



# A STUDY ON CUSTOMER LOYALTY TOWARDS SREE AMOGHA HONDA MOTORS, KADAPA

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## ABSTRACT

Customer loyalty presents a paradox. Many see it as primarily an attitude-based phenomenon that can be influenced significantly by customer relationship management initiatives such as the increasingly popular loyalty and affinity programs. However, empirical research shows that loyalty in competitive repeat-purchase markets is shaped more by the passive acceptance of brands than by strongly-held attitudes about them. From this perspective, the demand-enhancing potential of loyalty programs is more limited than might be hoped. Reviews three different perspectives on loyalty, and relates these to a framework for understanding customer loyalty that encompasses customer brand commitment, customer brand acceptance and customer brand buying. This study covers the customer loyalty towards Amogha Honda Motors after studying hundred samples.

**Keywords:** customer loyalty, Customer satisfaction, Small and medium sized enterprises.

## INTRODUCTION

Every supplier wants to create and preserve a devoted client who engages in continued worthwhile business with him. Customer Loyalty is the degree of success of the supplier in keeping a long time courting with the consumer. Thus client loyalty is when a dealer gets the closing reward of his efforts in interacting with its consumer. Customer loyalty has a tendency the purchaser to voluntarily pick out a particular product towards another for his want. The loyalty may be product specific or it may be organisation precise. When a loyal patron has repetitive requirement of the same product, such customers can be defined as being 'brand unswerving'. On the other hand he may additionally require distinct products of the identical manufacturer. That is to mention he makes massive purchases direct from the equal provider and that counts as the company precise loyalty.

**REVIEW OF LITERATURE**

- **Lakshmi Priya (2016)** has conducted research on consumer delight among the users of Honda wheelers. They tried to pick out the factors which have an effect on to present desire of Honda wheelers. The examine revealed that maximum of the clients had been glad with the emblem photo and mileage of Honda bikes. protection price changed into considered a crucial thing and determined first-class of the concern.
- **Arun Mohan (2017)** of their article “Honda Activa: a detailed assessment said that the experience excellent is one factor in which the Activa wished development. The Honda Activa bike employs a trailing hyperlink suspension at the front which ends up in the cope with bar juddering every time, one rides over broken roads and telescopic front forks have to were delivered.
- **Deepthi Nivasini (2018)** in their study counselled that the automobile industry has witnessed a consistent boom around the world. With the creation of recent model bikes each yr, the Honda cars Co. Ltd is devoted to fulfilling the demands of purchasers. The Honda Activa bikes are produced in this type of way that they're extra surroundings pleasant and gas efficient. This makes the Honda Activa motorcycle a priority inside the -wheeler market.
- **Manahila Ansari (2019)**his observe changed into concluded that it is able to be rightly concluded from the challenge that Honda Activa Scooters have accomplished nicely in organising their grounds inside the -wheeler enterprise. they're also known for their consolation and performance and the delight is excessive among the college students and the running magnificence. youngsters are the goal of Honda Activa Scooters and the capacity target are the humans working in MNCs.

**NEED FOR THE STUDY**

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

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

**SCOPE OF THE STUDY**

The study tries to identify and accumulates the needs, feedback and suggestions from the customers of Amogha Honda Motors which would help the company in framing suitable strategies to improve its sales and profit by retaining present customers loyalty . It helps to retain the present customers by updating the company services those are convenient to the customers loyalty . The study will help to generate the loyal customers loyalty , the study identifies the level of customer loyalty to their attitude and feedbacks to the company . By this study the company can correct its loop holes by eliminating the various factors which cause dissatisfaction. It helps to face competition by providing quality services to the customers.

The scope of the study is limited to the customers of Amogha Honda motors in Kadapa city only.

## OBJECTIVES OF THE STUDY

- Identify the primary elements influencing consumer loyalty towards Amogha Honda Motors, such as product fine, after-sales service, pricing, brand reputation, and client revel in.
- Analyze the perceived emblem photo and reputation of Amogha Honda Motors amongst its consumer base and apprehend how these factors have an impact on loyalty conduct
- Assess the current perceptions of customers in the direction of Amogha Honda Motors, together with their standard delight tiers, perceived best of products and services
- Evaluate the function of customer service in fostering loyalty, which include responsiveness, trouble decision, and standard customer service reviews.

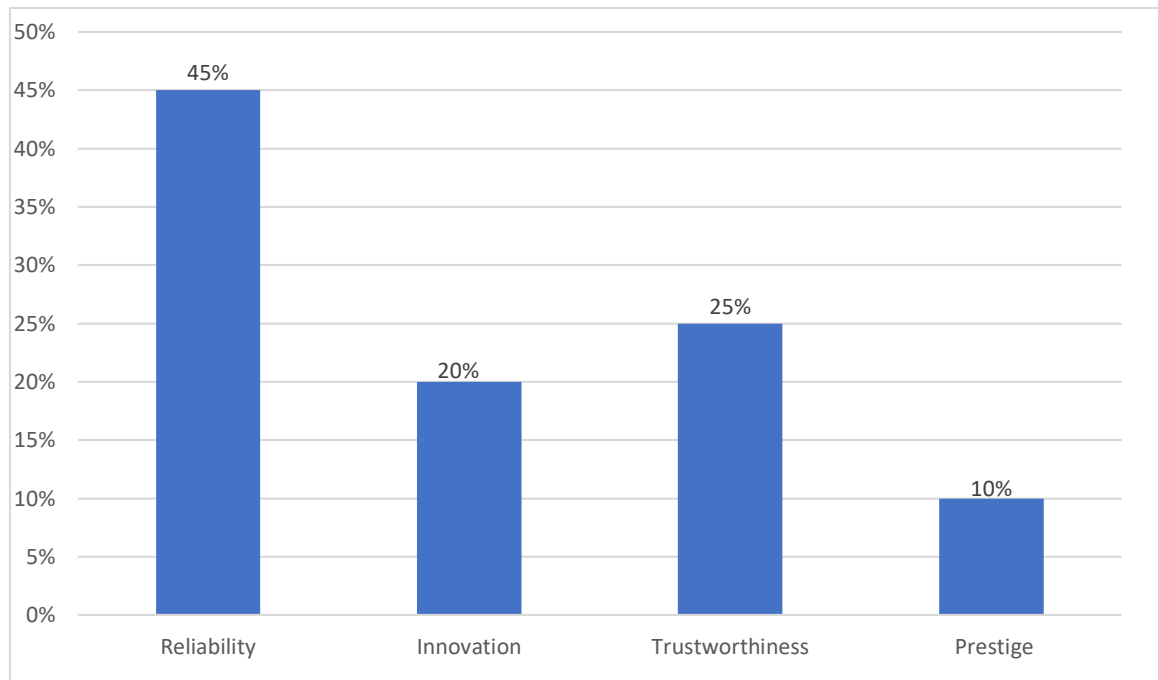
## RESEARCH METHODOLOGY

- Data collection : Primary & secondary Data  
 Primary Data : Questionaries methods  
 Secondary Data : journals, websites
- Type of research : Descriptive research
- Research instrument : Questionnaire
- Sample size : 100
- Sampling method : Convenience sampling method
- Statistical tool : Graphical analysis and bar charts

## DATA ANALYSIS

Table 1: What attributes come to thought while you think about Amogha Honda Motors?

Response	No of Respondents	% of Respondents
Reliability	45	45%
Innovation	20	20%
Trustworthiness	25	25%
prestige	10	10%
Total	100	100%

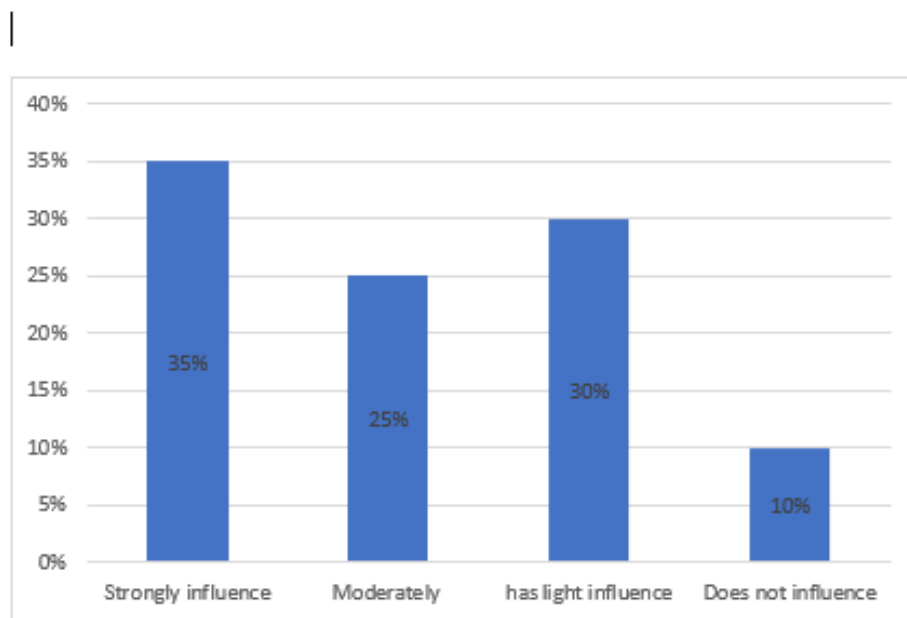
**GRAPH:1****Interpretation:**

From the above desk 45% of the respondents said that Reliability 20% said Innovation , 25% stated trustworthiness and 10% respondents said status are the attributes are available in thoughts while think about Amogha Honda Motors.

Table 2: To what extent does the perceived brand photo of Amogha Honda Motors have an effect on your loyalty toward the logo?

Response	No of Respondents	% of Respondents
Strongly influence	35	35%
Moderately	25	25%
has light influence	30	30%
Does not influence	10	10%
Total	100	100%

GRAPH :2



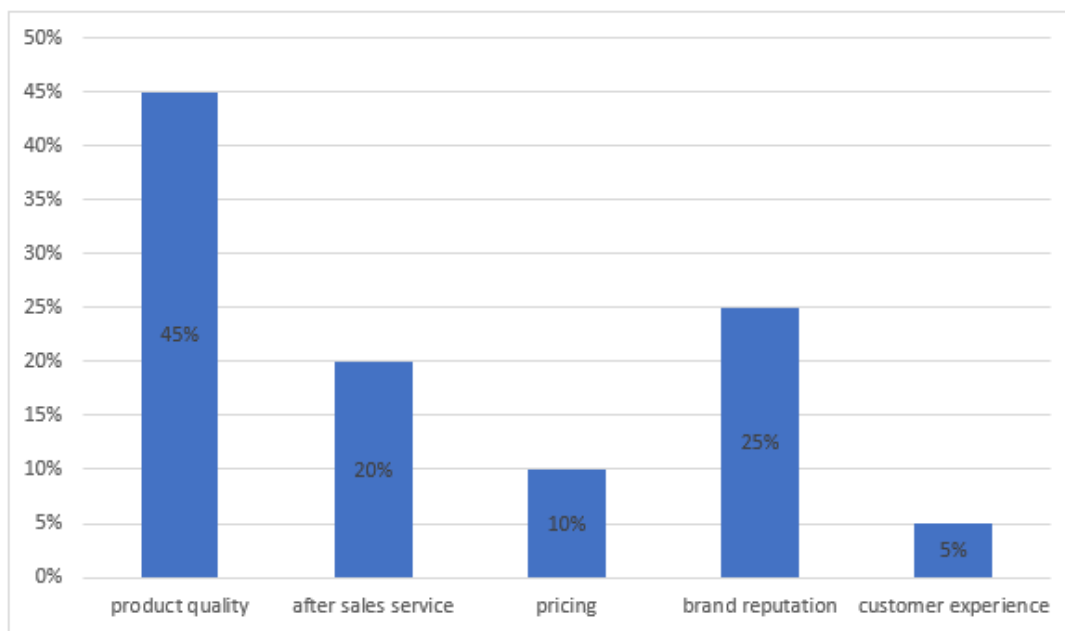
Interpretation:

From the above desk 35% of the respondents stated that brand picture of Amogha Honda Motors Strongly have an impact on the loyalty to words the brand and 25% stated reasonably and 30% respondents said light influence and 10% said that it does no longer influence.

Table 3. Which of the subsequent elements do you don't forget whilst identifying whether or not to continue buying from Amogha Honda Motors?

Response	No of Respondents	% of Respondents
Product quality	40	40%
Aftersales service	20	20%
Pricing	10	10%
Brand reputation	25	25%
Customer experience	5	5%
Total	100	100%

**GRAPH;3**

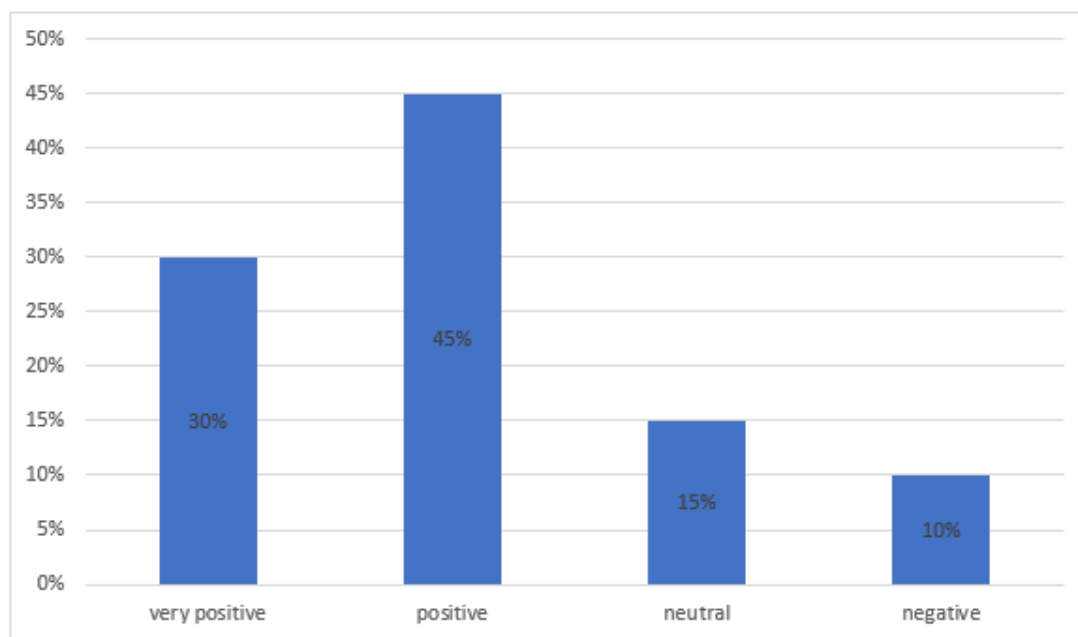


**Interpretation:**

From the above desk forty five% of the respondents said product satisfactory, 20% said after sales provider, 10% respondents stated pricing , 25% said brand reputation 5% of the respondents stated client enjoy is the factors they don't forget.

Table 4. How might you describe your universal notion of the logo photograph of Amogha Honda Motors?

Response	No of Respondents	% of Respondents
Very positive	30	30%
Positive	45	45%
Neutral	15	15%
Negative	10	10%
Total	100	100%

**GRAPH;4****Interpretation:**

From the above desk 30% of the respondents said that they are very positive and forty five% are superb and 15% respondents are impartial and 10% are negative to phrases the perception of the emblem picture of Amogha Honda automobiles.

**FINDINGS**

- 45% of the respondents said that Reliability attribute come to mind when think Amogha honda motors.
- 35%of the respondents said that perceived brand image of amogha motors strongly influence loyalty towards the brand
- 40% of respondents said that product quality factor can be considered when deciding whether to countinue purchasing of amogha handa motors
- 45% of the respondents have postive perception towards the brand image of Amogha Honda motors

## SUGGESTIONS

- The Company needs to improve the overall perception of the brand image of Amogha Honda motors.
- The company should improve the quality products offered to customers so that they can satisfy.
- The company increase the after sales service provided which also increase the customer loyalty towards the Amogha Honda Motors.

## CONCLUSION

From the study it's been concluded that, honda corporation has been in the international for many years and has evolved a emblem loyalty and picture some of the clients. Within the present present day global opposition is at the top, it faces a first-rate opposition from hero motors and bajaj automobiles, nevertheless honda has laid down a sturdy base inside the global marketplace and competing with different competitors of motorcycles in india.

Honda car advanced the logo value in Kadapa District in 2- wheelers. Sponsoring excellent great of provider without compromising in any related factors. Stock factors of motors & spares are well maintained for the ease and on time availability. Can be named as a first-rate service center in A.P if (little bit) manpower & best of carrier advanced extra.

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