

**“CUSTOMER SATISFACTION TOWARDS TWO-WHEELER HONDA  
VEHICLES”**



**A report submitted to Department of Commerce, Higher and Technical  
Institute, Mizoram (HATIM) for the academic year 2023-24**

Submitted by: REUBEN LALCHUNGNUNGA

University Reg. No.:2200921

Prepared under the guidance and supervision of:

C.LALNUNKIMI

Assistant Professor, Department of Commerce

Higher And Technical Institute, Mizoram (HATIM)

## CERTIFICATE

This is to certify that the dissertation entitled “Customer satisfaction towards two-wheeler HONDA vehicles” submitted to the Mizoram University for the award of the degree of Bachelor of Commerce, is a record of research work carried out by “REUBEN LALCHUNGNUNGA” under my supervision. He has fulfilled all the requirements laid down in the MZU regulations of Mizoram University. This dissertation is the result of his investigation into the subject. Neither the dissertation as a whole nor any part of it was ever submitted any other University for any degree.



(C.LALNUNKIMI)

Project Supervisor



(VANKHAWPUIMAWIIPACHUAU)

Head, Department of Commerce



(VUANSANGA VANCHHAWNG)

Principal

## DECLARATION

I, Reuben Lalchungnunga, hereby declare that the subject matter of this dissertation is the record of work done by me, that the contents of this dissertation did not form to anybody else, and that the dissertation has not been submitted by me for any research degree in any other university or institute. This is being submitted to the Mizoram University for the degree of Bachelor of Commerce.

Date:

(REUBENLALCHUNGUNGA)

Place:

Student

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Thank you

REUBEN LALCHUNGNUNGA

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## 1.1 INTRODUCTION

Customer Satisfaction identifies how well an organization is performing from the customer's viewpoint. It allows any organization to understand how their customers are with the level of service they are providing at any point in time, and to track how satisfaction levels change over time. It does not investigate the reasons or reality behind the Customer Satisfaction, unlike Service Evaluation research but still provides extremely valuable information -such as highlighting an area where service needs improving. In General, satisfaction is a person's feelings of pleasure or disappointment resulting from comparing products perceived performance (or outcome) in relation to his or her short of expectations, the customer is dissatisfied. If the performance matches the expectations, the customer is satisfied. If the performance exceeds expectations the customer is highly satisfied or delighted.

"Customer Satisfaction is the individual's perception of the performance of the product or service in relation to his or her expectations," Customer satisfaction, a business, is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product. The level of depends on a number of both psychological variables which correlate with satisfaction behaviours such as return and recommend rate. The level of satisfaction can also vary depending on other options the customer may have and other products against which the customer can compare the organization's products.

## 1.2 LITERATURE REVIEW:

**Dr. K. Lashmi Priya (2016):** Has conducted research on customer satisfaction among the users of Honda two wheels. They tried to identify the factors which affect to give preference of Honda two wheelers. They opined that customer retention is the key factor in the success of any business. 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.

**An Empirical Study of Factors Affecting Customer Satisfaction of Honda Motorcycle Users in Bangladesh by Islam et al. (2017):** This study examined the factors affecting customer satisfaction of Honda motorcycle users in Bangladesh. The findings showed that product quality, after-sales service, price, and brand image

significantly influenced customer satisfaction. The authors suggested that Honda should provide efficient and timely after-sales services to improve customer satisfaction.

**Factors Affecting Customer Satisfaction towards Honda Motorcycles in Indonesia by Ismail et al. (2018):** This study aimed to identify the factors affecting customer satisfaction towards Honda motorcycles in Indonesia. The findings showed that product quality, service quality, price, and brand image significantly influenced customer satisfaction. The authors suggested that Honda should maintain and improve its product and service quality to enhance customer satisfaction.

**Measuring Customer Satisfaction with Honda Scooters in India: An Exploratory Study by Saxena et al. (2019):** This exploratory study analysed customer satisfaction with Honda scooters in India. The findings showed that product quality, after-sales services, price, and brand image significantly influenced customer satisfaction. The authors recommended that Honda should focus on improving its after-sales services and product quality.

**Consumer Satisfaction with Honda Two-Wheelers: An Empirical Study by Hameed et al. (2019):** This empirical study analysed consumer satisfaction with Honda two-wheelers in Pakistan. The findings showed that product quality, price, brand image, and after-sales services were significant predictors of customer satisfaction. The authors recommended that Honda should focus on providing high-quality products and services to enhance customer satisfaction.

### **1.3 RATIONALE OF THE PROJECT:**

The study is to check the influence of Honda two wheelers on consumer purchase intentions as customer choice is very important for marketers in this modern world. To gain an efficient knowledge through this thesis about consumer decision and analysis at the time of purchase. In order to investigate the influence, brand name can have consumer's decision, I want to ascertain any connection between the two.

### **1.4 STATEMENT OF THE PROBLEM:**

In today's challenging and competitive world of last changing technology, consumer tastes are also characterized by fast changes. So, to survive in the market the firms have to

be in touch with the changing consumer preferences. Marketers have to understand the consumer behaviour and factors influencing the buying behaviour of the customers in order to be successful in this dynamic and competitive environment.

### **1.5 OBJECTIVE OF THE STUDY:**

- 1) To assess the level of customer satisfaction towards Honda and its products.
- 2) To identify the factors that influence customer satisfaction towards Honda.
- 3) To determine the strengths and weaknesses of Honda in terms of customer satisfaction.

### **1.6 RESEARCH METHODOLOGY:**

#### **1.6.1 Data collection:**

The data will be collected from both primary as well as secondary sources. Primary data will be collected from respective respondents. For collection of primary data, a structured questionnaire with open ended questions will be prepared for the respondents.

The secondary data is collected from various published and unpublished sources including journals, Magazines, Publications, Reports, Books, Dailies, Periodicals, Articles, Research Papers as well as Web sites.

#### **1.6.2 Data processing:**

The collected data is processed by using Microsoft Word and Microsoft excel and presented in frequency tables and percentages.

#### **1.6.3 Sampling Method:**

The study was conducted among people who own two-wheeler of Honda brand. Convenient sampling method was adopted to select the sample and questionnaire was distributed to 30 where all of them responded.

#### **1.6.4 Percentage analysis:**

It is the method to represent raw streams of data as a percentage (a part in 100-percent) for better understanding of collected data. It has been used to establish the contribution of variables in both the optional and bi-polar type questions raised in the questionnaires.

#### **1.6.5 Chapter plan:**

These are the chapter plan for the study:

#### Chapter I: INTRODUCTION

- 1.1 Introduction
- 1.2 Literature review
- 1.3 Rationale of the project
- 1.4 Statement of the problem
- 1.5 Objective of the project
- 1.6 Research Methodology
- 1.7 Chapter plan

#### Chapter II: ANALYSIS AND INTERPRETATION OF DATA

#### Chapter III: RESULTS AND DISCUSSIONS

#### Chapter IV: CONCLUSION AND SUGGESTIONS

#### REFERENCES

#### APPENDIX

## Chapter-II

### Data analysis

**Table 2.1 Gender distribution of the respondents**

Table 2.1 indicates the gender of the respondents. The gender of the respondents is classified into two categories, viz, Male and Female.

#### Gender of the respondents

Particulars	Frequency	Percentage (%)
Male	13	43.3
Female	17	56.7
Total	30	100

Gender  
30 responses

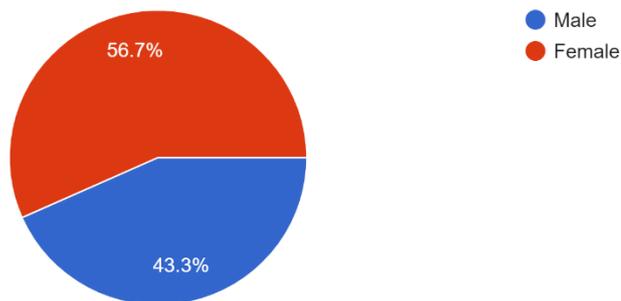


Fig 2.1

From the above table it shows that out of the total respondents, 56.7% are female and the remaining 43.3% are male.

### Table 2.2 Age of the respondents

Table 2.2 indicates the age group of the respondents. The respondents are classified into different age group: the first age group is a representation of the respondent between

#### Age of the respondents

Age	No. of respondent	Percentage (%)
16-19	2	6.7
20-23	19	63.3
24-27	7	23.3
27 above	2	6.7
<b>Total</b>	<b>30</b>	<b>100</b>

Age group

30 responses

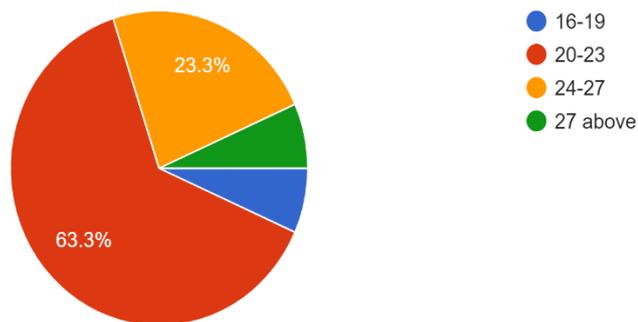


Fig 2.2

From the above table it shows that 63.3% of the respondents were between 20-23 years, 23.3% were between 24-27 years, and both years between 16-19 and 27 above were 6.7%.

### Table 2.3 Occupation of the respondents

Table 2.3 indicates occupation of the respondents

**Table 2.3 Occupation of the respondent**

Occupation	No. of respondents	Percentage (%)
Students	22	73.3
Business	3	10
Teacher	2	6.7
Lawyer	0	0
Others	3	10
<b>Total</b>	<b>30</b>	<b>100</b>

Occupation  
30 responses

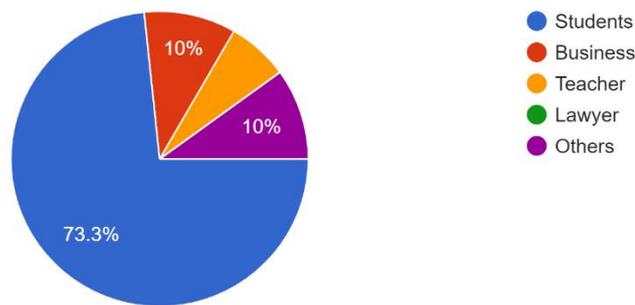


Fig 2.3

From the above table it shows that 73.3% of the respondents were students, 6.7% of them were teacher, and both business and others were 10% and lawyer is nil.

**Table 2.4 How do you know Honda company?**

Table 2.4 indicates how the respondents get to know Honda company

**Table2.4 How do you know Honda Company?**

Sources	No of respondents	Percentage (%)
Friends	9	30
Advertisement	13	43.3
Newspaper	0	0
Others	8	26.7
Total	30	100

How do you know Honda Company?  
30 responses

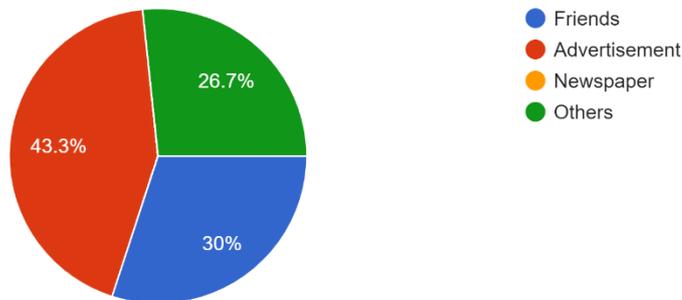


Fig 2.4

The above table show that 43.3% of the respondents knows Honda company from advertisement, 30% knows from their friends, and 26.7% know from others and no one knows from newspaper from the respondents.

**Table 2.5 Comparing with another brand how is Honda brand to you?**

Table 2.5 indicates the satisfaction of Honda brand comparing to another brand

**Table 2.5 Comparing with another brand how is Honda brand to you?**

Particulars	Frequency	Percentage (%)
Very bad	0	0
Bad	1	3.3
Same	6	20
Good	20	66.7
Very good	3	10
Total	30	100

Comparing with other brand how is Honda brand to you?

30 responses

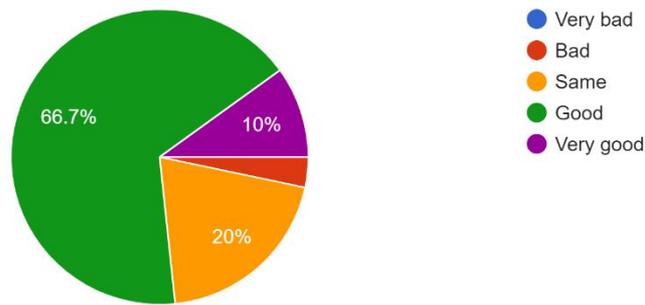


Fig 2.5

The above table shows that from the respondents, 66.7% of them feels good to Honda brand comparing to another brand, 20% of them feels the same, 10% feels very good, and 3.3% feels bad.

**Table 2.6 What was the mode of purchase?**

Table 2.6 indicates the mode of purchased of the respondent

**Table 2.6 What was the mode of purchase?**

Mode	Frequency	Percentage (%)
EMI	4	13.3
Cheque	5	16.7
Bank loans	9	30
Cash payment	12	40
Total	30	100

What was the mode of purchase?  
30 responses

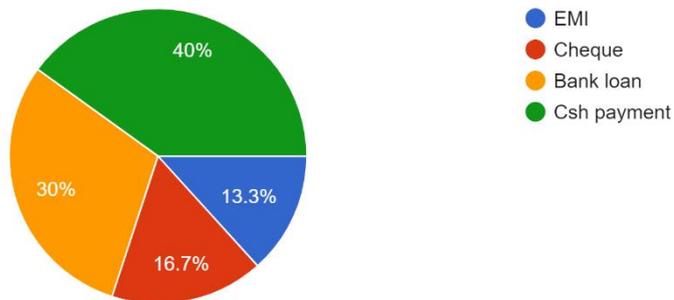


Fig 2.6

Table 2.6 shows that 40% of the respondent purchased the vehicles through cash payment, 30% bought through bank loan, 16.7% of them bought through cheque, and the rest 13.3% of them bought through EMI.

**Table 2.7 How was the policies regarding warranties and conditions?**

Table 2.7 indicates the satisfaction of the respondents towards policies regarding warranties and conditions.

**Table 2.7 How was the policies regarding warranties and conditions?**

Particulars	Frequency	Percentage (%)
Excellent	5	16.7
Good	11	36.7
Average	14	48.7
Poor	0	0
Very poor	0	0
Total	30	100

How was the policies regarding warranties&conditions?  
30 responses

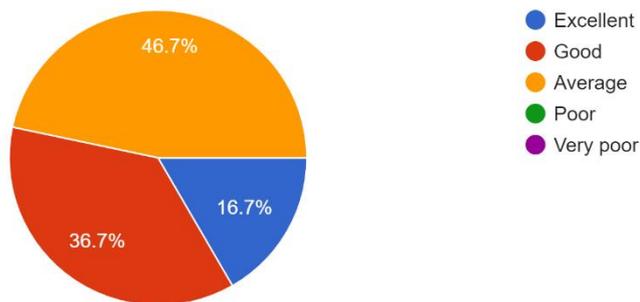


Fig 2.7

The above table shows that 48.7% of the respondents feels average regarding the policies of warranties and conditions, 36.7% of them feel its good, and 16.7% feels it is excellent and non of them feels poor or very poor.

**Table 2.8 Do you feel Honda is a trustworthy?**

Table 2.8 indicates whether the respondents feels Honda brand is a trustworthy or not.

**Table 2.8 Do you feel Honda is a trustworthy?**

Particulars	Frequency	Percentage (%)
Strongly satisfied	3	10
Satisfied	20	66.7
Neutral	6	20
Dissatisfied	1	3.3
Strongly dissatisfied	0	0
<b>Total</b>	<b>30</b>	<b>100</b>

Do you feel Honda company is trustworthy?  
30 responses

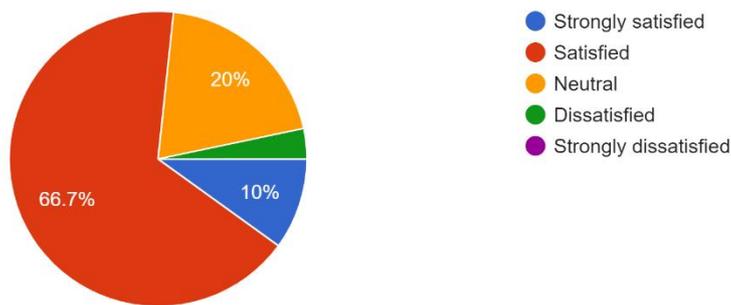


Fig 2.8

From the above table it can be seen that 66.7% of the respondents are satisfied with their trustworthy, 20% of them feels neutral, 10% of them were strongly satisfied, and 3.3% of them were dissatisfied.

**Table 2.9 Rate the quality of the Honda two wheeler-**

**(1-Strongly disagree, 2-Disagree, 3-Neutral, 4-agree, 5-Strongly agree)**

Table 2.9 indicates the satisfaction of the respondents towards speed, metre, pollution control, and engine type.

**Table 2.9 Rate the quality of the Honda two wheeler-**

Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Frequency
Speed	1	3	10	8	8	30
Metre	1	6	11	8	4	30
Power	1	3	7	15	4	30
Pollution control	2	2	11	11	4	30
Engine type	2	2	7	11	8	30

Rate the quality of the Honda two wheelers- (1-strongly disagree,2-disagree,3-Neutral,4-agree,5-strongly agree)

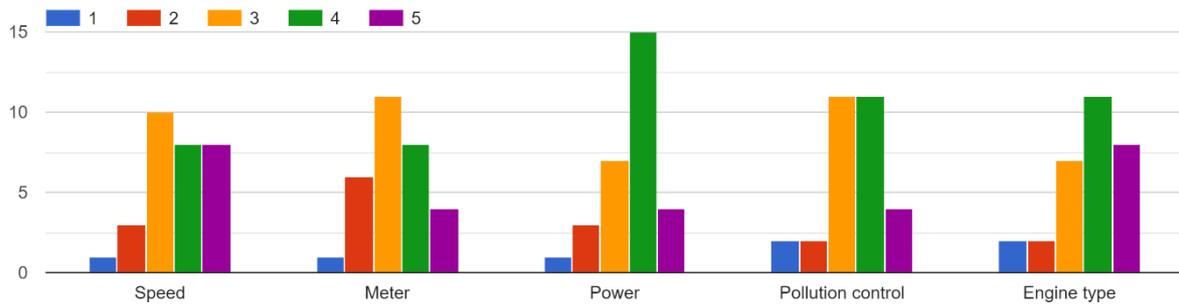


Fig: 2.9

The above table show that majority i.e 50% of the respondents are satisfied with the quality given by Honda brand to the customer. It means that the quality of Honda brand gives satisfaction to the respondents or customers.

**Table 2.10 What is the level of satisfaction towards the overall performance of Honda vehicle?**

Table 2.10 indicates the satisfactory level of the respondents towards the overall performance of Honda brand.

**Table 2.10 What is the level of satisfaction towards the overall performance of Honda vehicles.**

Particulars	Frequency	Percentage (%)
Very satisfied	4	13.3
Satisfied	19	63.3
Neutral	6	20
Dissatisfied	0	0
Very dissatisfied	1	3.3
<b>Total</b>	<b>30</b>	<b>100</b>

What is the level of satisfaction with the performance of your Honda vehicle?

30 responses

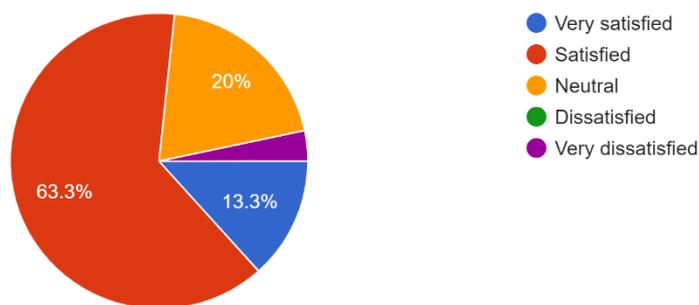


Fig 2.10

The above table shows that 63.3% of the respondents are satisfied with the overall performance of Honda vehicles, 20% of them were neutral about it, 13.3% of them were strongly satisfied, and 3.3% of them were strongly dissatisfied.

**Table 2.11 Are you satisfied with the latest engine upgraded?**

Table 2.11 indicates the satisfaction of the respondents towards the latest engine upgraded

**Table 2.11 Are you satisfied with the latest engine upgraded?**

Particulars	Frequency	Percentage (%)
Yes	25	83.3
No	5	16.7
Total	30	100

Are you satisfied with the latest engine upgraded?  
30 responses

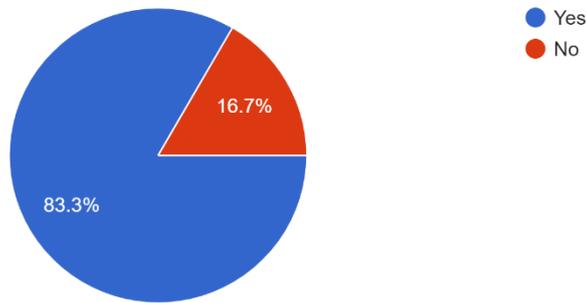


Fig 2.11

From the above table we can see that 83.3% of the respondent are satisfied with the latest engine upgraded and 16.7% of them were not satisfied with the engine upgraded.

**Table 2.12 What is your opinion of the services provided by Hona dealers?**

This table indicates the opinion of th respondents regarding the services provided by Honda dealers.

**Table 2.12 What is your opinion of the services provided by Honda dealers?**

Particulars	Frequency	Percentage (%)
Excellent	5	16.7
Good	16	53.3
Average	7	23.3
Poor	1	3.3
Very poor	1	3.3
Total	30	100

What is your opinion of the services provided by Honda dealers?

30 responses

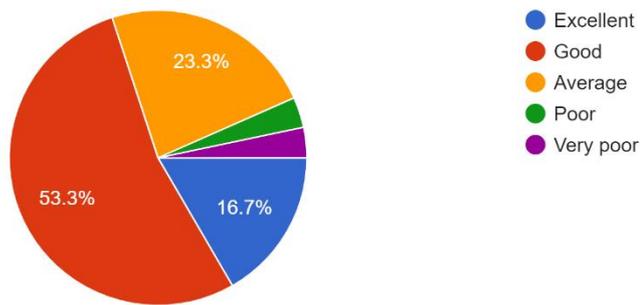


Fig 2.12

The above table shows that 53.3% of the respondents feels good regarding the services provided by Honda dealers, 23.3% of them feels its an average, 16.7% feels excellent, the rest 3.3% feels poor and another 3.3% of them feels its very poor.

**Table 2.13 What is your opinion on petrol consumption of Honda two-wheeler vehicle?**

This table indicates the opinion of the respondents towards petrol consumption of Honda two-wheeler vehicles.

**Table 2.13 What is your opinion on petrol consumption of Honda two-wheeler vehicle?**

Particulars	Frequency	Percentage (%)
Very high	2	6.7
High	6	20
Normal	20	66.7
Low	2	6.7
Very low	0	0
Total	30	100

What is your opinion on petrol-consumption of Honda two wheeler vehicles?

30 responses

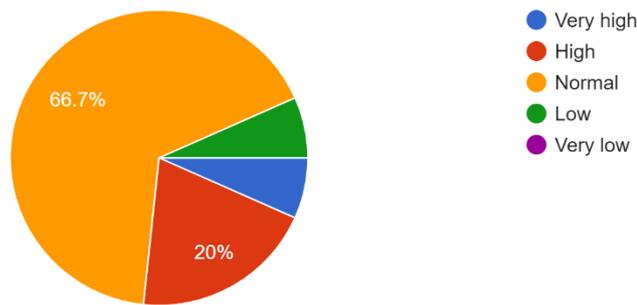


Fig 2.13

The above table shows that 66.7% of the respondents feels the consumption of petrol is normal, 20% of them were feeling it is high, 6.7% of them feels it is low, and another 6.7% feels it is very high.

**Table 2.14 Do you agree with the following statement “It’s safe to buy a Honda product as they always come with better quality”.**

Table 2.14 indicates whether the respondents agree with the given statement or not.

**Table 2.14 Do you agree with the following statement “It’s safe to buy a Honda product as they always come with better quality”**

Particulars	Frequency	Percentage (%)
No, I don't agree	1	3.3
It is not necessary	8	26.7%
I agree, but it is not necessarily	16	53.3
I agree, but it's not always true	5	16.7
<b>Total</b>	<b>30</b>	<b>100</b>

Do you agree with the following statement “Its safe to buy a Honda product as they always come with better quality”

30 responses

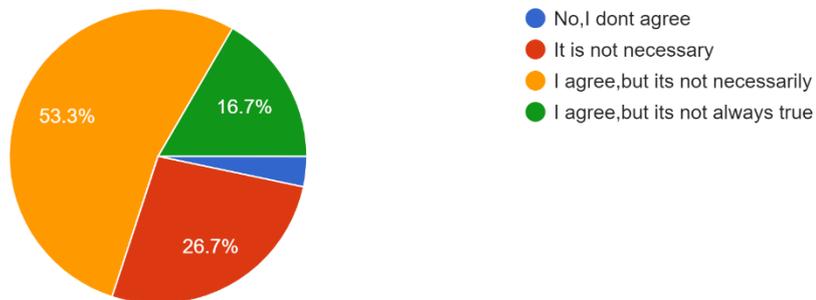


Fig: 2.14

From the above table it is clear that 53.3% of the respondents agree to the statement, but says it’s not necessary, 26.7% says it is not necessary at all, 16.7% says they agree, but it’s not always true, and the rest 3.3% does not agree to the statement.

**Table 2.15 According to your experience would you prefer your friend to buy Honda vehicles?**

Table 2.15 indicates whether the respondents would prefer their friends to buy Honda vehicles according to their experience.

**Table 2.15 According to your experience would you prefer your friend to buy Honda vehicles**

Particulars	Frequency	Percentage (%)
Yes	16	53.3
Maybe	12	40
No	2	6.7
<b>Total</b>	<b>30</b>	<b>100</b>

According to your experience&satisfaction would you refer to your friend to buy Honda brand?  
30 responses

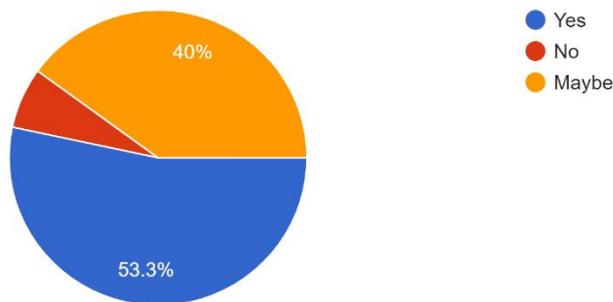


Fig: 2.15

From the table we can see that 53.3% of the respondents would like to prefer to their friends to buy a Honda vehicle, 40% of them does not sure and says maybe, and the rest 6.7% of them does not prefer for their friends.

## Chapter-III

### (Results and Discussion)

#### Major Findings

This chapter finally highlights the findings of the study from the data collected from 30 respondents.

#### Demographic profile of the respondents

The Demographic status of the respondents is one of the objectives that this research tries to find out.

- 56.7% of the respondents are female and the remaining 43.3% were male, which means Honda company is more liked or favoured by Female than male.
- 63.3% of the respondents were between 20-23 years, 23.3% of them were between 24-27 years, 6.7% of them were between 16-19 years, and the rest of 6.7% were above 27 years.
- Among the respondents, 73.3% of them were students, 10% of them were business men, another 10% were from others, and the rest 6.7% of them were teacher, and none of them were lawyer.
- 43.3% of the respondents known the company Honda from advertisement, 30% of them were introduced through their friends, 26.7% of them knows from other and none of them known from newspaper.
- 66.7% of the respondents says Honda brand is good compared to other brand. Since the majority say it's good, which means most of the respondents feels good compared to another brand.
- 40%, 30%, 16.7%, 13.3% of the respondents choose cash payment, bank loan, cheque, and EMI respectively during their mode of purchased. It means that most of the customer bought through cash payment.
- Since no one vote for poor or very poor regarding the policies of warranties & conditions, we can conclude that their policies regarding warranties & conditions were good enough.
- Regarding trustworthy of the company, according to the findings since the majority, which means more than 60% of the respondents trust the company, it is clear that Honda company is trustworthy.

- As we already seen in Table 2.9 regarding the speed, metre, power, pollution control and engine type, we can say that the quality of the Honda company vehicle were average and maybe even better than other company, as far we can see according to the findings.
- Going to the overall performance, the majority of the respondents which may means more than 50% of them were not only says it was average, they are satisfied with the overall performance. So, Honda company may even satisfied your needs for two-wheeler vehicles.
- With the latest engine upgrade, above 80% of the respondents were very satisfied with it. This means that the engine upgraded gives satisfaction to the customer.
- Regarding the services provided by Honda dealers, 53.3% of the respondents says it's good. So, since majority of them says it's good then, we may conclude that it is good enough or we can say the services provided by the Honda dealers were average. Though both of them were positive.
- 66.6% of the respondents says the consumption of petrol on Honda two-wheller vehicles were average, 20% of them says it is high and the rest 6.7% says it is very high and low. We can say it is average since the majority agree with it.
- The statement "It's safe to buy a Honda product as they always come with better quality" were asked to the respondents, 53.3% of them agree with it but says it is not necessarily, 26.7% of them just says it is not necessary, 16.7% of them agree with it but says it's not always true, and the rest does not agree with the statement.
- At last, after the experience and having the knowledge about Honda vehicles, the respondents were whether they would prefer to their friends to buy Honda brand or not. 53.3 % of the respondents preferred to their friend, 40% of them were not sure and said maybe, and the rest does not prefer for their friends.

The majority of the respondents are female and most of the respondents are in the age group between 20-23 which means that the youth are more interested towards Honda two-wheeler vehicles. Most of the respondents does not have occupation and are mostly students.

More so, the study shows that most of the purchased of the Honda two-wheeler vehicles sere through cash payment. And also as far as we can see the policies regarding warranties & conditions and services provided by the Honda dealers were also very good enough to satisfied the customer. And also they were trustworthy according to the study.

As also shown in the study, the respondents perspective regarding the quality and overall performance of the Honda vehicles was good, majority of the respondents aslso prefer for their

friends to buy Honda brand. But, as a human all of our needs and satisfaction are not same, in that case there may be some disadvantages or dissatisfaction towards this Honda brand for some person. So, we must know it is how the world cycle. Taking as a whole Honda brand gives most of the respondents their needs and satisfaction.

## Chapter-IV

### Conclusion and Suggestions

#### Conclusion:

- Conducting this survey on customer satisfaction with Honda two-wheelers showed that the company possesses a positive brand reputation and is typically well-liked by consumers. Most consumers expressed great pleasure with their Honda bikes, especially in terms of the product's quality, fuel economy, and overall performance.
- However, the study also revealed areas where Honda can improve customer satisfaction, such as the design of its bikes, reducing maintenance costs, and resale value of its bikes. By addressing these areas, Honda can increase customer satisfaction and loyalty, and strengthen its position in the market.
- Overall, Honda should continue to put requirements of its customers first by looking for feedback, upgrading the quality of its products, expanding its aftersales support, and providing vehicles with a high resale value. By doing this, it will be able to keep its consumers' faith in the brand and achieve long-term success in the competitive motorbike industry.

#### SUGGESTIONS

- HONDA should try to work on making attractive designs for their future upcoming bikes.
- Honda should consider reducing the maintenance costs of their bikes, as it will keep the customers happy, contributing to the brand image of Honda.
- Honda can work on providing good resale value to its customers.
- Need to follow aggressive promotional campaigns to have larger market share in the motorcycle industry.
- Honda should also focus on providing for the demands of the youth because the younger generation has more enthusiastic riders than other age groups.

## REFERENCE

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## **APPENDIX**

I am studying Bachelor of Commerce at HATIM, Pukpui, Lunglei; Mizoram. I have designed the following questionnaire for the purpose of my research study, which is related to customer satisfaction towards Honda two-wheeler vehicles. In this survey questions, you as a respondent will be completely anonymous and you do not have to mention your name or any other personal information.

Your positive response in this request will be valuable contribution for the success of the study and will highly appreciate.

**THANK YOU**

### **“CUSTOMER SATISFACTION TOWARDS HONDA TWO\_WHEELER VEHICLES”**

#### Questionnaire

1. Gender

Male

Female

2. Age group

16-19

20-23

24-27

27 above

3. Occupation

Students

Business

Teacher

Lawyer

Others

4. How do you know Honda Company?

Friends

Advertisement

Newspaper

Others

5. Comparing with other brand how is Honda brand to you?

Very bad

Bad

Same

Good

Very good

6. What was the mode of purchase?

EMI

- Cheque
- Bank loan
- Csh payment
- 

7. How were the policies regarding warranties & conditions?

- Excellent
- Good
- Average
- Poor
- Very poor

8. Do you feel Honda company is trustworthy?

- Strongly satisfied
- Satisfied
- Neutral
- Dissatisfied
- Strongly dissatisfied

9. Rate the quality of the Honda two wheelers-

(1-strongly disagree,2-disagree,3-Neutral,4-agree,5-strongly agree)

	1	2	3	4	5
Speed	<input type="radio"/>				
Meter	<input type="radio"/>				
Power	<input type="radio"/>				
Pollution control	<input type="radio"/>				
Engine type	<input type="radio"/>				

10. What is the level of satisfaction with the performance of your Honda vehicle?

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied

11. Are you satisfied with the latest engine upgraded?

Yes

No

12. What is your opinion of the services provided by Honda dealers?

Excellent

Good

Average

Poor

Very poor

13. What is your opinion on petrol-consumption of Honda two-wheeler vehicles?

Very high

High

Normal

Low

Very low

14. Do you agree with the following statement "Its safe to buy a Honda product asthey always come with better quality"

No,I don't agree

It is not necessary

I agree,but its not necessarilyl

agree,but its not always true

15. According to your experience & satisfaction would you refer to your friend to buy Honda brand?

Yes

No

Maybe

