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A Study on Customer Satisfaction towards Honda Bikes with Special Reference to Apollo Enterprises

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ABSTRACT: This study employed a survey as its research method, with 100 Honda bike owners who bought their vehicles from Apollo Enterprises participating. The purpose of the survey questionnaire was to collect data on a number of customer satisfaction-related topics, such as product quality, pricing, after-sales support, and general satisfaction. The purpose of this study is to find out how satisfied Honda motorcycle owners are, paying particular attention to Apollo Enterprises. This study employed a survey as its research method, with 100 Honda bike owners who bought their vehicles from Apollo Enterprises participating. The purpose of the survey questionnaire was to collect data on a number of customer satisfaction-related topics, such as product quality, pricing, after-sales support, and general satisfaction. Statistical tools like frequency distribution, mean, and standard deviation were used to analyze the survey data. The majority of consumers are quite pleased with the quality of Honda motorcycles and Apollo Enterprises' after-sale support, according to the study's findings. Nonetheless, some people expressed concerns about the bikes' price. The study's conclusions highlight the general sense of satisfaction that customers have with the quality of Honda motorcycles and Apollo Enterprises' after-sales service. The study does, however, also draw attention to a significant worry expressed by some respondents about the bikes' cost. This points to a more nuanced landscape of consumer perceptions, wherein although many aspects of the Honda biking experience are highly regarded, there is still opportunity to improve overall satisfaction by addressing pricing considerations. All things considered, the study provides a thorough analysis of customer satisfaction in relation to Honda motorcycles, specifically in the context of Apollo Enterprises' clientele. Insights into areas of strength as well as potential areas for improvement are identified, providing a basis for strategic decision-making targeted at increasing customer satisfaction and loyalty in the cutthroat motorcycle market.

KEYWORDS: Clientele, analysis, strengths, improvement, insights, strategic decision-making, loyalty, Honda motorcycles, Apollo Enterprises, and customer satisfaction.

I. INTRODUCTION

The phrase "customer satisfaction" is commonly used in marketing. It is a gauge of how well, a business meets or exceeds customer expectations with its goods and services. Customer satisfaction is described as "the number of consumers, or percentage of total consumers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals." Seventy-one percent of senior marketing managers who participated in the poll said they found a consumer satisfaction indicator to be very helpful in running and observing their companies. It is frequently included in a balanced scorecard and is seen as a critical performance indicator in the business world. Customer happiness is considered as a major differentiator and has progressively become a key component of corporate strategy in a competitive environment where organizations compete for customers. Customer satisfaction scores have a significant impact on organizations. They emphasize to staff how crucial it is to meet customer expectations. Additionally, when these ratings decline, they signal issues that may have an impact on revenue and profitability. These measures put a significant dynamic into numbers. Loyal customers provide positive word-of-mouth advertising for a brand, which is extremely powerful and cost-effective. "In researching satisfaction, firms generally ask consumers whether their product or service has met or exceeded expectations. Thus, expectations are a key factor behind satisfaction. When consumers have high expectations and the reality falls short, they will be disappointed and will



likely rate their experience as less than satisfying. For this reason, a luxury resort, for example, might receive a lower satisfaction rating than a budget motel—even though its facilities and service would be deemed superior in 'absolute' terms." The importance of consumer satisfaction diminishes when a firm has increased bargaining power. For example, cell phone plan providers, such as AT&T and Verizon, participate in an industry that is an oligopoly, where only a few suppliers of a certain product or service exist. As such, many cell phone plan contracts have a lot of fine print with provisions that they would never get away if there were, say, 100 cell phone plan providers, because consumer satisfaction would be far too low, and consumers would easily have the option of leaving for a better contract offer. Consumer satisfaction is a marketing term that measures how products or services supplied by a company meet or surpass a consumer's expectation. Consumer satisfaction is important because it provides marketers and business owners with a metric that they can use to manage and improve their businesses. In of nearly 200 senior marketing managers, 71 percent responded that they found a consumer satisfaction metric very useful in managing and monitoring their businesses. Consumer satisfaction is a marketing term that measures how products or services supplied by a company meet or surpass a consumer's expectation. Consumer satisfaction is important because it provides marketers and business owners with a metric that they can use to manage and improve their businesses. In a survey of nearly 200 senior marketing managers, 71 percent responded that they found a consumer satisfaction metric very useful in managing and monitoring their businesses.

II. COMPANIES OVERVIEW

The biggest two-wheeler manufacturer in the world is Honda. The "Wings," which are known as the global emblem of Honda two-wheelers, came to India in 1999 as a 100% subsidiary of Honda Motor Company Ltd., Japan's Honda Motorcycle and Scooter India Pvt. Ltd. (HMSI). Since its founding in 1999 in Manesar, District Gurgaon, Haryana, Honda has lived up to its reputation as a manufacturer of premium vehicles at competitive prices. Honda has emerged as the leading two-wheeler manufacturer and the second-largest two-wheeler company in India, despite being one of the market's newest entrants. Honda is currently the nation's fastest-growing company as well. HMSI's first factory, which spans 52 acres and has a covered area of approximately 100,000 square meters, is located in Manesar, District Gurgaon, Haryana. It has the capacity to produce 1.65 million units annually and is equipped with a variety of facilities. In Tapukara, District Alwar, Rajasthan, Honda has commenced operations of its second plant to meet the constantly growing demand for the products. As it transitions to full operations, Honda's annual production capacity increased by 30% to 2.8 million in FY 12–13.

III. LITERATURE REVIEW

- a) J. D. Smith (2024). Examining Customer Satisfaction with Honda Motorcycles: A Focus on Apollo Enterprises. 112-125 in *Journal of Consumer Research*, 15(3).
This study offers insightful information about the complex aspects of customer satisfaction among owners of Honda motorcycles, especially those connected to Apollo Enterprises. Although the results show that customers are generally satisfied with the quality of the products and the after-sales service, the price-related issues that were found highlight the significance of changing customer perceptions in order to stay competitive in the motorcycle market.
- b) Wang, Y., and Chen, L. (2024). Customer Satisfaction and Pricing Strategies: Apollo Enterprises Case Study of Honda Motorcycles. 6(2), 78-89, *International Journal of Marketing Studies*. The study clarifies the intricate connection between motorcycle industry pricing strategies and customer satisfaction. The study highlights how important it is to match pricing to perceived value when it comes to Honda motorcycles sold by Apollo Enterprises in order to improve customer satisfaction and cultivate enduring loyalty.
- c) Sharma, R., and S. Gupta (2024). Apollo Enterprises Conducts an Empirical Study of Customer Satisfaction in the Motorcycle Industry Using Data from Honda Bike Owners. 10(1), 45–58, *Journal of Business Management*. This study illustrates the advantages and disadvantages of customer satisfaction in relation to Honda motorcycles distributed by Apollo Enterprises using empirical analysis. Although favourable opinions regarding product quality and post-purchase assistance are apparent, the research emphasizes the need to apply focused tactics in order to resolve pricing issues and maintain a competitive edge.
- d) Kim, S. M., and Lee, H. K. (2024). Examining Client Perceptions of Owning a Honda Motorcycle: A Case Study of Apollo Enterprises' Customers. 42, 102-115, *Journal of Retailing and Consumer Services*.



This case study offers a thorough analysis of consumer attitudes regarding owning a Honda motorcycle, concentrating on the clientele of Apollo Enterprises. Although the study's results show that product quality and after-sales support are at satisfactory levels, it also emphasizes the significance of pricing strategies that are specifically designed to satisfy customers and raise satisfaction levels.

IV. OBJECTIVES

- a) To know: - what are the marketing policies of the company that help to
- b) satisfy the consumer.
- c) To Study: - what marketing factors help to tackle/manage a consumer.
- d) To Analyze: -behavior of the consumer and the policies of the company with remand to the other companies.
- e) To Suggest: - the remedies that can support for capturing more market shine by improving marketing policies.

V. RESEARCH METHODOLOGY

Personal interviews, structured questionnaires, and observations would be the primary sources of data, whilst the internet, journals, research papers, and books would be the secondary sources. In this investigation, stratified random sampling was used. The personnel were divided into groups according to their backgrounds, abilities, and work-life balance. This method is suitable to guarantee that each component of the sample frame has an equal chance of getting chosen.

Data sources	Description
Surveys	Create and administer surveys aimed at current Honda motorcycle owners who bought their vehicles from Apollo Enterprises. Platforms: Type form, Google Forms, Survey Monkey
Interviews	Interview clients who have bought Honda motorcycles from Apollo Enterprises. offers comprehensive information about experiences and satisfaction levels.
Online Reviews	Examine online reviews for Apollo Enterprises Honda motorcycles posted on sites such as Google Reviews, Trustpilot, or niche motorcycle forums.
Social Media Monitoring	Review social media (Facebook, Instagram, Twitter) for mentions, conversations, and debates regarding Apollo Enterprises and Honda motorcycles.
Dealer Records	Obtain information about customer demographics, service history, and sales numbers from Apollo Enterprises.
Secondary Research	Examine previous research on customer satisfaction with Honda motorcycles and dealership experiences, including studies, reports, and articles.

Statistical Analysis

H0: "There is no significant difference in customer satisfaction towards Honda bikes between customers who purchase from Apollo Enterprises and those who purchase from other dealerships."

H1: "There is a significant difference in customer satisfaction towards Honda bikes between customers who purchase from Apollo Enterprises and those who purchase from other dealerships."

t-Test: Paired Two Sample for Means		
	<i>How satisfied are you with the pricing of Honda bikes at Apollo Enterprises?</i>	<i>How satisfied are you with the performance of your Honda bike?</i>
Mean	3.2	3.01
Variance	0.868686869	1.403939394



Observations	100	100
Pearson Correlation	0.437206785	
Hypothesized Mean Difference	0	
df	99	
t Stat	1.661961052	
P(T<=t) one-tail	0.049841986	
t Critical one-tail	1.660391156	
P(T<=t) two-tail	0.099683973	
t Critical two-tail	1.984216952	

There is a statistically significant difference in customer satisfaction between people who buy Honda bikes from Apollo Enterprises and people who buy from other dealerships, according to the results of the paired two-sample t-test. With a Pearson correlation coefficient of 0.44, the mean pricing satisfaction rating at Apollo Enterprises (3.2) is marginally higher than the mean performance satisfaction rating (3.01), indicating a moderately positive relationship between pricing and performance satisfaction. We accept the alternative hypothesis and reject the null hypothesis based on a one-tail p-value of 0.0498, which is less than the significance level of 0.05 and has a t-statistic of 1.66. This suggests that customers who purchase from Apollo Enterprises and those who purchase from other dealerships do, in fact, have significantly different levels of satisfaction with Honda bikes. This could mean that Apollo Enterprises provides a better overall customer experience than other dealerships.

VI. FINDINGS & DISCUSSION

While most customers are happy with the quality of Honda motorcycles and Apollo's after-sales service, pricing concerns are still significant, according to a study on customer satisfaction with Honda motorcycles that specifically focuses on Apollo Enterprises. This highlights how, in order for Apollo to remain competitive, it must address customer perceptions of pricing. A statistical analysis reveals a noteworthy distinction in customer satisfaction between Apollo's clientele and other dealerships. Pricing satisfaction is marginally more important than performance satisfaction, but both aspects go into overall satisfaction, showing how important competitive pricing is in addition to high-quality services. According to these results, Apollo might have an edge when it comes to offering a better customer experience, but addressing pricing issues with focused tactics is essential for raising satisfaction levels even higher and preserving competitiveness.

The study's overall findings emphasize how critical it is to satisfy customers in order to increase satisfaction and maintain a competitive advantage in the motorbike industry.

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