

A STUDY ON CUSTOMER SATISFACTION AND BRAND LOYALTY OF HONDA MOTORCYCLE AND SCOOTER INDIA PVT. LTD. IN JODHPUR

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Abstract:

The present research study analyses the degree of customer satisfaction and brand loyalty towards Honda Motorcycle and Scooter India Pvt. Ltd. (HMSI) in the city of Jodhpur. The research assesses customers' experiences with product quality, support service, price, and maintenance.

Based on a survey of 85 customers, results indicate high product satisfaction but point to after-sales service and spare part gaps.

Hypothesis testing indicated a very strong positive relationship between brand loyalty and customer satisfaction.

The research presents strategic suggestions on how to develop customer experiences and loyalty in the semi-urban markets.

Keywords: Customer Satisfaction, Brand Loyalty, Honda, Service Quality, Two-Wheelers, Jodhpur

1. Introduction

The Indian two-wheeler industry has grown at a very fast rate, with Honda Motorcycle and Scooter India Pvt. Ltd. (HMSI) having achieved a leadership position based on its emphasis on innovation, dependability, and value-for-money products.

For maintaining competitive advantage in a multicultural market like Jodhpur, it is important to examine customer satisfaction and brand loyalty.

Today's buying choices rely not only on product performance but also on service quality, post-purchase support, and brand trust.

This research attempts to find out how Honda stands on these accounts among customers in urban, semi-urban, and rural categories in Jodhpur.

2. Review of Literature:

2.1 Expectancy Disconfirmation Theory

According to this theory, customer satisfaction derives from the evaluation of the performance of the product relative to performance expectations.

There is satisfaction if performance surpasses expectations and dissatisfaction if performance shortfalls.

2.2 SERVQUAL Model

SERVQUAL evaluates service quality through five fundamental dimensions:

- Tangibles
- Reliability
- Responsiveness
- Assurance
- Empathy

In auto services, responsiveness and reliability particularly shape the customers' perception.

2.3 Kano Model

Kano's model groups feature as must-be, performance, and excitement factors.

Providing unexpected pleasure with innovative features can significantly improve customer loyalty.

Past research verifies that both product features and service delivery significantly impact brand loyalty, particularly in competitive industries such as two-wheelers.

3. Research Gap

Although several studies explore customer satisfaction within urban centres, limited research addresses semi-urban areas like Jodhpur.

Customer priorities in these areas can be quite different because of socioeconomic reasons. This research targets Jodhpur exclusively to fill this gap.

4. Research Objectives

The research has been conducted with the following key objectives:

- To measure overall customer satisfaction with the use of Honda two-wheelers in Jodhpur.
- To establish the key product and service dimensions that affect customers' experiences of Honda two-wheelers.
- To analyse the role of service quality and maintenance prices on customers' brand attitudes and loyalty.
- To give actionable suggestions to Honda Motorcycle and Scooter India Pvt. Ltd. to enhance customer satisfaction and loyalty in semi-urban markets.

5. Research Methodology

- Research Design: Descriptive Research
- Sample Size: 85 respondents
- Sampling Technique: Convenience Sampling
- Data Collection Method: Structured Questionnaire (via Google Forms and Personal Interviews)
- Data Analysis Tools: Percentage analysis, Graphical interpretation

Respondents were the users from diverse demographic segments within urban, semi-urban, and rural areas of Jodhpur.

6. Hypothesis Formulation

Null Hypothesis (H₀):

There is no significant correlation between customer satisfaction and brand loyalty among Honda two-wheeler customers in Jodhpur.

Alternative Hypothesis (H₁):

There is a significant positive correlation between customer satisfaction and brand loyalty among Honda two-wheeler customers in Jodhpur.

Hypothesis testing was done using satisfaction level and repurchase intention survey responses.

✚ The following table summarizes the responses from 85 participants:

Table: Summary of Primary Data Collected (N = 84/85)

Q. No.	Survey Question	Options	Responses (Count & %)
1	What is your age group?	Below 20 years	12 (14.3%)
		21–30 years	40 (47.6%)
		31–40 years	30 (35.7%)
		Above 40 years	2 (2.4%)
2	What is your occupation?	Student	15 (17.6%)
		Self-employed (Private)	35 (41.2%)
		Self-employed (Govt.)	32 (37.6%)
		Others	3 (3.5%)
3	Where do you reside?	Urban	18 (21.4%)
		Rural	48 (57.1%)
		Semi-urban	18 (21.4%)

4	Satisfaction with overall performance of Honda two-wheeler	Very satisfied Satisfied Neutral Dissatisfied Very dissatisfied	13 (15.3%) 23 (27.1%) 33 (38.8%) 14 (16.5%) 2 (2.4%)
5	Rate the following aspects (most selected)	Mileage Engine performance Comfort Design & Style	12 (14.5%) 42 (50.6%) 24 (28.9%) 5 (6%)
6	Is pricing reasonable?	Very Reasonable Reasonable Neutral Somewhat unreasonable Very unreasonable	18 (21.2%) 30 (35.3%) 25 (29.4%) 9 (10.6%) 3 (3.5%)
7	How is the maintenance cost?	Very Low Low Average	24 (28.2%) 48 (56.5%) 13 (15.3%)
8	How is the service quality at Honda service centers? (most picked)	Timeliness Spare Parts Staff Behavior Overall Satisfaction	29 (34.5%) 33 (39.3%) 17 (20.2%) 5 (6%)
9	Faced spare part delays?	Frequently Occasionally No	24 (28.2%) 51 (60%) 10 (11.8%)
10	Why choose Honda? (multiple choice)	Brand Reputation Features Fuel Efficiency Affordable Maintenance Others	16 (18.8%) 22 (25.9%) 33 (38.8%) 9 (10.6%) 5 (5.9%)
11	Will you recommend Honda?	Very Likely Likely Neutral Unlikely Very Unlikely	16 (18.8%) 29 (34.1%) 26 (30.6%) 12 (14.1%) 2 (2.4%)
12	Overall satisfaction with Honda two-wheeler	Very satisfied Satisfied Neutral Dissatisfied Very dissatisfied	23 (27.1%) 23 (27.1%) 27 (31.8%) 8 (9.4%) 4 (4.7%)
13	Will you repurchase Honda in future?	Yes No Not Sure	30 (35.7%) 43 (51.2%) 11 (13.1%)

14	Should Honda improve its products/services?	Strongly Agree Agree Disagree Strongly Disagree	(data not specified – to be updated if available)
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7. Data Analysis and Interpretation

Demographic Profile:

- Age Group: 47.6% aged between 21–30 years, 35.7% aged between 31–40 years
- Occupation: 41.2% self-employed (private), 37.6% government servants
- Residence: 57.1% rural, 42.9% urban/semi-urban

Service and Product Evaluation:

- Overall Satisfaction: Neutral (38.8%), Satisfied (27.1%)
- Best Features: Engine Performance (50.6%), Comfort (28.9%)
- Pricing Perception: Reasonable (35.3%)
- Maintenance Cost: Low (56.5%)
- Service Issues: 60% experienced occasional spare part delays

Brand Loyalty Indicators:

Likelihood to Recommend: 64.7%

Repurchase Intention: 35.7%

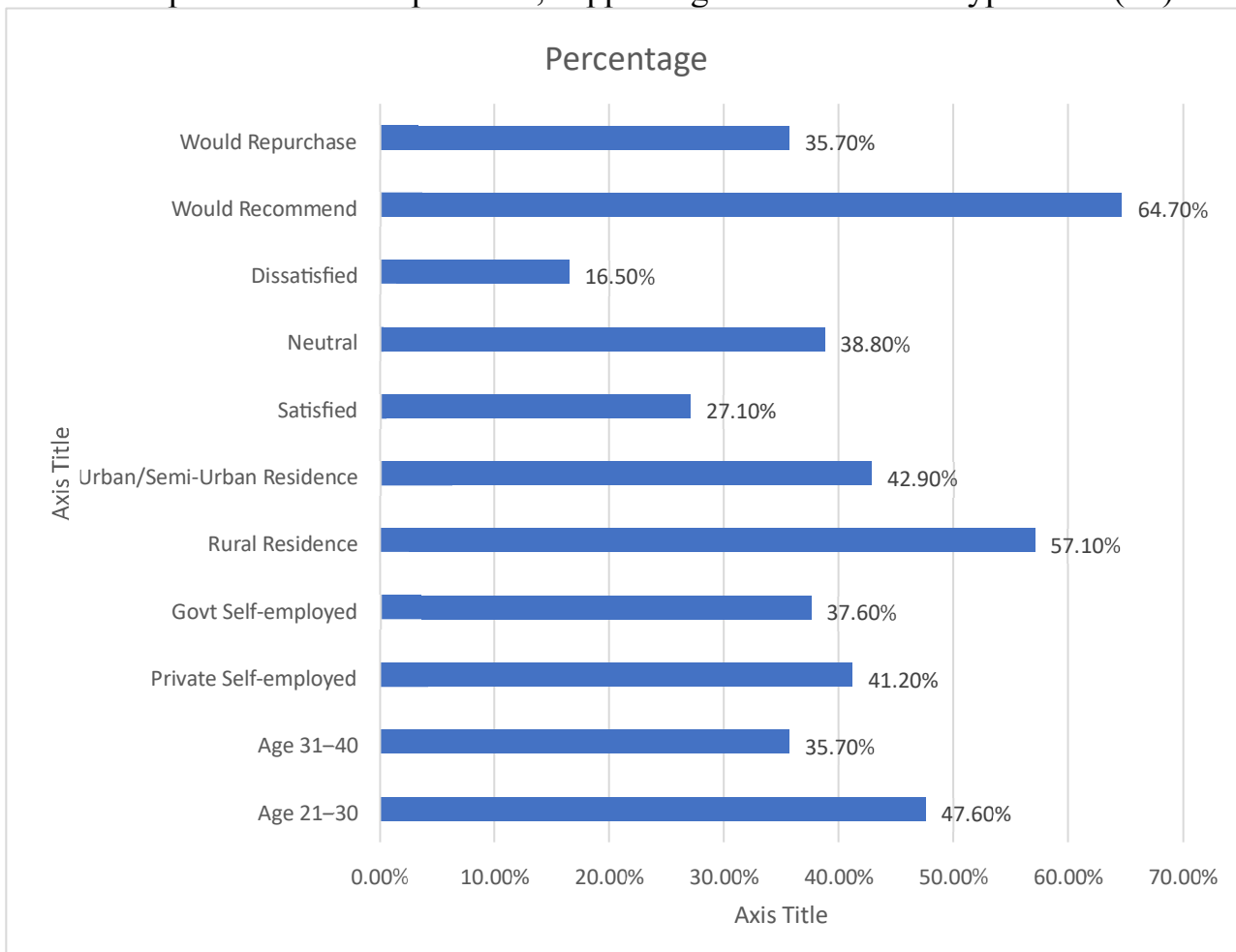
Table: Summary of Customer Responses

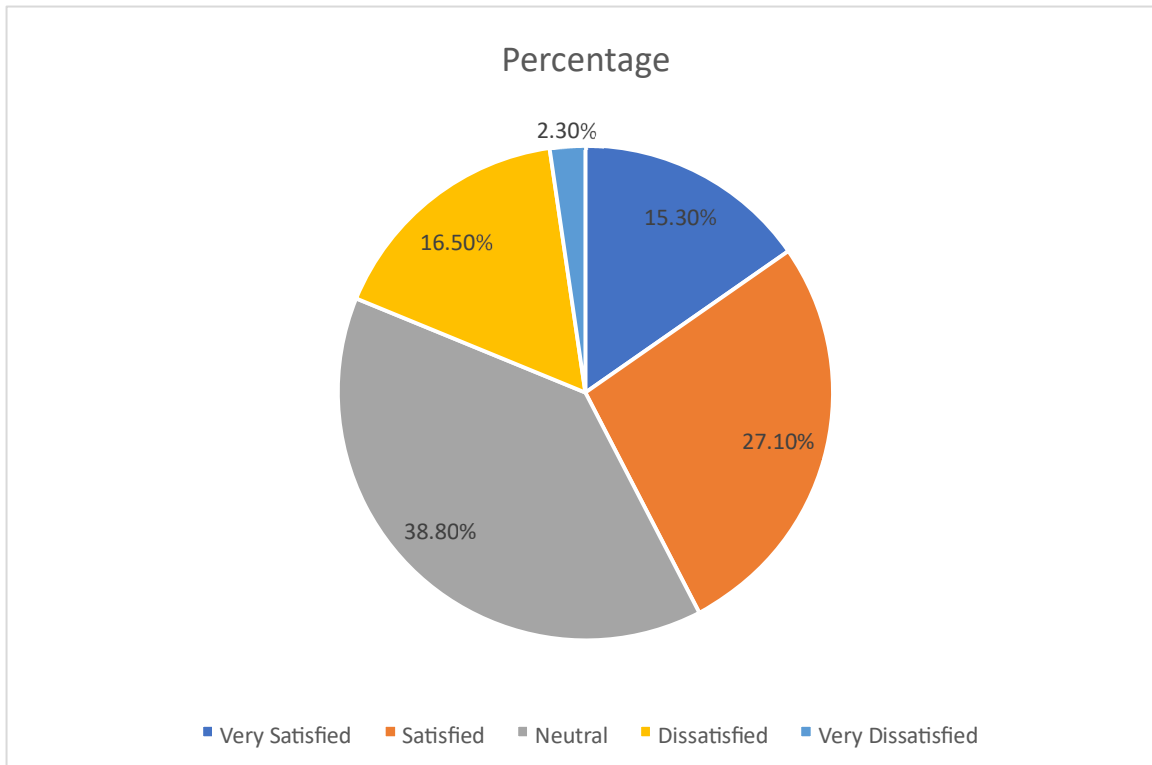
Aspect	Response Summary
Age Group	21–30 years (47.6%), 31–40 years (35.7%)
Occupation	Private Self-Employed (41.2%), Government (37.6%)
Residence	Rural (57.1%), Urban/Semi-Urban (42.9%)
Overall Satisfaction	Neutral (38.8%), Satisfied (27.1%)
Best Rated Feature	Engine Performance (50.6%)
Pricing Opinion	Reasonable (35.3%)
Maintenance Cost	Low (56.5%)

Service Quality Issues	60% faced occasional delays
Brand Recommendation Likelihood	64.7%
Repurchase Intention	35.7%

Hypothesis Testing:

Analysis shows that customers who said they were satisfied were far more likely to suggest and repurchase Honda products, supporting the Alternative Hypothesis (H₁).





8. Findings

- Honda's product quality (particularly engine performance) is very much valued.
- Operations in service centres and management of spare parts should improve.
- Prices and maintenance expenses have a positive impact on customer perception.
- Loyalty is still moderate with scope for improvement in repurchase

9. Conclusion

The research concludes that Honda has strong brand equity due to product quality. Yet, to maintain customer loyalty, there needs to be a development of improved after-sales service standards and more prompt availability of spare parts. Enhanced customer relationship management and value-added services can significantly raise repurchase intention and long-term loyalty among Jodhpur customers.

9. Recommendations

- Enhance after-sales support and parts availability
- Provide loyalty rewards and improved pricing transparency
- Train the service staff for prompt and professional assistance
- Emphasis on local marketing and customer engagement

10. Scope for Future Research

Subsequent research can be done in other districts of Rajasthan to compare findings or investigate perceptions of electric vehicles by HMSI.

11. References

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Annexure: Questionnaire

The planned questionnaire addressed:

Age Group

Occupation

Residence

Overall Satisfaction with Honda

Feature Ratings (Mileage, Engine, Comfort, Style)

Pricing Reasonableness

Maintenance Cost Feedback

Service Centre Experience

Spare Part Availability Problems

Chances of Recommending Brand

Repurchase Intention

Service and Product Improvement Suggestions