

A
Project Report
On

**A STUDY ON CUSTOMER SATISFACTION towards Honda Bikes with
Special Reference to Apollo Enterprises, Ahmednagar”**



IN THE PARTIAL FULLFILLMENT OF THE DEGREE OF BACHELOR OF
BUSINESS ADMINISTRATION
(A.Y- 2020- 2021)

Submitted By :-

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BBA VIth sem

Submitted To

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**In Partial Fulfillment For Third Year In Bachelor Of Bussiness Administration
Savitribai Phule Pune University.**

AT

**Mula Education Society's
Arts ,Commerce And Science College Sonai.
2020-2021**

CERTIFICATE

This is to certify that
MOTE DIPAK ASHOK

bearing the **Register No. BB178921** of VI Semester BBA has carried out the Project Work entitled “A STUDY ON CUSTOMER SATISFACTION towards Honda Bikes with Special Reference to Apollo Enterprises, Ahmednagar”

under guidance of **Prof.Mr. Liyakat Sayyad** as part of **her** curriculum activity as per the norms for obtaining Degree in Bachelor of Business Administration from Arts Commerce and Science college sonai, Ahmednagar during the Academic year 2020-2021.



Project Guide



External Examiner



Internal Examiner

Prof.Mr. Liyakat Sayyad

Place: Sonai

Date: 28/05/2021

DECLARATION

I hereby declare that the project work entitled “A STUDY ON CUSTOMER SATISFACTION towards Honda Bikes with Special Reference to Apollo Enterprises, Ahmednagar” is the result of my own study done under the supervision and guidance of **Prof.Mr. Liyakat Sayyad**

Assistant Professor, Department of Commerce, Arts Commerce and Science college sonai, Ahmednagar Sonai – 414105 and I further declare that the findings in this project report are independent study done by me and it has not been submitted earlier to any University/Institution for the award of any other course.


Mote Dipak Ashok

Place: Sonai

Date: 28/05/2021

PREFACE

In spite of the theoretical gained through classroom study, a person is incomplete if not subjected to practical exposure of real corporate world and may have to face hurdles, which will be difficult to overcome without any first-hand experience of business.

In the context, research program has been designed to make the person aware of the happenings of the real business world. The research entitled “Consumer Satisfaction” of has been done at as a completion part of BBA program.

I whole hardly appreciated the harmonic atmosphere provided to me by the staff of marketing. The data has collected at primary source through interviews with the customer & discussions with the retailer of different - different sections. The data which used in this project report are secondary data. These secondary data so obtained were mostly collected from the management. It would not have been possible to complete my research report in a manner. I reckoned & within such a limited time. For this nice obliged to them.



ACKNOWLEDGEMENT

A truly independent project is a contradiction in terms. Every project involves contribution of many people. This project also bears the imprints of many people and it is a pleasure to acknowledge all of them.

I take this opportunity to convey my heart filled thanks to my project guide “**Prof.Mr. Liyakat Sayyad**” who has been a source of guidance and has rendered constant encouragement to complete this project.

I extend my gratitude to DDCM authorities, classmates and friends who were helpful at every step.

Last but not the least would be falling short of duties if I don't mention. My sincere thanks to all the staff members for providing me with great help.

Mote Dipak Ashok

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INTRODUCTION

Consumer satisfaction is a term frequently used in [marketing](#). It is a measure of how products and services supplied by a company meet or surpass consumer expectation. Consumer satisfaction is defined 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." 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.

It is seen as a [key performance indicator](#) within business and is often part of a [Balanced Scorecard](#). In a competitive marketplace where businesses compete for consumers, consumer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy.

"Within organizations, consumer satisfaction ratings can have powerful effects. They focus employees on the importance of fulfilling consumers' expectations. Furthermore, when these ratings dip, they warn of problems that can affect sales and profitability.... These metrics quantify an important dynamic. When a brand has loyal consumers, it gains positive word-of-mouth marketing, which is both free and highly effective."

Therefore, it is essential for businesses to effectively manage consumer satisfaction. To be able to do this, firms need reliable and representative measures of satisfaction.

"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 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.

Here are the top six reasons why consumer satisfaction is so important:

- It's a leading indicator of consumer repurchase intentions and loyalty
- It's a point of differentiation
- It reduces consumer churn
- It increases consumer lifetime value
- It reduces negative word of mouth
- It's cheaper to retain consumers than acquire new ones

1. It's a leading indicator of consumer repurchase intentions and loyalty

Consumer satisfaction is the best indicator of how likely a consumer will make a purchase in the future. Asking consumers to rate their satisfaction on a scale of 1-10 is a good way to see if they will become repeat consumers or even advocates.

Any consumers that give you a rating of 7 and above, can be considered satisfied, and you can safely expect them to come back and make repeat purchases. Consumers who give you a rating of 9 or 10 are your potential [consumer advocates](#) who you can leverage to become evangelists for your company.

Scores of 6 and below are warning signs that a [consumer is unhappy and at risk of leaving](#). These consumers need to be put on a consumer watch list and followed up so you can determine why their satisfaction is low.

See how satisfaction provides so much insight into your consumers?

That's why it's one of the leading metrics businesses use to measure consumer repurchase and [consumer loyalty](#).

2. It's a point of differentiation

In a competitive marketplace where businesses compete for consumers; consumer satisfaction is seen as a key differentiator. Businesses who succeed in these cut-throat environments are the ones that make consumer satisfaction a key element of their business strategy.

Picture two businesses that offer the exact same product. *What will make you choose one over the other?*

If you had a recommendation for one business would that sway your opinion? Probably. So how does that recommendation originally start? More than likely it's on the back of a good consumer experience. Companies who offer [amazing consumer experiences](#) create environments where satisfaction is high and consumer advocates are plenty.

This is an example of where consumer satisfaction goes full circle. Not only can consumer satisfaction help you keep a finger on the pulse of your existing consumers, it can also act as a point of differentiation for new consumers.

3. It reduces consumer churn

An Accenture global consumer satisfaction report (2008) found that price is not the main reason for consumer churn; it is actually due to the overall poor quality of consumer service.

Consumer satisfaction is the metric you can use to reduce consumer churn. By measuring and tracking consumer satisfaction you can put new processes in place to increase the overall quality of your consumer service.

I recommend you put an emphasis on exceeding [consumer expectations](#) and ‘wowing’ consumers at every opportunity. Do that for six months, then measure consumer satisfaction again. See whether your new initiatives have had a positive or negative impact on satisfaction.

4. It increases consumer lifetime value

[A study by InfoQuest](#) found that a ‘totally satisfied consumer’ contributes 2.6 times more revenue than a ‘somewhat satisfied consumer’. Furthermore, a ‘totally satisfied consumer’ contributes 14 times more revenue than a ‘somewhat dissatisfied consumer’.

Satisfaction plays a significant role in how much revenue a consumer generates for your business.

Successful businesses understand the importance of consumer lifetime value (CLV). If you increase CLV, you increase the returns on your marketing dollar.

For example, you might have a cost per acquisition of \$500 dollars and a CLV of \$750. That’s a 50% ROI from the marketing efforts. Now imagine if CLV was \$1,000. That’s a 100% ROI!

Consumer lifetime value is a beneficiary of high consumer satisfaction and [good consumer retention](#). What are you doing to keep consumers coming back and spending more?

Learn more about consumer lifetime value:

- [Consumer Lifetime Value For Beginners \(4 Step Guide\)](#)
- [5 Strategies To Increase Consumer Lifetime Value](#)

5. It reduces negative word of mouth

McKinsey found that an unhappy consumer tells between 9-15 people about their experience. In fact, 13% of unhappy consumers tell over 20 people about their experience.

That's a lot of negative word of mouth.

How much will that affect your business and its reputation in your industry?

Consumer satisfaction is tightly linked to revenue and repeat purchases. What often gets forgotten is how consumer satisfaction negatively impacts your business. It's one thing to lose a consumer because they were unhappy. It's another thing completely to lose 20 consumers because of some bad word of mouth.

To eliminate bad word of mouth you need to measure consumer satisfaction on an ongoing basis. [Tracking changes in satisfaction](#) will help you identify if consumers are actually happy with your product or service.

6. It's cheaper to retain consumers than acquire new ones

This is probably the most publicized consumer satisfaction statistic out there. It costs six to seven times more to acquire new consumers than it does to retain existing consumers.

If that stat does not strike accord with you then there's not much else I can do to demonstrate why consumer satisfaction is important.

Consumers cost a lot of money to acquire. You and your marketing team spend thousands of dollars getting the attention of prospects, nurturing them into leads and closing them into sales.

Why is it that you then spend little or no money on consumer retention?

Imagine if you allocated one sixth of your marketing budget towards consumer retention. How do you think that will help you with improving consumer satisfaction and retaining consumers?

Here are some consumer retention strategies to get you thinking:

- Use blogs to educate consumers
- Use email to send special promotions
- Use consumer satisfaction surveys to listen
- Delight consumers by offering personalized experiences

Measure satisfaction to see how happy your consumers really are

Lee Resource Inc. found that for every consumer complaint there are 26 other unhappy consumers who have remained silent.

That is an alarming statistic. Most companies think they are the best and they have no unhappy consumers. The reality is, 96% of unhappy consumers don't complain. In fact, 1Financial Training Services found that most simply just leave and never come back.

What are you doing to measure consumer satisfaction and identify unhappy consumers?

Consumer satisfaction plays an important role within your business. Not only is it the leading indicator to measure consumer loyalty, identify unhappy consumers, reduce churn and increase revenue; it is also a key point of differentiation that helps you to attract new consumers in competitive business environments.

As business owners, we'd all like to think of ourselves as providers of great consumer service. As small business owners in particular, it's quite possibly your biggest differentiator. After all, how often is it that you walk into a national chain restaurant and are greeted by name, handed your favorite drink and made to feel like part of the family?

But great consumer service is also about knowing how to handle problems, responding to and resolving issues—something at which agile small businesses can often excel.

If consumer satisfaction is your goal, then great consumer service will get you there.

Here are three simple things you can do to embed consumer service into your business philosophy and day-to-day operations:

Listen and Learn

Listening is key to effective consumer service and it can also help boost your profitability. Here are two ways to prove to your consumers that you are listening—and tips on how to make it count:

- **Everyday Consumer Interaction** – Show you are listening to your consumers by taking notes or repeating back what your consumer has said. Listen to their words and tone. Observe their body language. Provide them clear and concise communication. Ask clarifying questions to gain understanding before you provide a response. If you can't respond immediately, be sure to provide a timeline for response and make a note in your calendar to do so. Follow up, confirm the resolution and check for consumer satisfaction and completion.

- **Facilitating Feedback** – If you don't have a reason for face-to-face interaction with a consumer, look for ways to stay in touch and show you are listening and eager to keep the lines of communication open. For example, follow up with a consumer after a sale to prove to your consumers that you want to hear from them. Hand out in-store or post-sale surveys to find out what they'd like to see from your brand—and stay active on social media (more on this below). Consumer service is, after all, about meeting the needs and expectations of the consumer as defined by the consumer. By soliciting feedback and using that information to inform your business you will find new ways to ensure your business is relevant to them and hopefully open new lines of profitable opportunity.

In order to have effective consumer service, you must know what your consumers want, provide it to them on a consistent basis and ask them how you are doing.

Look For Ways to Treat Consumers As You Would Like To Be Treated

Remember, how you and your staff communicate with your consumers is just as important as what you communicate. Remember that your consumer wants to see the sunny side of you and your business, so have your filter on and put yourself in their shoes.

A good way to instill this attitude among your staff is to do some simple role play in which they act out a few scenarios that involve both easy-going and difficult consumers. Observe how they handle the situation and coach them on areas to improve.

For example:

- **How are consumers being greeted?** — Put them at ease and make them feel comfortable! This sets the tone for the rest of the transaction.
- **Demonstrate that your consumers are valued** — Let them know you think they are important. Your sincerity makes them feel good about you and the organization.
- **Ask how to help your consumers** — Find out what they want. It is important that each consumer encounter makes them feel satisfied.
- **Don't challenge disgruntled consumers** — Listen, reassure them that you'll escalate or act on their complaint and follow through until resolution.
- **Help consumers** — Help them get what they want. Make it easy for consumers to locate or obtain the information they need. Answer their questions in a timely manner.

Carry Consumer Service Across All Your Consumer Touch Points

Remember to carry through on your consumer service goals wherever your business has a presence. This means both online and offline. More than ever, social media is a systematic part of your consumer service model, so if you have a presence on sites like Facebook, Twitter, Yelp, and so on, be sure you are actively listening, engaging, monitoring and responding to your consumers online. This blog offers some tips that can help: [How to Use Social Media to Do a Better Job of Consumer Service](#).

Marketing strategy is **the goal of increasing sales and achieving a sustainable [competitive advantage](#)**. Marketing strategy includes all basic and long-term activities in the field of marketing that deal with the analysis of the strategic initial situation of a company and the formulation, evaluation and

selection of market-oriented strategies and therefore contribute to the goals of the company and its marketing objectives.

Marketing strategies serve as the fundamental underpinning of [marketing plans](#) designed to fill market needs and reach [marketing](#) objectives. Plans and objectives are generally tested for measurable results. Commonly, marketing strategies are developed as multi-year plans, with a tactical plan detailing specific actions to be accomplished in the current year. Time horizons covered by the [marketing plan](#) vary by company, by industry, and by nation, however, time horizons are becoming shorter as the speed of change in the environment increases.^[4] Marketing strategies are dynamic and interactive. They are partially planned and partially unplanned. See [strategy dynamics](#). Marketing strategy needs to take a long term view, and tools such as [customer lifetime value](#) models can be very powerful in helping to simulate the effects of strategy on acquisition, revenue per customer and [churn rate](#).

Marketing strategy involves careful and precise scanning of the internal and external environments.^[5] Internal environmental factors include the [marketing mix](#) and [marketing mix modeling](#), plus performance analysis and strategic constraints.^[6] External environmental factors include customer analysis, [competitor analysis](#), [target market](#) analysis, as well as evaluation of any elements of the technological, economic, cultural or political/legal environment

likely to impact success.^[4] A key component of marketing strategy is often to keep marketing in line with a company's overarching [mission statement](#).^[7]

Once a thorough environmental scan is complete, a [strategic plan](#) can be constructed to identify business alternatives, establish challenging goals, determine the optimal marketing mix to attain these goals, and detail implementation.^[4] A final step in developing a marketing strategy is to create a plan to monitor progress and a set of contingencies if problems arise in the implementation of the plan.

[Marketing Mix Modeling](#) is often used to help determine the optimal marketing budget and how to allocate across the marketing mix to achieve these strategic goals. Moreover, such models can help allocate spend across a portfolio of brands and manage brands to create value.

Marketing strategies may differ depending on the unique situation of the individual business. However there are a number of ways of categorizing some generic strategies. A brief description of the most common categorizing schemes is presented below:

Strategies based on [market dominance](#) - In this scheme, firms are classified based on their market share or dominance of an industry. Typically there are four types of market dominance strategies:

- Leader
- Challenger
- Follower
- Nicher

According to Shaw, Eric (2012). "Marketing Strategy: From the Origin of the Concept to the Development of a Conceptual Framework". *Journal of Historical Research in Marketing.*, there is a framework for marketing strategies.

- Market introduction strategies

"At introduction, the marketing strategist has two principle strategies to choose from: penetration or niche" (47).

- Market growth strategies

"In the early growth stage, the marketing manager may choose from two additional strategic alternatives: segment expansion (Smith, Ansoff) or brand expansion (Borden, Ansoff, Kerin and Peterson, 1978)" (48).

- Market maturity strategies

"In maturity, sales growth slows, stabilizes and starts to decline. In early maturity, it is common to employ a maintenance strategy (BCG), where the firm maintains or holds a stable marketing mix" (48).

- Market decline strategies

At some point the decline in sales approaches and then begins to exceed costs. And not just accounting costs, there are hidden costs as well; as Kotler (1965, p. 109) observed: 'No financial accounting can adequately convey all the hidden costs.' At some point, with declining sales and rising costs, a harvesting strategy becomes unprofitable and a divesting strategy necessary" (49).

Early marketing strategy concepts were:

- Borden's "marketing mix"

"In his classic *Harvard Business Review* (HBR) article of the marketing mix, Borden (1964) credits James Culliton in 1948 with describing the marketing executive as a 'decider' and a 'mixer of ingredients.' This led Borden, in the early 1950s, to the insight that what this mixer of ingredients was deciding upon was a 'marketing mix'" (34).

- Smith's "differentiation and segmentation strategies"

"In product differentiation, according to Smith (1956, p. 5), a firm tries 'bending the will of demand to the will of supply.' That is, distinguishing or differentiating some aspect(s) of its marketing mix from those of competitors, in a mass market or large segment, where customer preferences are relatively homogeneous (or heterogeneity is ignored, Hunt, 2011, p. 80), in an attempt to

shift its aggregate demand curve to the left (greater quantity sold for a given price) and make it more inelastic (less amenable to substitutes). With segmentation, a firm recognizes that it faces multiple demand curves, because customer preferences are heterogeneous, and focuses on serving one or more specific target segments within the overall market" (35).

- Dean's "skimming and penetration strategies"

"With skimming, a firm introduces a product with a high price and after milking the least price sensitive segment, gradually reduces price, in a stepwise fashion, tapping effective demand at each price level. With penetration pricing a firm continues its initial low price from introduction to rapidly capture sales and market share, but with lower profit margins than skimming" (37).

- Forrester's "product life cycle (PLC)"

"The PLC does not offer marketing strategies, per se; rather it provides an overarching framework from which to choose among various strategic alternatives" (38).

There are also corporate strategy concepts like:

- Andrews' "SWOT analysis"

"Although widely used in marketing strategy, SWOT (also known as TOWS) Analysis originated in corporate strategy. The SWOT concept, if not the

acronym, is the work of Kenneth R. Andrews who is credited with writing the text portion of the classic: *Business Policy: Text and Cases* (Learned et al., 1965)" (41).

- Ansoff's "growth strategies"

"The most well-known, and least often attributed, aspect of Igor Ansoff's Growth Strategies in the marketing literature is the term 'product-market.' The product-market concept results from Ansoff juxtaposing new and existing products with new and existing markets in a two by two matrix" (41-42).

- Porter's "generic strategies"

Porter generic strategies – strategy on the dimensions of strategic scope and strategic strength. Strategic scope refers to the market penetration while strategic strength refers to the firm's sustainable competitive advantage. The generic strategy framework (porter 1984) comprises two alternatives each with two alternative scopes. These are *Differentiation* and *low-cost leadership* each with a dimension of *Focus*-broad or narrow. ** Product differentiation ** Cost leadership

- Market segmentation
- Innovation strategies – This deals with the firm's rate of the new product development and business model innovation. It asks whether the

company is on the cutting edge of technology and business innovation.

There are three types:

- Pioneers
- Close followers
- Late followers
- Growth strategies – In this scheme we ask the question, "How should the firm grow?". There are a number of different ways of answering that question, but the most common gives four answers:
 - [Horizontal integration](#)
 - [Vertical integration](#)
 - [Diversification](#)
 - Intensification

These ways of growth are termed as organic growth. Horizontal growth is whereby a firm grows towards acquiring other businesses that are in the same line of business for example a clothing retail outlet acquiring a food outlet. The two are in the retail establishments and their integration lead to expansion. Vertical integration can be forward or backward. Forward integration is whereby a firm grows towards its customers for example a food manufacturing firm acquiring a food outlet. Backward integration is whereby a firm grows towards its source of supply for example a food outlet acquiring a food manufacturing outlet.

A more detailed scheme uses the categories: Miles, Raymond (2003). *Organizational Strategy, Structure, and Process*. Stanford: Stanford University Press. [ISBN 0-8047-4840-3](#).

- Prospector
- Analyzer
- Defender
- Reactor
- [Marketing warfare strategies](#) – This scheme draws parallels between marketing strategies and military strategies.

BCG's "growth-share portfolio matrix" "Based on his work with experience curves (that also provides the rationale for Porter's low cost leadership strategy), the growth-share matrix was originally created by Bruce D. Henderson, CEO of the Boston Consulting Group (BCG) in 1968 (according to BCG history). Throughout the 1970s, Henderson expanded upon the concept in a series of short (one to three page) articles in the BCG newsletter titled Perspectives (Henderson, 1970, 1972, 1973, 1976a, b). Tremendously popular among large multi-product firms, the BCG portfolio matrix was popularized in the marketing literature by Day (1977)" (45).

Marketing participants often employ strategic models and tools to analyze marketing decisions. When beginning a strategic analysis, the [3Cs](#) can be

employed to get a broad understanding of the strategic environment. An Ansoff Matrix is also often used to convey an organization's strategic positioning of their [marketing mix](#). The [4Ps](#) can then be utilized to form a marketing plan to pursue a defined strategy. [Marketing Mix Modeling](#) is often used to simulate different strategic flexing go the 4Ps. [Customer lifetime value](#) models can help simulate long term effects of changing the 4Ps, e.g.; visualize the multi-year impact on acquisition, [churn rate](#), and profitability of changes to pricing. However, 4Ps have been expanded to 7 or 8Ps to address the different nature of services.

There are many companies especially those in the Consumer Package Goods (CPG) market that adopt the theory of running their business centered around Consumer, Shopper & Retailer needs. Their Marketing departments spend quality time looking for "Growth Opportunities" in their categories by identifying relevant insights (both mindsets and behaviors) on their target Consumers, Shoppers and retail partners. These Growth Opportunities emerge from changes in market trends, segment dynamics changing and also internal brand or operational business challenges. The Marketing team can then prioritize these Growth Opportunities and begin to develop strategies to exploit the opportunities that could include new or adapted products, services as well as changes to the 7Ps.

Real-life marketing primarily revolves around the application of a great deal of common-sense; dealing with a limited number of factors, in an environment of imperfect information and limited resources complicated by uncertainty and tight timescales. Use of classical marketing techniques, in these circumstances, is inevitably partial and uneven.

Thus, for example, many new products will emerge from irrational processes and the rational development process may be used (if at all) to screen out the worst non-runners. The design of the advertising, and the packaging, will be the output of the creative minds employed; which management will then screen, often by 'gut-reaction', to ensure that it is reasonable.

For most of their time, marketing managers use intuition and experience to analyze and handle the complex, and unique, situations being faced; without easy reference to theory. This will often be 'flying by the seat of the pants', or 'gut-reaction'; where the overall strategy, coupled with the knowledge of the customer which has been absorbed almost by a process of osmosis, will determine the quality of the marketing employed. This, almost instinctive management, is what is sometimes papered 'coarse marketing'; to distinguish it from the refined, aesthetipapery pleasing, form favored by the theorists.

An organization's strategy combines all of its marketing goals into one comprehensive plan. A good marketing strategy should be drawn from market

research and focus on the right product mix in order to achieve the maximum profit potential and sustain the business. The marketing strategy is the foundation of a marketing plan.

Sales promotion is one of the five aspects of the [promotional mix](#). (The other 4 parts of the promotional mix are [advertising](#), [personal selling](#), [direct marketing](#) and [publicity/public relations](#).) Media and non-media marketing communication are employed for a pre-determined, limited time to increase consumer demand, stimulate market demand or improve product availability. Examples include [contests](#), [coupons](#), [freebies](#), [loss leaders](#), [point of purchase](#) displays, [premiums](#), [prizes](#), [product samples](#), and [rebates](#)

Sales promotions can be directed at either the [customer](#), sales staff, or [distribution](#) channel members (such as [retailers](#)). Sales promotions targeted at the [consumer](#) are termed **consumer sales promotions**. Sales promotions targeted at retailers and [wholesale](#) are termed **trade sales promotions**. Some sales promotions, particularly ones with unusual methods, are considered [gimmicks](#) by many.

Sales promotion includes several communications activities that attempt to provide added value or incentives to consumers, wholesalers, retailers, or other organizational customers to stimulate immediate sales. These efforts can attempt to stimulate product interest, trial, or purchase. Examples of devices used in sales promotion include coupons, samples, premiums, point-of-purchase (POP) displays, contests, rebates, and sweepstakes.

Sales promotion is needed to attract new customers, to hold present customers, to counteract competition, and to take advantage of opportunities that are revealed by market research. It is made up of activities, both outside and inside

activities, to enhance company sales. Outside sales promotion activities include advertising, publicity, public relations activities, and special sales events. Inside sales promotion activities includes window displays, product and promotional material display and promotional programs such as premium awards and contests.

Consumer sales promotion techniques

- ***Price deal:*** A temporary reduction in the price, such as 50% off.
- **Loyal Reward Program:** Consumers collect points, miles, or credits for purchases and redeem them for rewards.
- **Cents-off deal:** Offers a brand at a lower price. Price reduction may be a percentage marked on the package.
- **Price-pack deal:** The packaging offers a consumer a certain percentage more of the product for the same price (for example, 25 percent extra).
- **Coupons:** coupons have become a standard mechanism for sales promotions.
- **Loss leader:** the price of a popular product is temporarily reduced below cost in order to stimulate other profitable sales
- **Free-standing insert (FSI):** A coupon booklet is inserted into the local newspaper for delivery.
- **On-shelf couponing:** Coupons are present at the shelf where the product is available.
- **Checkout dispensers:** On checkout the customer is given a coupon based on products purchased.
- **On-line couponing:** Coupons are available online. Consumers print them out and take them to the store.
- **Mobile couponing:** Coupons are available on a mobile phone. Consumers show the offer on a mobile phone to a salesperson for redemption.

- Online interactive promotion game: Consumers play an interactive game associated with the promoted product.
- [Rebates](#): Consumers are offered money back if the receipt and [barcode](#) are mailed to the producer.
- Contests/sweepstakes/games: The consumer is automatically entered into the event by purchasing the product.
- Point-of-sale displays:-
 - Aisle interrupter: A sign that juts into the aisle from the shelf.
 - Dangler: A sign that sways when a consumer walks by it.
 - Dump bin: A bin full of products dumped inside.
 - Bidding portals: Getting prospects
 - Glorifier: A small stage that elevates a product above other products.
 - Wobbler: A sign that jiggles.
 - Lipstick Board: A board on which messages are written in crayon.
 - Necker: A coupon placed on the 'neck' of a bottle.
 - YES unit: "your extra salesperson" is a pull-out [fact sheet](#).
 - Electroluminescent: Solar-powered, animated light in motion.
- Kids eat free specials: Offers a discount on the total dining bill by offering 1 free kids meal with each regular meal purchased.
- Sampling: Consumers get one sample for free, after their trial and then could decide whether to buy or not.

Trade sales promotion techniques

- Trade allowances: short term incentive offered to induce a retailer to stock up on a product.
- Dealer loader: An incentive given to induce a retailer to purchase and display a product.
- Trade contest: A contest to reward retailers that sell the most product.

- Point-of-purchase displays: Used to create the urge of "impulse" buying and selling your product on the spot.
- Training programs: dealer employees are trained in selling the product.
- Push money: also known as "spiffs". An extra commission paid to retail employees to push products.

Trade discounts (also termed functional discounts): These are payments to distribution channel members for performing some function .

Three Steps to Effective Sales Promotions

Get customers out of a holding pattern with a top-notch campaign. Today's Most Read Multiply the Trust Factor Inside Your Organization The 3 Decisions That Will Change Your Financial Life 4 Simple Rules to Cut Down on 'Evil' Meetings Just These 5 Lessons Made the BBA Worth the Money Stuck at the Idea Phase? These 6 Collaboration Avenues Can Help.

The Best Marketing Ideas of the Week

For Service-Based Entrepreneurs, Here Are 9 Holiday Marketing Tactics to Boost Sales

Getting customers to plunk down cash or credit cards remains a painfully slow process in this struggling economy. And that's precisely why it's important--and always will be--to lure potential buyers with promotions. In fact, coming up with attractive promotions has become a bigger deal than ever.

When done correctly, promotions get customers out of a holding pattern by giving them an incentive to take action before a limited-time offer expires.

Here's what you need to do:

1. **Target** **your** **effort**
Promotions can spur purchases by established customers, reel in new customers, draw customers from competitors, get current customers to buy differently, and stimulate business during slow periods. But rarely can one promotion accomplish all of those objectives at once. As a result, you must decide which of the following is most important so that you can target your effort:

- Do you want customers to purchase more frequently, buy in greater volume, or be attracted to new or different offerings?
- Do you want to lure new customers into your business?
- Do you want lapsed customers to give your business another try?
- Do you want to boost business during slow hours, weekdays or particular seasons?

After carefully and thoughtfully defining the audience and the change you want your promotion to inspire, ask yourself this question: If you offer a time-limited incentive, is it likely that the customers you've targeted will respond? If so, continue to the next step.

2. Plan your incentive

A well-thought-out, properly targeted promotion prompts customers to take action by offering one of these incentives:

- Price savings, including discounts, coupons or added value offers
- Samples or trial offers to provide a low-risk way to try new products or services
- Events or experiences to generate crowds, enthusiasm, sales, publicity

As you decide on your incentive, keep these facts in mind:

Price offers must be strong enough to compel, but reasonable enough to keep your business out of red ink. Avoid uninspiring 10 to 20 percent discounts, but also avoid very deep discounts unless they promote a loss leader to generate other higher-margin sales, or unless they'll attract valuable new customers into your business.



Coupons always make a comeback in penny-pincher markets, which means they're hugely popular these days. Even young consumers and affluent shoppers--groups that traditionally shun coupons--are using them, boosting the typical 1 to 2 percent redemption rate by nearly 20 percent. Printed coupons are still the most widely circulated, but printable coupons, distributed on web sites and via e-mail, provide a terrific way to test price offers with business friends and fans before incurring costs to promote the offer more widely via other media.

Samples work in all lines of business to let customers try before buying. The key is to sample products that are so great they'll win raves and repeat business.

- Online-based businesses need to promote free samples prominently in an effort to attract links, visitors, site registrations and publicity. They can be the start of a prosperous relationship with new customers.
- Retailers can turn sampling into promotional events. Think of Costco on weekends. Another great example: Estée Lauder works with retailers to offer women free mini-makeovers that end with customer photos (against

an Estée Lauder backdrop). These are then e-mailed to participants for use on their social networking pages.

- Service businesses would do well to give away mini versions of their offerings. For example, five-minute shoulder massages or one-hour home decorating consultations. Or, for higher-ticket service businesses, samples can take the form of affordable introductory packages that allow prospective customers to wade into the business relationship, gaining trust for the business while also receiving a valuable service.

Events and experiences draw customers for celebrations, product launches, special appearances or presentations, and other activities that combine entertainment with brand and product presentations. When hosting an event, make sure to go all out. A half-hearted, poorly attended event is worse than no event at all, so plan, decorate, train your staff and publicize accordingly.

3. Know what you want to achieve

Promotions work especially well when consumers are in need of a jolt to take buying action. Just be clear about what you want to achieve. Set the number of sales you want to ring up, dollars you want to bring in, customer names you want to collect, buying patterns you want to change, or any other objective you want your promotion to achieve. Then determine what your desired change will mean financially to your business.

By knowing the potential bottom-line impact of your promotion, you'll have the information you need to allocate a promotion budget, dedicate staff time and invest the energy necessary to host a strong promotion that will deliver business-boosting results over the time period it covers.

Increasing Value

Advertising can help your business to increase its value and build its reputation. This can happen in two ways: either through the purchase of advertising space in magazines, newspapers, social media or other outlets, or through editorial coverage. Ideally, editorial coverage is the aim of many small businesses. It costs you virtually nothing and can have long-lasting impact on building your firm's reputation. Essentially, this is about garnering public relations. Make contacts with your local newspaper, community organizations, and social clubs. Take part in promoting nonprofit events or sponsor a Little League team. All of these are ways to get your business's name out in the public without spending money directly on advertising.

Brand Reputation

Apart from these more traditional means of increase brand value, your business should also be concerned with its brand reputation. A solid brand reputation will directly affect revenue, as customers will feel safe and secure in purchasing goods and services from your company. Reputation management is about understanding the influence of customer perceptions on your business's revenue prospects. The idea here is to manage customer expectations, to respond quickly to problems or issues, and to always conduct your business in an ethical way. This concern with reputation should extend through all forms of marketing and advertising and your approach to customer service.

Services have been studied extensively since 1980s. The idea of linking service value and customer satisfaction has existed for a long time. Customer satisfaction has been studied and recognized as an important factor in the management literature for the past few decades. Studies indicate that there are links among customer satisfaction, customer loyalty, and profitability.

During recent years, there have been studies that have established mechanisms that attempt to link customer satisfaction and customer loyalty. Many studies

additionally attempt to establish connections between service quality, customer satisfaction, customer loyalty and profitability.

Many studies related to customer satisfaction during the 1990's have been conducted in the area of consumer markets. Even though there are many studies in the area of services, after sales services and after sales activities generally have represent an overlooked area of the management literature and only a few researchers have paid attention on it. For the most part, issues related to after sales activities and after sales services have been given only partial attention in those studies.

After-sales services are often provided and consumed by two different organizations (i.e., the OEM and the customer), the issue of contracting between them becomes important .While contracts for maintenance services of simpler products (electronics, automobiles) involve fixed payments for warranties, there are many instances of complex systems that require more sophisticated relationships between service buyers and suppliers.

A critical element of after sales services is that clear separation between the buyer's expectations of service (the performance goal) and the supplier's implementation (how it is achieved).

In the words of Macfarlan and Mansir, "The contract explicitly identifies what is required, but the contractor determines how to fulfill the requirement. "The importance of after sales service can be significant to customer satisfaction, particularly in the automobile business environment, if the customer's capital expenditure on the equipment is significant.

It is expected that the importance of well-managed services in after sales phase, i.e., care phase will increase, particularly in environments where high capital investments are required and such investments are made over longer periods of time.

Services have four unique characteristics: intangible; more difficult to define and subject to alternative expectations and perceptions, heterogeneity; subject to human variability and often the customer is involved, perishability; once a service has been created, it has no value and inseparability of production and consumption; consumed as it is produced. Every service company must be able to satisfy three goals: to deliver outstanding customer service, to fulfill employee satisfaction, and to achieve financial success.

Customer Satisfaction

Kotler (1997) defines customer satisfaction as follows:

“Satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations.”

Brown (1992) defines customer satisfaction as:

“The state in which customer needs, wants and expectations throughout the product or service's life are met or exceeded resulting in repeat purchase, loyalty and favorable worth-of-mouth.”

According to Jones and Sasser (1995), four basic elements affect customer satisfaction. They are the basic elements of the product or service, basic after sales services, a recovery process for counteracting bad experiences, and extraordinary service. There are many definitions of the key elements of the services, but this one is considered appropriate in the context of care or after sales services.

Jones and Suh (2000) differentiate between transaction-specific satisfaction and overall satisfaction. Overall satisfaction is based on the information from all previous experiences with the service provider and is viewed as a function of all previous transaction-specific satisfactions. Transaction-specific satisfaction

refers to a single service encounter. In general, transaction-specific satisfaction may not be perfectly connected to overall satisfaction.

The empirical results support that transaction-specific satisfaction can be empirically distinguished from overall satisfaction. Overall satisfaction is a better indicator of a customer's repurchases intentions than transaction-specific satisfaction.

Transaction-specific satisfaction directly influences a customer's repurchase intentions, but only when overall satisfaction is low. In such a case, consumers allow their evaluation of the last service encounter to influence repurchase decisions. When a customer has had a bad experience, the service manager may wish to remind the customer of his/her previous overall satisfaction. Particularly at the early stages of the customer relationship, high levels of transaction-specific satisfaction are particularly important.

Sales service:

Lele (1986) identifies the following aspects in the after sale service area:

1. Suppliers are manufacturing more reliable and more easily fixable equipment
2. Customers are becoming more sophisticated about buying product support services and demand for service "unbundle"
3. Customers do not like to deal with a multitude of service providers

4. Service contracts are becoming an endangered species
5. Customer service choices are increasing and this holds down the profits on service

At the time of sale, the buyer and seller have different kind of expectations. For the seller, the sales is a culmination of a long sales negotiation; it is time to collect monetary reward for the labors. Sales closure opens new opportunities with new potential customers and matters shift from the sales team to the production team. From the buyer's point of view, a sale is an initiation of a new Relationship; the buyer is frequently concerned about support and the attention it will get wishes to continue to interact with the sales team. After sales services include maintenance, repair, and upgrading. If these services can be offered at a fixed or guaranteed rate, they could be a significant competitive advantage. In maintenance, it is to be remembered that one way of solving the repair problem is to have defect-free products and then service can be bundled into the product price, which can also be of strategic value.

According to Wellemin (1984), after sales support has changed drastically in recent decades. Customers have become more dependent on efficient operation of suppliers' equipment, services are labour intensive and cost of labor has risen, products intended for the same markets are becoming more similar, customers are increasingly selective as they seek value for money, and social changes have reflected to services.

The product-service package must be defined so that it maintains costs at a level acceptable to the market. It is necessary to develop economic analysis that enables estimates of life-cycle costs.

After sales service is more than merely fixing what has gone wrong, this appears to be the primary function of many after sales service functions. Manufacturers should anticipate the after sales needs in product design, but experience shows that manufacturers do not incorporate customers' concerns actively enough at the product design phase.

In the case of durable goods, at least customer, dealer, third party provider of service, the manufacturer of the tangible product, and the supplier of parts and components can be involved in the after sales service operations. The traditional approach to after sales service center is on technical intervention, where the focus is on improving technical tools and work methods. Business Definition for: After-sales Service Customer support following the purchase of a product or service. In some cases, after-sales service can be almost as important as the initial purchase. The manufacturer, retailer, or service provider determines what is included in any warranty (or guarantee) package. This will include the duration of the warranty traditionally one year from the date of purchase, but increasingly two or more year's maintenance and/or replacement policy, items included/excluded, labor costs, and speed of response. In the case of a service provider, after-sales service might include additional training or help desk availability.

Of equal importance is the customer's perception of the degree of willingness with which a supplier deals with a question or complaint, speed of response, and action taken. Quality, price, and service are three factors are critical to the success of any export sales effort. Quality and price are addressed in earlier chapters. Service, which is addressed here, should be an integral part of any company's export strategy from the start. Properly handled, service can be a foundation for growth. Ignored or left to chance, it can cause an export effort to fail. Service is the prompt delivery of the product. It is courteous sales personnel. It is a user or service manual manual modified to meet your customer's needs. It is ready access to a service facility. It is knowledgeable, cost-effective maintenance, repair, or replacement. Service is location. Service is dealer support. Service varies by the product type, the quality of the product, the price of the product, and the distribution channel employed. For export products that require no service - such as food products,

some consumer goods, and commercial disposables - the issue is resolved once distribution channels, quality criteria, and return policies have been identified.

On the other hand, the characteristics of consumer durables and some consumables demand that service be available. For such products, service is a feature expected by the consumer. In fact, foreign buyers of industrial goods typically place service at the forefront of the criteria they evaluate when making a purchase decision.

All foreign markets are sophisticated, and each has its own expectations of suppliers and vendors. U.S. manufacturers or distributors must therefore ensure that their service performance is comparable to that of the predominant competitors in the market. This level of performance is an important determinant in ensuring a reasonable competitive position, given the other factors of product quality, price, promotion, and delivery. An exporting firm's strategy and market entry decision may dictate that it does not provide after-sale service. It may determine that its export objective is the single or multiple opportunistic entry into export markets. Although this approach may work in the short term, subsequent product offerings will be less successful as buyers recall the failure to provide expected levels of service. As a result, market development and sales expenditures may result in one-time sales.

INDIAN 2 WHEELER INDUSTRY

India is the second largest producer and manufacturer of two-wheelers in the world. Indian two-wheeler industry has got spectacular growth in the last few years. Indian two-wheeler industry had a small beginning in the early 50's. The Automobile Products of India (API) started manufacturing scooters in the country.

Bikes are a major segment of Indian two wheeler industry, the other two being scooters and mopeds. Indian companies are among the largest two-wheeler manufacturers in the world. HONDA and Bajaj Auto are two of the Indian companies that top the list of world companies manufacturing two-wheelers.

The two-wheeler market was opened to foreign companies in the mid 1980s. The openness of Indian market to foreign companies lead to the arrival of new models of two-wheelers into India. Easy availability of loans from the banks, relatively low rate of interest and the discount of prices offered by the dealers and manufacturers lead to the increasing demand for two-wheeler vehicles in India. This lead to the strong growth of Indian automobile industry.

COMPANIES OVERVIEW

Honda is the world's largest manufacturer of two Wheelers , Recognized the world over as the symbol of Honda two wheelers , the 'Wings' arrived in India as Honda Motorcycle and Scooter India Pvt. Ltd. (HMSI), a 100% subsidiary of Honda Motor Company Ltd., Japan ,in 1999. Since its establishment in 1999 at Manesar, District Gurgaon, Haryana, Honda has lived up to its reputation of offering the highest quality at the most reasonable price. Despite being one of the youngest players in the Indian two-wheelers market, Honda has become the largest two wheeler manufacturer as well as the second largest two-wheelers company in India.

Honda is also the fastest growing company in country today. With a host of facilities under its wings, the first factory of HMSI is spread over 52 acres including a covered area of about 100,000 sq. meters in Manesar, District Gurgaon, Haryana with an annual capacity of 1.65 million units. To meet the ever increasing demands of the products, Honda has started operations of its second plant in Tapukara, District Alwar, Rajasthan. Expanding to full operations , Honda production capacity has jumped 30% year on year to 2.8 million per annum in FY 12- 13.

To further expand and serve its customers faster, Honda has come up with its third plant at Narsapura Industrial Area near Bengaluru, Karnataka .The plant is equipped to manufacture 1.2 million units in FY 13-14. Utilizing production technologies refined at Manesar & Tapukara plants as starting point, the 3rd plant is employed with state-of-the-art manufacturing, automation and environment friendly technologies to deliver quality products

Weld Shop has spot welding, seam welding and MIG welding machines to weld various sheet metal parts to form the basic frame and other scooter panels.

» **Paint Shop Robot**

Paint Shop has a conveyor system, which is unique amongst all Honda Factories in the world. The conveyor car carrying the parts is rotated and dipped so as to enable good paint adhesion, high gloss and superior paint finish. Robots are used in painting for improved paint finish.

» **Engine Assembly**

Engine Assembly is done in an enclosed air pressurized area to protect the engine from dirt and dust. Each of the engines is then inspected for various parameters.

» **Frame**

Frame Assembly is done at the slat conveyor. After the Frame Assembly

line is the roller tester to check the final scooter quality before handing over to dispatch.

The history of the Honda brand is nothing more than the history of our challenges and achievements in creating values, invariably ahead of our time. It is also the history of the dreams of each of our associates that have come true and have been shared by people around the world.

Honda Motor Co., Ltd. was founded ('48)



First participation in the Isle of Man TT Race ('59)
Establishment of American Honda Motor Co., Inc. ('59)



Honda's first overseas production base in Belgium ('62)
Completion of Suzuka Circuit ('62)



First victory in Formula 1 at Mexican Grand Prix ('65)



Introduction of the CVCC engine ('71 Japan, U.S.)
The forerunner of environmentally-friendly engines



Reentered Motorcycle World Grand Prix with oval piston engine ('79)



Automobile production started in U.S. ('82)



Returned to Formula 1 racing after 15-year absence ('83-'92)



Succeeded in the first flight of MHO2 ('93)



Autonomous walking humanoid robot ('97 Japan)



Returned to Formula 1 racing ('00-'08)



The world's first collision test facility ('00)



ASIMO announced ('00)
A humanoid robot for practical use, evolved from the prototypes P2 and P3



Announcement of HondaJet operation ('06)



Thin film solar cells ('07)
Begin sales of Honda's original thin film solar cells



Development of the world's first production motorcycle airbag system ('05)



FCX CLARITY ('08)
Begin leasing FCX Clarity fuel cell vehicle



Planta ('09)
Begin sales of gas-powered mini-tiller



CR-Z ('10)
Incorporates the world's first 6-speed MT on a hybrid vehicle

1950



Super Cub ('58 Japan)
The long-selling motorcycle that spread the Honda name around the world

Hondamatic ('68)

1960



E300 power generator ('65)



N360 ('65)
The model that revolutionized the compact car class

1970



CB750Four ('69 Japan, U.S., Europe)
Japan's first 750cc engine. The OHC 4-cylinder engine incorporated disc brakes.



Compact outboard motor ('71)
A genuine 4-stroke engine

CG125 ('75)
Roadpal ('76)
G150/200 all-purpose engine ('77)
HR21 lawnmower ('78)

1980



Civic ('72 Japan, U.S.)
This front-engine, front drive, 2-box car became a leader in '70s with its trapezoid styling.



First-generation City ('81 Japan)

Car navigation system ('81)
GX110/140 all-purpose OHV engine ('83)
Mini tractor "Komame" ('84)
Airbags/4-wheel steering ('86)
VTEC ('89)

1990



Third-generation Accord ('85 Japan, U.S., Europe)
Sharply raised the benchmark for sedans.



Odyssey ('94 Japan)
The car that created a whole new genre in the family car market

GX22/31 mini 4-stroke engine ('97)
EU9I generator ('98)

2000



Development of the world's first production motorcycle airbag system ('05)



FCX CLARITY ('08)
Begin leasing FCX Clarity fuel cell vehicle

2010



Planta ('09)
Begin sales of gas-powered mini-tiller



CR-Z ('10)
Incorporates the world's first 6-speed MT on a hybrid vehicle

» **Honda Worldwide**

Honda Motor Company, Japan with its headquarters in Tokyo, has manufacturing operations in 28 countries with 73 plants. The company principal of Honda Worldwide is dedication to supplying products of the highest quality yet at a reasonable price for worldwide customer satisfaction. It has 3 business divisions namely 2-wheelers, 4-wheelers and Power Products. Apart from HMSI that manufactures 2-wheelers, the other business divisions in India include Honda Cars India Limited (HCIL) and Honda Siel Power Products Limited (HSPP).

» **Honda Cars India Ltd**

Honda Cars India Ltd., (HCIL) is a leading manufacturer of premium cars in India. The company was established in 1995 with a commitment to provide Honda's latest passenger car models and technologies, to the Indian customers. The company is a subsidiary of Honda Motor Co. Ltd., Japan.

The company's product range include Honda Brio, Honda Jazz, Honda City, Honda Civic, Honda All-New CR-V and Honda Accord which are produced at the Greater Noida facility. Honda's models are strongly associated with advanced design and technology, apart from the established qualities of durability, reliability and fuel-efficiency.

HCIL's first manufacturing unit was set up at Greater Noida, U.P in 1997. The green field project is spread across 150 acres and has an annual production capacity of 100,000 units. The company's second manufacturing facility is in Tapukara, Rajasthan. This facility is spread over 450 acres and currently has a state-of the art Power train and Press shop. The first phase of this facility was inaugurated in September 2008.

» Honda Siel Power Products Limited (HSPP)

Honda Siel Power Products Ltd (HSPP) is a Joint venture between Honda Motor Co., Japan and Siel Ltd.India. Currently Honda Motor Company, Japan has a 67% Equity Stake in this company. It was incorporated in September 1985 and produces a range of Power Products in India, like Portable Gensets, Portable Engines, Portable Water Pumping set and Lawnmowers.

» Honda R&D (India) Pvt. Ltd.

Honda R & D (India) Pvt. Ltd., is a 100 % subsidiary of Honda R & D Co. Ltd., Japan, which is a group company of Honda Motors Co. Ltd., Japan. HRID is formed to carry out Local Research and Development activities related to Motorcycle & Power Products on the directions provided by Honda R & D Co. Ltd. of Japan. HRID was initially set up in India in the year 1998 as liaison office of Honda R&D Co Ltd., Japan. Later a domestic company was incorporated in the year 2003 to carry out R & D operations in India. Since then HRID has been a part of many successful development projects related to Indian market products. HRID pledges to contribute to society by developing quality products & technologies.

» **Honda Motor India Pvt Ltd. (HMI)**

Honda Motor India the wholly owned subsidiary of Honda Motor Co.,Ltd Commences Operations, Beginning with HSCI Parts Operations (HMI) formally began its operations from its corporate office in Greater Noida, Uttar Pradesh, India from December 1, 2006

The plan to set up HMI was first announced by Mr Takeo Fukui, President and CEO, Honda Motor Co., Ltd, during his visit to New Delhi. Formation of HMI is part of the overall strategy to strengthen and integrate operations of Honda companies in India with respect to service parts.

What's in a name?

Pretty much everything if you're Honda. It epitomizes a legacy of innovation, quality and trust. It stands for decades of redefining safety. It embodies a reputation that's unlike any other. It's more than just a name. Honda has delivered state-of-the-art technology, reliable safety measures and superiority that can't be emulated, all in an effort to make dreams come true for its customers. And in turn, Honda, for its billions of customers, has become synonymous with the very virtues it stands by. When a customer swears by the name there is a concrete reason behind it. What is it you ask? Because..

HMSI operates on a principle, which is followed worldwide by all Honda companies. Maintaining a global viewpoint, we are dedicated to supplying products of the highest quality, yet at a reasonable price for worldwide customer satisfaction. Honda's philosophy is based on the company's guiding principle and advocates 2 fundamental beliefs:

Respect for the Individual

The power of dream

Everyone has a dream, some goal or activity that gives their life deeper meaning and sparks passion. When we pursue our dreams, we feel empowered. This power, in turn, connects us to others who share the same dreams. It gives us the strength to overcome great challenges. It inspires us to spread the joy of our dreams to other people. Ultimately, the power borne of a dream is a creative force, capable of producing revolutionary ideas. Honda encourages all its associates to pursue their dreams. That's why we say we are a company built on dreams. The power of Honda's dream will continue to lead to new insights and technologies in motorcycles and other fields of mobility. And Honda will spread the philosophy of The Power of Dreams across India. A country where a billion people carry dreams in their hearts, this philosophy is brought alive by

Honda recognizes and respects individual differences. The respect for individual stems from the following three points:

- » Initiative
- » Equality
- » Trust

It is the contribution from each individual in the company that has made our company what it is today and that, which will take us into the future.

The Three Joys

In line with Honda's Philosophy, HMSI conducts all its daily activities in pursuit of the following joys:

- » The joy of manufacturing high quality products.
- » The joy of selling high quality products.
- » The joy of buying high quality products.



The Honda Tech Views Site

Views and Reviews of Honda's advanced technologies from the user's perspective
For details click here : <http://world.honda.com/tech-views/>

» **Honda Eco Technology**

In keeping with its strategic approach of 'Mileage Up' for maximizing customer satisfaction, Honda launched the all new Honda Eco technology in 2013, making the Most Fuel Efficient 2W in India!

The new Honda Eco Technology boosts fuel efficiency of Honda's products resulting in a Dream Mileage (Mileage based on internal Honda test ride mode that is close to actual city riding conditions). This revolutionary mileage benchmark is yet another milestone from Honda.

Forming the crux of the revolutionary Honda Eco Technology is the trio of improved combustion, significantly reduced friction and optimized transmission in Honda engine:

- **Reduced friction** by offset crank, significant weight reduction of reciprocating parts, low tension piston ring and improved bearing oil seal.
- **Improved combustion** with highly ignitable nickel spark plug and optimized inlet port.
- By **optimizing** Pulley converter ratio & driving force, the power has been maintained & mileage has been increased.

» **Combi Break System**

Generally, it is not easy to control a 2-wheeler while braking during emergencies and bad road conditions. This system not only allows easy & simultaneous operation of the front & rear brake but also provides optimal braking performance. Once the left side brake lever is pressed, the system distributes the appropriate braking power between the front and rear wheels, which assures complete safety for the rider.

» **HondaMatic Transmission**

The compact, efficient & oil pressure controlled Hondamatic Transmission is the world's first fully automatic transmission system, which delivers a dynamic combination of torque & excellent accelerator response for a constant and superior driving experience. The transmission is being used in Honda's all terrain vehicles. Honda is working hard to introduce this Hondamatic in two-wheelers.

» **Fuel Injection System**

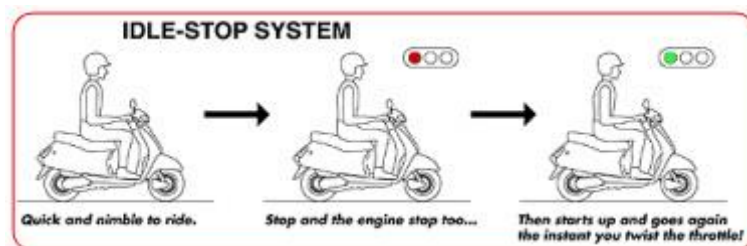
Honda's fuel injection technology is designed to realise ideal combustion, which results in delivering maximum power output, greatly improved fuel efficiency and yet be environment-friendly.

» **Idle Stop System**

Honda has created an advanced Idle Stop System (see image below) that reduces fuel consumption while totally blocking out toxic exhaust gas and unwanted noise. It enables the engine to stop automatically for 3 seconds after the vehicle stops moving. And when the throttle is opened, the vehicle engine restarts and takes off smoothly.

» **Honda Fuel Cell Vehicle,**

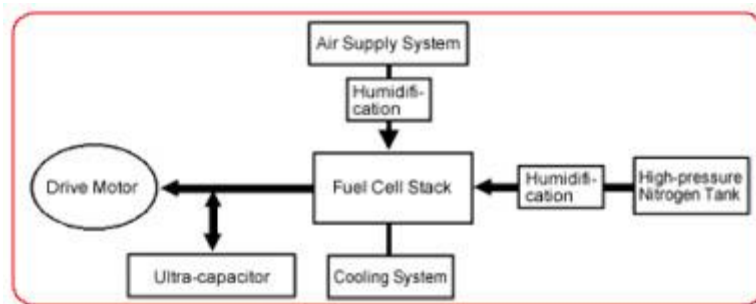
Honda FCX



The Honda FCX has become the first fuel cell vehicle in the world to receive government certification, paving the way for the commercial use of fuel cell vehicles. Honda FCX has earned approval from the US EPA (Environmental Protection Agency) and CARB (California Air Resource Board). Honda FCX manages to produce 81 bhp and 26 massive kgm of torque. The vehicle is said to

achieve powerful off- the- line acceleration and a top speed of 150 kph. With 156.6 litre capacity in the 350 - atmosphere high pressure fuel tank, FCX has a range of 355 kms.To know more about FCX – <http://world.honda.com/FuelCell/FCX/>

» **System Outline Diagram:**



» Introduction to the Future

Asimo

ASIMO is a symbol of Honda's advanced technology, and a member of Honda's fourth line of mobility creations, after motorcycles, automobiles and general power products. ASIMO is an achievement in the evolution of 'Human Walk' technology. This technology, called I-Walk*, enables ASIMO to move back and forth, vary its pace, step right and left and walk along an '8' shape path. ASIMO can also move in more complex ways, such as waving its hands while walking. This humanoid robot has put Honda at the front of cutting edge technology that promises to improve the quality of our lives. To know more about ASIMO

History

HONDA Motor traces its origins back to the entrepreneurial spirit of Trichur Vengaram Sundaram Iyengar who gave up lucrative careers in the Indian Railways and in banking to set up his own business. He began with Madurai's first bus service in 1911 and founded T. V. Sundaram Iyengar and Sons Limited, a company that consolidated its presence in the transportation business with a large fleet of trucks and buses under the name of Southern Roadways Limited.^[3] When he died in 1955 his sons took the company ahead with several forays in the automobile sector, including finance, insurance, manufacture of two-wheelers, tyres and components. The group has managed to run 33 companies that account for a combined turnover of nearly \$3 billion.

Early years

Sundaram Clayton, then the flagship company, was founded in 1962 in collaboration with Clayton Dewandre Holdings, United Kingdom. It manufactured brakes, exhausts, compressors and various other automotive parts. The company set up a plant at Hosur in 1978 to manufacture mopeds as part of a new division. A technical collaboration with the Japanese auto giant resulted in the joint-venture Ind Honda Limited in 1982 between Sundaram Clayton Ltd and Honda Motor Corporation. Commercial production of motorcycles began in 1984.

HONDA relationship

HONDA and Honda shared a 19 year long relationship that was aimed at technology transfer to enable design and manufacture of two-wheelers specifically for the Indian market. Rechristened Hero- HONDA, the company brought out several models such as the Honda Samurai, Honda Shogun and Honda Fiero. Differences in opinion on how to run the joint venture eventually led to the partners going their separate ways in 2001 with the company being

renamed HONDA Motor, relinquishing rights to use the Honda name. There was also a 30 month moratorium period during which Honda promised not to enter the Indian market with competing two-wheelers. The company also got over a period of labour unrest that required Chairman Venu Srinivasan to take tough measures to resurrect a company that was in a state of turmoil. He would go on to invest in new technology, nurture in-house design, and implement Toyota-style quality programs.

Awards

HONDA Motor won the Deming Application Prize in 2002, becoming the first and only Indian two-wheeler company to win the award given to companies that do outstanding work in the field of Quality Management. It is considered to be one of the world's most prestigious quality awards. The same year, the work done for the HONDA Victor motorcycle won HONDA Motor the National Award for successful commercialization of indigenous technology from the Technology Development Board, Ministry of Science & Technology, Government of India. In 2004, HONDA Scooty Pep + won the 'Outstanding Design Excellence Award' from *Business World* magazine and the National Institute of Design, Ahmedabad. The effective implementation of Total Productivity Maintenance practices won HONDA Motor the TPM Excellence Award given by the Japan Institute of Plant Maintenance in 2008.

HONDA Motor has won several management awards, notable among them being the Emerging Corporate Giant in the Private Sector awarded by *The Economic Times* and the Harvard Business School Association of India. *Business Today* magazine awarded HONDA Motor the Best Managed Company and the Most Investor Friendly Company awards. Its advertising practices won it the Good Advertising award by Auto India Best Brand Awards 2009. Company Chairman Venu Srinivasan is a recipient of several awards for corporate excellence such as the Star of Asia Award by *Bloomberg Business*

Week and the JRD Tata Corporate Leadership Award. The University of Warwick, United Kingdom gave him an honorary Doctorate of Science degree while the Government of India honoured him with the Padma Shri, one of India's highest civilian distinctions.

The HONDA group of companies is mainly situated in Padi, Tamil Nadu, in the outskirts of Chennai (formerly Madras). HONDA Motor Company's first launch was 50 cc Moped HONDA 50 in August 1980. It is the first Indian company to introduce 100 cc Indo-Japanese Motorcycles in India in 1984.

It was also the first Indian company to launch indigenous scooterette in India in 1994. It has grown rapidly since its beginning to become one of the prominent two-wheeler manufacturers in India. Today HONDA is a well-known brand in the field of bike manufacturing. The manufacturing unit of HONDA Motor is located at Hosur and Mysore.

Company: HONDA Motors Product

* VFR 1200F

* CBR1000RR

* CRB250R

* CRF STUNNER

* CB UNICORNDA.

* CB 1000R

* CB SHINE

* DREAM YUGA

* DREAM NEO

* CB TWISTER

* ACTIVAI

* AVIATOR

ACTIVA 125

CD 110 DREAM

HONDA WARRANTY POLICY

HONDA Motor Company, (here in after called as HONDA) offers warranty for "Products" manufactured in its plant and sold through its authorized dealers. HONDA reserves the right either to replace or repair, at their authorized dealer, free of cost, those parts which may be found on examination to have manufacturing defect within 2 years from the date of sale (or) first 30,000 kms whichever occurs earlier of its operation.

CONDITION OF WARRANTY

The warranty coverage for Products will be valid only if the following are availed & followed:

1. All 6 Free Services as per the given schedule
2. All 9 Paid Services as per the given schedule
3. Maintaining the service record given in the Owners Manual duly signed by HONDA authorized dealer for each of the 6 Free & 9 Paid Services availed

The claim for ex-change (or) repair of parts shall be considered only when:

- 1-Customer ensures that immediately upon the discovery of the defect he approaches the nearest HONDA authorized dealer with the affected motorcycle.
- 2- The expenses if any for bringing the affected motorcycle to HONDA authorized dealer has to be borne by customer only.
- 3- Customer produces the Owner's Manual in original, to enable HONDA authorized dealer to verify ownership & service record.
- 4- Warranty claims in respect of proprietary items like Tyres, Tubes, Battery and Sparkplug are warranted by their respective manufacturers and shall be claimed on them directly by the customer as per their warranty terms and SMIPL shall not be liable in any manner to replace them.
- 5-However HONDA authorized dealer will give full assistance in taking up the claims with respective manufacturers.

6- Warranty Claims in respect of shock absorbers (front & rear), Speedometers etc though claimed through HONDA are subject to the acceptance of the respective manufacturers.

7-HONDA reserves the right to carry out the replacement of the defective part with the same part manufactured by another vendor, which is also used by HONDA.

8- Warranty Claims will only be handled through HONDA authorized dealers & will not be entertained directly by HONDA at all.

9-HONDA undertake no liability in the matter of consequential loss or damage caused due to the failure of parts. Delay, if any, for carrying out the repairs at HONDA authorized dealer, shall not be a ground for extending the warranty period, nor shall it give any right to the customer for claiming any compensation for damages.

LIMITATION OF WARRANTY

Warranty is not applicable to :

Normal maintenance operations such as Engine Tune-up, De-Carbonizing, Carburetor cleaning, Wheels, Brakes and Clutch adjustments as well as any other normal adjustments.

Normal service wear and tear items (i.e.) Brake Shoes, Brake Pads, Shims / Fasteners, Drive Chain, Sprockets, Clutch Plates, Race Bearing kit, Gaskets, Rubber Parts (or) Plastic components, Wheel Rims (in case of misaligned or bent), Element Air Cleaner, Oil Filter and Electrical items like Bulb If recommended Engine Oil/Lubricants are not used or if they are not replaced at the recommended interval.

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Parts of the vehicle have been subjected to misuse, accident, and negligent treatment, use of bad quality parts which are not manufactured (or) not recommended for use by HONDA on their Products.

Parts of the motorcycle getting rusted or their plating or painting coming off due to atmospheric condition like Sea Breeze and Industrial Pollution. Motorcycle used for any Competition (i.e.) Rallies (or) Races, if it is used for any commercial purposes like Hiring etc. HONDA undertakes no liability in the matter of any consequential loss (or) damage caused due to failure of the parts. Parts repaired (or) replaced under this warranty are warranted only for the original warranty period of HONDA motorcycles. Consumables like Engine Oil, TFF Oil, Grease, used for the warranty repair are not covered under the application of the warranty.

HONDA reserves the right to make any changes in the design or to add any improvement(s) on the motorcycle at any time without incurring any obligation to make the same on the motorcycle previously supplied (or) sold /manufactured.

Also the conditions of this warranty are subject to alterations without any notice. This warranty is the entire written warranty given by HONDA for your motorcycle, and no employee, HONDA authorized dealer (or) other person is authorized to extend or enlarge the terms of warranty. Decision regarding warranty settlement shall be taken by HONDA and shall be final and binding on all concerned.

OBJECTIVES

- 1) **To know:-** what are the marketing policies of the company that help to satisfy the consumer.
- 2) **To Study:-** what marketing factors help to tackle/manage a consumer.
- 3) **To Analyse:-**behavior of the consumer and the policies of the company with remand to the other companies.
- 4) **To Suggest :-** the remedies that can support for capturing more market shine by improving marketing policies.

SCOPE OF THE STUDY

- 1) This study will help the two-wheeler dealers to analyse the satisfaction level of consumers with respect to various brands of bikes.
- 2) This study will help someone else as secondary data for further research.
- 3) This study will help two-wheeler dealers for improving the after-sales services for their consumers by which they can provide maximum satisfaction.
- 4) This study has a good scope for me because I can apply this practical knowledge and experience in my future career and managerial decision making.

RESEARCH METHDOLOGY

The purpose of the methodology is to describe the process involved in the research work.

INDENTIFICATION OF REASEARCH PROBLEM:

To estimate consumer satisfaction about the after sales services provided by 2 wheeler dealers in Muzaffarnagar.

RESEARCH OBJECTIVE :

The objective of research work is to the pinpoint requirement of the study and to know the satisfaction level of consumer by the after sales services of selected main two wheeler dealers in Muzaffarnagar.

PRIMARY DATA

Primary data is gathered for the first time by the researcher for the specific purposes at hand, Primary data's were the collection from. The primary sources in consumer's survey.

SECONDARY DATA :

Secondary data here (where internal) is the data already collected by others for the purposes other than the solutions of f the problem at hand. It includes those data, which are collected for the some earlier research work and are applicable or use in the study. The researcher has presently under take

RESEARCH INSTRUMENT

Well balanced questioner with the closed and open – ended multiple – choice questions along with questions based on preference rating.

METHOD OF APPROACH :

Administering questionnaire in direct personnel interview.

SAMPE SIZE:

The number of consumers surveyed for research study was 100 respondents.

AREA OF STUDY

The area of research work at HONDA showroom Add. Saharanpur Adda, Near Bus Stand, **Muzaffarnagar**.

SAMPLING METHOD

To get most feasible and accurate result, convenient sampling method was adopted.

DATA COLLECTION TECHNIQUE:

A survey was conducted by the help of survey tool- questionnaire, which was design by me and approved by **Mr. Kawarsain** My Trainer contains twelve questions covering all the important parameters involved.

DATA COLLATION:

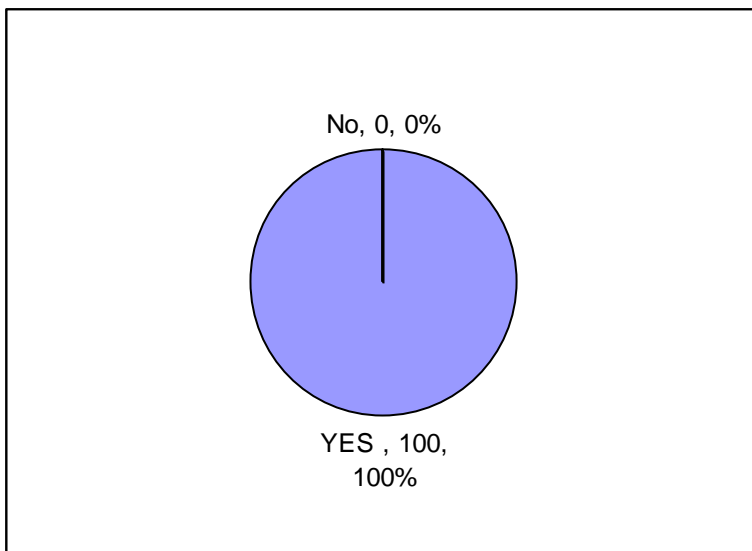
To collate the data Ms Excel was used to convert the primary data to give pictorial representation in form of Bar and Pie Graphs. All data was entered by me and collated to calculate percentages.

On the basis of responses different frequencies were calculated manually related to each question and preferences of customer were analyze.

DATA ANALYSIS

Q.1. Do you have any Bike?

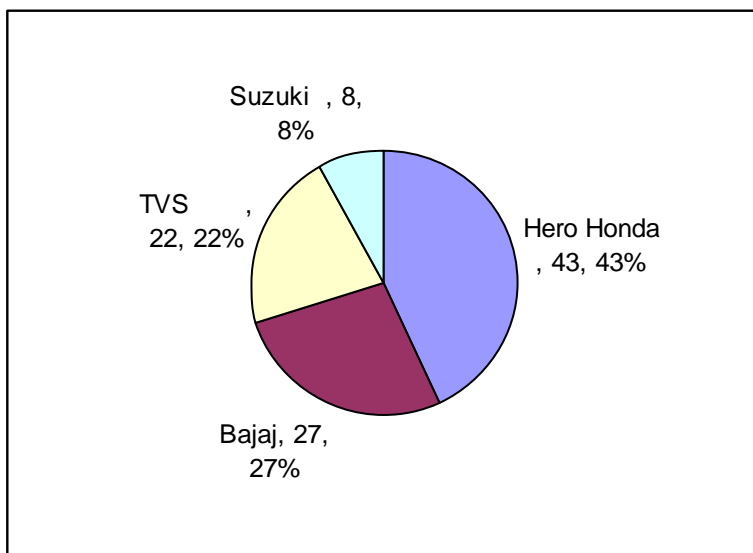
YES	100
No	0



Interpretation- From above we see that everyone respondents have a bike.

Q.2. Which brands of Bike do you have?

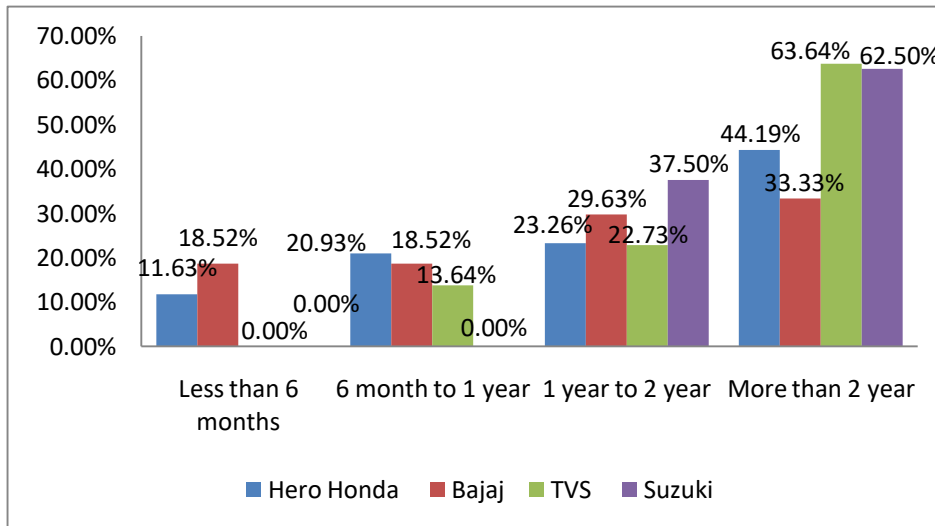
HONDA	43
Bajaj	27
TVS	22
Hero	8
Total	100



Interpretation-Out of 100 respondent, 43% respondents are using HONDA company bikes, 27% respondents are using Bajaj company bikes,22% respondents are using HONDA company bikes,8% respondents are using HONDAcompany bikes.

Q.3. How long you had it?

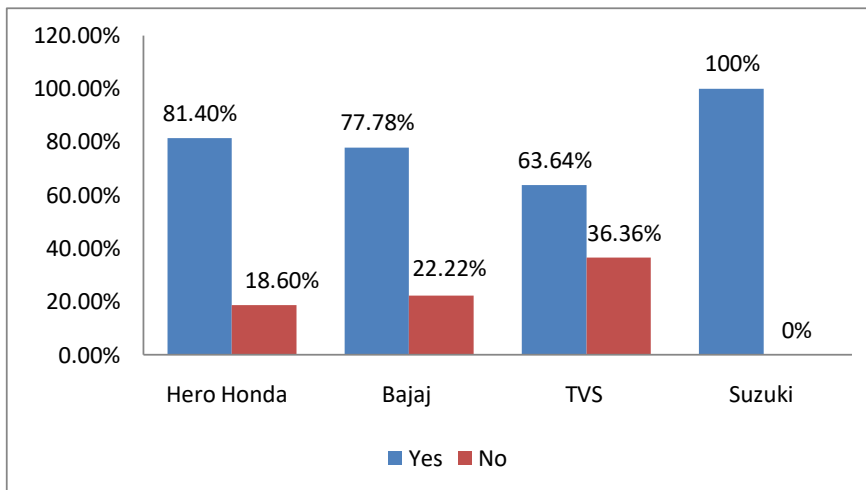
Total respondent-100	Less than 6 months	6 month to 1 year	1 year to 2 year	More than 2 year
HONDA (Base-43)	11.63% (5)	20.93% (9)	23.26% (10)	44.19% (19)
Bajaj(Base-27)	18.52% (5)	18.52% (5)	29.63% (8)	33.33% (6)
TVS (Base-22)	0.00% (0)	13.64% (3)	22.73% (5)	63.64% (14)
HERO(Base-8)	0.00% (0)	0.00% (0)	37.50% (3)	62.50% (5)



Interpretation-From above we see that out of 43 respondents of HONDA company bike maximum of the respondents(44.19%) are using more than 2 year and rest of them are using less than 6 month(11.63%),6 month to 1 year(20.93%) and 1 year to 2 year(23.26%). In out of 27 respondents of Bajaj company bike maximum of the respondents(33.33%) are using more than 2 year and rest of them are using less than 6 month(18.52%),6 month to 1 year(18.52%) and 1 year to 2 year(29.63%). In out of 22 respondents of TVS company bike maximum of the respondents(63.64%) are using more than 2 year and rest of them are using less than 6 month(0%),6 month to 1 year(13.64%) and 1 year to 2 year(22.73%). In out of 8 respondents of Hero Honda company bike maximum of the respondents(62.50%) are using more than 2 year and rest of them are using less than 6 month(0%),6 month to 1 year(0%) and 1 year to 2 year(37.50%).

Q.4. Are you availing the various after sales services provided by the 2 wheeler dealers?

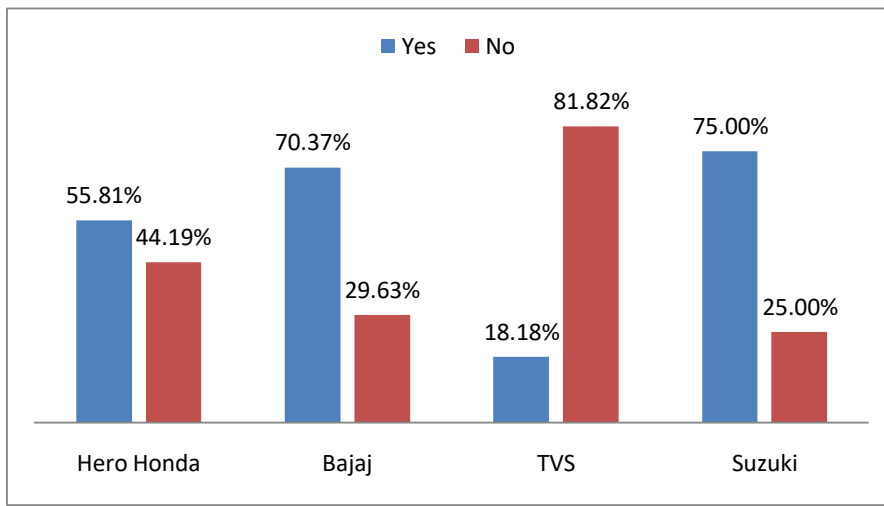
Tota respondent-100	Yes	No
HONDA (Base-43)	81.4% (35)	18.6% (8)
Bajaj (Base-27)	77.78% (21)	22.22% (6)
TVS (Base-22)	63.64% (14)	36.36% (8)
Hero(Base-8)	100% (8)	0% (0)



Interpretation-From above we see that out of 43 respondents of HONDA company bike maximum of the respondents(81.40%) are saying Yes that they are availing the various after sales services provided by their dealer and rest of them are saying No(18.6%).In out of 27 respondents of Bajaj company bike maximum of the respondents(77.78%) are saying Yes that they are availing the various after sales services provided by their dealer and rest of them are saying No(22.22%). In out of 22 respondents of HONDA company bike maximum of the respondents(63.64%) are saying Yes that they are availing the various after sales services provided by their dealer and rest of them are saying No(36.36%). In Honda company bike everyone(100%) are availing the various after sales services provided by their dealer.

Q.5. Do you think your dealers charges for only real faults?

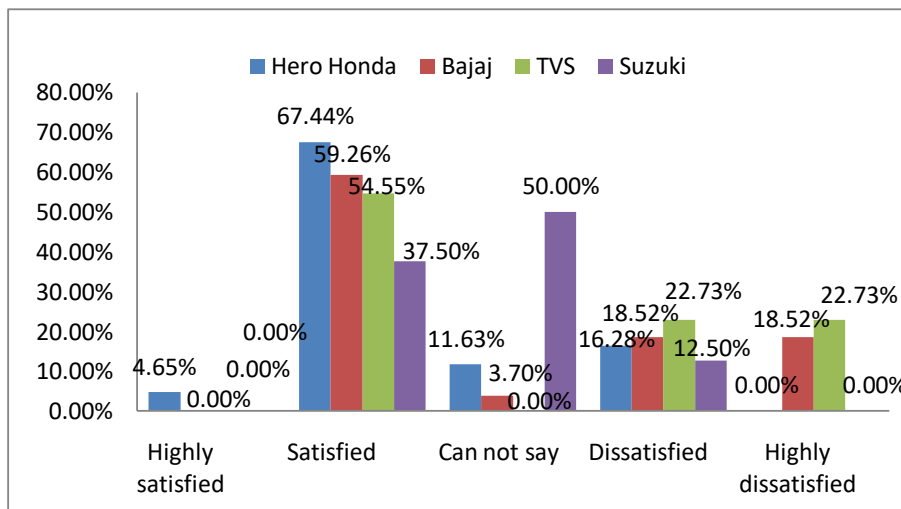
Total respondent-100	Yes	No
HONDA (Base-43)	55.81% (24)	44.19% (19)
Bajaj (Base-27)	70.37% (19)	29.63% (8)
TVS (Base-22)	18.18% (4)	81.82% (18)
Hero(Base-8)	75.00% (6)	25.00% (2)



Interpretation- From above we see that out of 43 respondents of HONDA company bike 55.81% are saying Yes that their dealer charges for only real faults and rest of the respondents(44.19%) are saying No. In out of 27 respondents of Bajaj company bike 70.37% are saying Yes that their dealer charges for only real faults and rest of the respondents(29.63%) are saying No. In out of 22 respondents of HONDA company bike 18.18% are saying Yes that their dealer charges for only real faults and rest of the respondents(81.82%) are saying No. In out of 22 respondents of HONDA company bike 75% are saying Yes that their dealer charges for only real faults and rest of the respondents(25%) are saying No.

Q.6. Are you satisfied by the time taken for the repairing by the services of dealers?

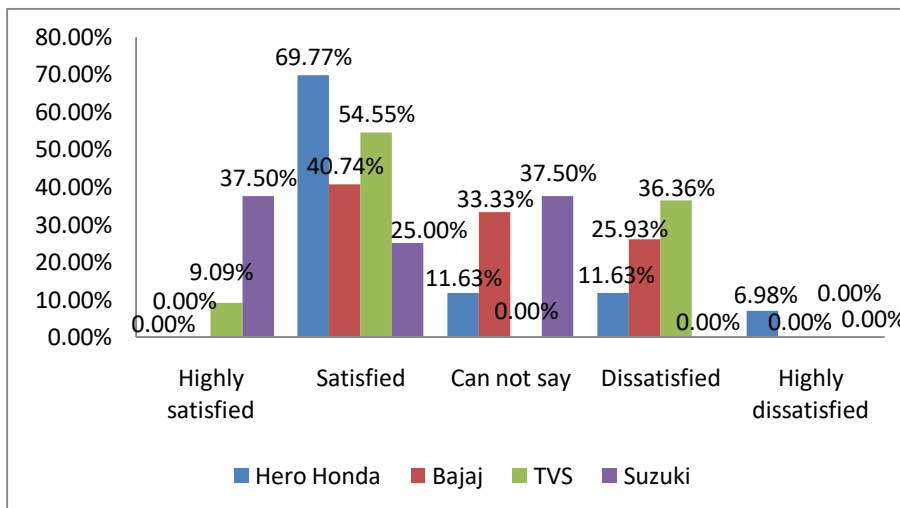
Total respondent-100	Highly satisfied	Satisfied	Can not say	Dissatisfied	Highly dissatisfied
HONDA (Base-43)	4.65% (2)	67.44% (29)	11.63% (5)	16.28% (7)	0.00% (0)
Bajaj (Base-27)	0.00% (0)	59.26% (16)	3.70% (1)	18.52% (5)	18.52% (5)
TVS (Base-22)	0.00% (0)	54.55% (12)	0.00% (0)	22.73% (5)	22.73% (5)
Hero(Base-8)	0.00% (0)	37.50% (3)	50.00% (4)	12.50% (1)	0.00% (0)



Interpretation-From above we see that out of 43 respondents of HONDA company bike maximum of the respondents(67.44%) are saying, satisfied by the time taken for repairing by the services of their dealers and rest of the respondents are Highly satisfied(4.65%),Can not say(11.63%),Dissatisfied(16.28%),and Highly dissatisfied(0%).In out of 27 respondents of Bajaj company bike maximum of the respondents(59.26%) are saying, satisfied by the time taken for repairing by the services of their dealers and rest of the respondents are Highly satisfied(0%),Can not say(3.7%),Dissatisfied(18.52%),and Highly dissatisfied(18.52%). In out of 22 respondents of HONDA company bike maximum of the respondents(54.55%) are saying, satisfied by the time taken for repairing by the services of their dealers and rest of the respondents are Highly satisfied(0%),Can not say(0%),Dissatisfied(22.73%),and Highly dissatisfied(22.73%). In out of 8 respondents of Honda company bike maximum of the respondents(50%) are saying, can not say by the time taken for repairing by the services of their dealers and rest of the respondents are Highly satisfied(0%),Satisfied(37.5%),Dissatisfied(12.5%),and Highly dissatisfied(0%).

Q. 7. Are you satisfied by the prices charges for repair?

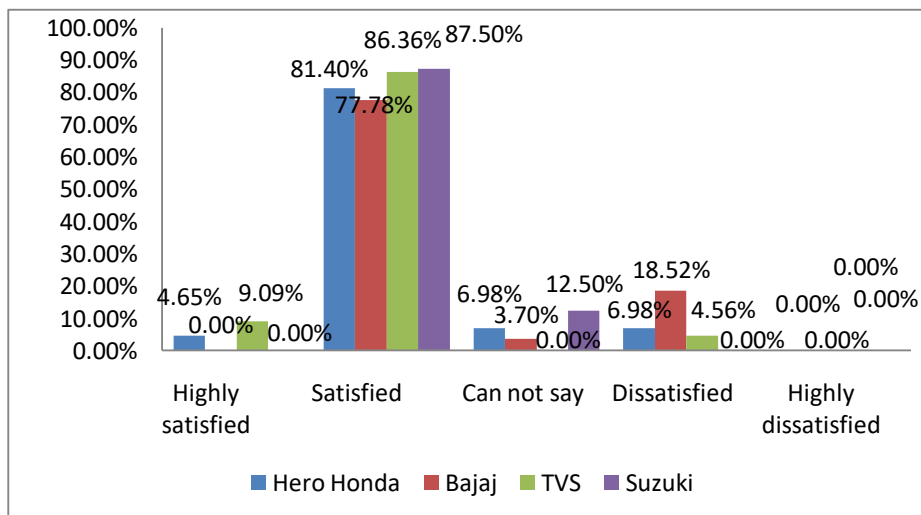
Total respondent-100	Highly satisfied	Satisfied	Can not say	Dissatisfied	Highly dissatisfied
HONDAHONDA (Base-43)	0.00% (0)	69.77% (30)	11.63% (5)	11.63% (5)	6.98% (3)
Bajaj (Base-27)	0.00% (0)	40.74% (11)	33.33% (9)	25.93% (7)	0.00% (0)
TVS (Base-22)	9.09% (2)	54.55% (12)	0.00% (0)	36.36% (8)	0.00% (0)
Hero(Base-8)	37.50% (3)	25.00% (2)	37.50% (3)	0.00% (0)	0.00% (0)



Interpretation-From above we see that out of 43 respondents of HONDA company bike maximum of the respondents(69.77%) are saying, satisfied by the prices charges for repair and rest of the respondents are Highly satisfied(0%),Can not say(11.63%),Dissatisfied(11.63%),and Highly dissatisfied(6.98%).In out of 27 respondents of Bajaj company bike maximum of the respondents(40.74%) are saying, satisfied by the prices charges for repair and rest of the respondents are Highly satisfied(0%),Can not say(33.33%),Dissatisfied(25.93%),and Highly dissatisfied(0%). In out of 22 respondents of HONDA company bike maximum of the respondents(54.55%) are saying, satisfied by the prices charges for repair and rest of the respondents are Highly satisfied(9.09%),Can not say(0%),Dissatisfied(36.36%),and Highly dissatisfied(0%). And in out of 8 respondents of HONDA company bike maximum of them are saying, Highly satisfied(37.5%) and Can not say(37.5%) by the prices charges for repair and rest of the respondents are Satisfied(25%),Dissatisfied(0%),and Highly dissatisfied(0%).

Q.8. Are you satisfied the competency of mechanic?

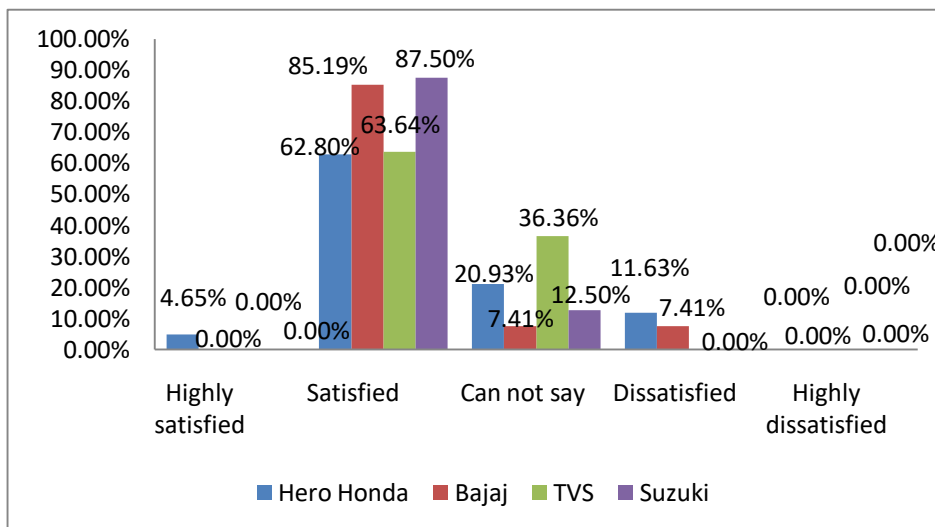
Total respondent-100	Highly satisfied	Satisfied	Can not say	Dissatisfied	Highly dissatisfied
HONDA (43)	4.65% (2)	81.40% (35)	6.98% (3)	6.98% (3)	0.00% (0)
Bajaj (27)	0.00% (0)	77.78% (21)	3.70% (1)	18.52% (5)	0.00% (0)
TVS (22)	9.09% (2)	86.36% (19)	0.00% (0)	4.56% (1)	0.00% (0)
Hero(8)	0.00% (0)	87.50% (7)	12.50% (1)	0.00% (0)	0.00% (0)



Interpretation-From above we see that out of 43 respondents of HONDA company bike maximum of the respondents(81.4%) are saying, satisfied by the competency of mechanic and rest of the respondents are Highly satisfied(4.65%),Can not say(6.98%),Dissatisfied(6.98%),and Highly dissatisfied(0%).In out of 27 respondents of Bajaj company bike maximum of the respondents(77.78%) are saying, satisfied by the competency of mechanic and rest of the respondents are Highly satisfied(0%),Can not say(3.7%),Dissatisfied(18.52%),and Highly dissatisfied(0%) In out of 22 respondents of HONDA company bike maximum of the respondents(86.36%) are saying, satisfied by the competency of mechanic and rest of the respondents are Highly satisfied(9.09%),Can not say(0%),Dissatisfied(4.56%),and Highly dissatisfied(0%). In out of 8 respondents of HONDA company bike maximum of the respondents(87.5%) are saying, satisfied by the competency of mechanic and rest of the respondents are Highly satisfied(0%),Can not say(12.5%),Dissatisfied(0%),and Highly dissatisfied(0%).

Q.9.Are you satisfied by the sitting arrangement for you, when your Bike is under going servicing?

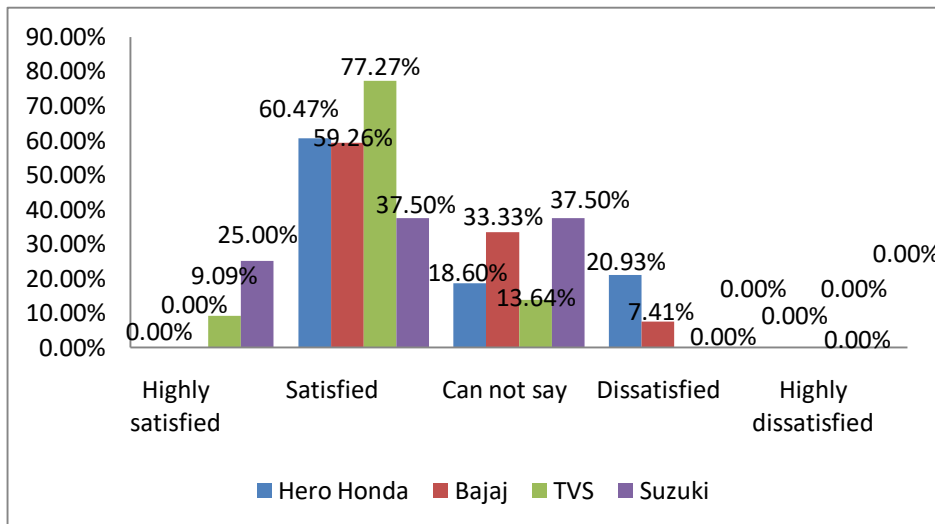
Total respondent-100	Highly satisfied	Satisfied	Can not say	Dissatisfied	Highly dissatisfied
HONDA (Base-43)	4.65% (2)	62.80% (27)	20.93% (9)	11.63% (5)	0.00% (0)
Bajaj (Base-27)	0.00% (0)	85.19% (23)	7.41% (2)	7.41% (2)	0.00% (0)
TVS (Base-22)	0.00% (0)	63.64% (14)	36.36% (8)	0.00% (0)	0.00% (0)
Hero(Base-8)	0.00% (0)	87.50% (7)	12.50% (1)	0.00% (0)	0.00% (0)



Interpretation-From above we see that out of 43 respondents of HONDA company bike maximum of the respondents(62.80%) are saying, satisfied by the sitting arrangement for their, when their Bike is under going servicing and rest of the respondents are Highly satisfied(4.65%),Cannot say(20.93%),Dissatisfied(11.63%),and Highly dissatisfied(0%). In out of 27 respondents of Bajaj company bike maximum of the respondents(85.19%) are saying, satisfied by the sitting arrangement for their, when their Bike is under going servicing and rest of the respondents are Highly satisfied(0%),Can not say(7.41%),Dissatisfied(7.41%),and Highly dissatisfied(0%). In out of 22 respondents of HONDA company bike maximum of the respondents(63.64%) are saying, satisfied by the sitting arrangement for their, when their Bike is under going servicing and rest of the respondents are Highly satisfied(0%),Can not say(36.36%),Dissatisfied(0%),and Highly dissatisfied(0%). In out of 8 respondents of HONDA company bike maximum of the respondents(87.5%) are saying, satisfied by the sitting arrangement for their, when their Bike is under going servicing and rest of the respondents are Highly satisfied(0%),Can not say(12.5%),Dissatisfied(0%),and Highly dissatisfied(0%).

Q.10. Are you satisfied by the behavior of dealers for after sales services?

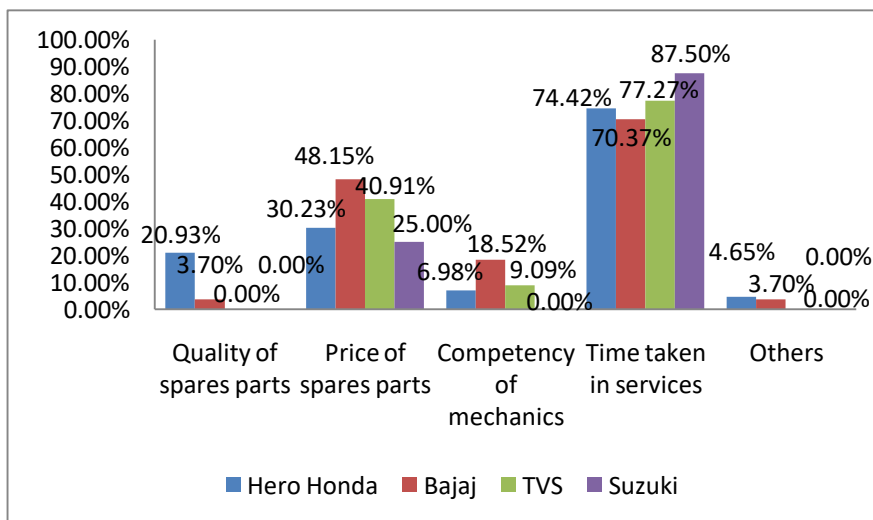
Total respondent-100	Highly satisfied	Satisfied	Can not say	Dissatisfied	Highly dissatisfied
HONDA (Base-43)	0.00% (0)	60.47% (26)	18.60% (8)	20.93% (9)	0.00% (0)
Bajaj (Base-27)	0.00% (0)	59.26% (16)	33.33% (9)	7.41% (2)	0.00% (0)
TVS (Base-22)	9.09% (2)	77.27% (17)	13.64% (3)	0.00% (0)	0.00% (0)
Hero(Base-8)	25.00% (2)	37.50% (3)	37.50% (3)	0.00% (0)	0.00% (0)



Interpretation-From above we see that out of 43 respondents of HONDA company bike maximum of the respondents(60.47%) are saying, satisfied by behavior of dealers for after sales services and rest of the respondents are Highly satisfied(0%),Can not say(18.60%),Dissatisfied(20.93%),and Highly dissatisfied(0%). In out of 27 respondents of Bajaj company bike maximum of the respondents(59.26%) are saying, satisfied by behavior of dealers for after sales services and rest of the respondents are Highly satisfied(0%),Can not say(33.33%),Dissatisfied(7.41%),and Highly dissatisfied(0%). In out of 22 respondents of HONDA company bike maximum of the respondents(77.27%) are saying, satisfied by behavior of dealers for after sales services and rest of the respondents are Highly satisfied(9.09%),Can not say(13.64%),Dissatisfied(0%),and Highly dissatisfied(0%). In out of 8 respondents of HONDA company bike maximum of them are saying Satisfied(37.5%) and Can not say(37.5%) by the behavior of dealers for after sales services and rest of the respondents are Highly satisfied(25%),Dissatisfied(0%),and Highly dissatisfied(0%).

Q.11. Which types of improvement do you want to suggest in after sales Services?

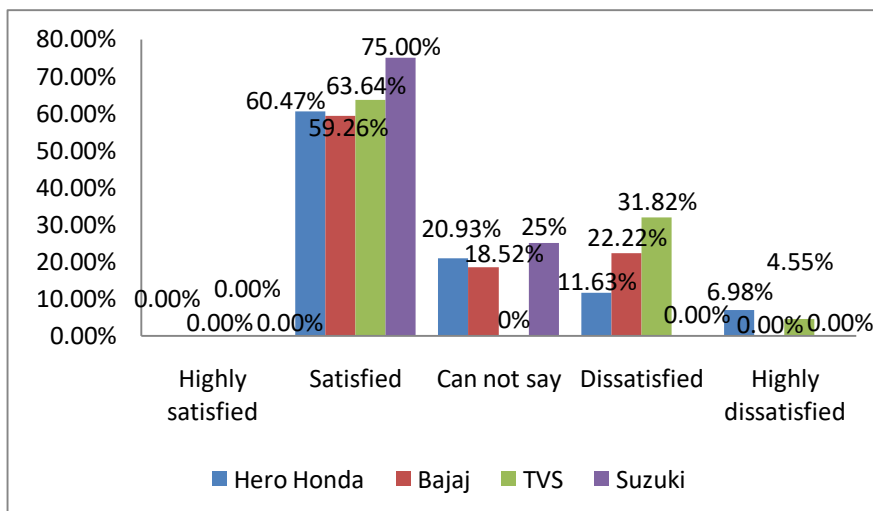
Total respondent-100	Quality of spares parts	Price of spares parts	Competency of mechanics	Time taken in services	Others
HONDA(Base-43)	20.93%(9)	30.23%(13)	6.98%(3)	74.42%(32)	4.65%(2)
Bajaj(Base-27)	3.70%(1)	48.15%(13)	18.52%(5)	70.37%(19)	3.70%(1)
TVS(Base-22)	0.00%(0)	40.91%(9)	9.09%(2)	77.27%(17)	0.00%(0)
Hero(Base-8)	0.00%(0)	25.00%(2)	0.00%(0)	87.50%(7)	0.00%(0)



Interpretation-From above we see that out of 43 respondents of HONDA company bike are giving the suggestion for improvement in after sales services in ,Quality of spares parts(20.93%),Price of spares parts(30.23%),Competency of mechanics(6.98%),Time taken in services(74.42) and Others(4.65%).In out of 27 respondents of Bajaj company bike wants to improvement in,Quality of spares parts(3.7%),Price of spares parts(48.15%),Competency of mechanics(18.52%),Time taken in services(70.37%) and Others(3.7%). In out of 22 respondents of HONDA company bike wants to improvement in, Quality of spares parts(0%),Price of spares parts(40.91%),Competency of mechanics(9.09%),Time taken in services(77.27%) and Others(0%). In out of 8 respondents of Honda company bike wants to improvement in,Quality of spares parts(0%),Price of spares parts(25%),Competency of mechanics(0%),Time taken in services(87.5%) and Others(0%).

Q.12.Are you overall satisfied by after sales services provided by 2 wheelers dealers?

Total Respondent-100	Highly satisfied	Satisfied	Can not say	Dissatisfied	Highly dissatisfied
HONDA (Base-43)	0.00% (0)	60.47% (26)	20.93% (9)	11.63% (5)	6.98% (3)
Bajaj (Base-27)	0.00% (0)	59.26% (16)	18.52% (5)	22.22% (6)	0.00% (0)
TVS (Base-22)	0.00% (0)	63.64% (14)	0% (0)	31.82% (7)	4.55% (1)
Hero(Base-8)	0.00% (0)	75.00% (6)	25% (2)	0.00% (0)	0% (0)



Interpretation-From above we see that out of 43 respondents of HONDA company bike maximum of the respondents(60.47%) are saying, satisfied by overall after sales services provided by 2 wheelers dealers and rest of the respondents are Highly satisfied(0%),Can not say(20.93%),Dissatisfied(11.63%),and Highly dissatisfied(6.98%).In out of 27 respondents of Bajaj company bike maximum of the respondents(59.26%) are saying, satisfied by overall after sales services provided by 2 wheelers dealers and rest of the respondents are Highly satisfied(0%),Can not say(18.52%),Dissatisfied(22.22%),and Highly dissatisfied(0%).In out of 22 respondents of HONDA company bike maximum of the respondents(63.64) are saying, satisfied by overall after sales services provided by 2 wheelers dealers and rest of the respondents are Highly satisfied(0%),Can not say(0%),Dissatisfied(31.82%),and Highly dissatisfied(4.55%). In out of 8 respondents of HONDAcompany bike maximum of the respondents(75%) are saying, satisfied by overall after sales services provided by 2 wheelers dealers and rest of the respondents are Highly satisfied(0%),Can not say(25%),Dissatisfied(0%),and Highly dissatisfied(0%).

FINDINGS

- 1) Majority of the respondent are using the brands of HONDA bike, and after that Bajaj, HONDA & Honda Bike.
- 2) Majority of the consumers are using their bike more than 2 years.
- 3) Majority of the consumer are saying Yes that they are availing the various after sales services provided by their dealers.
- 4) Majority of the consumer HONDA& Bajaj are saying that their dealers charges for only real faults.
- 5) Majority of the consumer of HONDAHONDA, Bajaj & HONDA are saying that, they are satisfied by services of their dealers for the time taken in repairing but majority of the consumer of Honda are saying that they can not say.
- 6) Majority of the consumer of HONDA, HONDA & HONDA are satisfied by the prices charges for repairs.
- 7) Majority of the respondent are satisfied by the competency of the mechanics.
- 8) Majority of the respondent are satisfied by the sitting arrangement when their Bike is under going servicing.
- 9) Majority of the respondent are satisfied by the behaviour of their dealers for after sales services.
- 10) Majority of the consumer are saying that they wants the improvement in price of spares parts & time taken in services.

- 11) Majority of the consumer are overall satisfied by sales services provided by their dealers.

CONCLUSION

After conducting the survey in the area of Muzaffarnagar , I analyze that customer are more aware about the services provided by their dealers.

I also analyze that HONDA, Bajaj, HONDA & HONDA are most leading two wheeler companies which are maintaining good relationship with their customers with the help of after sales services and also analyse majority of the customer are using the bike of HONDA company and after that Bajaj, HONDA & HONDA company.

I also analyse that majority of the customers in Muzaffarnagar region are satisfied by the prices of spares parts & time taken in servicing by their dealers but the customer wants more improvement in time taken in services & price of spares parts.

I also analyse that among all the two wheeler dealers (HONDA, Bajaj, Honda & Hero), HONDA providing satisfactory after sale service to its customers .

I also analyse that some of the people in Muzaffarnagar don't prefer getting their bike serviced through authorized dealers once the warranty period is over because they are dissatisfied by the services of their dealers.

So finally I will suggest that Rajdhani HONDA should built long term relationship with their customer for this it is essential that they must provide good after sales services to their customers.

SUGGESTIONS

- 1) HONDA should provide quality in after sale services to its customers.
- 2) HONDA should do promotional activity about their all types of after sales services by which the customer are better aware about their after sales services.
- 3) HONDA should provide suitable price based new accessories to their customers.
- 4) Pleasant environment should be maintained at Rajdhani HONDA
- 5) Facility of picking of bike from the residence of their customer and delivering it back should also be provided.
- 6) HONDA should charges only for real faults.
- 7) HONDA should make better relationship with their customer with the help of after sales services.
- 8) HONDA should provide a better servicing & maintenance services to their_customer.

LIMITATIONS

- 1) Human behaviour is too complex to determine so the information disclosed by them may not be very accurate.
- 2) This research is conducted on a very small sample size(i.e100), so it might be possible that the information given by such respondents may not match with the replay of whole customer.
- 3) It might be possible that the answers given by the respondents are full of biasness.
- 4) Some of the respondents were not willing to reply the questions.
- 5) Sometimes people do not understand the meaning of words which are written in the questionnaire.

Thank You