

A Study on Customer Satisfaction Towards Bharat Honda Kalaburagi.

Padmashree Hagargi¹, Sheelwanti²

¹ *Department of Business Studies, MBA Exclusively for women's Sharnbasva University, Kalaburagi
Karnataka, India- 585*

² *Senior Assistant Professor Sharnbasva University, Kalaburagi*

Abstract—Customer satisfaction toward Honda two-wheelers in India is largely driven by the brand's reputation for reliability, fuel efficiency, engine performance, and riding comfort. Customers generally express high levels of satisfaction due to the durability of Honda vehicles, low fuel consumption, wide service network, and dependable after-sales support. These factors contribute to strong customer loyalty and positive word-of-mouth. However, some customers report dissatisfaction with the relatively high cost of spare parts and maintenance services compared to competing brands. Overall, Honda continues to maintain a favorable position in the Indian two-wheeler market by balancing product quality, performance, and customer service, while addressing cost-related concerns to further enhance customer satisfaction.

Index Terms—Service Quality, Sales Experience, Vehicle Attributes, Customer Retention

I. INTRODUCTION

Customer satisfaction is one of the most important indicators of a company's success in today's competitive business environment. It refers to the degree to which customers are pleased with the products and services offered by an organization. A satisfied customer is more likely to become a loyal customer, recommend the company to others, and continue purchasing its products and services. Therefore, customer satisfaction has become a key factor for improving profitability, enhancing the company's reputation, and achieving long-term business growth.

The Indian two-wheeler industry is one of the largest and fastest-growing automobile sectors in the world. The demand for motorcycles and scooters has increased significantly due to rapid urbanization,

rising disposable incomes, improved road infrastructure, and the growing need for affordable personal transportation. With intense competition among manufacturers such as Honda, Hero, TVS, Bajaj, Suzuki, and Yamaha, companies are not only focusing on producing high-quality vehicles but are also emphasizing customer-oriented services to gain a competitive advantage.

Honda Motorcycle & Scooter India Pvt. Ltd. (HMSI), a wholly owned subsidiary of Honda Motor Co., Japan, commenced its operations in India in 2001. Over the years, Honda has earned a strong reputation for manufacturing reliable, fuel-efficient, technologically advanced, and environmentally friendly two-wheelers. The company serves millions of customers through a nationwide network of authorized dealerships and service centers, providing sales, servicing, genuine spare parts, and customer support. HMSI reports serving more than 60 million customers through thousands of service touchpoints across India.

II. LITERATURE REVIEW'S

Literature review provides an overview of previous research related to customer satisfaction, buying behaviour, service quality, and dealership performance in the two-wheeler industry. The following studies are relevant to a project on Customer Satisfaction at Bharat Honda Two Wheeler.

- Chandrasekaran (2009): Found that customers preferred Honda two-wheelers because of their superior quality, fuel efficiency, attractive design, and strong brand image. These factors significantly influenced customer satisfaction and purchase decisions.

- Yuvaraju & Durga Rao (2014): Reported that customers were highly satisfied with Honda's mileage, vehicle performance, and dealership services. The study emphasized the importance of quality after-sales service in maintaining customer loyalty.
- Lakshmi Priya (2016): Concluded that customers were satisfied with Honda's performance, fuel efficiency, and reliability. The study suggested improving service quality and customer communication to enhance satisfaction.
- Maiya & Shankar (2020): Observed that affordable pricing, low maintenance costs, easy finance options, and efficient after-sales service were the major factors influencing customer satisfaction.
- Kotler & Keller (2016): Explained that customer satisfaction depends on how well a product or service meets or exceeds customer expectations. Satisfied customers are more likely to become loyal and recommend the brand to others.
- Parasuraman, Zeithaml & Berry (1988): Developed the SERVQUAL model, which identified reliability, responsiveness, assurance, empathy, and tangibles as the key dimensions of service quality affecting customer satisfaction.
- Oliver (1997): Defined customer satisfaction as the customer's evaluation of whether a product or service meets expectations. Higher satisfaction leads to repeat purchases and long-term customer loyalty.
- Cronin & Taylor (1992): Found that actual service performance has a direct impact on customer satisfaction. Consistent service quality improves customer retention and business performance.
- Vinotha (2017) : Customers were generally satisfied with mileage, comfort, pricing, and vehicle performance. However, respondents suggested improving spare-parts availability and service station efficiency.
- Sowmya and Sushmitha (2020) : Study found that 79.5% of respondents were satisfied with Honda's products and services. Fuel efficiency, maintenance cost, and easy financing significantly influenced customer satisfaction.
- Raghav Kumar Raman and Yogita Parihar (2025) : Product quality, maintenance, pricing, and service quality positively influenced customer

satisfaction. The study also found a strong relationship between customer satisfaction and brand loyalty while identifying after-sales service as an area for improvement.

- Boomika and Adithya (2026) : Customers reported high satisfaction with product performance, fuel efficiency, pricing, and service quality. However, the study suggested that the overall service experience could be further improved to strengthen customer loyalty.

III. OBJECTIVE OF THE STUDY

- To study the level of customer satisfaction towards Bharat Honda Two-Wheelers.
- To identify the factors influencing customers in purchasing Honda two-wheelers from Bharat Honda.
- To evaluate customer satisfaction regarding the quality, performance, and fuel efficiency of Honda two-wheelers.
- To assess customer satisfaction with the pricing of Honda two-wheelers.
- To analyze customer perceptions of after-sales services provided by Bharat Honda.

IV. RESEARCH METHODOLOGY

Introduction.

The term denotes the structured sequence of steps for gathering, processing, and making sense of information so the study's goals can be met. By defining procedures and standards, it establishes how the investigation is carried out with scientific rigor and orderly conduct.

Primary data Sources

- Data gathered firsthand from Bharat Honda clientele was obtained via
- Structured questionnaires

Secondary Data

- Sources for existing information include
- Corporate documentation and internal filings
- Printed and peer-reviewed scholarly.

V. DATA ANALYSIS AND INTERPRETATION

Table 6.1 Gender of Respondents

Gender	No. of Respondents	Percentage (%)
Male	68	68%
Female	32	32%
Total	100	100%

Interpretation

The above table shows that out of 100 respondents, 68% are male and 32% are female. This indicates that male customers constitute the majority of Bharat Honda's customer base. The higher proportion of male respondents reflects the greater preference for two-wheelers among men for commuting, business, and personal travel. However, the presence of female customers also indicates a growing acceptance of Honda scooters

Table 6.2 Respondents' ages

Age Group	No. of Respondents	Percentage (%)
Below 25 Years	22	22%
25–35 Years	38	38%
36–45 Years	24	24%
Above 45 Years	16	16%
Total	100	100%

Interpretation

The above table shows that out of 100 respondents, 68% are male and 32% are female. This indicates that male customers constitute the majority of Bharat Honda's customer base. The higher proportion of male respondents reflects the greater preference for two-wheelers among men for commuting, business, and personal travel. However, the presence of female customers also indicates a growing acceptance of Honda scooters and motorcycles among women.

Table 6.3 Educational Qualification

Qualification	No. of Respondents	Percentage (%)
SSLC	18	18%
PUC	24	24%
Graduate	40	40%
Postgraduate	18	18%
Total	100	100%

Interpretation.

The table shows the educational qualification of 100 respondents. The majority of respondents are graduates (40%), followed by PUC (24%), while

SSLC and postgraduate categories account for 18% each. This indicates that educated customers form a major segment of Honda vehicle buyers.

Table 6.4 Occupation

Occupation	No. of Respondents	Percentage (%)
Student	20	20%
Business	28	28%
Employee	37	37%
Others	15	15%
Total	100	100%

Interpretation

The table represents the occupation details of 100 respondents. 37% of those surveyed belong to the employed workforce, 28% are business proprietors, and 15% fall into other categories; thus, working professionals constitute the primary customer segment for Bharat Honda.

Table 6.5 Monthly income

Monthly Income	No. of Respondents	Percentage (%)
Below ₹20,000	18	18%
₹20,001–₹40,000	36	36%
₹40,001–₹60,000	28	28%
Above ₹60,000	18	18%
Total	100	100%

Interpretation

The table shows the monthly income distribution of 100 respondents. The majority of respondents earn ₹20,001–₹40,000 (36%), followed by ₹40,001–₹60,000 (28%). This indicates that middle-income customers prefer Honda vehicles due to affordability and value for money.

Table 6.6 Length of time respondents have used their Honda vehicle

Duration	No. of Respondents	Percentage (%)
Less than 1 Year	18	18%
1–3 Years	34	34%
3–5 Years	30	30%
Above 5 Years	18	18%
Total	100	100%

Interpretation

The table presents the duration of Honda vehicle usage

among 100 respondents. The highest proportion of customers have been using Honda vehicles for 1–3 years (34%), followed by 3–5 years (30%). This indicates customer satisfaction and continued usage of Honda vehicles.

VI. FINDINGS

Key results from the research include:

1. Sixty-eight percent of respondents were identified as men and 32% as women, indicating that customers of Bharat Honda are predominantly from the male segment.
2. Thirty-eight percent of respondents are aged 25–35, indicating that Honda two-wheeler purchasers are primarily young to middle-aged customers.
3. Forty percent of survey participants hold graduate degrees, suggesting that better-educated buyers possess greater awareness of product quality, the company's reputation, and technical specifications.
4. The analysis indicates 37% of purchasers are salaried staff, with businesspeople representing 28%, so wage-earning staff constitute the single biggest buyer segment.
5. About 36% of respondents earn between ₹20,001 and ₹40,000 per month, indicating that Honda vehicles are highly preferred by middle-income customers.
6. Thirty-four percent of respondents report ownership of Honda vehicles spanning 1–3 years, indicating sustained purchaser confidence and allegiance to the marque.

VII. CONCLUSION

Research reported in "A Study on Customer Satisfaction Towards Bharat Honda, Kalaburagi" indicates dealership patrons rate their overall satisfaction with services and offerings as high. Most respondents value Honda models for attributes such as strong mileage, notable performance, dependability, good fuel economy, and low-cost upkeep. The dealership is also credited with delivering effective customer support via well-informed sales executives, polite service personnel, and prompt delivery of vehicles.

Findings additionally indicate that favorable personal referrals significantly aid in drawing additional

buyers, reflecting the dealership's solid standing within the marketplace. Although the overall satisfaction level is very high, customers have suggested reducing service waiting time, providing additional discounts, and strengthening customer support.

Bharat Honda is recognized in Kalaburagi for being reliable and focused on clients. Adopting the recommended changes would likely raise satisfaction levels, deepen repeat-purchase behavior, and bolster its standing among two-wheeler sellers.

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