

**Research project report**

Research on consumer satisfaction on using  
Non gear two-wheeler of Honda

FOR THE PARTIAL FULLFILLMENT OF THE REQUIREMENT FOR  
THE AWARD OF BACHELOR OF COMMERCE

UNDER THE GUIDANCE OF

Prof. JYOTI DUA

Submitted by

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# **ACKNOWLEDGEMENT**

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I might wish to express my deepest sense of gratitude to PROF. JYOTI DUA my faculty guide in providing a way of direction and continuous support in my report and her inputs regarding the conduct and execution of this report.

I wish to precise my heart felt gratitude to all or any friends who are related to this study in many small and large ways.

HARSHIT GARG

## **DECLARATION**

I, HARSHIT GARG Roll no. 17GSFC101089 student of school of Finance and Commerce, GALGOTIA university, Greater Noida, hereby declare that the project report on consumer satisfaction on using Non gear two-wheeler of Honda is an original and authenticated work done by me.

I further declare that it has not been submitted elsewhere by any other person in any of the academic institutes for the award of any degree diploma or course.

Name and signature of the student:

HARSHIT GARG

## **CERTIFICATE**

This is to certify that the project report on consumer satisfaction on using Non gear two-wheeler of Honda has been prepared by HARSHIT GARG under my supervision and guidance. The project report is submitted towards the partial fulfillment of three-year,full time BACHELOR OF COMMERCE.

Name and Signature of Faculty:            PROF. JYOTI DUA

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## **ABSTRACT**

Honda company has got a huge success in auto mobile industry. Honda company deals in different types of two – wheeler vehicles. The aim of doing this project was to find out the consumers satisfaction on using the Non gear two – wheeler vehicle of Honda. This project will help me to find out consumer experience of riding Non gear two-wheeler vehicle of Honda. It will help me to find out if there is any scope of improvement which company need to do in its vehicles any change in its features in vehicles. How much range of vehicles which people will be able to afford.If people are having any kind of problems regarding the vehicle are they able to get easily the spare parts in market. This survey will help the company to compete in the market and to sustain and earn the profit.

## **INTRODUCTION**

The Honda company has evolved over the years primarily known as a manufacturer of auto mobiles, motor cycles and power equipment. Earlier it was accessed to only cars or motor cycles but now it has expanded its business by manufacturing Non gear two-wheeler vehicles also which has helped it business to expand a lot due to all these efforts Honda company has gained the huge popularity among the automobile industry. Honda company has all over his industry in the whole world. Honda company headquarters located in Minato, Tokyo, Japan. Honda company products are there in automobiles, commercial vehicles, luxury vehicles, motorcycle etc.

Honda company is a public multi-national company. It has been the worlds largest manufacturers since 1959 reaching a production of 400million by the end of 2019 as well as the worlds largest manufacturer of internal combustion engines measured by volume producing more than 14million internal combustion engines each year.

Honda activa has been among the top 10 selling two-wheeler in 2019. Honda activa experienced a year drop in sale at 3008334 units in 2018-2019 registering a degrowth of 4.6 % from 3154030 units in 2018.

# **DATA COLLECTION**

## SOURCES OF DATA-

There are many sources of knowledge collection, like primary data collection and secondary data collection

### PRIMARY DATA –

There are various ways to undertake the gathering of primary data, including conducting surveys to make market data or using other research instruments like questionnaire. For this project primary data was collected mainly through survey method, using the tool questionnaire.

### SECONDARY DATA –

This involves information that already exists somewhere, like in studies already undertaken on this area also as published books, articles in journals, articles on this web and other sources.

The use of secondary data saves time and money. The purpose is to increase the accuracy of analysis. Here the secondary data was obtained from various textbooks, registers, magazines, journals etc.



## **RESEARCH OBJECTIVES**

The main objectives of this study are –

- To identify Customers satisfaction variables which causes building relationship with costumers.
- To study the difference in perception of costumers of the company towards various services provided by company.
- To analyze the satisfaction level of costumers with reference to the various services provided by the company.
- To identify the strategies of company to satisfy their costumer.

## **RESEARCH DESIGN**

Research design is the blue print for empirical research work that guides the researcher in a scientific way towards the achievements of the objectives. Survey method has supported the researcher to find the perception, usage and awareness among the costumers.

## **SAMPLE DESIGN**

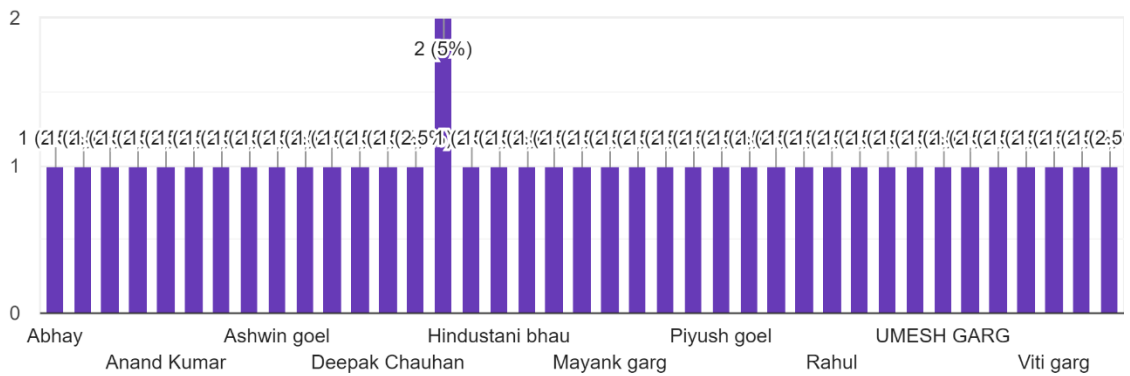
Sampling design is imperative in every scientific study. Hence the researcher decided to collect the data through multi stage sampling.

# RESULT ANALYSIS

The result analysis consists of a survey conducted with the help of questionnaires . The questionnaires was filled by 40 individuals of different age group on basis of consumer satisfaction on using non gear two wheeler of Honda.

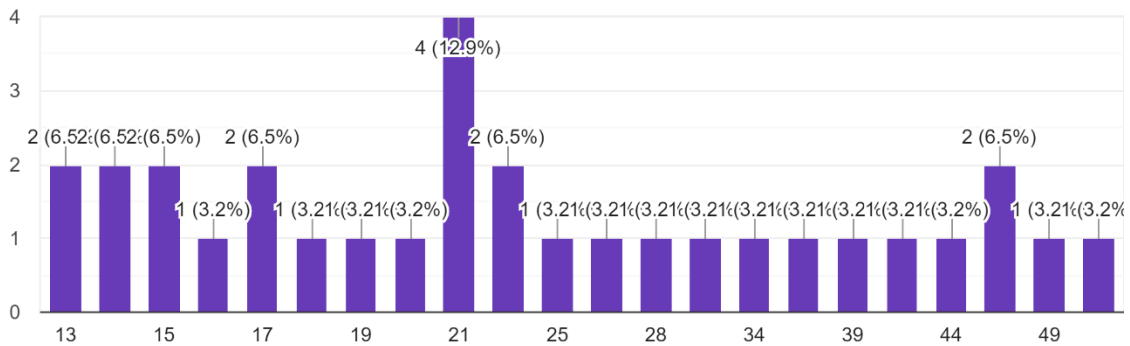
## NAME

40 responses



## AGE

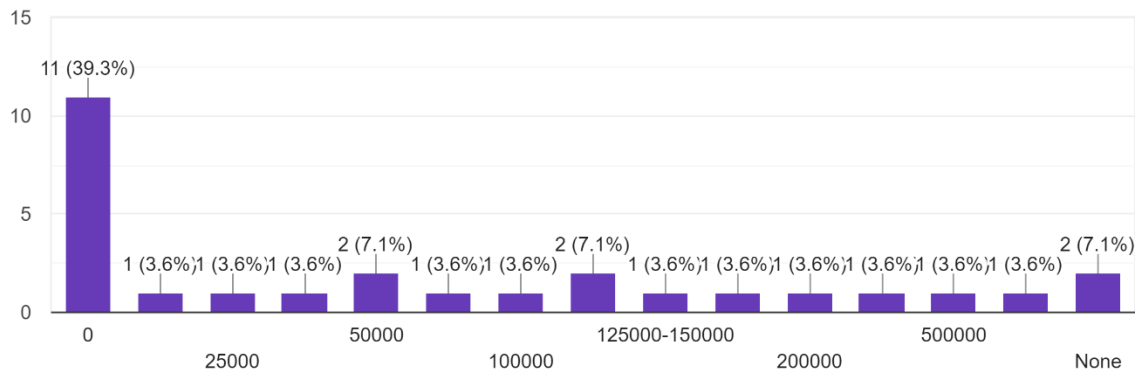
31 responses





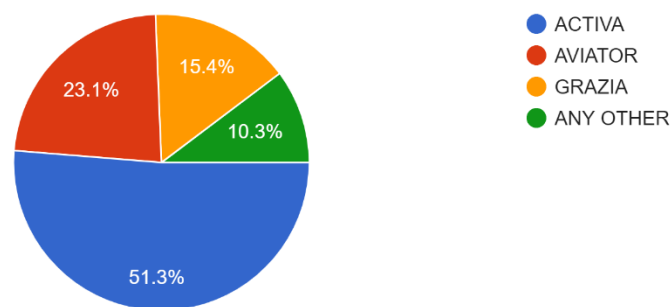
## INCOME

28 responses



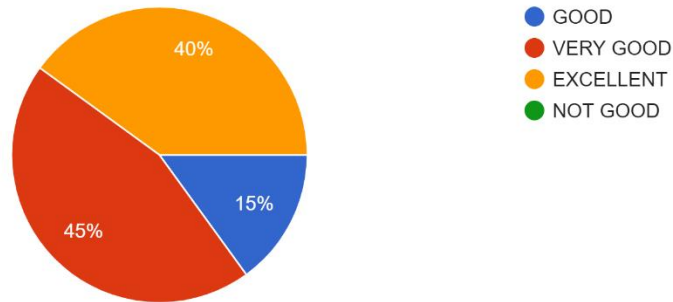
Specify the name of non-gear of honda you have used.

39 responses



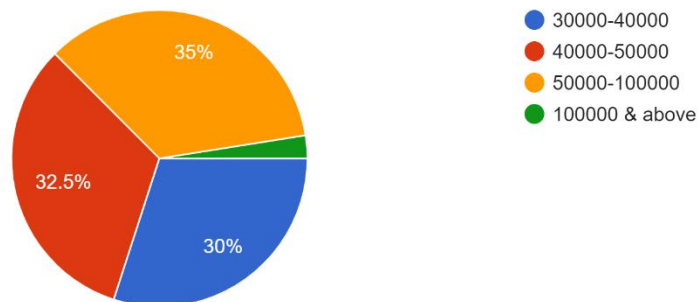
**The non gear two wheeler of Honda which is mostly been used is activa.**

How was your experience of riding the non gear two wheeler of honda.  
40 responses



**The experience of most of the people using the non gear two wheeler Honda is very good .**

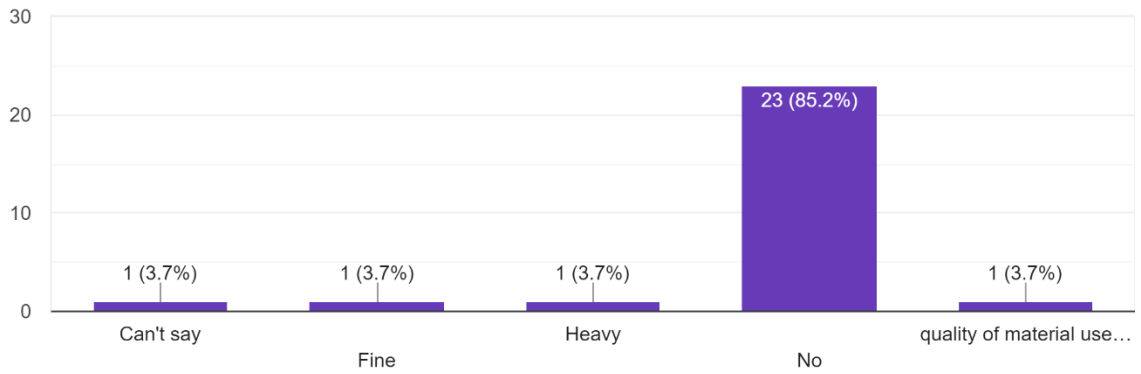
How much range of vehicle you afford.  
40 responses



**Most of the people who can afford Honda vehicle is between 50000 and 100000 .**

Any drawback of honda vehicle.

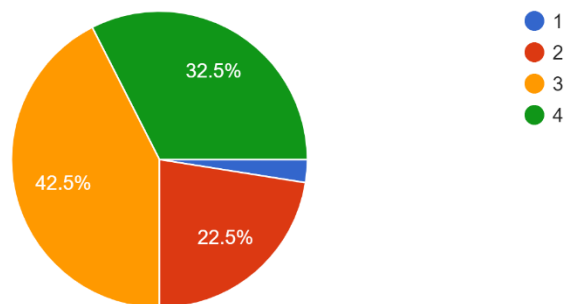
27 responses



**Most of the people have told there is not any drawback in Hondavehicle.**

All over rating of honda vehicle.

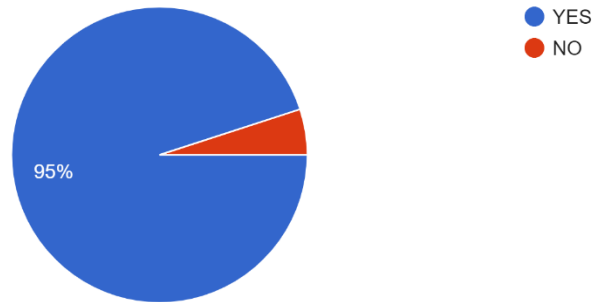
40 responses



**Most of the people have given the 3rating to Honda vehicle.**

Are you satisfied with the features of honda vehicle.

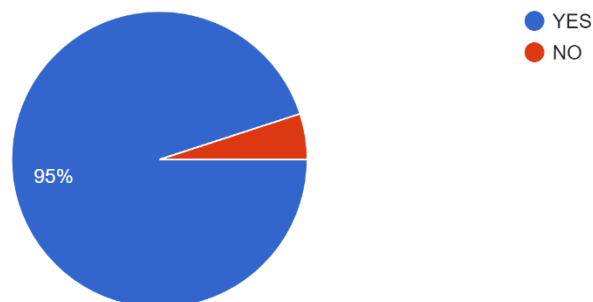
40 responses



**Most of the people are satisfied with the features of Hondavehicle .**

Did you avail the free maintenance service given by the company.

40 responses

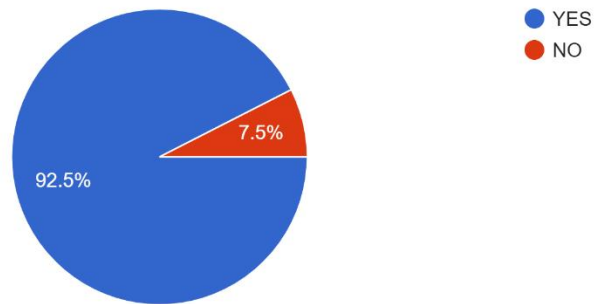


**Most of the people have availed the free maintenance service given by the Honda company .**





Will you easily get spare parts of honda in market.  
40 responses



**Most of the people have got easy access to the Honda spare parts in market .**

## **FINDINGS**

Using the primary and secondary data the following outcome has been derived:

- People of all age group are using the Non gear two-wheeler vehicles of Honda
- People from different fields are having the Non gear two-wheeler vehicle of Honda.
- Mostly the Non gear two-wheeler vehicles which is used is activa.
- Mostly all the people are having a very good experience of riding the Non gear two-wheeler vehicles of Honda.
- Mostly the people according the survey can afford the Honda vehicle from 50000 – 100000.
- According to the survey most of the people are satisfied with the features of Honda and according to them there is not any drawback in vehicle.
- Most of the people get easily the spare parts of honda in market and many people are availing the free maintainence service given by the company.

# **SUGGESTION**

Based on the findings of the study the following suggestions are made here:

## **-Popularizing the other Non gear two-wheeler vehicles of Honda**

By doing the survey I found that mostly the people are liking Only activa the most. The other Non gear two-wheeler vehicles of Honda people are not liking that much so there should be scope of improvement in other Non gear two-wheeler vehicles of Honda so that the people could purchase all the vehicles of Honda which will help the company to make more profit.

## **-Rating of Honda**

By doing the survey the all over rating which was given by most of the people was 3 out of 4 so there is still a scope of improvement so that Honda company could reach at the top in rating.

## **-Increase in features**

Honda company should consistently increase its features in vehicle so that it will be able to compete in the market and company will able to sustain and earn the profit.

## **CONCLUSION**

The Honda company has evolved over the years primarily known as a manufacturer of auto mobiles, motor cycles and power equipment. Earlier it was accessed to only cars or motor cycles but now it has expanded its business by manufacturing Non gear two wheeler vehicles also which has helped it business to expand a lot due to all these efforts Honda company has gained the huge popularity among the automobile industry. Honda company has all over its industry in the whole world. Honda company headquarters located in Minato, Tokyo, Japan. Honda company products are there in automobiles, commercial vehicles, luxury vehicles, motor cycles, scooters etc.

By doing the survey I found that mostly non gear two wheeler vehicle of Honda is active. Most of the people experience of riding the Non gear two wheeler vehicle of Honda is very good. The range which people are able to buy is between 50000 – 100000. Most of the people are satisfied with the feature of Honda vehicle and get easily the spare parts of Honda in market.

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