



DhruvdesH Honda

Date: 26.03.2018

TO WHOMSOEVER IT MAY CONCERN

Project certificate

This is to certify that **Mr. Bharath N, USN:1AY16MBA12**, student of Acharya Institute of Technology, Bangalore. Pursuing MBA, has successfully completed his project work on the topic "**A Study On Customer Satisfaction Towards Honda Dio Scooters.**" from **15th January 2018 to 24th march 2018** under our guidance.

We wish **Mr. Bharath N, ALL THE BEST** in his future endeavours.

for DHRUVDESH HONDA



General Manager



ACHARYA INSTITUTE OF TECHNOLOGY

(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)

Date: 18/05/2018

CERTIFICATE

This is to certify that **Mr. Bharath N** bearing USN **1AY16MBA12** is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on “**A Study on Customer Satisfaction Towards Honda Dio Scooters**” at **Dhruvdesh Honda, Yelahanka** is prepared by him under the guidance of **Prof. Archana Vijay** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD

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Signature of Principal
PRINCIPAL

ACHARYA INSTITUTE OF TECHNOLOGY
Soldevanahalli Bangalore-560 107

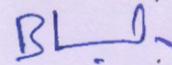
ACHARYA

DECLARATION

I, BHARATH N bearing USN 1AY16MBA12 hereby declared that the project report entitled "A Study On Consumer Satisfaction Towards Honda Dio Sctools" with reference to "Dhruvdesh Honda" prepared by me under the guidance of Prof. Archana Vijay, faculty of MBA Department, AIT and external assistance by Mr. Shashidhar. General Manager-Dhruvdesh Honda. I also declare that this project work is toward the partial fulfillment of the university Regulations for the degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for the period of ten weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: Bengaluru

Date: 28/05/2018



Signature of the Student

ACKNOWLEDGEMENT

Success in any activity is not achieved by an individual's own effort, but with the support of many known and unknown.

I, the undersigned, IV semester student of MBA, Acharya Institute of Technology, Bangalore is glad to express my deep sense of gratitude to all the persons connected with the successful completion of this project work. This report is obviously not the result of my work alone, many persons have directly and indirectly involved, without whom this work would not have been accomplished.

I am thankful to **Dr. S C PILLI** Principal, **Acharya Institute of Technology, Bangalore** for immense help for the preparation and improvement of this work.

I am thankful to **Dr. G Nijaguna** HOD, Department of MBA, **Acharya Institute of Technology, Bangalore** for immense help for the preparation and improvement of this work.

My sincere thanks to all the management staff and employees of **Bangalore Wheels, Bangalore** for giving the necessary information relevant to this study. I am grateful to **Mr. Shashidhar**, General manager, Dhruvesh Honda under whose guidelines this study was done.

I express my deep sense of gratitude to **Prof. Archana Vijay**, Faculty Member, Department of MBA, **Acharya Institute of Technology, Bangalore** for her guidance and continuous untiring support during the course of this project work.

Finally, I acknowledge with thanks to the co-operation and support extended to us by the respondents who helped in successful completion of this project work.

BHARATH N
(1AY16MBA12)

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EXECUTIVE SUMMARY

The project was conducted on “A study on customer satisfaction towards Honda Dio scooters” at Dhruvdesh Honda, Yelahanka. It encompasses detailed analysis on the factors affecting the customer satisfaction in the two wheeler market.

In Indian market automotive and automobile are booming industries, here customers are ever dynamic in nature they were not satisfied with the same product. They always wanted to upgrade their products to new and advanced ones so customer retention is a Hercules task to the company. So they gave more importance to the customer satisfaction. I had chosen Honda Dio scooter for my study, main objective of my study is to know the level of customer satisfaction towards the product. Major questions are formed on the basis of objectives of the study.

Dhruvdesh Honda helped me to know many marketing aspects to approach a customer, And to interact with a customer? Etc. I had lot of new experience at the time of my project.

Descriptive research was conducted in order to find out customer preference towards honda dio. A sample size of 100 customers of honda dio was selected to conduct a survey using a structured questionnaire, It was observed that Respondents are more influenced by brand image and fuel efficiency.

In order to enhance customer satisfaction it was suggested

- To come with different color of the scooters with new models.
- Honda Dio Company should take of resale value of scooter
- All spares, accessories should be available at the service stations on proper time.
- To improve the design for wheels for a better road with and safety driving.

As an intern in the organization I learned

- Working environment
- How to initiate the research
- How to take the sample
- How to do the fieldwork
- How to manage customers
- How to conduct the research

CHAPTER 1
INTRODUCTION

1.1 INTRODUCTION ABOUT THE PROJECT

My project report is on the topic “**A study on customer satisfaction towards Honda Dio scooters.**” I successfully completed my project in DhruvdesH Honda. In the very first day I felt nervous because that was my first working experience, but my external guide Mr. Shivnarayan who helped me to overcome from all the hesitation and fear, it helped me to learn some new skills. It was an unforgettable moment, I felt it was a healthy working environment, more over I learnt a lot from this project.

1.2 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 industry by producing more than 25 million vehicle 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.

1.3 COMPANY PROFILE



Company name	Honda Motor Co., Ltd.
Kind	Public Company
Merchandized as	TYO:7267 NYSE: HMC
Industry	Conglomerate
Founder	Soichiro Honda and Takeo Fujiyama
Owner	Japan Trustee Services Bank (7.88%) The Master Trust Bank of Japan (5.76%)
Founded	Hamamatsu, Japan (24 September 1948)
Head quarters	Minato, Tokyo, Japan
Total employees	209,400
Partitions	Honda Automobiles, Acura, Honda Motor Cycles
Area served	World Wide
Revenue	14.88 trillion

Honda Motor is public company which was founded by Socihiro Honda and Takeo Fujiyama in the year 1948 at Hamamatsu, Japan. Major shares are owned by two big public banks namely Japan Trustee Services Bank and The Master Trust Bank of Japan they own 8% and 6% of the total share capital.it served worldwide there are more than 2,00,000 employees work for Honda, its revenue crosses 14 trillion last year. Headquarters located in Minato, Tokyo and Japan.

1.4 PROMOTERS

Soichiro Honda

Takeo Fujiyama

1.4 VISION, MISSION STATEMENT

VISION

Pleasure our customer through advanced services as per customer prerequisite

Turn out to be the most advanced and adorable dealership in Bangalore

MISSION

Maintain morality and transparency to the customers

Satisfying the customers through quality services

Maintain harmony and peace in the company

Create and maintain a positive working environment

Promote and appraise employees

1.5 PRODUCT PROFILE

HONDA DIO 110



Figure 1.1 Honda Dio

FEATURES OF HONDA DIO 110

PRODUCT NAME	HONDA DIO 110
PRICE	54,453 RUPEES
FUEL EFFICIENCY	55 KMPL
PETROLEUM CAPACITY	6 LTRS
FUEL STANDBY	1 LTR
FUEL KIND	PETROL
GROUND CLEARANCE	145 MM
ENGINE TYPE	SINGLE CYLINDER AIR COOLED OHC
LENGTH	1732MM
ALTITUDE	1142MM
BREADTH	722MM

OTHER PRODUCTS

HONDANAVI



Figure 1.2 Honda Navi

Honda says that they want to create something fun and that's when the idea of Navi was born.

Name	Honda Navi
Price	43,433
Top Speed	81 Kmph
Displacement	109.19cc
Cylinders	1
Electric Start	Yes
Max Power	7.72 Bhp
Weight	101 Kg

HONDA ACTIVE 3G



Figure 1.3 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



Figure 1.4 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



Figure 1.5 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

1.6 AREAS OF OPERATION

AREAS:

World wide

INDUSTRY:

- Automobile industry.
- Automotive industry.
- Robotics.
- Fuels and gas
- Hybrid electrical.
- Solar cells.
- Air crafts.
- Power equipment's.

1.7 INFRASTRUCTURE

Buildings & Offices:

Headquarters located in- Bengaluru

Field offices- Bengaluru

Brach offices- Yelahanka, Devanahalli, Mekhri circle, Gokul, Nagavara, Jayamahhal, RT Nagar, Kogilu, and Malleshvaram.

1.8 COMPETITORS

The main competitors for Honda are listed below

- TVS
- Suzuki
- Mahindra
- Yamaha
- Hero
- Bajaj

1.9 SWOT ANALYSIS OF DHRUVDESH HONDA

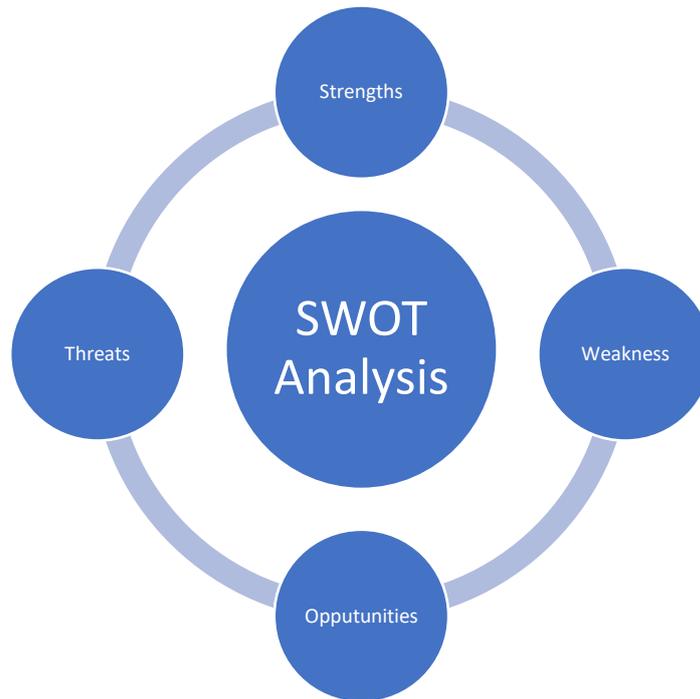


Figure 1.6 Showing SWOT Analysis

Strengths

- Leading Honda dealers in Bengaluru
- Providing high quality services
- Dynamic team
- Positive image in the city
- Specialized mechanics and employees

Weakness

- Lack of R&D programs
- Lack of aggressive selling
- lack of promotional activities

Opportunities

- Growing two wheelers market in the city
- Increasing customers standard of living
- Increasing brand value
- Growing global demand for environment friendly vehicles
- Positive outlook of motorcycle industry

Threats

- Increasing price of the vehicles
- Intensive competition
- Uncertainties in the business
- Lower profitability

1.10 FUTURE GROWTH PROSPECTUS

Dhruvdesh Honda is one of the leading Honda Dealer in Bengaluru. They providing quality services to the customers they will going to achieve higher success in the Motor industry. They will increase their Brand value in the upcoming days. The sales volume increasing every year this shows a positive growth of Dhruvdesh Honda.

1.10 FINANCIAL PERFORMANCE

Geographic Region	Total Revenue (In Millions Of \$)
Asia	1,283,155
North America	15,213,846
Japan	1,765,192
Europe	1,283,432
Others	905,165

CHAPTER-2
CONCEPTUAL BACKGROUND AND LITERATURE
REVIEW

2.1 THEORETICAL BACKGROUND OF THE STUDY

CUSTOMER SATISFACTION

Meaning

Customer satisfaction means happiness of a person who buys a product or service from a seller / company. If a person satisfied by his purchased product or services then we call it as a customer satisfaction. In this modern era there is an intense competition among the sellers and companies. There are many unique tactics and strategies are implementing by each and every company to retain their customers. And they trying their best to satisfy customers, by providing eye catching offers and promotions. Hence customer satisfaction is a Hercules task to the companies, there always hike for the customer satisfaction.

If a customer satisfied by the product and services provided by a company, he will again straight rebuy from the same company it will increase the brand value of that company and automatically increase in the sales volume. Providing quality products is not only enhance customer satisfaction together the company needs to provide all the required facilities to the customers before and after sales.

If the after sale service is good then the customer will satisfy and vice versa because a person buys a new scooter and he was satisfied with features, price of the scooter and performance of the product but he was not satisfied by the service provided by service center. It may leads to total dissatisfaction

Key factors to enhance customer satisfaction

- Resect the customers
- Make Two way communication
- Gentle response to customers
- Customer service policy
- Know the customers' expectations
- Keep your promises
- Never forget your customers
- Clear to your customers
- Unique product offering

“Respect your customers” it is an old saying, a seller should respect each and every single customer. He is because of the customers so they are the gods. We should respect every customer we should not divide our customer according to their purchase volume. We shouldn't neglect our small buyers. We have to make a two way communication in our business that means we have make way for the customer's response and advices because sometimes customers are more perfect than our thoughts, so company should take all the feedbacks in a positive manner so as to correct their faults and serve them even better. After receiving feedbacks from the customers the company should show a gentle response to those customers this will create a positive and a healthy bondage between customers and the company.

Before providing any services to the customers it's better to learn the expectations because if a company provide their services without knowing customer expectation it may leads to dissatisfaction because he is expecting at a high rate if u fails to meet those it definitely leads to dissatisfaction

Be clear to your customers about

- What you offer?
- How do you provide?
- Quality of offered service
- Duration of the offer
- How much going to charge?

A company should made clear about all these factors to its customers. And it has to keep all the promises made to the customers.



Figure 2.1 Figure showing “Clear to customers” policy of Honda

FACTORS INFLUENCING CUSTOMER SATISFACTION



Figure 2.2 showing factors influencing customer satisfaction

Price:

It is a monetary value of the product or service. Price of a product plays a dominant role in the success or failure of a company because in India FMCG products are the best example for price sensitiveness. If we made a small change in the price of our product it may leads to maximum change in the sales.

Brand image:

Brand image plays an important role in the sales because if the brand value is high we can put high price. The customers believed that branded products are always good compare to local products. And customers expect more from the branded products, if a person buys a china branded mobile his expectations were limited but he bought an apple handset his expectations were very high compare to previous purchase.

Product quality:

Customer will satisfy by the quality of product if it meets his expectations. The best example is Nike products v/s local products, we cannot even compare because Nike provides optimum quality products but we cannot expect the same quality from other local brands. If a customer buys a T shirt for 100 rupees his expectations were limited but he bought a T shirt for 1000 rupees his expectations were very high compare to previous purchase.

Service quality:

If the after sale service is good then the customer will satisfy and vice versa because a person buys a new scooter and he was satisfied with features, price of the scooter and performance of the product but he was not satisfied by the service provided by service center.

It may leads to total dissatisfaction. These are top four factors which influence in the customer satisfaction.

2.2 LITERATURE REVIEW

Paul S. Goldner (2006): -

In this study the author has studied the importance of customer satisfaction. Which is very important in gaining the customers. And he also stated that the customer relationship management is very important, there should be company should show some transparency actions to the customers.

Grigoroudis, E and Siskos, Y (2009): -

In this study the author has provided the meaning and definition of customer satisfaction. And meaning of customer who is a customer? What is he needed? What criteria's to analyses the perception and attitude of customers. It helps to conduct the survey according to the plan.

Vavra, T.G. (1997): -

The author has given the meaning and definition about loyal customer. A customer is a person who buys the goods and services of the same brand is known as loyal customer. A single loyal customer is important than the ten new customers so he tells about the need and importance of loyal customers.

Howard and Sheth (1969): -

In this study the author has analyzed the buying behavior of customer which will help to make selling strategies from the seller or company. Because in the modern world the customers' needs and attitudes are continuously changing, so customer satisfaction and buying behavior of the customer study is very essential now a days.

Oliver (1981): -

The author has examined the psychological factors influencing in satisfaction of the product and services. There are some psychological factors that help to enhance customer satisfaction, treating the customers when they visit the outlet, treating customers at the time of service and repaired. The company may send greetings & wishes to their customers in the time of special vacations like birthday etc.

Hunt (1977): -

In the study the author has analyzed the evaluation of taste and quality of the products that are sold to the customers. Because if the quality of the product meets the expectations of the customers then they will surely be satisfied but if the quality of the sold product failed to meet their expectations then they may be chances of disappointment.

Engel and Blackwell (1982): -

The author has described the factors influencing in buying process, for example friends, relatives, media, and advertisements. These kinds of factors influence the customer to buy the product. These are the strong forces which make potential buyer, in the time of buying durable goods the friends and media, relatives definitely play a dominant role.

Tse and Wilton (1988): -

In this study, we can notice the value of customer's satisfaction, they started evaluating the expected satisfaction up on perceived satisfaction. It is very important to the companies to know what customers saw. And what they get? All the companies trying to match them but it is not so easy to demonstrate.

Berry and Parasuraman (1981): -

in this study the author has analyzed that customers attitude and desire are dynamic, the customer are not fixed to single product or brand they always want to change from ordinary to superior so the company must update its product and services according to the time and situations. As the market booms.

Justin Gabriel (1996): -

In this study, we can notice that how to increase the level of customer satisfaction. In this study the author has analyzed the buying behavior of customer which will helps to make selling strategies from the seller or company. Because in the modern world the customers' needs and attitudes are continuously changes, so customer satisfaction and buying behavior of the customer study is very essential now a days.

Stuart Markka's (1994): -

In this study the author has analyzed the degree of customer expectations toward a particular brand. Hence the customer expectations differ from one brand to another. So, we have to sort out our customer expectations. For example customer expects more from the popular branded products but they expects little from the local brands.

Westbrook and Reilly (1983): -

The author examined the post purchase attitude of customers. in the time of purchase customers attitude is positive but after the purchase the attitude may be turn in to a negative. And then it leads to dissatisfaction.

Holloway, Andy (1999): -

In this study the author had explained the advertising and promotional skills to the sellers to gain the new customers to improve the sales volume. If sales volume increases automatically profit will also booms up. Now a days without advertising our product we cannot sell a single piece, that's the power or advertisement.

Ying liu (2003): -

In this study the author has analyzed that customer satisfaction survey should be proper and well planned, without proper objectives and goals we can't find out the related information which are needed to the company. Related population and active sample is very important in the satisfaction surveys. By these we can find out the accurate solution to the problems.

Ward, Andrew (2000): -

In this study the author studied about the loyal customers. Loyal customers are those who purchase a same brand products in their shopping. They never bothered about the price because they knew that the quality will be maintained according to the price. A loyal customer is more important than 10 new customers to the company.

Schiff man and Kanuk (2004): -

In this study the author analyzed that there is a relationship between brand structure and customer gratification. I agreed because if the rate of customer satisfaction increases, the brand value increases and if the rate of customer satisfaction decreases then automatically brand value will decrease.

Woodruff and Gradian (1996): -

In this study the author revealed that the impression of the customers towards company helps in a positive manner to enhance the customer satisfaction. Treating of customers should be same as in pre-sale and post-sale of product and services.

According to Hung (1977): -

In this study the author analyzed that, the company should take all the customers feedbacks in a positive manner so as to correct their faults and serve them even better. After receiving feedbacks from the customers the company should show a gentle response to those customers this will create a positive and a healthy bond between customers and the company.

Oliver (1973): -

According to the author Satisfaction is the customer's fulfillment comeback. Before providing any services to the customers it's better to learn the expectations because if a company provide their services without knowing customer expectation it may leads to dissatisfaction because he is expecting at a high rate if u fails to meet those it definitely leads to dissatisfaction.

Tse and Wilton (1988): -

In the study the author highlighted the customer's needs and wants, if a customer is purchasing expensive product or service his expectations are too high his expectations are according to the price and brand value of the product.

Unlike Switzes (1980): -

The author argued that every business organization is to meet the customer's expectations. If a customer satisfied by the product and services provided by a company, he will again straight rebuy from the same company and then it will increase the brand value of that company, automatically there is an increase in the sales volume. Providing quality products is not only increase customer satisfaction, together the company should provide all the required facilities to the customers before and after sales.

Anton (1996): -

In this study the author elaborated the skills and tactics to handle the critical situations in the company. We can learn how to handle the situation? How to handle customers? Etc. after learning these tactics we can easily negotiate with our customers.

Uwe Gross (1977): -

In this study the author explained customer's fulfillment strategies and techniques, first company has to identify the customer expectations and delivered the product and services according to meet their expectations it will increase the amount of satisfaction.

Robert G. Cooper (1995): -

In this study the author revealed about proper customer research and its benefits. Increase or decrease of accompany sales is largely depend up on the quality of research. We must know how, where, when and what to research in the company.

Williams (1992): -

In this study, we can notice about in-depth mode of customer satisfaction, it is a strong word if a customer satisfy with the product he purchased is called as customer satisfaction. If he feels great about the usage of the product purchased. He will feel worth of money he paid.

CHAPTER 3
RESEARCH DESIGN

3.1 STATEMENT OF THE PROBLEM

The study is on customer satisfaction towards Honda Dio scooters. The topic selected detailly outlines the various factors and the relationship which has direct influence on customer satisfaction on Honda Dio.

3.2 NEED FOR THE STUDY

The growth and success of the organization depends on the level marketing strategy. So, it is essential to make the customers satisfied by providing quality customer service. In this modern world we can notice the intense competition in all the industries from pin to plane. Customers taste, preferences are very dynamic they can change at any time, they always in search of advanced and updated products and services. It has been a Hercules task to retain the customers. So an effective customer satisfaction data is necessary.

In India, the market for Honda Dio is almost well established. So, maintaining the present company domination and brand value is very important hence it needs a proper and effective data regarding present customer satisfaction.

3.3 OBJECTIVES OF THE STUDY

The study has been under taken to analyze the Customer satisfaction towards Honda Dio scooter with a special focus to the Yelahanka.

- To identify Customer Satisfaction towards the Honda Dio
- To analyze the present customer attitudes towards Honda Dio
- To provide suggestions, opinions to the company to improve its sale and profitability
- To figure out the factors influencing in buying Honda Dio

3.4 SCOPE OF THE STUDY

The study tries to identify and accumulates the needs, feedback and suggestions from the customers of Honda Dio Scooters which would help the company in framing suitable strategies to improve its sales and profit by retaining present customers. It helps to retain the present customers by updating the company services those are convenient to the customers. The study will help to generate the loyal customers, the study identifies the level of customer satisfaction their attitude and feedbacks to the company. By this study the company can correct its loop

holes by eliminating the various factors which cause dissatisfaction. It helps to face competition by providing quality services to the customers.

3.5 RESEARCH METHODOLOGY

3.5.1 RESEARCH DESIGN

Descriptive study as the characteristics of respondents were studied pertaining to two wheelers market.

3.5.2 SOURCE OF DATA

1) Primary data

Primary data is a firsthand information collected for the first time at the time of research process. Primary data have been collected by personal interview method and telephonic interview with the help of questionnaire.

2) Secondary data

Secondary data is a second hand information which was already collected by someone. It is opposite to the primary data, secondary data are readily available information's which are needed for the particular study or research. In this particular study secondary data have been collected through various sources.

Secondary data for the present research collected the major sources of secondary data are given below.

- Various websites
- Newspaper & Articles
- Showroom sales data
- Different marketing journals

Primary data have been gathered for the determination of the study employing all the above methods. Secondary data has been gathered from various published sources, the same has been given in detail in bibliography.

3.5.3 SAMPLING DESIGN

Research is designed for two sampling plans. It consists of three divisions'. Sampling unit, sampling size and sampling procedure.

SAMPLING PROCEDURE

We cannot take the whole population in Yelahanka for the study so it was taken only 100 customers in that total population who use Honda Dio scooter, for time and money consent.

- The total number of Honda Dio users is called as population
- The process of selecting sample from the population is known as sampling.
- The cluster of respondents taken for the study from the total population is sample.
- Sales ledger of Dhruvdesh Honda is taken as a sampling frame

For the present study purpose, simple random sampling has been selected. Simple random sample is used because every elementary unit has got equal chance to be included in the sample.

SAMPLE UNITS

In this particular survey one respondent is considered as one unit.

SAMPLING TECHNIQUE

For the present study convenience sampling has been taken as the sampling technique. That means the sample is taken according to the study requirement and researcher convenience, the sample taken neither by probability nor by finding.

SAMPLE SIZE

The sample size is of 100 respondents consisting of Customers in Yelahanka.

3.6 HYPOTHESIS

H0: The association between Overall Performance and Satisfaction are insignificant

Ha: The association between Overall Performance and Satisfaction are significant

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	Point Probabil ity
Pearson Chi-Square	2.184E2 ^a	16	.000	.000		
Likelihood Ratio	89.352	16	.000	.000		
Fisher's Exact Test	81.686			.000		
Linear-by-Linear Association	59.109 ^b	1	.000	.000	.000	.000
N of Valid Cases	100					

a. 17 cells (68.0%) have expected count less than 5. The minimum expected count is .04.

b. The standardized statistic is 7.688.

Interpretation:

The above Chi-Square table shows that, the satisfaction and overall performance are related with significance value 0.00 which is less than 0.001. The customers are satisfied with overall performance of Honda Dio. The association is positive and highly significant, so the alternative hypothesis can be accepted.

3.7 LIMITATIONS OF THE STUDYS

The major difficulties are:

- Lack of professionalism: it is one of the major drawback to the particular study. Because professionals can do much better than us.
- Lack of skills: due to the lack of some research skills like communication the efficiency of the report may decreased.
- Shortage of time and some related resources indirectly affect the survey process.
- The area of operation was only limited to Yelahanka so it applicable only to that area.
- Some respondents shows mere response to share information's
- Some respondents just randomly fill the questionnaire without reading it.

CHAPTER 4

DATA ANALYSIS AND INTERPRITATION

SUMMARY

Analysis of data means reviewing the original material to discover the essential facts. The data are studied from as many viewpoints as possible to discover the research data has been collected and data analysis has been made the researcher can proceed of interpretation is essentially one, stating what the result show. The research data becomes meaningful only being analyzed and interpreted.

Results and findings are also called as Analysis and Interpretation. This part of the report contains an allotment of tables, charts, graphs, and narrative of the results of the survey. The analysis identifies the various factors that play a key role in determining why the respondents go for a particular product on brand. The analysis has also been made with reference to factory affecting buying decisions the multinational factor to go for a particular brand. For some of the tables. Graphs are used to interpret the findings in a better manner. The object of survey was to know the customer satisfaction towards Honda Dio. Customer analysis consumption factor or purchasing pattern and other related aspects. The occupation, income of the respondents is also recorded in order to know the correlation between these features.

Table 4.1 Table showing Gender of the respondents

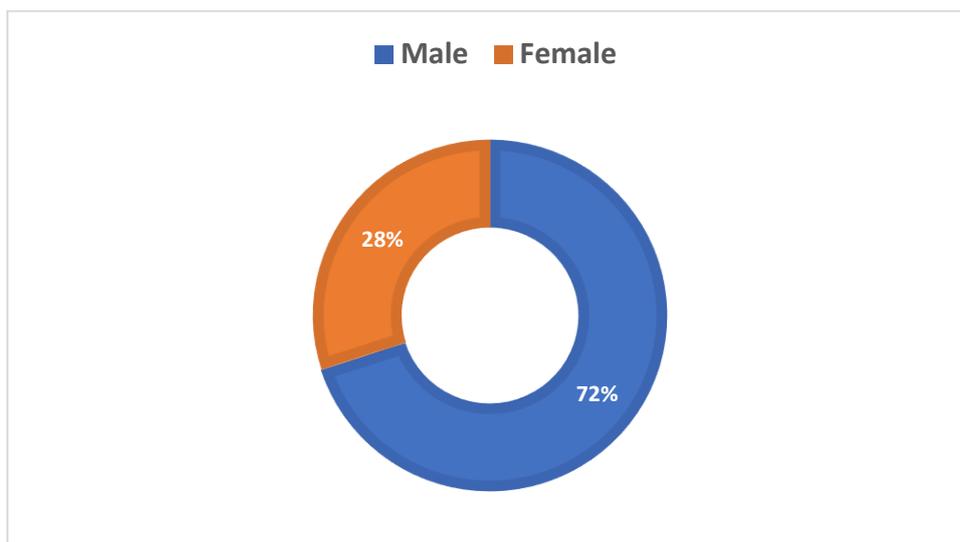
Gender	No of respondents	Percentage
Male	72	72%
Female	28	28%
Total	100	100%

Source: Data collected through questionnaire

Analysis:

From The above Table we can easily analyze that out of 100 respondents, 72% of the Respondents are Male and outstanding 28% respondents are Female.

Chart No: 4.1 Showing gender of respondents



Source: Table 4.1

Interpretation:

In this survey, majority of the respondents are male because they preferred more compare to women's.

Table 4.2 Table shows on the basis of Respondent's Age Group

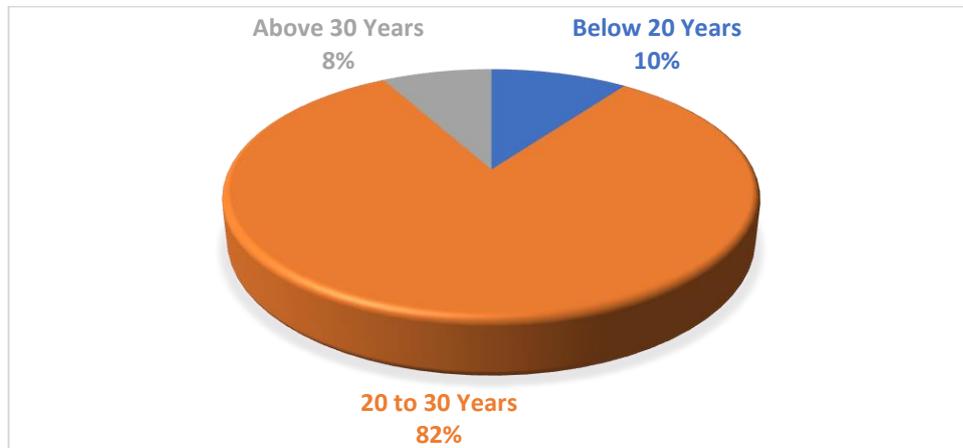
Age group	No of Respondents	Percentage
Below 20 Years	10	10%
20 to 30 Years	82	82%
Above 30 Years	8	8%
Total	100	100%

Source: Data collected through questionnaire

Analysis:

Since it is clearly understanding that the about 10% of the total Respondents are in the age group of Below 20 years, 82% of the total Respondents are in the age group of 20 to 30 years, and remaining 8% of the respondents are comes under the age group of above 30 years.

Chart No: 4.2 Showing Respondent's Age Group



Source: Table 4.2

Interpretation:

In this survey youths are more fascinating towards this scooter.

Table 4.3 Table shows on the basis of Respondent's Marital Status

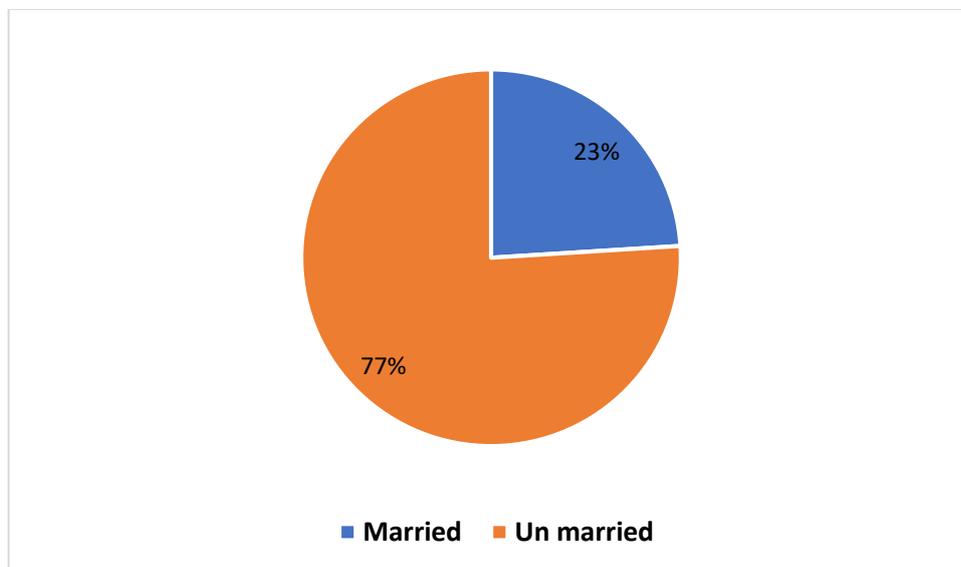
Marital Status	No of Respondents	Percentage
Married	23	23%
Un married	77	77%
Total	100	100%

Source: Data collected through questionnaire

Analysis:

From the above table, it shows that the 77 respondents are unmarried and 23 respondents are married.

Chart No: 4.3 Showing Respondent's Marital Status



Source: Table 4.3

Interpretation:

In this survey, it understood that the majority of the respondents are unmarried.

Table 4.4 Table shows on the basis of Respondent's Educational Qualification

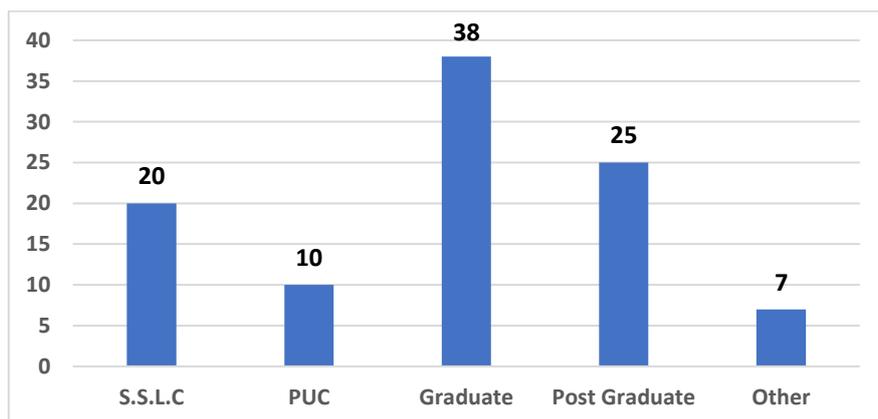
Educational Qualifications	No of Respondents	Percentage
S.S.L.C	20	20%
PUC	10	10%
Graduate	38	38%
Post Graduate	25	25%
Other	7	7%
Total	100	100%

Source: Data collected through questionnaire

Analysis:

Out of the 100 respondents, 20% of the respondents belong to SSLC, 10% belongs to PUC, 38 % Belongs to Graduates, 25% Belongs to Post graduate and also 7% belongs to others

Chart No: 4.4 Showing Respondent's Educational Qualification



Source: Table 4.4

Interpretation:

In this survey, PG and UG qualified respondents are using Dio scooters compare to others. The main reason is they always go for the smart buy instead of blind purchase.

Table 4.5 Table shows the Livelihood of respondents is presented

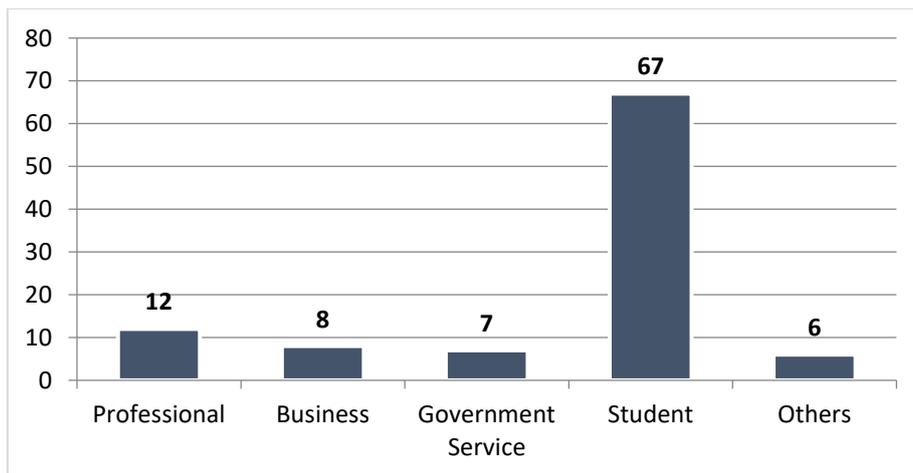
Occupation	No of Respondents	Percentage
Professional	12	12%
Business	8	8%
Government Service	7	7%
Student	67	67%
Others	6	6%
Total	100	100%

Source: Data collected through questionnaire

Analysis:

Out of 100 Respondents, 12% Respondent having the occupation like professional, 8% Respondent having the occupation like business, 7% Respondent having the occupation likes Government service, 67% respondents having occupation like students only 6% respondents having the occupation like others.

Chart No: 4.5 Showing the Livelihood of respondents is presented



Source: Table 4.5

Interpretation: Because of the Dio pick up and stunning look most of the college students prefer Honda Dio

Table 4.6 Table shows on the basis of Respondent's Monthly Income

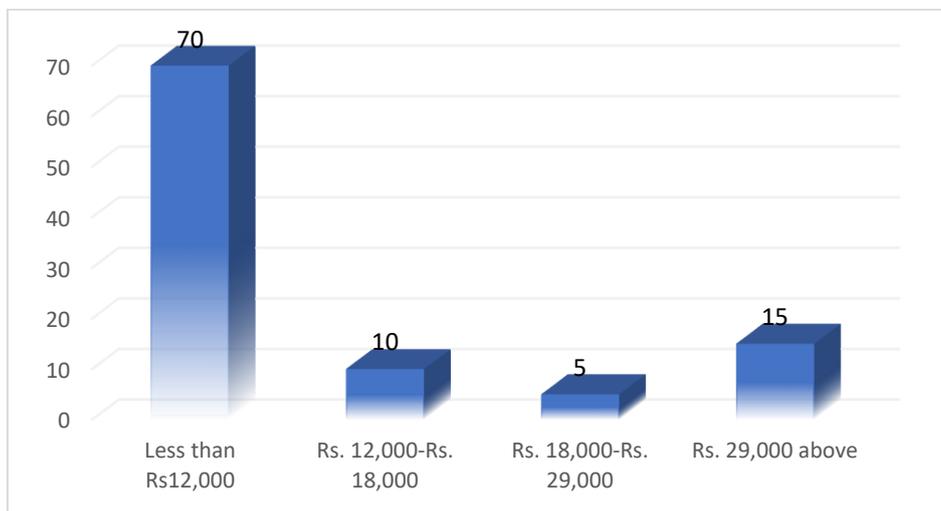
Monthly Income in(INR)	No of Respondents	Percentage
Less than Rs12,000	70	70%
Rs. 12,000-Rs. 18,000	10	10%
Rs. 18,000-Rs. 29,000	5	5%
Rs. 29,000 above	15	15%
Total	100	100%

Source: Data collected through questionnaire

Analysis:

As per the above analysis it's understood that, 70% Respondents belongs to income group less Rs. 12,000 per month, 10% Belongs to Rs 12,000 -18,000 per month, 5 % belongs to Rs. 18,000 to 29,000 per month. & 15% Belongs to 29,000 & above.

Chart No: 4.6 Showing Respondent's Monthly Income



Source: Table 4.6

Interpretation:

In this survey the respondents below 12,000 income are using the scooter because majority of them are students.

Table 4.7 Table shows on the basis of Respondent’s Awareness about Honda Dio

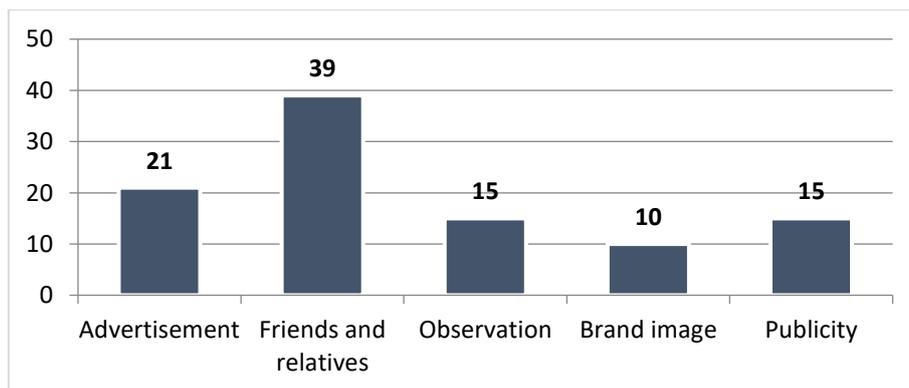
Particulars	No of Respondents	Percentage
Advertisement	21	21%
Friends and relatives	39	39%
Observation	15	15%
Brand image	10	10%
Publicity	15	15%
Total	100	100%

Source: Data collected through questionnaire

Analysis:

Out of the 100 respondents 21% of the respondents are known by advertisements, 39% are aware by friends and relatives, 15% of the customer observation, 10% by brand image and 15% are by publicity.

Chart No: 4.7 Showing Respondent’s Awareness about Honda Dio



Source: Table 4.7

Interpretation:

In this survey, we can notice that the intensity of reference by friends and relatives, To sell something we need some effective advertise actions but reference, recommendations can do much more than that.

Table 4.8 Table shows that how respondents are known about Honda Dio

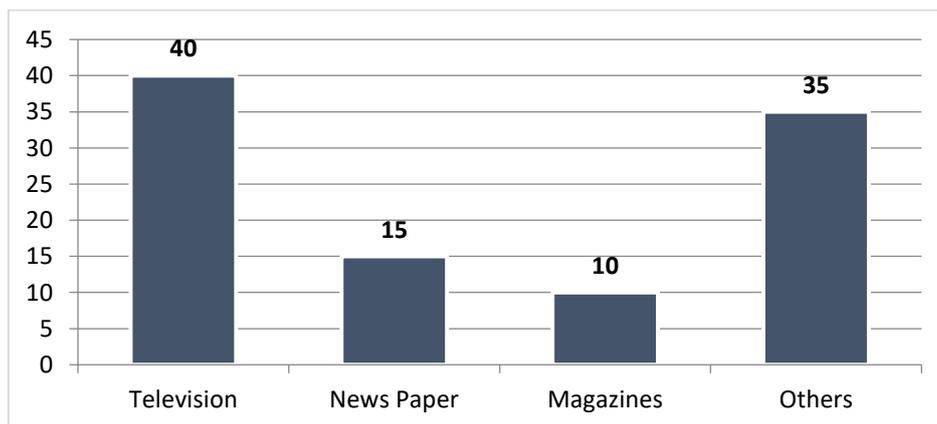
Particulars	No of Respondents	Percentage
Television	40	40%
News Paper	15	15%
Magazines	10	10%
Others	35	35%
Total	100	100%

Source: Data collected through questionnaire

Analysis:

Out of the 100 respondents, 40 respondents are finding the Honda Dio through Television, 15 of the respondents are finding the Honda Dio through Newspapers, 10 respondents are finding the Honda Dio through Magazines and the remaining 35 respondents are finding the Honda Dio through other Medias.

Chart No: 4.8 Showing how respondents are known about Honda Dio



Source: Table 4.8

Interpretation:

In this survey we can analyze that the Tele media is powerful and it can reach maximum people. And we can easily present our products and services to the people.

Table 4.9 Table shows that from how many years' respondents are using Honda Dio

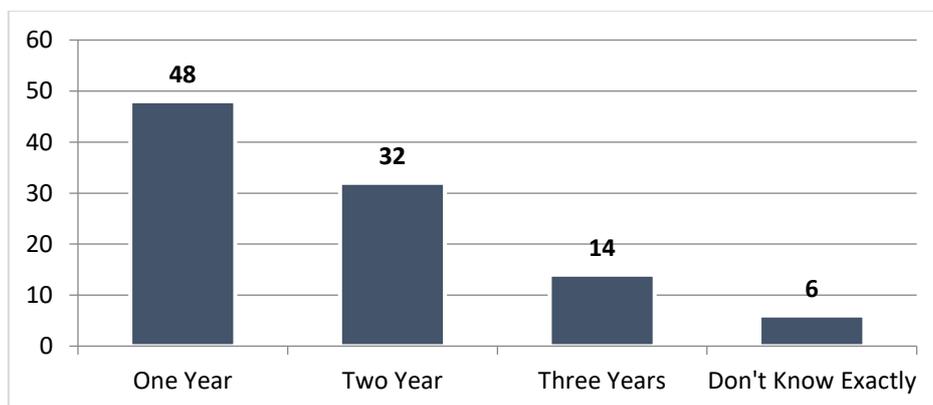
Particulars	No of Respondents	Percentage
One Year	48	48%
Two Year	32	32%
Three Years	14	14%
Don't Know Exactly	6	6%
Total	100	100%

Source: Data collected through questionnaire

Analysis:

Form the above observation it reveals that the 48% of the respondents are using this Honda Dio from past one year, 32% and 14% of the respondents are using this Honda Dio from past two year and three years respectively and the remaining 6 % of the respondents are don't know exactly about the year.

Chart No: 4.9 Showing from how many years' respondents are using Honda Dio



Source: Table 4.9

Interpretation:

In this survey majority of the respondents are using their scooter from past one year and two years.

Table 4.10 Table shows that the Influence factors to buy the Honda Dio

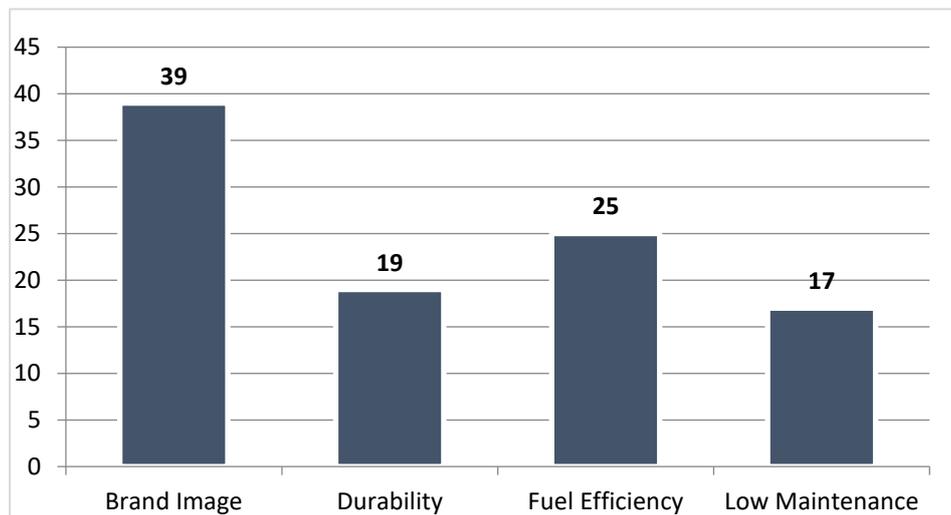
Particulars	No of Respondents	Percentage
Brand Image	39	39%
Durability	19	19%
Fuel Efficiency	25	25%
Low Maintenance	17	17%
Total	100	100%

Source: Data collected through questionnaire

Analysis:

Out of the 100 respondents, 39 % of the respondents are influence by brand image to buy the Honda Dio, 19% of the respondents are influenced by its durability, 25% of the respondents are motivated by its Fuel efficiency and the remaining 17% of the respondents are influenced by its low maintenance

Chart No: 4.10 Showing that the Influencing factors to buy the Honda Dio



Source: Table 4.10

Interpretation: In this survey brand image plays a dominant role in the purchase process. Secondly fuel efficiency and durability.

Table 4.11 Table shows that the customers source of finance to buy the Honda Dio

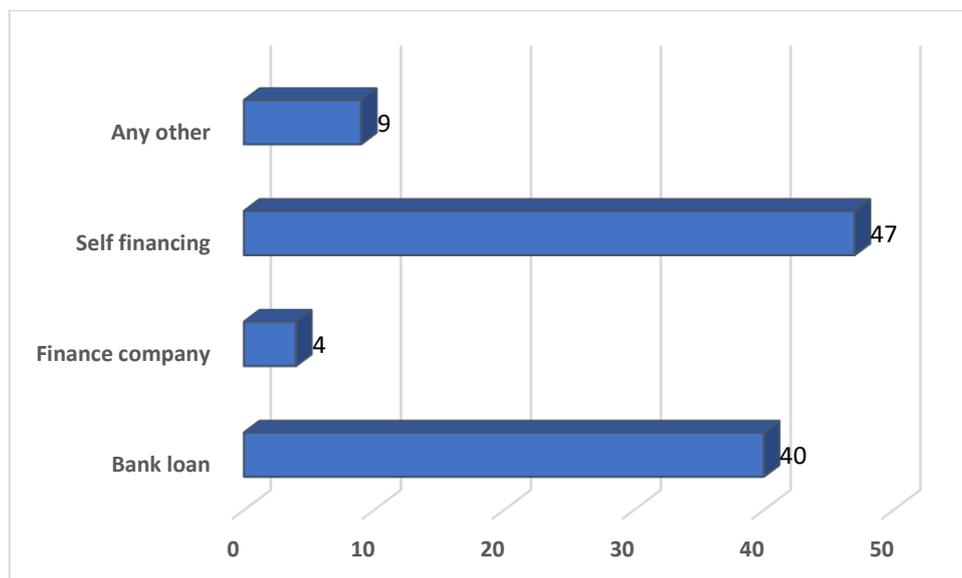
Particulars	No of Respondents	Percentage
Bank loan	40	40%
Finance company	4	4%
Self-financing	47	47%
Any other	9	9%
Total	100	100%

Source: Data collected through questionnaire

Analysis:

Out of 100 respondents 47 respondents go for self-financing and 40 respondents choose loan to purchase Honda Dio.

Chart No: 4.11 Showing customers source of finance to buy the Honda Dio



Source: Table 4.11

Interpretation:

Most of the respondents purchase their Dio by self financing because of their convenience and other internal and external factors.

Table 4.12 Table shows that Respondents opinion about the Prices of Honda Dio

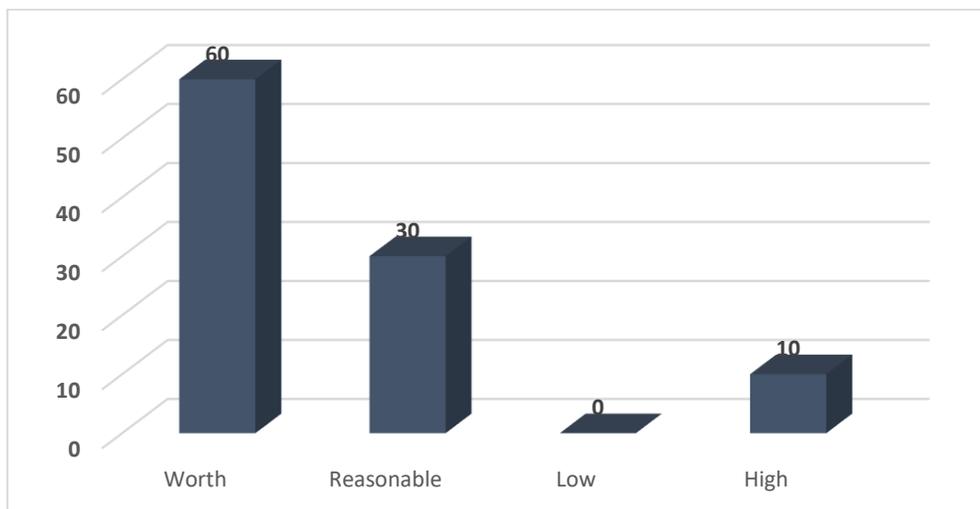
Particulars	No of Respondents	Percentage
Worth	60	60%
Reasonable	30	30%
Low	0	0%
High	10	10%
Total	100	100%

Source: Data collected through questionnaire

Analysis:

Out of the 100 respondents, 60 of the respondents are opinioned that the price is Worth, 30 respondents are opinioned that they are reasonable, none of them are opinioned it is low and the remaining 10 respondents are opinioned that the price is too high.

Chart No: 4.12 Showing Respondent's opinion about the Prices of Honda Dio



Source: Table 4.12

Interpretation:

Price is the key factor for the success or failure of a product because customer compare product according to its price.

Table 4.13 Table Shows that Respondents purpose of using Honda Dio

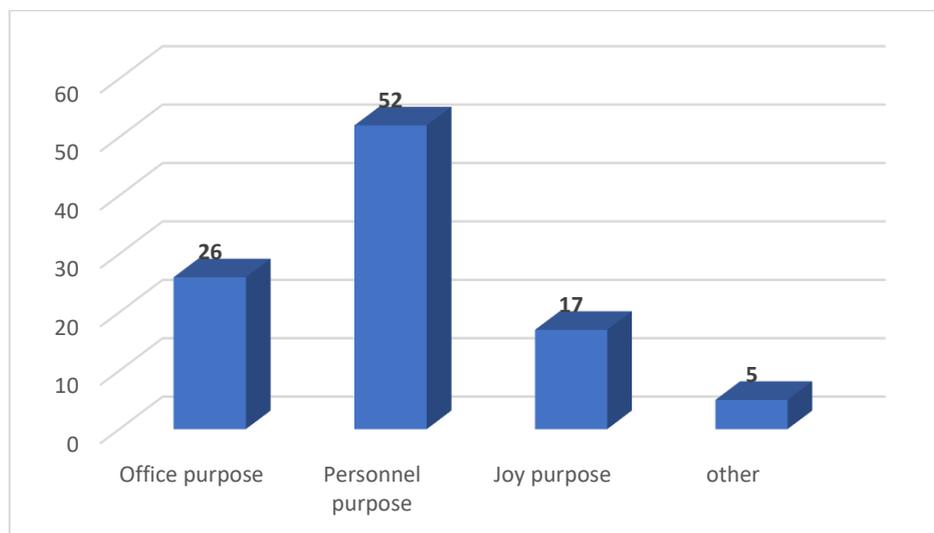
Particulars	No of Respondents	Percentage
Office purpose	26	26%
Personnel purpose	52	52%
Joy purpose	17	17%
other	5	5%
Total	100	100%

Source: Data collected through questionnaire

Analysis:

Out of 100 respondents 52 respondents are using their Dio for their personnel use, 26, 17 and 5 of them are using their Honda Dio for office, joy purpose and other purposes respectively

Chart No: 4.13 Showing Respondent's purpose of using Honda Dio



Source: Table 4.13

Interpretation:

In this survey majority of the respondents are using their Dio for their personnel use.

Table 4.14 Table Shows that Respondents opinion about the features of Honda Dio

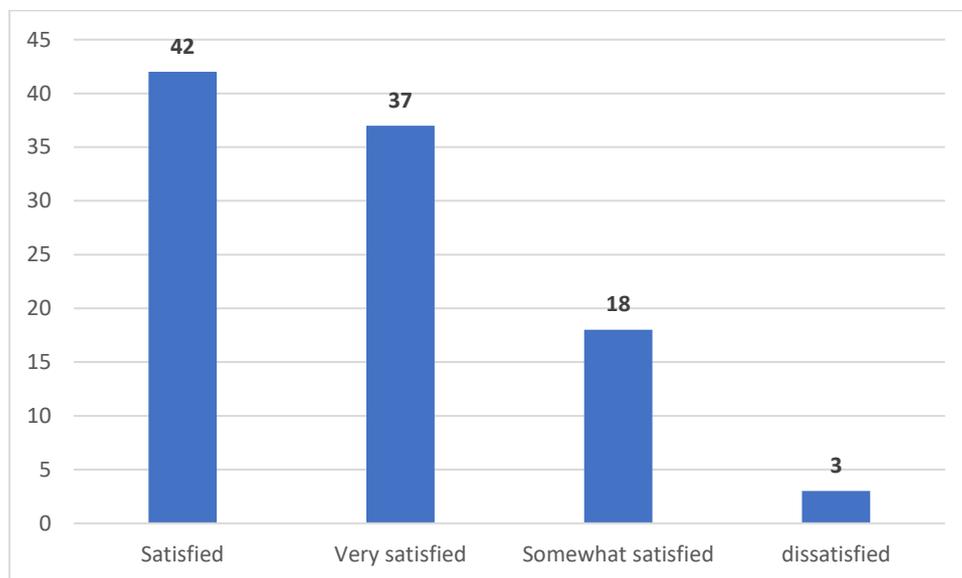
Particulars	No of Respondents	Percentage
Satisfied	42	42%
Very satisfied	37	37%
Somewhat satisfied	18	18%
Dissatisfied	3	3%
Total	100	100%

Source: Data collected through questionnaire

Analysis:

Out of the 100-respondent’s majority of the respondents are satisfied with present features of Honda Dio. And 18 respondents are somewhat satisfied.

Chart No: 4.14 Showing Respondent’s opinion about the features of Honda Dio



Source: Table 4.14

Interpretation:

In this study, we can notice that the advance features play a vital role in the sale of new ly launched product

Table 4.15 Table shows the Opinion about the Honda Dio Vehicles Pick up.

Particulars	No of Respondents	Percentage
Excellent	44	44%
Good	29	29%
Satisfactory	23	23%
Worst	4	4%
Total	100	100%

Source: Data collected through questionnaire

Analysis:

Out of 100 respondents 44 respondents rated as excellent, 29 rated as good, 23 rated as satisfactory but 4 of them rated as worst pick up.

Chart No: 4.15 Showing Opinion about the Honda Dio Vehicles Pick up.



Source: Table 4.15

Interpretation:

In this survey mainstream of the respondents were pleased by the scooter pick up. And pick up of the vehicle is very important factor.

Table 4.16 Table shows that the road grip of Honda Dio

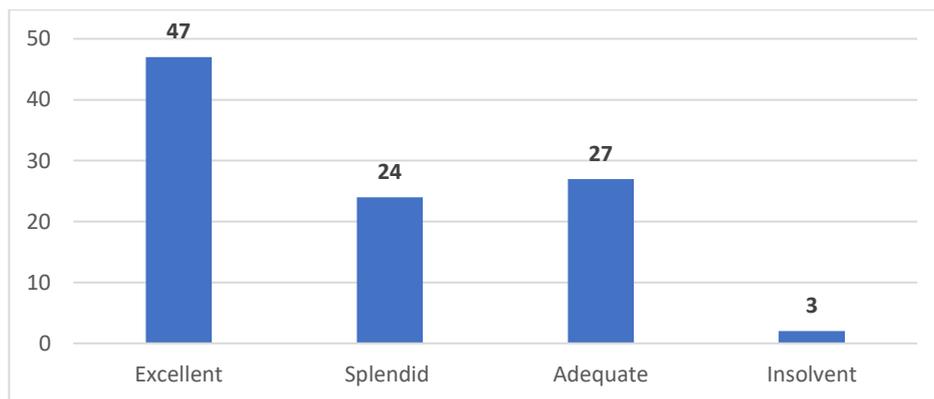
Particulars	No of Respondents	Percentage
Excellent	47	47%
Splendid	23	23%
Adequate	27	27%
Insolvent	3	3%
Total	100	100%

Source: Data collected through questionnaire

Analysis:

Out of the 100 respondents, 47 % of the respondents are opinioned that the road grip of the Honda Dio is excellent, 23 % of the respondents are opinioned that the road grip of the Honda Dio is splendid, 27% of the respondents are opinioned that the road grip of the Honda Dio is adequate and the remaining 2 % of the respondents are opinioned that the road grip of the Honda Dio is insolvent.

Chart No: 4.16 Showing Respondent's opinion about road grip of Honda Dio



Source: Table4.16

Interpretation:

In this survey meajority of the respondents were rated Honda Dios road grip as excellent.

Table 4.17 Table shows opinion about the appearance of Honda Dio

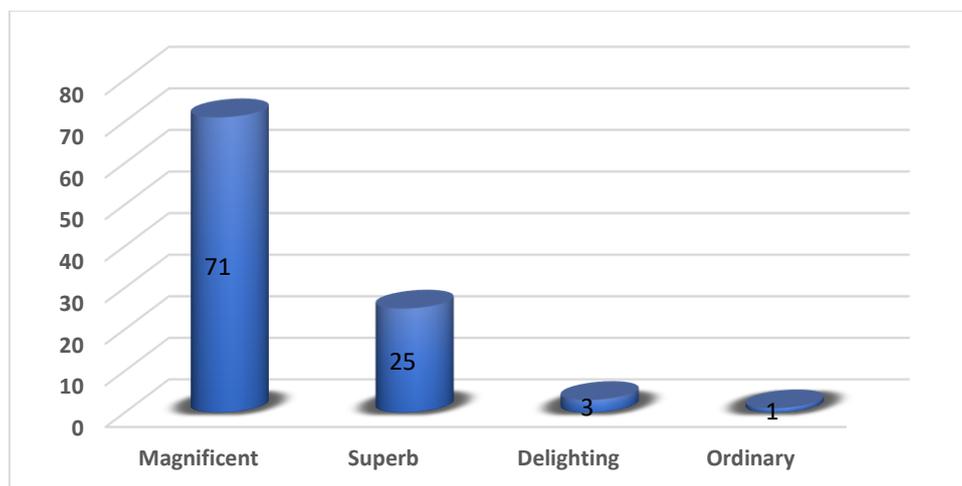
Particulars	No of Respondents	Percentage
Magnificent	71	71%
Superb	25	25%
Delighting	3	3%
Ordinary	1	1%
Total	100	100%

Source: Data collected through questionnaire

Analysis:

Out of the 100 respondents, 71 % of the respondent’s opinion about appearance of Honda Dio is Magnificent. 25% of the respondent’s opinion about appearance of Honda Dio is superb and the remaining 13% and only 1% of the respondent’s opinion about appearance of Honda Dio is delighting and ordinary respectively

Chart No: 4.17 Showing Respondent’s opinion about appearance of Honda Dio



Source: Table 4.17

Interpretation:

In this study the majority of the respondents gone crazy on the appearance of the Honda Dio. Because it literally got killing design.

Table 4.18 Table shows opinion about riding comfort of Honda Dio

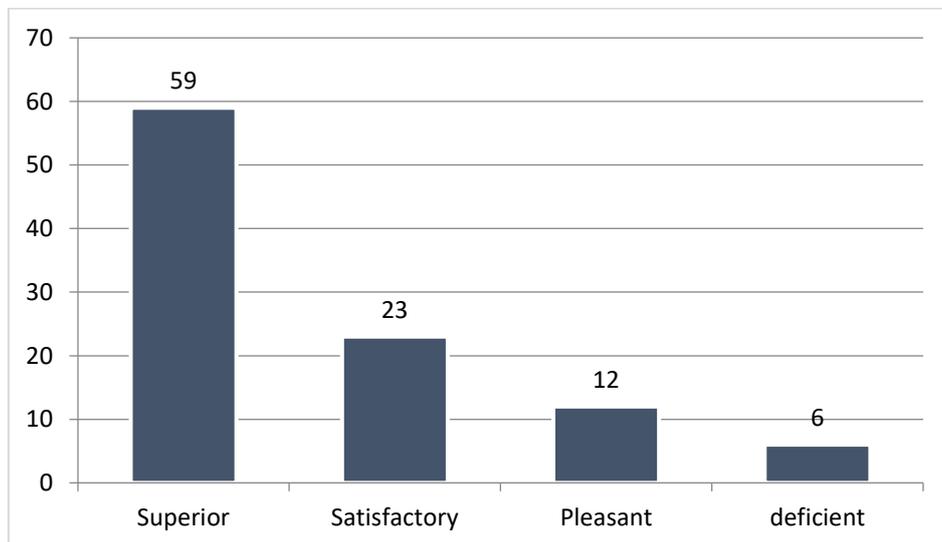
Particulars	No of Respondents	Percentage
Superior	59	59%
Satisfactory	23	23%
Pleasant	12	12%
deficient	6	6%
Total	100	100%

Source: Data collected through questionnaire

Analysis:

Out of 100 respondents 59 respondents rated riding comfort as superior, 23 of them rated as satisfactory, 12 respondents rated as pleasant and remaining 6 of them rated as deficient.

Chart No: 4.18 Showing Respondent's opinion about riding comfort of Honda Dio



Source: Table4.18

Interpretation:

In this survey majority of the respondents rated riding comfort of the scooter as superior. Because it got very smooth and comfortable seat.

Table 4.19 Table shows customer opinion about suitable factor of Honda Dio

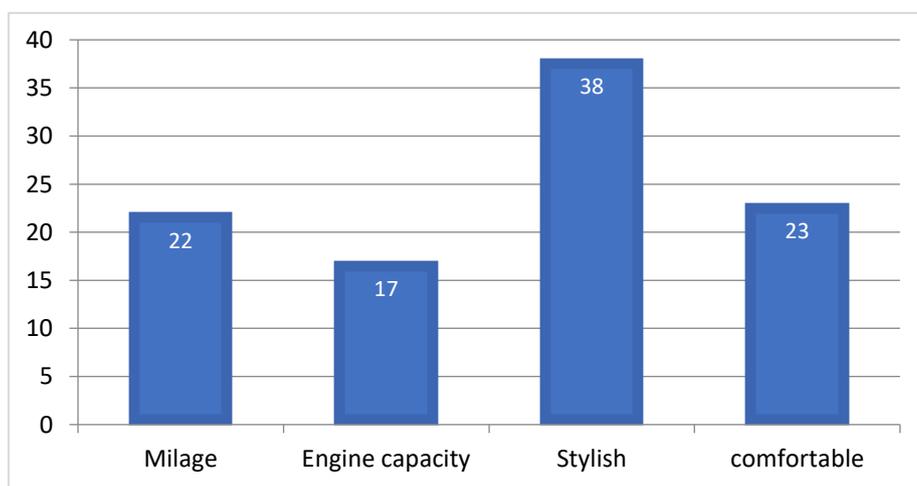
Particulars	No of Respondents	Percentage
Mileage	22	22%
Engine capacity	17	17%
Stylish	38	38%
comfortable	23	23%
Total	100	100%

Source: Data collected through questionnaire

Analysis:

Out of 100 respondents 22 were own their scooter for mileage factor ,17 of them for engine capacity factor, 23 of them for comfortableness and remaining 38 of them are for style factor

Chart No: 4.19 Showing Respondent’s opinion about riding comfort of Honda Dio



Source: Table 4.19

Interpretation:

Most of the Indian customers gave attention towards price and mileage of the scooters but in this case the respondents are conscious about its looks and style

Table 4.20 Table shows customer opinion on the basis Overall Performance of Honda Dio

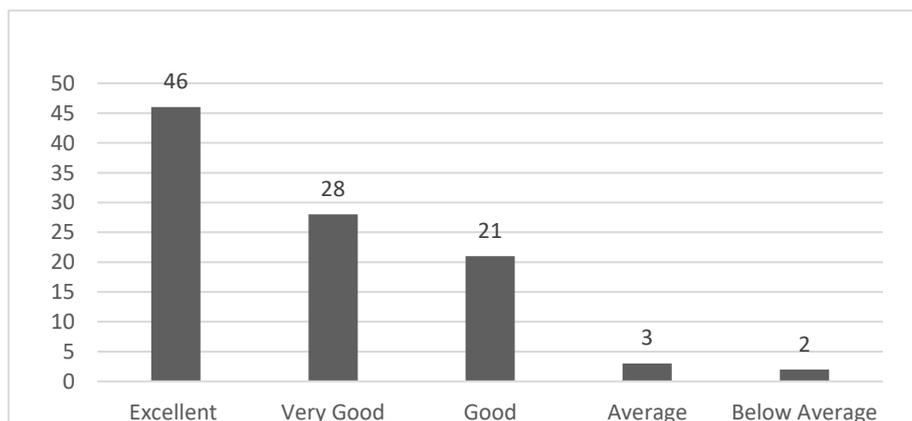
Particulars	No of Respondents	Percentage
Excellent	46	46%
Very Good	28	28%
Good	21	21%
Average	3	3%
Below Average	2	2%
Total	100	100%

Source: Data collected through questionnaire

Analysis:

Out of the 100 respondents, 46 respondent’s opinion about Honda Dio overall performance is Excellent, 28 respondent’s opinion that its overall performance is very good, 21 respondents opined that its overall performance is good, 3 respondents opined that its overall performance is average and the remaining 2 respondents opined that its overall performance is below average.

Chart No: 4.20 Showing Respondent’s opinion on the basis Overall Performance of Honda Dio



Source: Table 4.20

Interpretation:

In this survey majority of the respondents were pretty satisfied with overall performance of the scooter and it got its best performance and technology.

Table 4.21 Table shows customer level of satisfaction towards Honda Dio

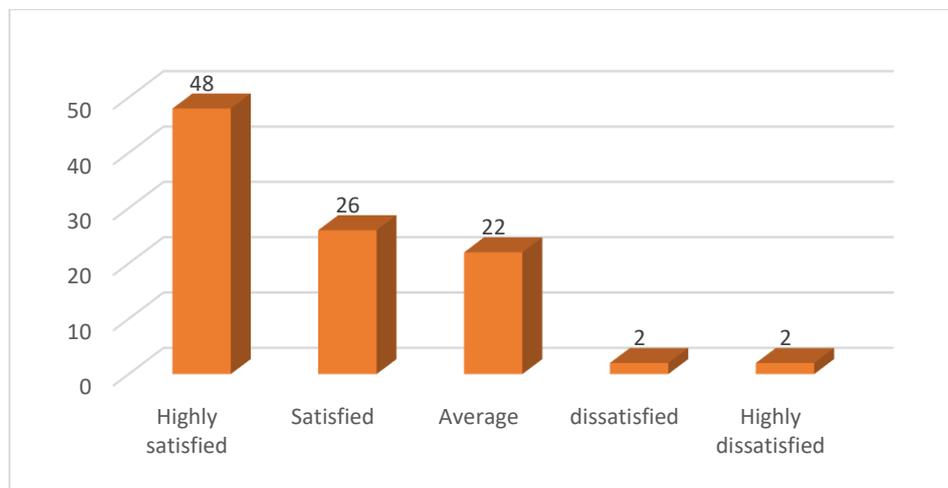
Particulars	No of Respondents	Percentage
Highly satisfied	48	48%
Satisfied	26	26%
Average	22	22%
Dissatisfied	2	2%
Highly dissatisfied	2	2%
Total	100	100%

Source: Data collected through questionnaire

Analysis:

Out of the 100 respondents, 48 respondents highly satisfied with Honda Dio overall performance, 26 respondents were just satisfied, 22 respondents were average satisfied, 2 respondents were dissatisfied and the remaining 2 respondents were still highly dissatisfied.

Chart No: 4.21 Showing Respondent's level of satisfaction towards Honda Dio



Source: 4.21

Interpretation:

In this survey majority of the respondents were pretty satisfied towards their Honda Dio. Because it full fills all the needs of its customers.

Table 4.22 Table shows customer opinion about after sales service

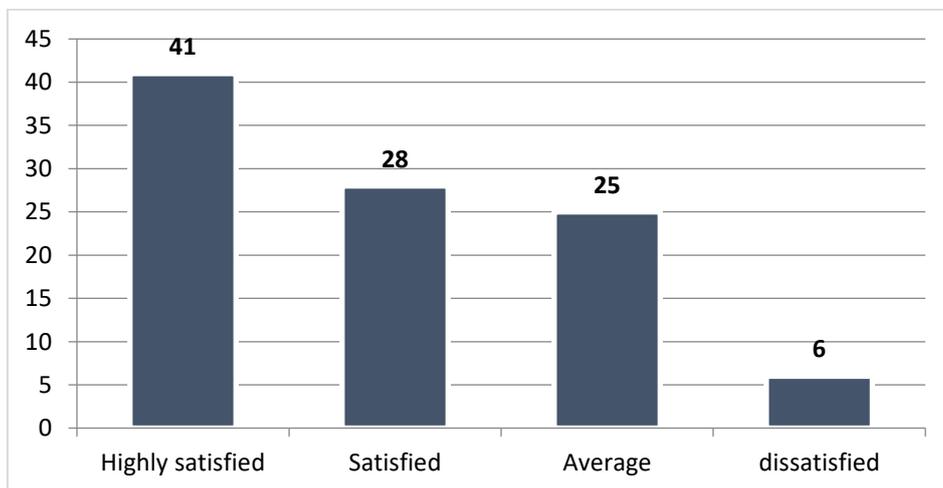
Particulars	No of Respondents	Percentage
Highly satisfied	41	41%
Satisfied	28	28%
Average	25	25%
dissatisfied	6	6%
Total	100	100%

Source: Data collected through questionnaire

Analysis:

Out of the 100 respondents, 41 respondents' very satisfied with after sales service, 28 respondents were just satisfied, and 25 respondents were somewhat satisfied that means average and the remaining 6 respondents were still dissatisfied.

Chart No: 4.22 Showing Respondent's opinion about after sales service



Source: 4.22

Interpretation:

In this survey majority of the respondents were pretty satisfied towards after sales service by the outlet.

Table 4.23 Table shows customer opinion about recommending to purchase Honda Dio to others

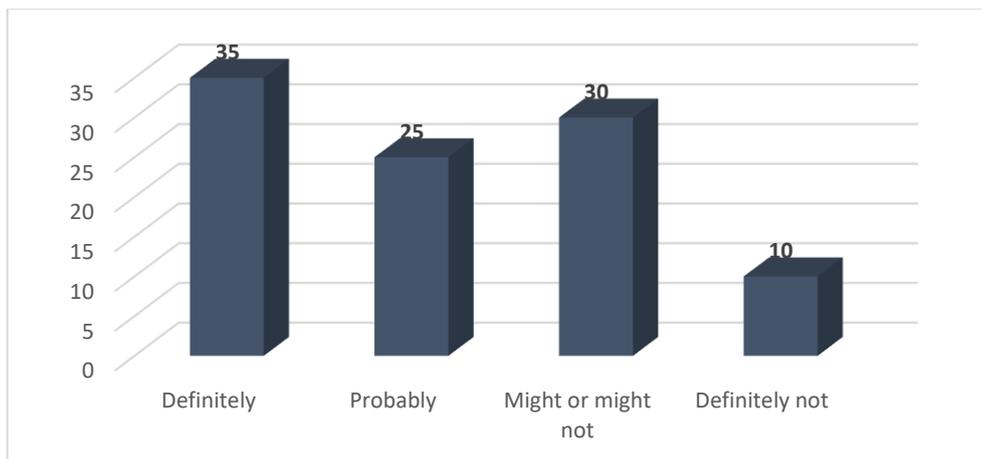
Particulars	No of Respondents	Percentage
Definitely	35	35%
Probably	25	25%
Might or might not	30	30%
Definitely not	10	10%
Total	100	100%

Source: Data collected through questionnaire

Analysis:

Out of 100 respondents 35 Of them will recommend to buy, 30 of them will probably, 25 of them may or may not and only 10 of them were refuse to recommend.

Chart No: 4.23 Showing Respondent’s opinion about recommending to purchase Honda Dio to others



Source: 4.23

Interpretation:

In this survey majority of the respondents were wish to recommend Honda Dio to others. This is the main positive strength of Honda Dio

CHAPTER – 05
FINDINGS, SUGGESTIONS AND CONCLUSIONS

5.1 FINDINGS

- Around 72% of the total respondents are male
- Around 77% of the total respondents were UN married
- 82% of the respondents were youngsters below 30 years
- Around 38 respondents were graduates and 25 of them were post graduates
- Majority of the respondents were students (67%)
- Majority of the respondents were students hence their monthly income below 12,000 only
- 39% of the total Respondents got awareness about Honda Dio by their friends and relatives. This shows the dominance of recommendation to buy something=
- Respondents came to know about Dio through television (40%) and around 35 % were by other sources
- It was found that 48% of the respondents using Dio from last year and 32% of the respondents using from past two years.
- Respondents influenced by brand image and fuel efficiency of Honda Dio 39% and 25% respectively
- 47% of the total respondents bought their Dio by self-financing
- Majority of 60 respondents feels that the price of Dio is worth of money
- 52% of the respondents use their Dio for their personnel purpose
- Only 3% of the total respondents were dissatisfied with the features of the scooter but 42% were satisfied
- Only 4% of the total respondents dissatisfied with the pickup but 44% of them were rated as excellent
- 47% of the respondents rated Dios road grip as excellent but only 2% rated as insolvent
- 71% of the respondents rated Honda Dios appearance as magnificent and 25% of them rated as superb
- 59% of the respondents rated Honda Dios riding comfort as superior and only 6% of them rated as deficient
- Majority of the respondents fall in love with the Dios style and looks so 38% of them voted for its style

- Only 4% of the respondents were still not satisfied with the performance but 48% of the respondents were rated as excellent
- 48% of the total respondents were highly satisfied towards Honda Dio but only 3 of them were dissatisfied
- 41 respondents were pretty satisfied towards after sale service provided by Honda
- Majority of 35% of the respondents will strongly recommending to others but 10 of them were not.

5.2 SUGGESTIONS

- The dealer is required to provide discount on cash purchase. The company/ showroom may give special offers to the students at the time of booking.
- Company should maintain quality of after sale services to impress the customers
- The company has to initiate psychological retain techniques like sending birthday, anniversary wishes to the present customers.
- The company should also try to give certain offers to the dealer so as improve his efficiency in the selling the Honda Dio products which other company also give to their dealer.
- As television as the common media for advertising frequent advertisement must be shown in local city cable.
- The company should provide the warranty for some parts like clutch plates mark.
- The dealer is promotional strategy should provide test rides in colleges and after some special gifts like diaries pens, bags etc.
- The dealer is required to maintain all colors of Honda Dio Sport at all time & it is available to customer at right him.
- To come with different color of the scooters with new models.
- Honda Dio Company should take of resale value of scooter
- All spares, accessories should be available at the service stations on proper time.
- To improve the design for wheels for a better road with and safety driving.

5.3 CONCLUSION

Bangalore is a silicon city, metropolitan city there is always hike for the automotive and automobile industry thousands of two wheelers bought and sold every day. Honda Dio got all the positive response from the customers by its UN beatable style and worthy price made it to the peak. Majority of the Honda Dio users are youths so we can call it as a youth favorite.

Customers in this area choose scooter according to their lifestyle. For example, the customers had to pass through several traffic signals and traffic jams so in this type of conditions scooter is much better than a scooter hence there is always high demand for the scooters in Bengaluru. This has fostered the entry of new variety of scooters available nationwide to flourish in this market. This has enhanced the competition in automotive market but Honda Company with stood this competition by rating in the market share to be highest by launching new Honda Dio in Indian Market. And retaining its brand image. The results of the survey conducted showed that majority of the customers are satisfied towards Honda Dio. It satisfies all the needs and expectations of customers. Finally, I would conclude that Honda Dio is more eye catching. More refined and more User friendly, it is whole lot of enjoyable to drive than anything else in the compact Scooter category.

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ANNEXURE

QUESTIONNAIRE

Name : _____

Address : _____

Gender

Male [] Female []

Age

Below 20 [] Between 20-30 []

Above 30 []

Marital status

Married [] Unmarried []

Educational Qualification

S.S L.C [] PUC []

Graduate [] Post Graduate []

Others Specify _____

Occupation

Professional [] Business []

Govt service [] Student []

Others Specify _____

Monthly income

Less than 12,000	[]	12,000-18,000	[]
18,000-29,000	[]	29,000 above	[]

How do you come to know about Product?

Advertisement	[]	Friends and relatives	[]
Observation	[]	Brand image	[]
Publicity	[]		

If you have come to know through advertisement, please name of the media.

Television	[]	Newspaper	[]
Magazines	[]	Others	[]

For how long do you own Honda Dio?

One Year	[]	Two years	[]
Three years	[]	Don't know exactly	[]

What made you to buy this Honda Dio?

Brand Image	[]	Durability	[]
Fuel efficiency	[]	Low maintenance	[]

What is your source of finance?

Bank loan	[]	Financing company	[]
Self-financing	[]	any other	[]

What is your opinion about price of Honda Dio?

Worth [] Reasonable []

Low [] High []

For what purpose, do you use your scooter?

Office purpose [] Personnel purpose []

Joy purpose [] Other []

Are you satisfied with the features of your scooter?

Satisfied [] Somewhat satisfied []

Dissatisfied [] Very satisfied []

What do you think about Honda Dio's pickup?

Excellent [] Good []

Satisfactory [] Worst []

What do you think about Honda Dio's Road grip?

Excellent [] Splendid []

Adequate [] Insolvent []

The appearance of the Honda Dio

Magnificent [] Superb []

Delighting [] Ordinary []

What do you think about Honda Dio's Riding Comfort?

Superior [] Satisfactory []

Pleasant [] Deficient []

In what way Honda Dio is suitable to you?

Mileage [] Engine capacity []

Stylish [] Comfortable []

What do you think about Honda Dio's overall performance?

Excellent [] Very Good []

Good [] Average []

Below Average []

What is your level of satisfaction?

Highly satisfied [] Satisfied []

Average [] Dissatisfied []

Highly dissatisfied []

What is your opinion about after sale services?

Highly satisfied [] Satisfied []

Average [] dissatisfied []

Would you recommend to buy Honda Dio to others?

Definitely [] Probably []

Might or Might not [] Definitely Not []

Any suggestion to Company for providing better service to customers

.....
.....
.....

Thank you for the time you have spared for the interview. Your suggestions will enable service providers to improve and enhance their services to suit their customer's requirements.



ACHARYA INSTITUTE OF TECHNOLOGY
DEPARTMENT OF MBA
INTERNSHIP WEEKLY REPORT (16MBAPR407)

Name of the Student: Bharath N

Internal Guide: Prof. Archana Vijay

USN No: 1AY16MBA12

Specialization: Finance and Market

Title of the Project: A Study On Customer Satisfaction Towards Honda Dio

Company Name: Dhruvdesh Honda

Week	Work undertaken	External Guide Signature	Internal Guide Signature
15-01-18 to 20-01-18	Orientation with the company. Collection of secondary data relating to industry and organization.		1
22-01-18 to 27-01-18	Orientation with functional department of the organization and detailed study of department.		2
29-01-18 to 03-02-18	Finalization of problem area of the study and finalization of research objectives and methodology.		3
05-02-18 to 10-02-18	Finalization of data collection questionnaire instruments and formats. Etc...		4
12-02-18 to 17-02-18	Collection of primary data from the restaurants by administrating the questionnaire.		5

19-02-18 to 24-02-18	Discussion with the external guide and internal guide. Formation of hypothesis. Classification and analysis of collected data.	Canhida	6 Alijay
26-02-18 to 03-03-18	Compilation of research data and interpretation of data.	Canhida	7 Alijay
05-03-18 to 10-03-18	Data analysis and Finalization Of report.	Canhida	8 Alijay
12-03-18 to 17-03-18	Finalization of project report and approval of draft by company and college guide.	Canhida	9 Alijay
19-03-18 to 24-03-18	Report submission to the Institution.	Canhida	10 Alijay

[Handwritten Signature]
HOD



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