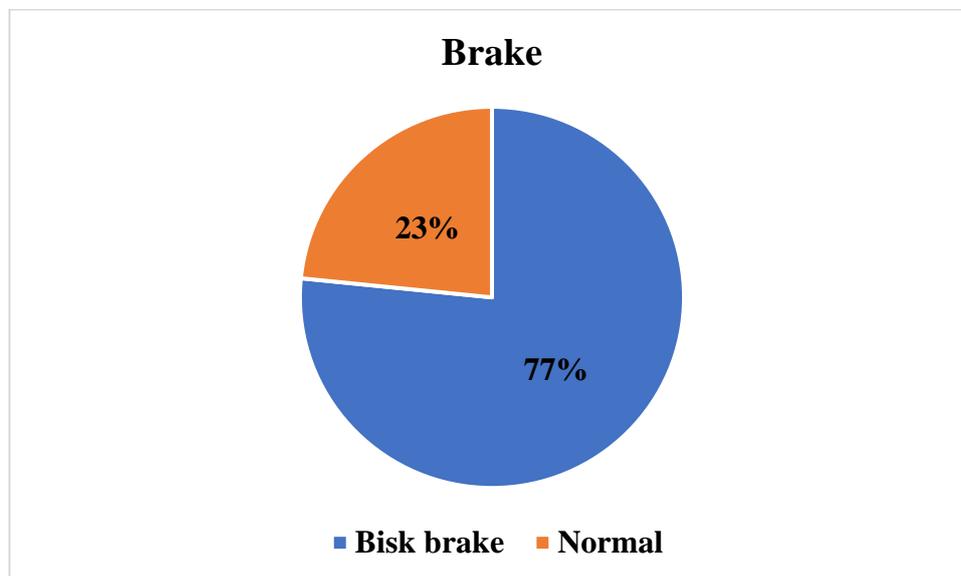
The respondents were asked to indicate their Features for brake according to the distribution criteria mentioned in the questionnaire

**TABLE NO :3.22.3**  
**Features for brake wise classification and respondent**

Brake	Frequency	Percent
Bisk brake	117	76.6
Normal	33	23.4
Total	150	100.0

Source: primary data

**FIGURE NO: 3.22.3**



#### **INTERPRETATION:**

From the above table 3.22.3, it's observed that, 77 % of respondents are Bisk brake(Brake) 23%of respondents are Normal ( Brake),

### 3.23.1 PURCHASING HONDA BIKE WHICH FACTOR / FEATURES DO YOU CONSIDER MOST [STYLE]

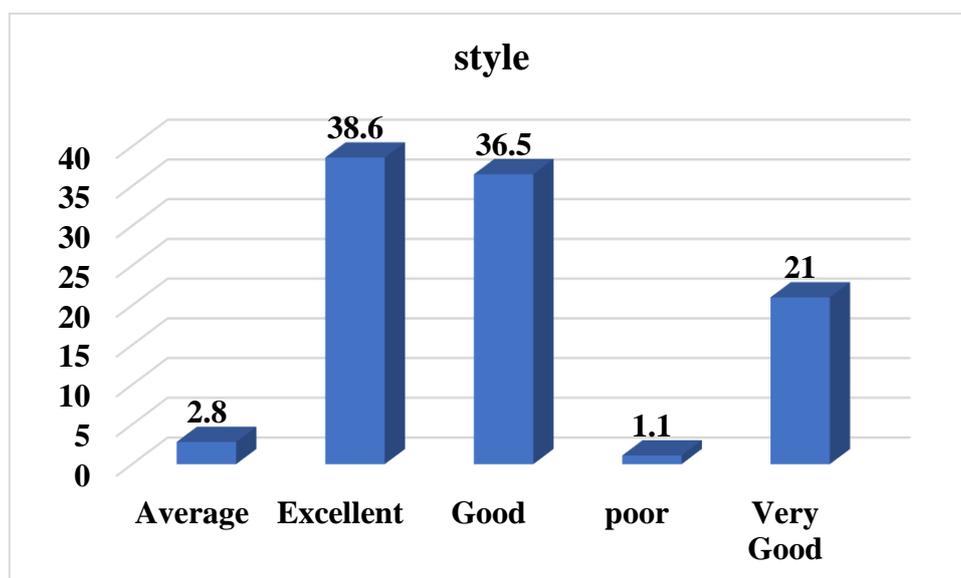
The respondents were asked to indicate their style according to the distribution criteria mentioned in the questionnaire

**TABLE NO:3.23.1**  
**Style wise classification and respondents**

Style	Frequency	Percent
Average	4	2.8
Excellent	52	38.6
Good	58	36.5
Poor	2	1.1
Very Good	34	21.0
Total	150	100.0

Source: primary data

**FIGURE NO: 3.23.1**



#### INTERPRETATION:

From the above table 3.23.1, it's observed that, 2.8 %of respondents are Average ,38.6%of respondents are excellent, 36.5%of respondents are good, 1.1%of respondents are poor. 21%of respondents are very good

### 3.23.2 EASY DRIVING

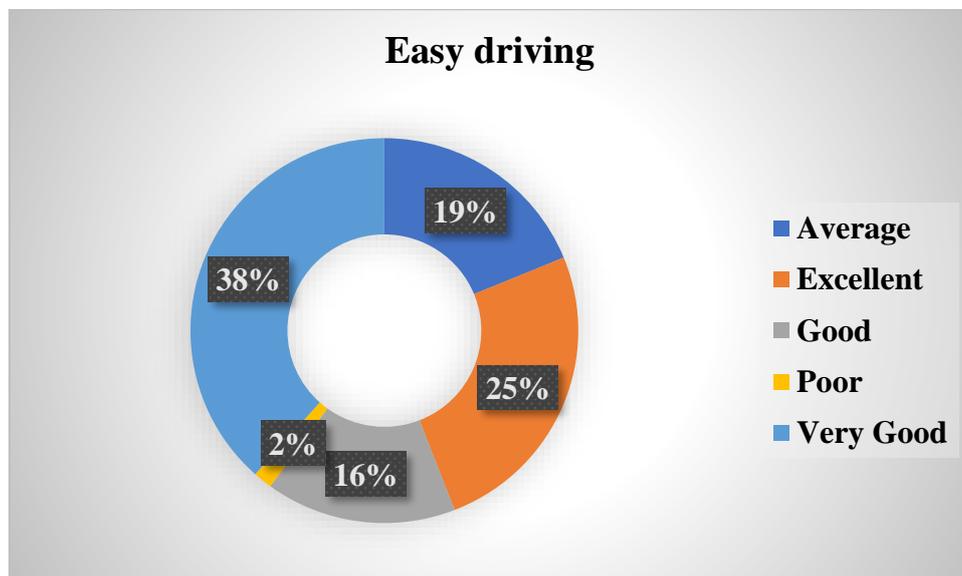
The respondents were asked to indicate their Easy driving according to the distribution criteria mentioned in the questionnaire

**TABLE NO: 3.23.2**  
**Easy driving wise classification and respondents**

Easy driving	Frequency	Percent
Average	15	18.8
Excellent	43	25.3
Good	23	15.9
Poor	2	1.6
Very Good	67	38.4
Total	150	100.0

Source: primary data

**FIGURE NO: 3.23.2**



#### INTERPRETATION:

From the above table 3.23.2, it's observed that, 19 %of respondents are Average ,25%of respondents are excellent, 16%of respondents are good, 2%of respondents are poor. 38%of respondents are very good

### 3.23.3 MILEAGE

The respondents were asked to indicate their mileage according to the distribution criteria mentioned in the questionnaire

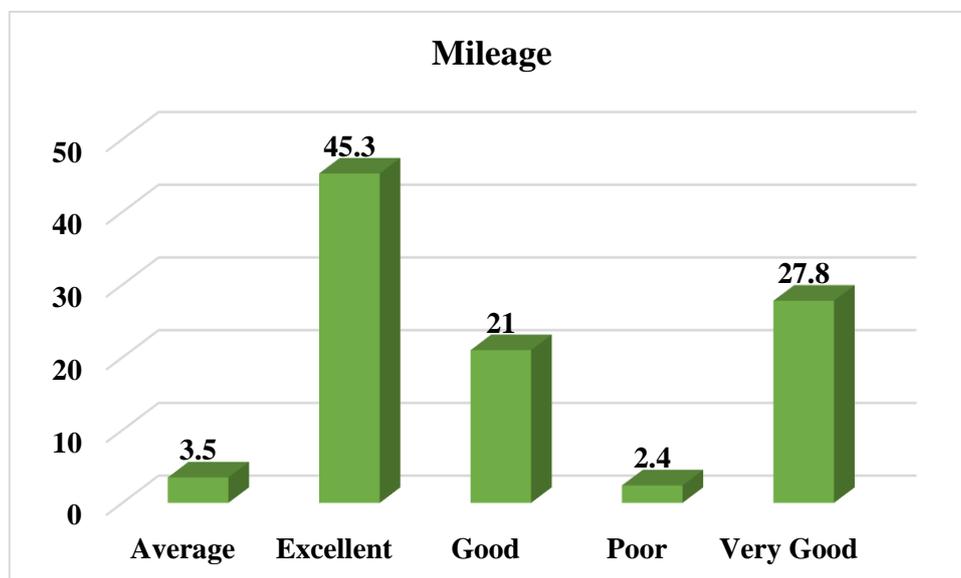
**TABLE NO: 3.23.3**

**Mileage wise classification and respondents**

Mileage	Frequency	Percent
Average	6	3.5
Excellent	60	45.3
Good	34	21.0
Poor	4	2.4
Very Good	46	27.8
Total	170	100.0

Source: primary data

**FIGURE NO: 3.23.3**



#### INTERPRETATION:

From the above table 3.23.3, it's observed that, 3.5%of respondents are Average ,45.3%of respondents are excellent, 21%of respondents are good, 2.4%of respondents are poor. 27.8%of respondents are very good

### 3.23.4 DURABILITY:

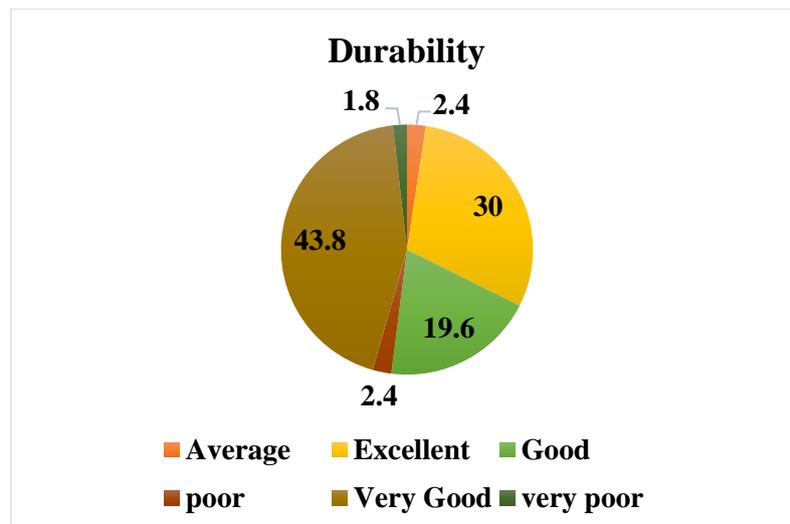
The respondents were asked to indicate their Durability according to the distribution criteria mentioned in the questionnaire

**Table no: 3.23.4**  
**Durability wise classification and respondents**

Durability	Frequency	Percent
Average	4	2.4
Excellent	51	30.0
Good	31	19.6
Poor	4	2.4
Very Good	57	43.8
very poor	3	1.8
Total	150	100.0

Source: primary data:

**FIGURE NO: 3.23.4**



#### INTERPRETATION:

From the above table 3.23.4, it's observed that, 2.4 %of respondents are Average ,30%of respondents are excellent, 19.6%of respondents are good, 2.4%of respondents are poor. 43.8%of respondents are very good, 1.8 %of respondents are very poor.

### 3.23.5 ENGINE CAPACITY:

The respondents were asked to indicate their Engine capacity according to the distribution criteria mentioned in the questionnaire

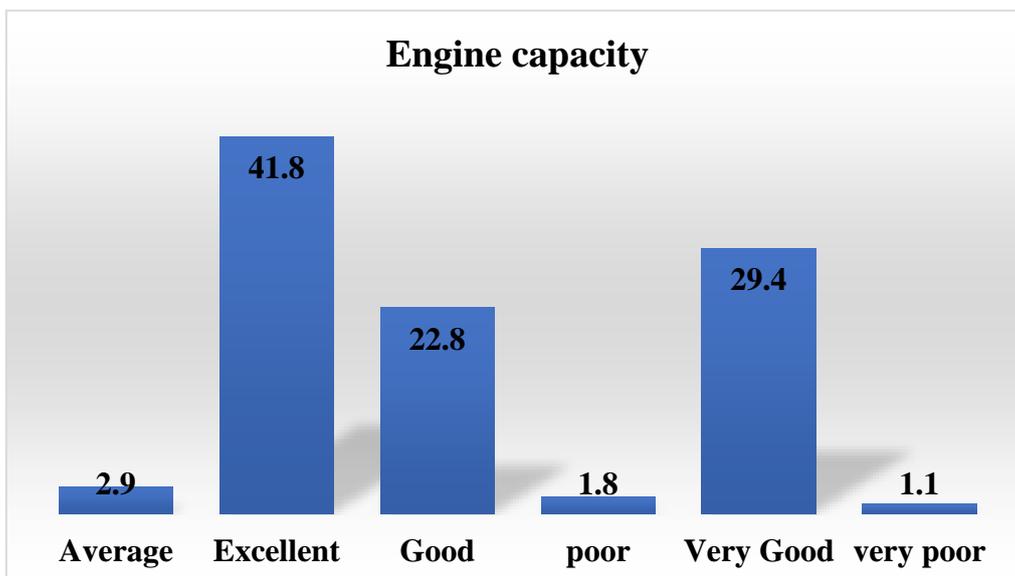
**TABLE NO: 3.23.5**

**Engine capacity wise classification and respondents**

Engine capacity	Frequency	Percent
Average	5	2.9
Excellent	53	41.8
Good	37	22.8
Poor	3	1.8
Very Good	50	29.4
very poor	2	1.1
Total	150	100.0

Source: primary data

**FIGURE NO: 3.23.5**



### INTERPRETATION:

From the above table 3.23.5, it's observed that, 2.9%of respondents are Average ,41.8%of respondents are excellent, 22.8%of respondents are good, 1.8%of respondents are poor. 29.4%of respondents are very good, 1.1 %of respondents are very poor.

**3.23.6: COMFORTABLE:**

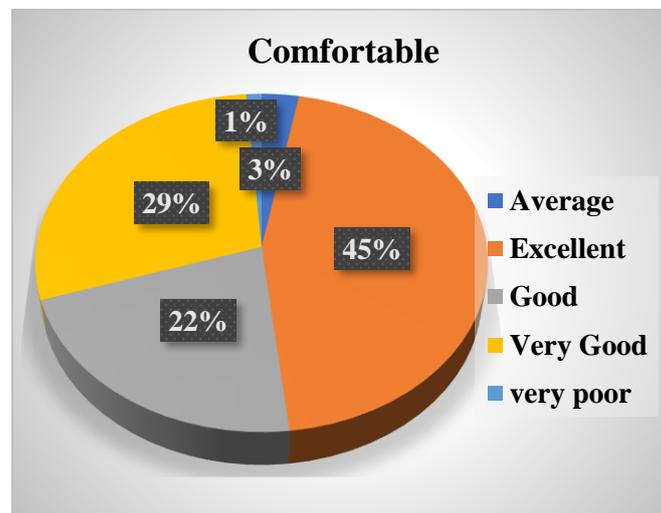
The respondents were asked to indicate their Comfortable according to the distribution criteria mentioned in the questionnaire

**TABLE NO: 3.23.6**  
**Comfortable wise classification and respondents**

Comfortable	Frequency	Percent
Average	5	2.9
Excellent	60	45.3
Good	34	21.8
Very Good	49	28.8
very poor	2	1.2
Total	150	100.0

Source: primary data

**FIGURE NO: 3.23.6**



**INTERPRETATION:**

From the above table 3.23.6, it's observed that, 3 %of respondents are Average ,45%of respondents are excellent, 22%of respondents are good, 29%of respondents are very good, 1%of respondents are very poor.

**3.23. 7 MAINTENANCE:**

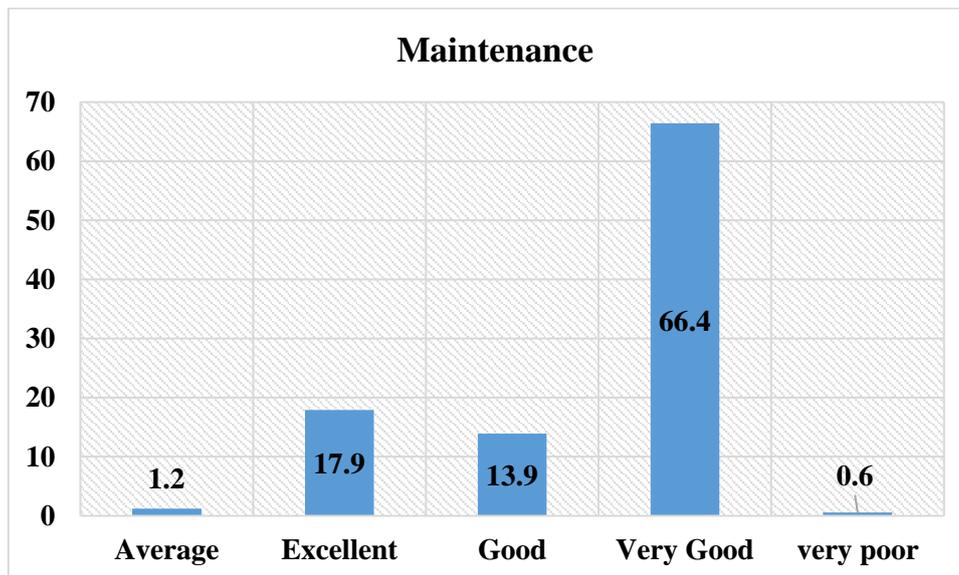
The respondents were asked to indicate their Maintenance according to the distribution criteria mentioned in the questionnaire

**TABLE NO: 3.23.7**  
**Maintenance wise classification and respondents**

Maintenance	Frequency	Percent
Average	2	1.2
Excellent	29	17.9
Good	22	13.9
Very Good	95	66.4
very poor	1	.6
Total	150	100.0

Source: primary data

**FIGURE NO: 3.23.7**



**INTERPRETATION:**

From the above table 3.23.7, it's observed that, 1.2 %of respondents are Average ,17.9%of respondents are excellent, 13.9%of respondents are good, 66.4%of respondents are very good, 0.6%of respondents are very poor.

### 3.24.1 RATE OF SERVICE AT THE HONDA TWO-WHEELER [SPEED OF SERVICE]

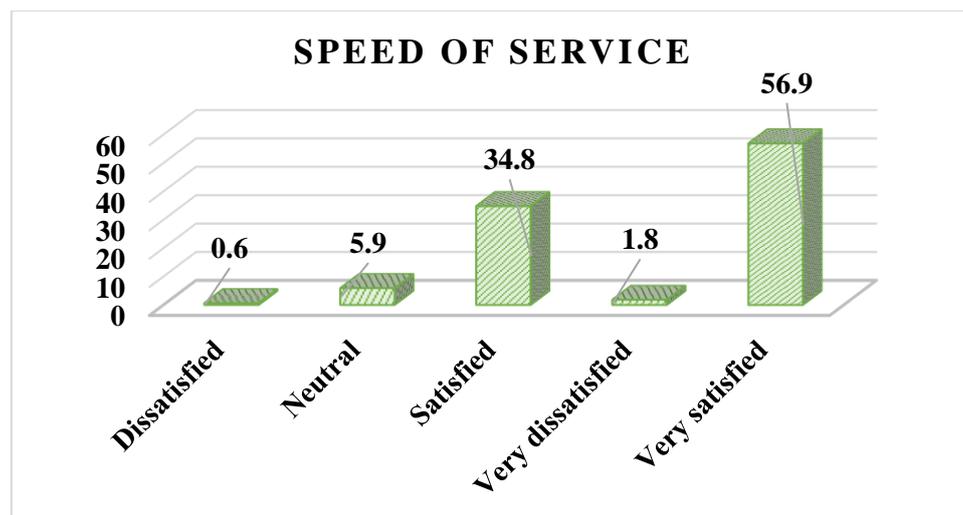
The respondents were asked to indicate their Speed of service according to the distribution criteria mentioned in the questionnaire

**TABLE NO: 3.24.1**  
**Speed of service wise classification and respondents**

Speed of service	Frequency	Percent
Dissatisfied	1	.6
Neutral	10	5.9
Satisfied	42	34.8
Very dissatisfied	3	1.8
Very satisfied	94	56.9
Total	170	100.0

Source: primary data

**FIGURE NO: 3.24.1**



#### INTERPRETATION:

From the above table 3.24.1, it's observed that, 34.8 %of respondents are satisfied ,56.9%of respondents are very satisfied , 5.9%of respondents are neutral, 0.6%of respondents are Dissatisfied, 1.8%of respondents are very dissatisfied.

### 3.24.2 RATE OF SERVICE AT THE HONDA TWO-WHEELER [QUALITY OF SERVICE]

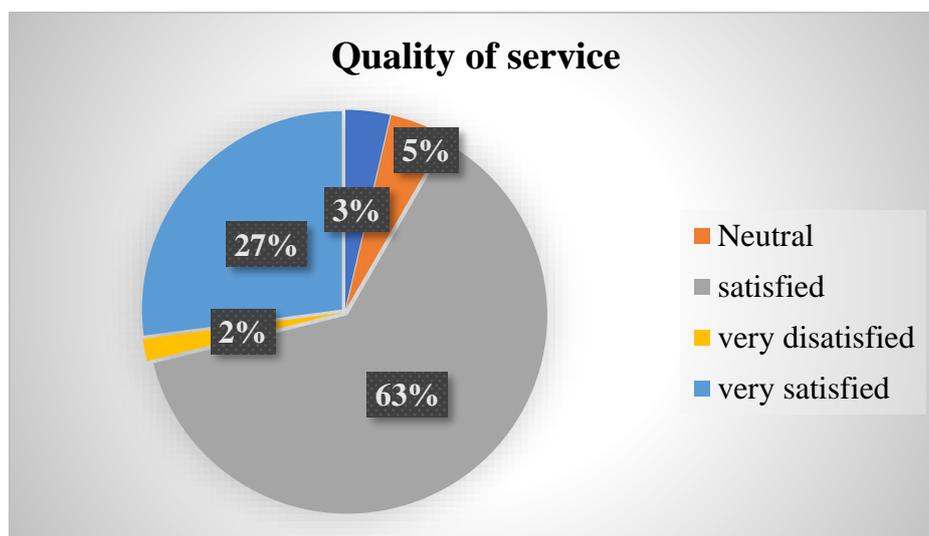
The respondents were asked to indicate their Quality of service according to the distribution criteria mentioned in the questionnaire

**TABLE NO: 3.24.2**  
**Quality of service wise classification and respondents**

Quality of service	Frequency	Percent
Dissatisfied	6	3.6
Neutral	8	4.7
Satisfied	88	62.8
Very dissatisfied	3	1.8
Very satisfied	45	27.1
Total	150	100.0

Source: primary data

**FIGURE NO: 3.24.2**



#### INTERPRETATION:

From the above table 3.24.2, it's observed that, 63%of respondents are satisfied ,27%of respondents are very satisfied , 5%of respondents are neutral, 3%of respondents are Dissatisfied, 2%of respondents are very dissatisfied.

### 3.24.3 RATE OF SERVICE AT THE HONDA TWO-WHEELER [AFTER OSERVICE]

The respondents were asked to indicate their After of service according to the distribution criteria mentioned in the questionnaire

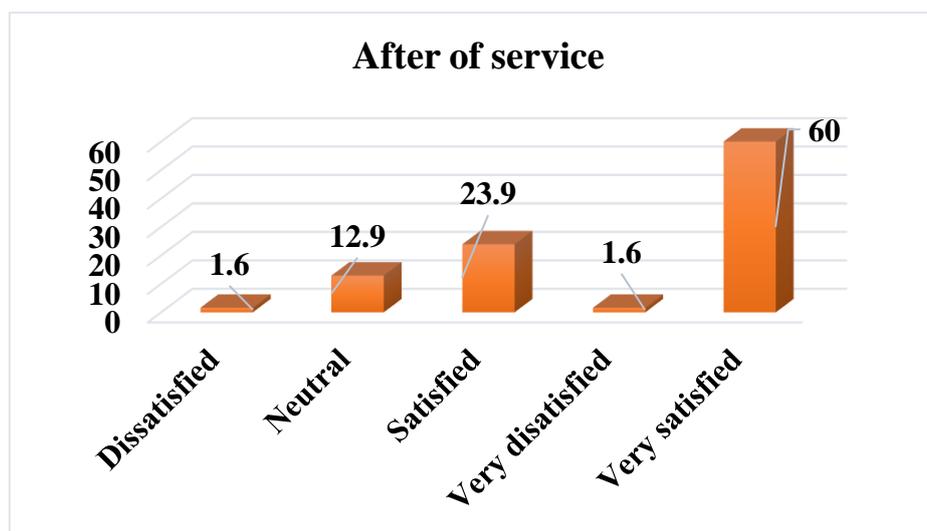
**TABLE NO: 3.24.3**

**After of service wise classification and respondents**

After of service	Frequency	Percent
Dissatisfied	2	1.6
Neutral	22	12.9
Satisfied	39	23.9
Very dissatisfied	2	1.6
Very satisfied	85	60.0
Total	150	100.0

Source: primary data

**FIGURE NO: 3.24.3**



**INTERPRETATION:**

From the above table 3.24.3, it's observed that 23.9 %of respondents are satisfied ,60%of respondents are very satisfied , 12.9%of respondents are neutral, 1.6%of respondents are Dissatisfied, 1.6%of respondents are very dissatisfied.

### 3.25.1 RATE HONDA ON THE FOLLOWING PARAMETER [KNOWLEDGEABLE SALES PERSON]

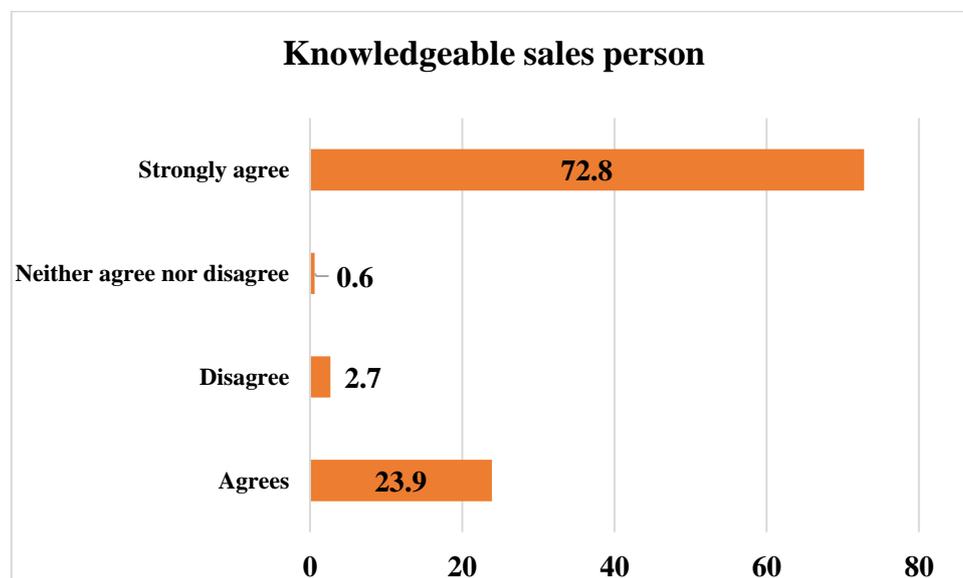
The respondents were asked to indicate their Knowledgeable sales person according to the distribution criteria mentioned in the questionnaire

**TABLE NO: 3.25.1**  
**Knowledgeable sales person wise classification and respondents**

Knowledgeable sales person	Frequency	Percent
Agrees	39	23.9
Disagree	4	2.7
Neither agree nor disagree	1	.6
Strongly agree	106	72.8
Total	150	100.0

Source: primary data

**FIGURE NO: 3.25.1**



#### INTERPRETATION:

From the above table 3.25.1, it's observed that, 23.9 %of respondents are Agrees, 72.8%of respondents are strongly agrees , 0.6 %of respondents are neither agrees nor disagrees, 2.7%of respondents are Disagrees .

### 3.25.2 RATE HONDA ON THE FOLLOWING PARAMETER [RELATIONSHIP BETWEEN CUSTOMER AND SALES PERSON]

The respondents were asked to indicate their Relationship between customer and sales person according to the distribution criteria mentioned in the questionnaire

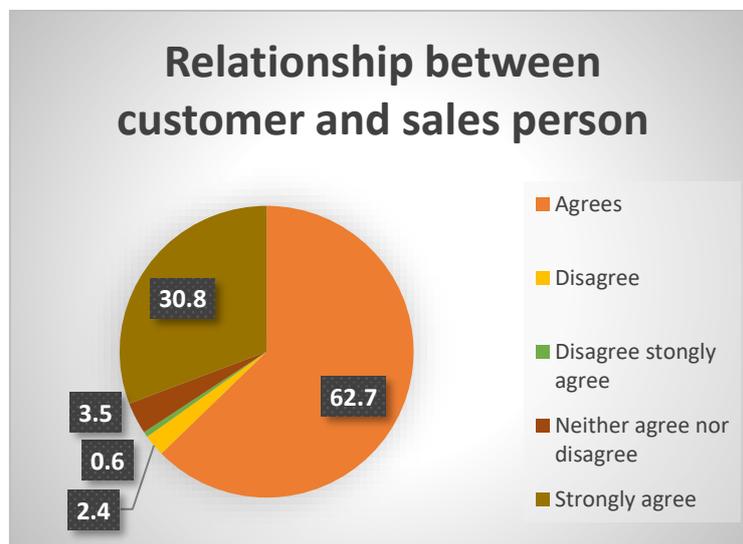
**TABLE NO: 3.25.2**

**Relationship between customer and sales person wise classification and respondents**

Relationship between customer and sales person	Frequency	Percent
Agrees	89	62.7
Disagree	4	2.4
Disagree stongly agree	1	.6
Neither agree nor disagree	6	3.5
Strongly agree	50	30.8
Total	150	100.0

Source: primary data

**FIGURE NO: 3.25.2**



#### INTERPRETATION:

From the above table 3.25.2, it's observed that, 62.7 %of respondents are Agrees, 30.8%of respondents are strongly agrees, 3.5%of respondents are neither agrees nor disagrees, 2.4%of respondents are Disagrees. 0.6% of respondents are strongly disagrees.

### 3.25.3 RATE HONDA ON THE FOLLOWING PARAMETER [AVAILABILITY OF THE SPARE PARTS]

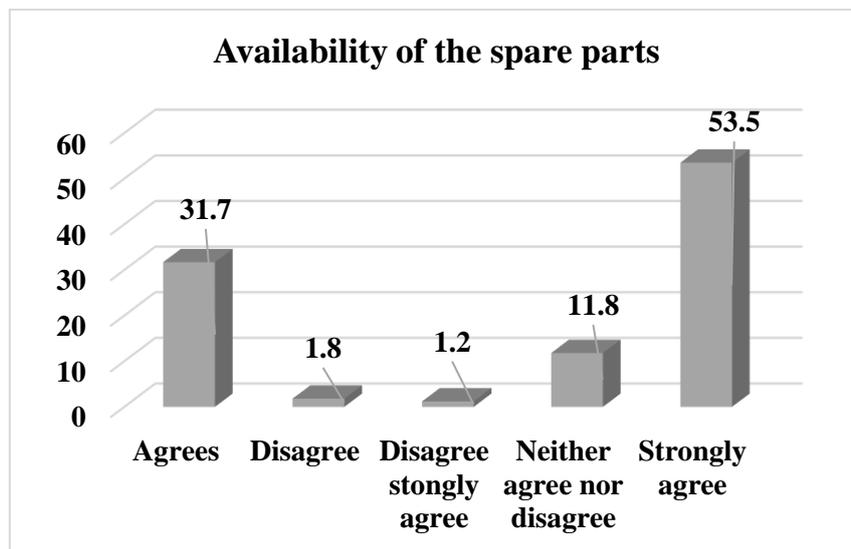
The respondents were asked to indicate their Availability of the spare parts according to the distribution criteria mentioned in the questionnaire

**Table no: 3.25.3**  
**Availability of the spare parts wise classification and respondents**

Availability of the spare parts	Frequency	Percent
Agrees	51	31.7
Disagree	3	1.8
Disagree stongly agree	2	1.2
Neither agree nor disagree	20	11.8
Strongly agree	74	53.5
Total	150	100.0

Source: primary data

**FIGURE NO: 3.25.3**



**INTERPRETATION:**

From the above table 3.25.3, it's observed that, 31.7 %of respondents are Agrees, 53.5%of respondents are strongly agrees, 11.8%of respondents are neither agrees nor disagrees, 1.8%of respondents are Disagrees. 1.2%of respondents are strongly disagrees.

### 3.25.4 RATE HONDA ON THE FOLLOWING PARAMETER [PRICES]

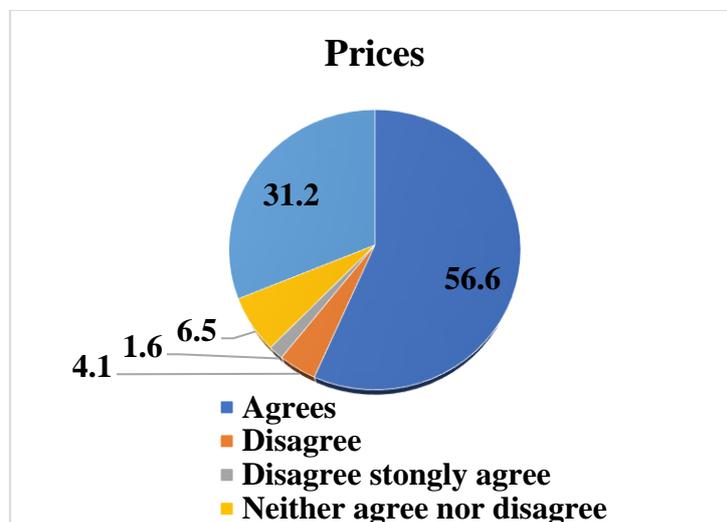
The respondents were asked to indicate their Prices according to the distribution criteria mentioned in the questionnaire

**TABLE NO: 3.25.4**  
**Prices wise classification and respondents**

Prices	Frequency	Percent
Agrees	70	56.6
Disagree	7	4.1
Disagree strongly agree	2	1.6
Neither agree nor disagree	11	6.5
Strongly agree	60	31.2
Total	150	100.0

Source: primary data

**FIGURE NO: 3.25.4**



#### INTERPRETATION:

From the above table 3.25.4, it's observed that, 56.6 %of respondents are Agrees, 31.2%of respondents are strongly agrees, 6.5%of respondents are neither agrees nor disagrees, 4.1%of respondents are Disagrees. 1.6%of respondents are strongly disagrees.

### 3.25.5 RATE HONDA ON THE FOLLOWING PARAMETER [ATTRACTIVE DISCOUNTS OFFERED]

The respondents were asked to indicate their Attractive discounts offered according to the distribution criteria mentioned in the questionnaire

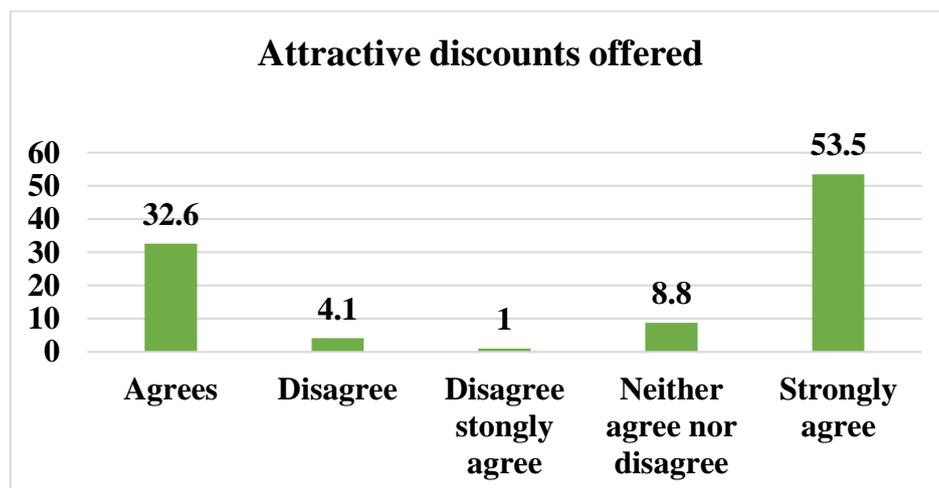
**TABLE NO: 3.25.5**

**Attractive discounts offered wise classification and respondents**

Attractive discounts offered	Frequency	Percent
Agrees	53	32.6
Disagree	7	4.1
Disagree stongly agree	2	1.
Neither agree nor disagree	15	8.8
Strongly agree	73	53.5
Total	150	100.0

Source: primary data

**FIGURE NO: 3.25.5**



#### **INTERPRETATION:**

From the above table 3.25.5, it's observed that, 32.6%of respondents are Agrees, 53.5%of respondents are strongly agrees, 8.8%of respondents are neither agrees nor disagrees, 4.1%of respondents are Disagrees. 1%of respondents are strongly disagrees.

### 3.25.6 RATE HONDA ON THE FOLLOWING PARAMETER [RESPONDS TO COMPLAINTS QUICKLY]

The respondents were asked to indicate their Responds to complaints quickly according to the distribution criteria mentioned in the questionnaire

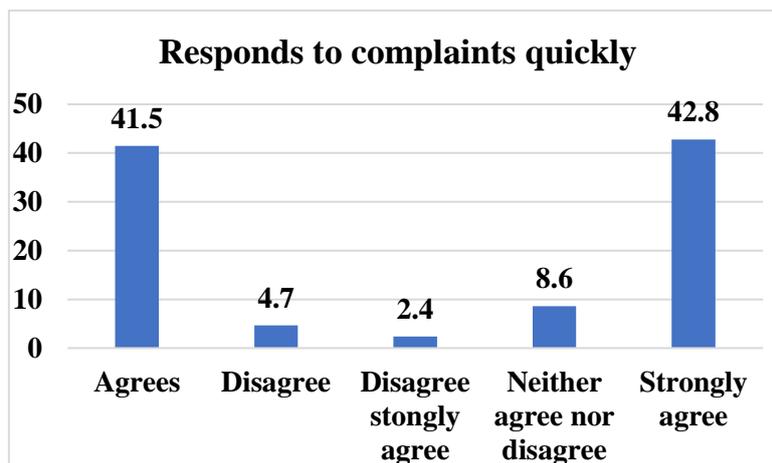
**TABLE NO: 3.25.6**

#### Responds to complaints quickly wise classification and respondents

Responds to complaints quickly	Frequency	Percent
Agrees	62	41.5
Disagree	8	4.7
Disagree stongly agree	4	2.4
Neither agree nor disagree	13	8.6
Strongly agree	63	42.8
Total	150	100.0

Source: primary data

**FIGURE NO: 3.25.6**



#### INTERPRETATION:

From the above table 3.25.6, it's observed that, 41.5%of respondents are Agrees, 42.8%of respondents are strongly agrees, 8.6%of respondents are neither agrees nor disagrees, 4.7%of respondents are Disagrees. 2.4%of respondents are strongly disagrees.

### 3.25.7 RATE HONDA ON THE FOLLOWING PARAMETER [MODEL AVAILABILITY IN SHOWROOM]

The respondents were asked to indicate their Model availability in showroom according to the distribution criteria mentioned in the questionnaire

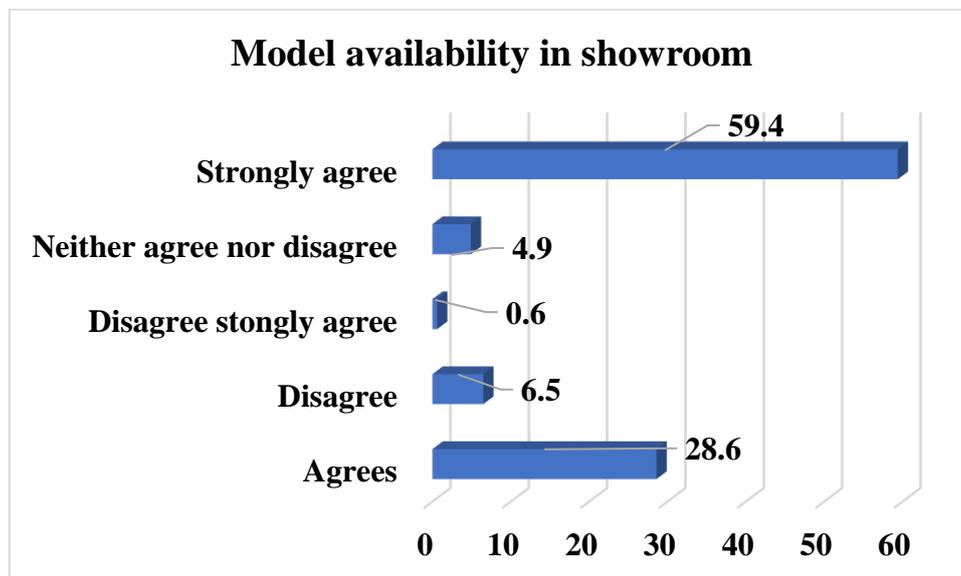
**Table no: 3.25.7**

**Model availability in showroom wise classification and respondents**

Model availability in showroom	Frequency	Percent
Agrees	47	28.6
Disagree	11	6.5
Disagree stongly agree	1	.6
Neither agree nor disagree	7	4.9
Strongly agree	84	59.4
Total	150	100.0

Source: primary data

**FIGURE NO: 3.25.7**



**INTERPRETATION:**

From the above table 3.25.2, it's observed that, 28.6 %of respondents are Agrees, 59.4%of respondents are strongly agrees, 4.9 %of respondents are neither agrees nor disagrees, 6.5%of respondents are Disagrees. 6.5%of respondents are strongly disagrees

### 3.2 WEIGHTED AVERAGE METHOD

#### 3.2.1 classification-based rate Honda on the following parameter

S.NO	Particular	Agree	Strongly Agrees	Neither agree nor disagree	Disagree	Strongly Disagree	Total
1	Knowledgeable sales person	39	106	1	4	0	150
2	Relationship between customer and sales person	89	50	6	4	1	150
3	Availability of the spare parts	51	74	20	3	2	150
4	Prices	70	60	11	7	2	150
5	Attractive discounts offered	53	73	15	7	2	150
6	Responds to complaints quickly	62	63	13	8	4	150
7	Model availability in showroom	47	84	7	11	1	150

Example: event =  $47*5+84*4+7*3+11*2+1*1$

Mean score =  $630/150=4.2$

Rank =1

S.NO	Particular	Strongly agree	Agrees	Neither agree nor disagree	disagree	Strongly Disagree	Total
1	Knowledgeable sales person	195	424	3	8	0	630
2	Relationship between customer and sales person	445	200	18	8	1	672
3	Availability of the spare parts	255	296	60	6	2	619
4	Prices	350	240	33	14	2	651
5	Attractive discounts offered	265	292	45	14	2	618
6	Responds to complaints quickly	310	252	39	16	4	621
7	Model availability in showroom	235	336	21	22	1	315

**Table 3.2.1 opinion of rate Honda on the following parameter**

S.NO	PARTICULAR	TOTAL	MEAN	RANK
1	Knowledgeable sales person	630	4.2	VI
2	Relationship between customer and sales person	672	4.48	I
3	Availability of the spare parts	619	4.13	IV
4	Prices	651	4.34	II
5	Knowledgeable sales person	618	4.12	V
6	Responds to complaints quickly	621	4.14	III
7	Model availability in showroom	615	4.1	VII

**Interpretation:**

From the table, weighted average method . Relationship between customer and sales person was given I rank with mean score 4.48; Prices was given II Rank with mean score 4.43; Responds to complaints quickly was given III Rank with mean score 4.43; Availability of the spare parts was given IV rank with mean score 4.13; Knowledgeable sales person was given V rank with mean score 4.12; Knowledgeable sales person was given VI rank with mean score 4.4.2; Model availability in showroom was given VII rank with mean score 4.1:

### 3.3 CHI -SQUARE METHOD

3.3.1 Relationship between qualification and feel about the braking system, safety features and mileage of Honda two-wheeler

NULL HYPOTHESIS: Ho:

there is no relationship between qualification and feel about the braking system, safety features and mileage of Honda two-wheeler

ALTERNATIVE HYPOTHESIS: H1: There is relationship between qualification and feel +about the braking system, safety features and mileage of Honda two-wheeler

Educational Qualification	How do you feel about the braking system, safety features and mileage of Honda two-wheeler?					Total
	Average	Excellent	good	Good	poor	
Engineering	4.3	8.8	.2	14.5	.4	32.0
Graduate	12.9	26.3	.6	43.0	1.1	95.0
HSC	1.3	2.8	.1	5.1	.1	10.0
Other	1.8	3.6	.1	5.9	.2	13.0
Total	23.0	47.0	1.0	77.0	2.0	150.0

Table 3.2.2 show the relationship between qualification and feel about the braking system, safety features and mileage of Honda two-wheeler

#### Chi-Square Tests

	Value	df	A symp. Sig. (2-sided)
Pearson Chi-Square	364.197 <sup>a</sup>	2	.886
Likelihood Ratio	154.157	1	.672
N of Valid Cases	150		

#### INTERPRETATION:

Chi- square test was used to find whether there is a significant difference between relationship between qualification and feel about the braking system, safety features and mileage of Honda two-wheeler since  $\chi^2 = 0.886$  and  $p(\text{value} < 0.05)$

#### 4.1 FINDING OF THE STUDY:

- ✓ Out of 150 respondents, 67.8%of respondents are between 18 to 30 years of age,
- ✓ Out of 150 respondents, 61.1%of respondents in male.
- ✓ Out of 150 respondents, 55%of respondents in married,
- ✓ Out of 150 respondents, 48.6%of respondents are private job,
- ✓ Out of 150 respondents, 61.9%of respondents are Graduate.
- ✓ Out of 150 respondents, 47%%of respondents are earning income the range of rupees 20000 to 25000.
- ✓ Out of 150 respondents, 38.8%of respondents are tv advertisements.
- ✓ Out of 150 respondents, 48.7%of respondents are 1 to 2 years long aware of Honda.
- ✓ Out of 150 respondents, 48.7%of respondents are cash discount marketing scheme.
- ✓ Out of 150 respondents, 50.7%of respondents are Good about braking system, safety features
- ✓ Out of 150 respondents, 40.6%of respondents are Good about overall performance of Honda
- ✓ Out of 150 respondents, 45.9%of respondents are excellent, Driving comfort of Honda
- ✓ Out of 150 respondents, 29%of respondents are alternative against Honda Yamaha.
- ✓ Out of 150 respondents, 55.6%of respondents are choose 1 to 6 months. bike for servicing
- ✓ Out of 150 respondents, 36.8%of respondents choose good opinion about service of Honda
- ✓ Out of 150 respondents, 49.8%of respondents are choose the Authorized dealer for service
- ✓ Out of 150 respondents, 50.5%of respondents are good about quality and design of Honda
- ✓ Out of 150 respondents, 42.8 %of respondents are 26 – 30 mileages.
- ✓ Out of 150 respondents, 37.6 %of respondents are 100cc to 125cc Engine capacity,

- ✓ Out of 150 respondents, 37.6 %of respondents are colour and features customer expectation.
- ✓ Out of 150 respondents, 30.6%of respondents are 26% to 50% level of satisfaction.
- ✓ Out of 150 respondents, 85 % of respondents prefer Narrow (Tyre)
- ✓ Out of 150 respondents, 88.6 % of respondents prefer Self -start (Ignition)
- ✓ Out of 150 respondents, 77 % of respondents prefer Bisk brake (Brake)
- ✓ Out of 150 respondents, 38.6%of respondents choose excellent, style as purchase factor
- ✓ Out of 150 respondents, 38.4%of respondents choose very good Easy driving as purchase factor
- ✓ Out of 150 respondents, 45.3%of respondents choose excellent Mileage purchase factor
- ✓ Out of 150 respondents, 43.8%of respondents choose very good Durability as purchase factor
- ✓ Out of 150 respondents, 41.8%of respondents choose excellent Engine capacity purchase factor
- ✓ Out of 150 respondents, 45.3%of respondents choose excellent, comfortable purchase factor
- ✓ Out of 150 respondents, 66.4%of respondents choose very good, maintenance purchase factor
- ✓ Out of 150 respondents, 56.9%of respondents are very satisfied speed of service
- ✓ Out of 150 respondents, 62.8%of respondents are satisfied Quality of service
- ✓ Out of 150 respondents, 60%of respondents are very satisfied after of service
- ✓ Out of 150 respondents, 72.8%of respondents are strongly agrees, knowledgeable sales person
- ✓ Out of 150 respondents, 62.7 %of respondents are Agrees. relationship between customer and sales person
- ✓ Out of 150 respondents, 53.5%of respondents are strongly agrees, Availability of the spare parts
- ✓ Out of 150 respondents, 56.6 %of respondents are Agrees, prices.

- ✓ Out of 150 respondents, 53.5%of respondents are strongly agrees Attractive discounts offered
- ✓ Out of 150 respondents, 42.8%of respondents are strongly agrees responds to complaints quickly
- ✓ Out of 150 respondents, 59.4%of respondents are strongly agrees model availability in showroom
- ✓ Out of 150 respondents, I RANK of respondents are Relationship between customer and sales person
- ✓ Out of 150 respondents of chi -square 0.886 which is greater than the significant value 0.05

## 4.2 SUGGESTION:

- ✓ The Sri Sai Hari Honda two-wheeler should promote their company outlets in many different places to make consumers to be aware about Honda two-wheeler products.
- ✓ The dealer should have to appoint employees with friendly attitude and good communication to provide all over information to all type of customer.
- ✓ The dealer is required to provide discount on cash purchase. The company/ showroom may give special offers to the customer at the time of booking.
- ✓ The dealer should have to target middles class people by providing different types of schemes and different promotional activities to attract them.
- ✓ To increase the sale of Honda, they should concentrate on mileage.

### **4.3 CONCLUSION:**

This study helped to gain good knowledge about consumer satisfaction toward Honda two-wheeler and their expectations towards Honda. I'm thankful to the management of HONDA company at Virudhunager for providing me an opportunity for pursuance of my project and exposed to the industrial environment. Understanding the customer requirements plays a vital role in the growth of business. Customer satisfaction is important to long survival of the business. From this study, Customers are satisfied towards mileage, pulling power, speed, low maintenance cost, availability of spares, availability of service stations.