

EXECUTIVE SUMMARY

A project work was taken up to understand “**A Study on Consumer perception towards Honda Activa in Bangalore city**”.

For this purpose the study was conducted to examine the perception of consumers towards Honda Activa Vehicle. The research question was; in what type of vehicle do consumers prefer?

The data has been received from the said questionnaires was tabulated for consolidation and analyzed using frequencies, averages, percentages, etc. Graphs are also used to represent the data pictorially. The analysis is used to draw interpretations, followed by conclusion.

Based on the finding of the study, a set of suggestions are also arrived at. The entire study is presented in the form of report and submitted to **Bangalore University** for the purpose of evaluation, as a partial fulfillment of the requirement for the award of **MBA** degree.

GENERAL INTRODUCTION

Every marketing activity revolves around the customer. He is the focal point. In the early stages of economic evolution the consumers had to accept what producer had produced but today the consumers dictates terms to the manufacturer to the products he wants consumer purchase a commodity as dictated by their mental and economic forces. Mental forces create desires and wants and the consumer feel that products offered by manufacturers can satisfy those wants. But economic force may come in way of satisfying the wants. Hence, he has to choose between the wants and select the product according to priority of consumer forces, before manufacturing the product. Product should consider the consumer's inner motives such fear, vanity, pride fashion, procession. The consumer behavior is comparatively new field of study. It is the attempt to understand and predict human actions in buying role.

It has assumed growing important under market oriented or customer-oriented marketing planning and management. Buyer's market for legislation since 1960 have created special interest in buyer behavior and the formulation of marketing mixes to resound avoidably consumer behavior in the market place.

INDUSTRY BACKGROUND

In the old days people used to walk to go from one place to another place. So it takes more time to go from one place to another. Later animals like cows, buffaloes, horses, and donkey were used as transportation and also for carrying luggage. Since bicycle were invented to move from one place to another that is for very shorter distance within his surroundings.

In the field of personal transport, the development of two-wheelers is a major revolution. It is highly maneuverable in addition to being safe and easy to drive. It is extremely low

operating cost and comfortable. They are the main economic transport for different purpose.

HISTORY OF TWO-WHEELER

Two-wheelers were first introduced by “The Bombing of the Piaggio Aircraft Works at Pontedeare, Italy during the second world war. The main of inventing of two-wheelers was the reason for the movement of staff from one end of this vast factory to other end as well as to different sections of the factory.

Piaggio decided to build a tiny run about powered by a 98cc two stroke engine placed along side the rear wheel. This tiny run about having modest amount of body work with an open frame and a platform for the rider to put his feet as well as small wheels and a front shield was the proto type of modern Vespa Scooters. Due to market this product with certain modifications. The capacity was raised from 98cc to 125cc and styling was improved. First production version of the Vespa appeared in 1946.

Vespa and Lambretta designed by brilliant engineers applying original ideas to a set of required conditions were the original trend setters. Since their first appearance in the most wars. Italy as a popular form of personal and low cost transport, they have been developed to a high degree of reliability and in a variety of forms and designs.

The post war period witnessed the development of various types of two-wheelers and appearance of different manufacturers in different countries from Italy, Europe, Britain, America, Asia and Russia. Although each country has its own models, specific operational requirement like price, regulations, road and weather condition. Yet the scooters of Italian origin met majority of the demand. But this scooter has certain advantages and disadvantages in outside Italy. The original scooters being quite bare, to protect the riders against the weather had poor lighting and complete absence of parking

lights. The vehicles were accepted by Italian but in France and other Countries, they are rarely used.

Reliability of a particular design of two-wheelers is assessed by experience. The drawback of old design leads to develop new product and new models.

In India the Industrialization was started in 1950 and on 1957 Late Shri H.K.Firodia remembered as the Doyen of Indian Automobile Industry.

In 1964 Shari H.K.Firodia was started the plant of Jay hind industries set up. In 1970, Bajaj Pulsar Engineering Limited was incorporated to manufacture two-wheelers and plant was started in Ahmed nagar.

Later many range of vehicles were existence by Bajaj Pulsar Company and succeeded in the market has a very good Global market around the country and has won many awards. It has done many records in the Guinness Book of world records.

LITERATURE SURVEY/THEORETICAL BACKGROUND

CONSUMER PERCEPTION

Definition .

Perception is defined as the process by which an individual selects, organizes and interprets stimuli into a meaningful and coherent picture of the world. It can be described as "how we see the world around us".

Perception is the process through which a person forms an opinion about the various stimuli he receives from his sensory organs. In marketing, perception is concerned with understanding how the consumer views a product or service. The five senses of a person help him in this process. The marketer uses various props to stimulate the consumer, that is, through the use of colors, sound, touch, taste, or smell, to observe the product.

The marketer must distinguish his message from the competitor's message. This is when Just Noticeable difference (JND) comes to their aid. JND is the minimum difference that the consumer can detect between two stimuli he receives. It helps the consumer to distinguish changes in prices among purchase alternatives. Marketers thus use stimuli to grab customers' attention and most often these efforts are clearly visible and known to the customer.

Marketers make use of perception to formulate marketing strategies. The marketers use a perceptual map, wherein they find out the attributes or the characteristics that the consumer associates with the product and they create the product accordingly. Thus, development of a brand or the logo of the product, packaging of the product, etc., have to be made keeping the consumer's perception in mind.

Within the framework of a realist view of the physical world, there are two general theories of the nature of perception.

The first is Strong Direct Realism (SDR). This accepts a realist view of physical world, and claims that our perceptual access to this world is psychologically direct. The second is the Broad Representative Theory (BRT). This too a realist view of the world, but claims that perceptual contact with physical items is always psychologically mediated, i.e. it is constituted by the not in itself physical-item perceptive, and certain additional facts. SDR cannot provide a satisfactory the phenomenal content of the perception and how such content features in the securing the perceptual contact. BRT cannot explain how we can have genuine perceptual access to the physical world at all. In the face of dilemma, the only way of providing a satisfactory account of perception is by abandoning the assumption of physical realism and adopting an idealist view of the physical world. Thos view can, in any case be established as correct by independent argument.

If there is any sales activity, there is a seller and a buyer. But what is essential between this is that there should be a product. A product can be a needle or an aircraft. But for a user it is a means of satisfying an unsatisfied need. A product alike fashion has to be updated time and again; else, it will fail in the Market.

For an updated, a products performance has to be checked time and again, and thus a research has to be carried out, whenever the performance declines of a product. A detail study should be done and corrective action should be done with in immediate effect.

Consumer identifies with and got more involved emotionally with automobiles than with cereals. All consumer behaviors are motivated but actual chose made to satisfy motives might depend on other psychological variables.

Consumer behavior are all psychological social and physical behavior of potential customers as they become aware of evaluate, purchase, consumer and tell others about products and services.

In past management could arrive at a fair understanding of its customers through the daily experience of setting to them. But the growth in the size of firms and markets has removed much decisions market from direct contact with buyers.

Who buys / how do they buy? and why? The first two questions pertain to relatively overt aspects of consumer's behavior and can be learned through direct observation and interviewing.

In marketing strategy, as in case of a rifle range, the target aimed at must be very clear of clear of specific. It is not generally advisable to make general appeal, which can be effective on all buyers or customers, buyer's product may not be appropriate for every one in general. Therefore become necessary to analyze "segments" known as "market segments" in terms of certain basis, characteristics.

The reason for the development in the study of consumer behavior and importance as consumer behavior research to marketers and scholars are of the nature that consumer behavior is an interdisciplinary science that investigates related activities of individuals and also it plays a role influence and affects their consumption decision.

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CONSUMER RESEARCH AND HISTORY

Even in a particular product class, groups have different behavior patterns consumer research is methodology used to study consumer behavior. A marketing manager must understand the social and psychological determinates of consumer's behavior to enable him to plan his marketing strategy appropriately.

The decisions consumers take in connection with purchases are influenced by various factors. These result in human beings in certain groups coming out with specific attitudes and harboring certain buying motives. These major factors which influence consumer behavior are delineated as four variables, according to culture.

CULTURE

The most fundamental determinant of a person's wants and behavior are naturally culture.

Whilst in case of animals, their behavior is generally triggered by instinct in case of human beings, behavior is normally learned when the child grows up he is influenced by various things, which happen around him.

SUB-CULTURE

With in a culture group there are smaller groups termed as sub-culture by Keller he gives as illustrations generally groups such as Irish, Polish, Italian's etc.

SOCIAL CLASS

This social stratification refers to several homogenous groups within society.

PERSONAL FACTORS

Finally buyer's decisions are also affected by personal outward characteristics such as age, occupation, style and personality.

CONSUMER RESEARCH PROCESS

It includes many steps, which are supported to be followed to analyze the consumer behavior.

- Refining the objectives of the research
- Collecting and evaluating secondary data
- Designing a primary research study
- Collecting primary data
- Analyzing the data
- Preparing a report on the findings

BUYING PROCESS

For marketing management the most important behavior on the part of prospective buyers of consumer is the process of deciding whether to buy or not to buy.

Buying process represents a problem solving approach and includes the following steps:-

- Perceived want i.e. recognition of an unsatisfied data
- Search for relevant information
- Evaluation of alternatives
- Purchase decision
- Post-purchase experience and behavior

NEED RECOGNITION

The starting point of a buying process is the perceived wants or desire. It refers to awareness of the want without satisfaction of which the consumers feel restless.

Human being is a bundle of wants, however the most urgent ones are pushed to top as the purchasing power of his/her is limited.

INFORMATION SEARCH

A need, which is recognized, can be satisfied when product is available as such consumer seeks for further information about the products. Since there are varieties of products and wants to have maximum satisfaction, the consumer search for relevant information from various sources such as friends, neighbors, salesmen, advertisement etc.

Evaluation and Intention

This stage arises because of the immense interest of the consumer about the product. The consumer assigns relative values such as product characteristics, brand images, concession etc to different products based on such accumulated information judges the relative worth of alternative products and then he decides to accept or reject the product or service.

PURCHASE DECISION

It refers to the positive intention of the consumers, particularly, it is the last stage in the buying process because it completed the exchange process and such a purchase may be a trial or adoption.

Trial purchase is done in the case of non durable items and adoption arises in case of durable items.

POST-PURCHASE REACTION

It stands for the behavior of consumers after he makes a commitment to a product. The post purchase experience may give positive or negative feelings. Positive feelings result in repurchasing and recommends to others. Negative feelings create amenity and doubts.

SOCIAL AND CULTURAL INFLUENCE ON BUYER BEHAVIOR

External or inter personal influences on consumer behavior are:

FAMILY

Most of the consumers belong to a family group. The family can exert considerable influences in shaping the pattern of consumption. Example indicating the decision-making roles. Personal value attitudes and buying habit have been shaped by family influence. Marketer is interested in four questions relating to family purchase:

- Who influences buying?
- Who does the family buying?
- Who takes the buying decision?
- Who uses the family buying?
- Family life cycle also influences consumer expenditure patterns.

REFERENCE GROUP

The concept of reference group is borrowed from sociology, psychology. The small groups to which the buyer belongs influence buyer behavior. Reference groups are the social, economic or professional groups and a consumer uses to evaluate his or her opinions and beliefs. Buyer can get advice of guidance in his or her own throughout and actions from such small groups. Reference group is useful for self-evaluation and attitude formation.

SOCIAL CLASS

Sociology points out the relationship between social class consumption patterns. As a predictor of consumption patterns marketing management is failure with social classes. Consumers buying behavior is determined by the social class to which they belong or to which they aspire, rather than but their income alone. Broadly speaking, we have three distinct social classes:-

- Upper
- Middle
- Lower

Upper class consumers want products and brands that are clear symbol's of their social status. Middle class consumer shops carefully and read advertisements and compares prices before they buy. Lower class consumer's buy usually on impulse media like T.V are of great importance in communicating with them.

CULTURE

Culture represents overall social heritages, a distinctive form of environmental adaptation by a whole society of people. It includes a set of learned belief, values, attitudes, morals, customs, habits and forms of behavior that are shared by a society and transmitted from generation to generation within that society.

ORGANIZATIONAL CONSUMER BEHAVIOR

The major difference between the behavior of consumers and the behavior of industrial and institutional buyers follows:-

Consumers seek need satisfaction in highly subjective manner and hence, consumer purchases are dominated by emotions and not always relational.

Organizational behavior is more objective as the buying behavior is influenced mainly by the multiple buying goals and objectives of the organization.

In individual buying behavior, we have no formalities to be performed in the actual buying. In organizational buying there is the influence of a formal organization structure on the buying process.

In the buying task, we have given different roles played by user, purchaser, influence and initiator. In consumer markets, two or more of their roles are often played by the same person and the entire buying process involves a few persons. In organizational buying their five roles are played by several persons and the entire buying process is quite elaborate.

The buying process in organizational buying process is similar to that of consumer buying but it is elaborate and complex. In organizational buying, procedure in many stages is carried out consciously and in a more formalized manner. We may have many persons and agencies involved in the decision making process. There is considerable need for resolving conflicts.

Sales promotion, advertising and distribution will dominate in general marketing mix for consumer markets where as settings; product design, service and price will play more important roles in the marketing mix for industrial.

BUYING POWER

Economic theory of buyer behavior is undisciplinatory, if consumers are economic men and they follow the principle of maximization of utility based on the law diminishing marginal utility. Consumer behavior always involves choices. Economic model of consumer behavior is undimensional. According to this model, we have the following predictions about the buyer's behavior.

- The lower the price product, the bigger the quantity that will be bought
- The higher the purchasing power, the higher the quantity that will be bought
- The lower the price of a substitute product, the lower the quantity that will be bought of the original product
- The higher the promotional expenditure the higher the sales

Consumer behavior is complex and dynamic. The behavioral sciences including economics, sociology, psychology, social anthropology play a significant role as determinants of consumer behavior.

CONSUMER PSYCHOLOGY KNOWLEDGE

Knowledge is defined as “an individual’s state of awareness &/or understanding of a person, group, object, institution or idea”.

ATTITUDE AND EMOTION

Attitudes are a pre disposition to act in a given manner towards specific person, groups, object and institution of idea.

IMAGES AND SYMBOLISM

Product images and symbolism is also important to decide the distinctive image.

INTENTIONS AND MOTIVES

Intention refers to the anticipated future action of customers. A motive is an inner urge that moves prompt a person to action.

BRANDING

The word brand is a comprehensive term. A brand is a name, term, symbol or design or a combination which is intended to identify the goods or services of one seller or group of sellers.

The term brand is broadly applied to all identifying marks such as trade names, trade marks, trade symbol, picture, design of some attractive slogan.

IMPORTANCE OF BRANDING

The market can build up a bright image of his organization around the brand.

Branding enables the firm assured control over the market.

Branding by differentiating a product from its rail enables the brand owner to establish his own price which cannot be easily compared with the prices for competing goods.

If a firm has more lines of branded goods, it can add a new item to its list easily and the new item can enjoy all the advantages of branding immediately.

VISIBILITY PLAYS AN IMPORTANT ROLE IN SETTING THE PRODUCT

Visibility is a vision, which makes your eyes attract along which rule and guide your mind and finally forces you to acquire knowledge of the product that what is this product? And finally you buy the product or brand.

Therefore visibility plays an important role in selling the product. No matter how good the company produces a high quality products good packaging. But until and unless if the product is not visible in the outlets, it loses its own value rather it is of no use.

Generally visibilities are of two types:-

- Paid visibility
- Unpaid visibility

PAID VISIBILITY

When any consideration is paid by the company in any form so as to create visibility of the product at the outlets

Generally paid visibility is what? It is nothing but the company pays to the traders for displaying their products on their shelves. Therefore more the display is attractive more is the rate off-take.

UNPAID VISIBILITY

Unpaid visibility means where the company does not pay anything in any form to the retailers. It only depends on the relationship between the company and the traders.

Therefore it is very easy for any company to pay for the visibility of the product and case down.

PRICE

Economist defines price as the exchange value of a product or service always expressed in money to the consumer the price is an agreement between seller and buyer concerning what each is to receive. Price is mechanism or device for translating into quantitative terms the perceived value of the product to the consumer at a point of time.

Price is matter of vital importance to both the seller and buyer in the market place. In money economy without prices there cannot be marketing.

Price denotes the values of a product or service expresses in money. In a competitive market economy, price is determined by free play of demand and supply. The price will move forward of backward with changing supply and demand conditions.

CHAPTER 2

RESEARCH DESIGN

STATEMENT OF PROBLEM

Consumers are the main focus of every marketing program and the whole functioning of an organization depend on the consumers. Hence it is essential to the study the needs and wants of the customers and also to know the means by which he can be satisfied. It also becomes necessary to know about consumer perception towards a particular product. The way the consumer perceives a product is very important marketing activity. A consumer may perceive a particular product wrongly contrary to what it actually is? This may be due to factor and will affect the sales and reputation of the company. Thus comprehensive statement of the problem can be stated as “A study on consumer perception towards Honda Activa”.

OBJECTIVES OF THE STUDY

- To study the consumer perception towards Honda Activa.
- To study the consumer preference towards Honda Activa.
- To study the level of customer satisfaction.
- To study the factors this influences in purchasing the bike.

SCOPE OF THE STUDY

An effort is made to know about the customers' perception through this study.

The study covers the views and opinions of customers about the Honda Activa which is conducted in Bangalore city.

RESEARCH METHODOLOGY

The data collection is taken from both primary and secondary sources:-

Primary sources:

Observation: It is a systematic viewing of a specific phenomenon in its getting for the specific purpose of gathering data for a particular study this method includes both seeing and listening.

Informal interviews and Structured Questionnaire

Interview: This method is a two- way systematic conversation between investigator and an informant, initiated for withdraw relevant information to a specific study.

Secondary sources

The Secondary Data is collected from different sources like, Showroom documents journals, Articles, News papers.

Sampling: in order to get the information random Sampling technique is adopted. The Sample of 100 respondents is selected. Customers are selected from those having Honda Activa vehicle is identified as a sampling unit.

PLAN OF ANALYSIS

The collected data from the various respondents will be analyzed with the help of using simple percentage method for statistical interpretation supported by tables, graphs & diagrams.

LIMITATIONS OF THE STUDY

1. The study conducted within a short period of time
2. The response of customers to external documents is indifferent and based on assumptions.
3. Study is limited to Bangalore city.
4. The study is conducted particularly to fulfill the academic requirements.

OVERVIEW OF CHAPTER SCHEME

CHAPTER 1- INTRODUCTION

CHAPTER 2-RESEARCH DESIGN

CHAPTER 3- COMPANY PROFILE

CHAPTER 4-ANALYSIS & INTERPRETATION

CHAPTER 5-SUMMARY OF FINDINGS, CONCLUSION &
RECOMMENDATION

REFERENCE & BIBLIOGRAPHY

ANNEXURE.

CHAPTER 3

COMPANY PROFILE



Honda Motor Company, Japan with its headquarters in Tokyo, has Manufacturing operations in 32 countries with 109 production bases. 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 Siel Cars India limited (HSCI) & Honda siel power limited (HSPL).

The company principal of Honda Worldwide is dedication to supplying products of the highest quality yet at a reasonable price for worldwide customer satisfaction.

Official Name	Honda Motorcycle & Scooter India Pvt. Ltd.
Established	20th Oct. 1999
Place	New Delhi, India
Capital	Rs. 300 Crore
Representative	Mr. Haruo Takiguchi, President & CEO
Factory Location	Manesar, District Gurgaon, Haryana, India
Production Capacity	200,000 units per year

HONDA “THE POWER OF DREAMS”



Honda Activa

AN OVERVIEW OF HONDA MOTORCYCLE & SCOOTER INDIA PRIVATE LIMITED (HMSI)

Honda is the world's largest manufacturer of 2-wheelers. Its symbol, the Wings, represents the company's unwavering dedication in achieving goals that are unique and above all, conforming to international norms. These wings are now in India as Honda Motorcycle & Scooter India Pvt. Ltd. (HMSI), a wholly owned subsidiary of Honda Motor Company Ltd., Japan. These wings are here to initiate a change and make a difference in the Indian 2-wheeler industry. Honda's dream for India is to not only manufacture 2-wheelers of global quality, but also meet and exceed the expectations of Indian customers with outstanding after sales support.

They are the world leaders in Motorcycles and also pioneer in four-stroke technology. It has manufacturing operations in 32 countries with 109 production bases. They have collaborators and technical ties their own subsidiary. Before Honda came to India, they made a survey of a two-wheeler market, which was dominated by Bullet and Yezdi Motor cycles, which were old in technology, and also with an outdated, look. During time, Honda Motor Company Ltd. realized there was a huge demand for technically advanced fuel efficient, lighter machines. In addition to this, their study also revealed poor public transportation at an economical and affordable of having personal mode of transportation at an economical and affordable price was need of the hour. Hence, Honda Motor Company Ltd established its own manufacturing unit in India.

Location

The HMSI factory is spread over 26 acres, with a covered area of about 35,000 square meters at Manesar, Gurgaon district of Haryana. The foundation stone for the factory was laid on 14th December 1999 and the factory was completed in

January 2001. The initial installed capacity was 100,000 scooters per year, which will reach 400,000 scooters by the year 2004. The total investment outlay for the initial capacity was Rs.200 crores. HMSI has recently acquired additional 25 acres of land, for expansion of their production facilities

DEALERS

Honda Motor Company, Japan with its headquarters in Tokyo, has manufacturing operations in 32 countries with 109 production bases. 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 Sael Cars India Limited (HSCI) and Honda Sael Power Limited (HSPL). The company principal of Honda Worldwide is dedicated for supplying products of the highest quality yet at a reasonable price for worldwide customer satisfaction.

DESIGNED TO EXCEL

Honda Activa is the first scooter model of HMSI for the Indian Market. It has revitalized the Indian scooter market after its launch in the year 2001. Within the 1st year of its launch it has been awarded The 'Scooter of the Year' by Overdrive magazine and 'Readers Choice Award' for the best scooter by Auto India Magazine.

The Honda Activa has set a new standard for new era of scooters in India. It has been developed exclusively for the Indian market after Closely examining the changing lifestyles &needs of the consumers

The Honda Activa has been designed to cater to the people who believe:

- The conventional Indian scooter is too big and difficult to handle.

- The scooterrette is too small and similar to mopeds.

The Honda Acura is equipped with a number of new functions and Mechanisms, introduced for the first time in India. It is designed to Offer greater functionality, performance, economy, and ease of Handling and maintenance to a wide cross-section of the Indian Society.

Organizational chart

Chairman



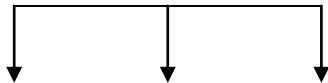
Board of Directors



Vice president
Mktg.- sales



Gm Sales -
Mktg.



AGM
Sales

AGM
Publicity

AGM
Mktg.

General Manager

Assistant Manager

Sales Officers

Vice president
Operations

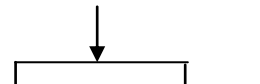


GM
Manufacturing



AGM

Production



General
Manager

General
Manager

JR Level

JR level

Officers

Officers

Shop Floor
workers



GM Purchase



General
Manager

Purchase
officers

Vice president
Service & HRD



Manager

HRD

General
Manager

Field service
Production

Vice president
Finance



General Manager

Finance

Manager
Finance

Account Dept
Personnel

PROUCT PROFILE

Technical Specifications

Engine

cylinder, air cooled, OHC	Type	4-stroke, Single
	Displacement	102 cc
	Max. Power	7 Bhp @ 7000 rpm
	Max. Torque	0-8 Kg-m @ 5500

rpm

Transmission	V-matic
Ignition	Self / Kick

Electricals

Battery	12V, 5Ah
Headlamp	35W

Chassis

Frame	High rigidity Under
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Bone type

	Dimensions (lxbxh)	1765 x 715 x 1130 mm
	Wheel Base	1235 mm
	Seat Height	760 mm
	Ground Clearance	145 mm

Suspension

	Front	Bottom Link with
	spring loaded hydraulic damper	

	Rear	Unit swing with
	spring loaded hydraulic damper	

Tyre Size

	Front	3.50 - 10, 4 PR
	Rear	3.50 - 10, 4 PR

Brakes

	Front	Drum, 130 mm
	diameter	

	Rear	Drum, 130 mm
diameter		

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

Table 1

Table Showing gender Respondents

Category	Respondents	Percentage
Male	76	76%
Female	24	24%
Total	100	100%

Analysis: The above table shows the gender of the respondents carried out in the survey. It depicts that 76% of the respondents i.e. 76 members are male and 24 of them are females.

From the above analysis it is clear that most of respondents are males from different fields living in Bangalore city.

Chart 1 Showing gender Respondents

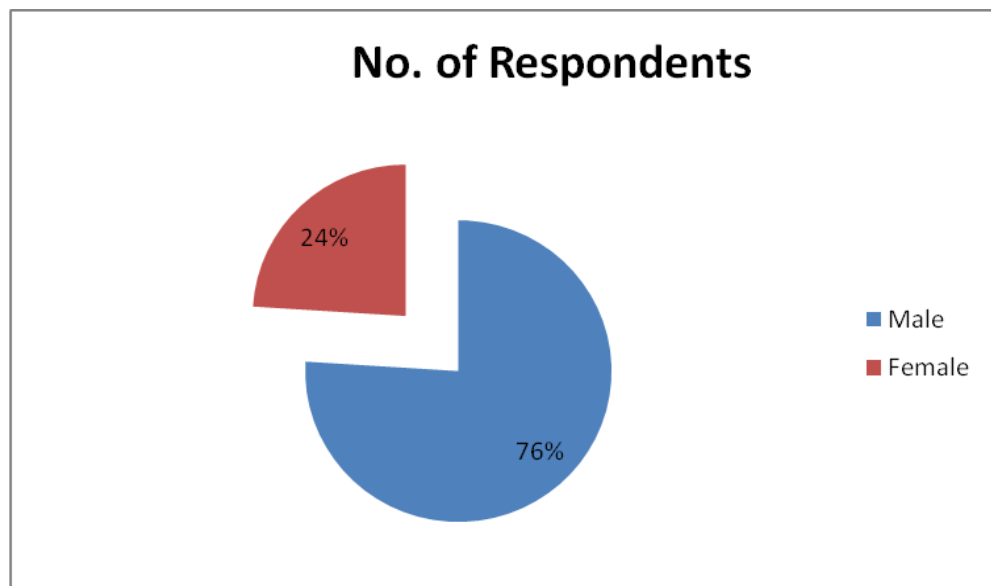


Table 2

Table showing the age of consumers

Age	respondents	percentage
15-20	12	12%
21-25	18	18%
26-30	42	42%
31 & above	28	28%
Total	100	100%

Analysis: The above table shows the age of the respondents carried out in the survey. It depicts that 42% of the respondents i.e. 42 members are between 26-30 years and From the above analysis it is clear that most of respondents are in young age from different regions of Bangalore city. The table shows that most of the youngsters prefer the vehicle.

Chart 2 showing the age of consumers

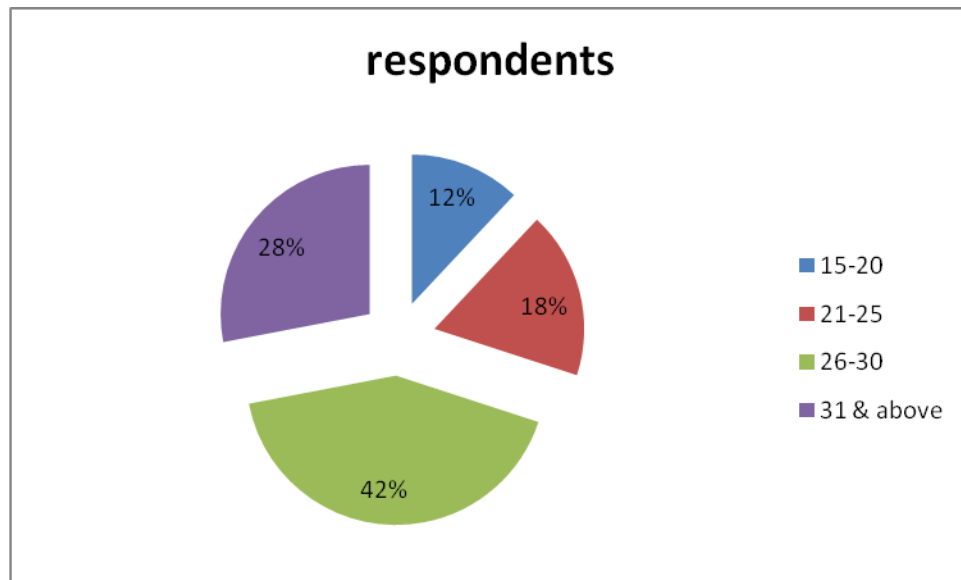


Table 3

Table showing occupation of respondents

Particulars	Respondents	Percentage
Professional	25	25%
Businessman	30	30%
Student	20	20%
Others	25	25%
Total	100	100%

Analysis: The above table shows the different occupation of the respondents carried out in the survey. It depicts that 30% of the respondents i.e. 30 members business man

From the above analysis it is clear that most of respondents are business persons prefer Honda Activa vehicle.

Chart 3 showing occupation of respondents

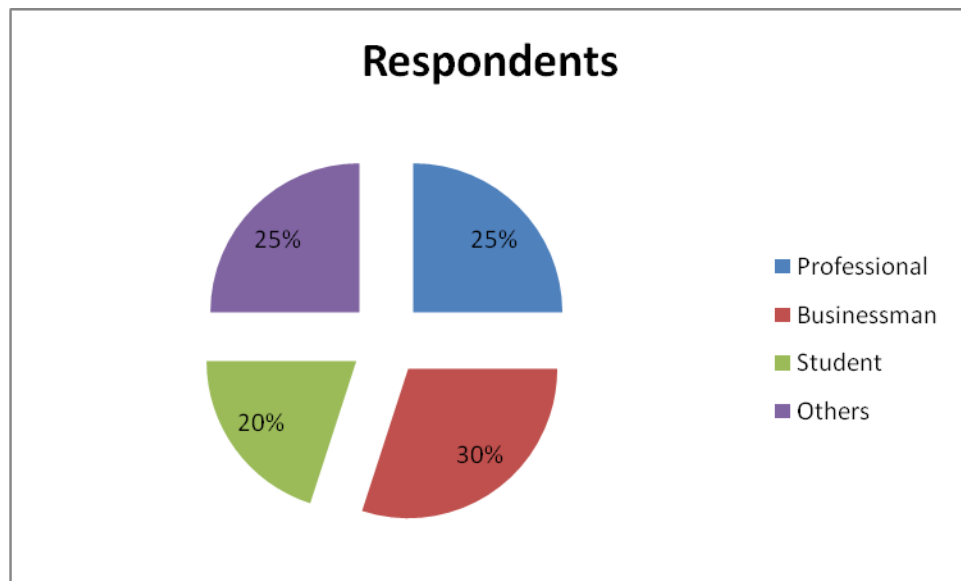


Table 4

Table showing the income of the respondents per month.

Particulars	Respondents	Percentage
Less than 10,000	26	26%
10,000-15,000	33	33%
15,000-20,000	20	20%
20,000 & above	21	21%
Total	100	100%

Analysis The above table shows the income level of the respondents carried out in the survey. It depicts that 33% of the respondents i.e. 33 members are getting salary between Rs.10, 000 to 15,000. From the above analysis it is clear that most of respondents are willing to buy the Honda Activa because of these are the target customers .

Chart 4 showing the income of the respondents per month.

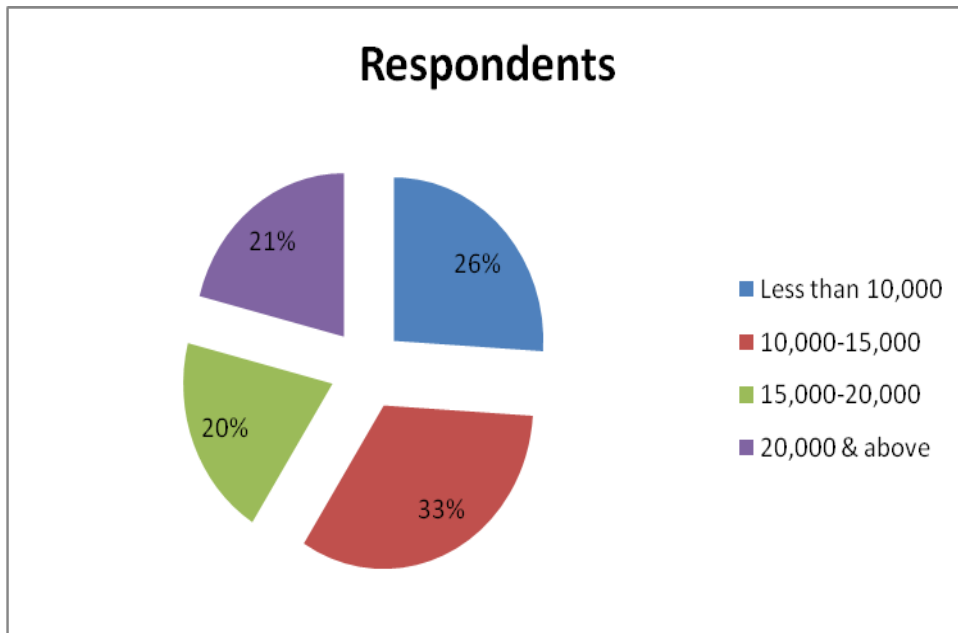


Table 5

Table showing preference towards Honda Activa

Analysis: The above table shows the respondents preference towards Honda Activa carried out in the survey. It depicts that 40% of the respondents i.e. 40 members are go

Particulars	Respondents	Percentage
Previous one was old	20	20%
Dissatisfied with the previous one	30	30%
Desire to have without gear vehicle	40	40%
stylish look	10	10%
Total	100	100%

for Honda Activa vehicle.

From the above analysis it is clear that most of respondents willing to buy.

Chart 5 showing preference towards Honda Activa

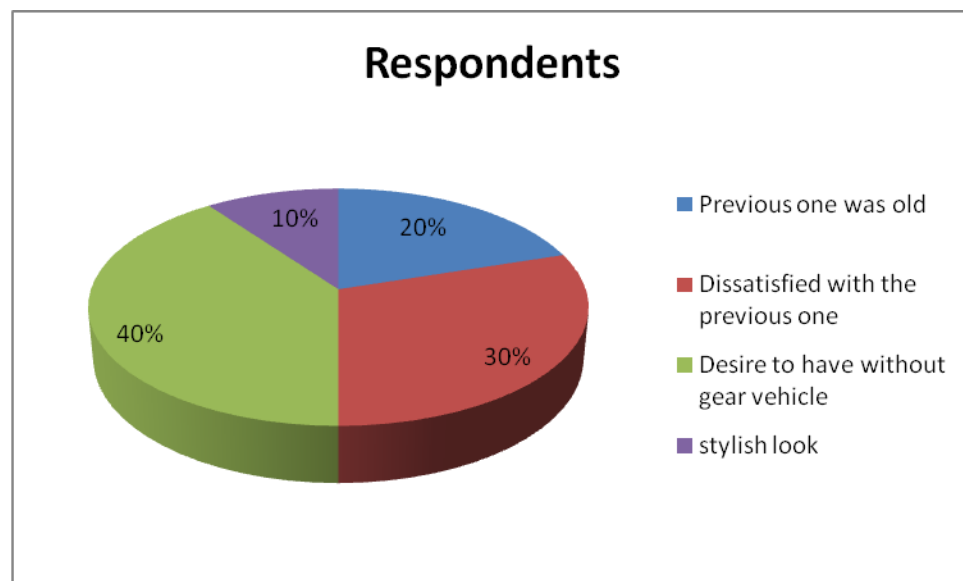


Table 6

Table showing the effective Sales service expected by customer

Service Expected	No. of Respondent	percentage
Free Service	40	40%
Exchange Offer	40	40%
Other	20	20%
Total	100	100%

Analysis: The above proves that consumes are expected for the sale service provided by the Honda Activa company 40% of the respondents, i.e. 40 respondents are expected for free service of which half are users and another half are non users. 40% of the respondents i.e. 40 respondents are expected for exchange offer. 20% of the respondents i.e. 20 respondents are expected for other service of Honda Activa vehicles

Chart 6 showing the effective Sales service expected by customer

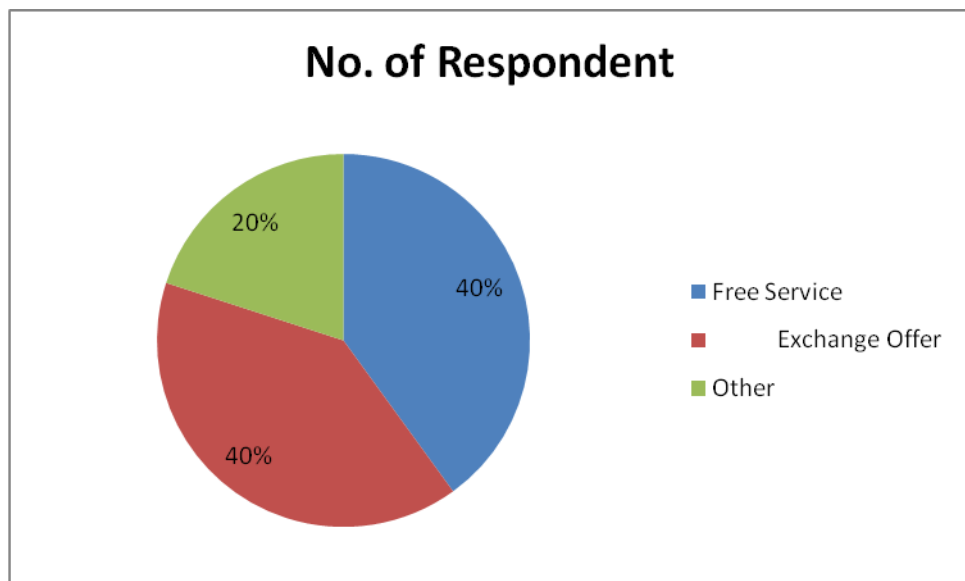


Table 7

Table showing the purchase decision of the consumers

Particulars	Respondents	Percentage
Easy Maintenance	30	30%

Good in Fuel Efficiency	20	20%
Low price	15	15%
Advanced Technology	15	15%
Vehicle Out-look	20	20%
Total	100	100%

Analysis: The above table shows the purchase decision of the respondents carried out in the survey. It depicts that 30% of the respondents i.e. 30 members purchase because of easy maintenance.

From the above analysis it is clear that most of respondents prefers this vehicle due to easy maintenance.

Chart 7 showing the purchase decision of the consumers

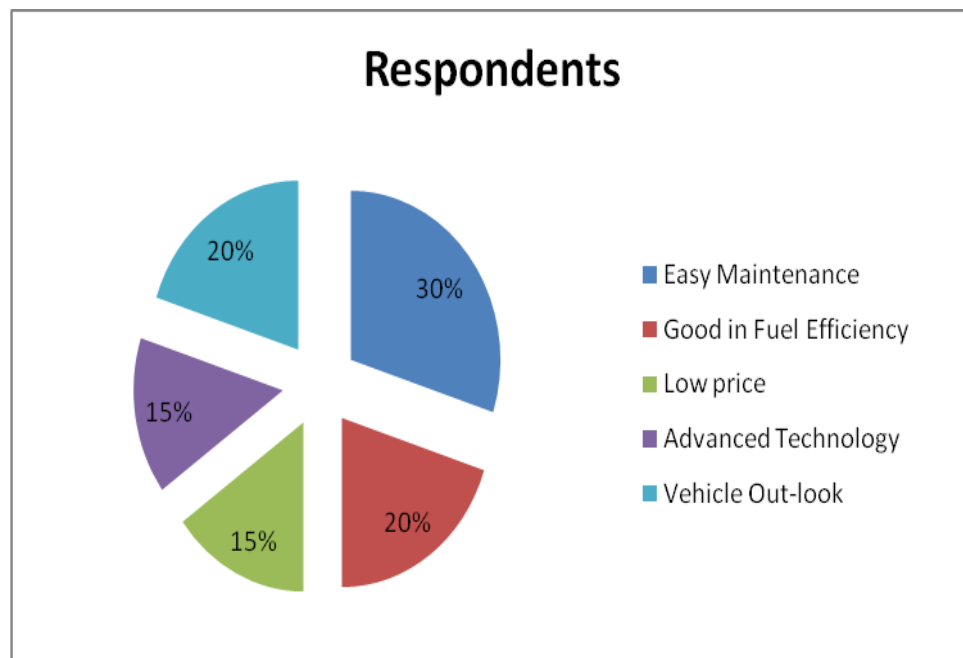


Table 8

Table showing the sources of information

Particulars	Respondents	Percentage
-------------	-------------	------------

Print media	33	33%
Electronic media	42	42%
Family & Friends	17	17%
Other's	8	8%
Total	100	100

Analysis: In today's world consumers get information from various sources in a fraction of seconds. In these 42% of respondents gain information from Electronic media

Chart 8 showing the sources of information

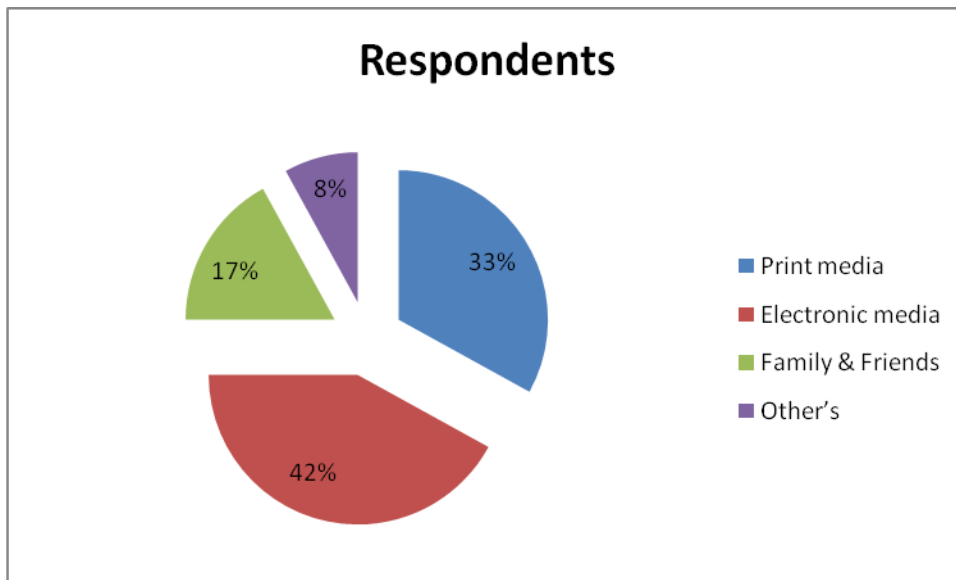


Table 9

Table showing time taken for final decision to buying Honda Activa

Particulars	Respondents	Percentage
-------------	-------------	------------

Within a Week	05	5%
Within a Month	40	40%
Within 3 Months	30	30%
Above 3 Months	25	25%
Total	100	100%

Analysis: The above table shows the final decision of the respondents carried out in the survey. It depicts that 40% of the respondents i.e. 40 members purchase the vehicle within a month. From the above analysis it is clear that most of respondents are buy the vehicle within a month.

Chart 9 showing time taken for final decision to buying Honda Activa

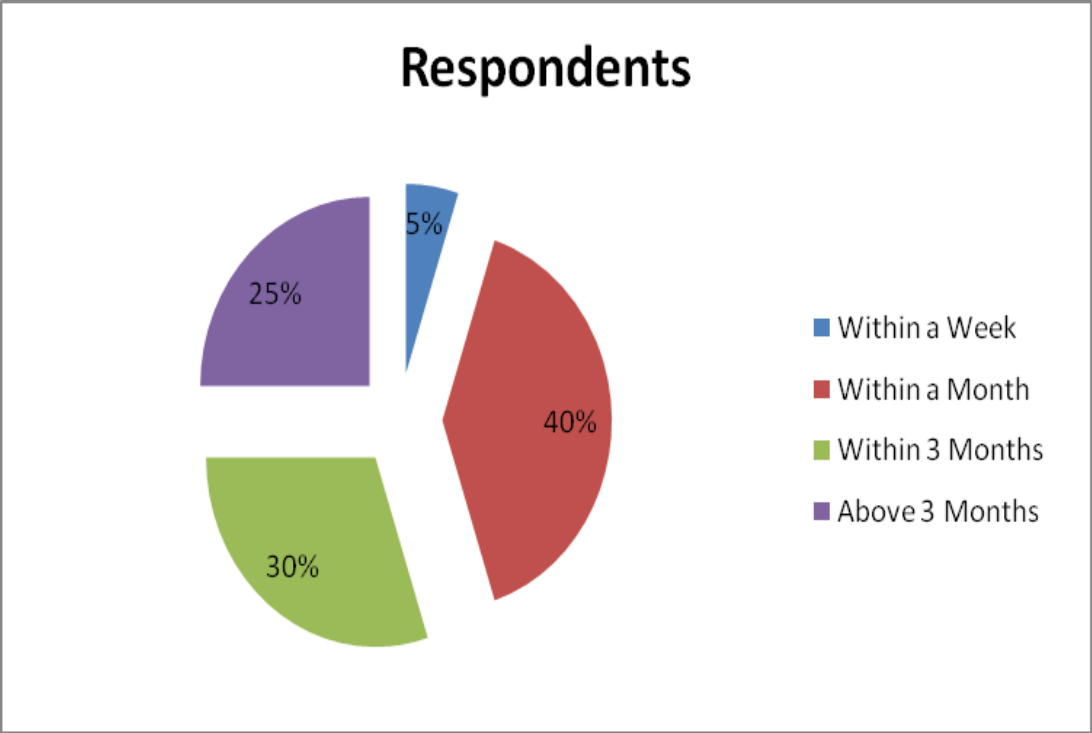


Table 10
Table showing the frequency of using vehicle

Particulars	Respondents	Percentage
Every day	70	70%
Weekly	20	20%
Occasionally	10	10%
Total	100	100

Analysis: consumers in Bangalore city are leading a mechanical life and more conscious about time.

From the above analysis it is clear that most of respondents are use the vehicle every day.

Chart 10 showing the frequency of using vehicle

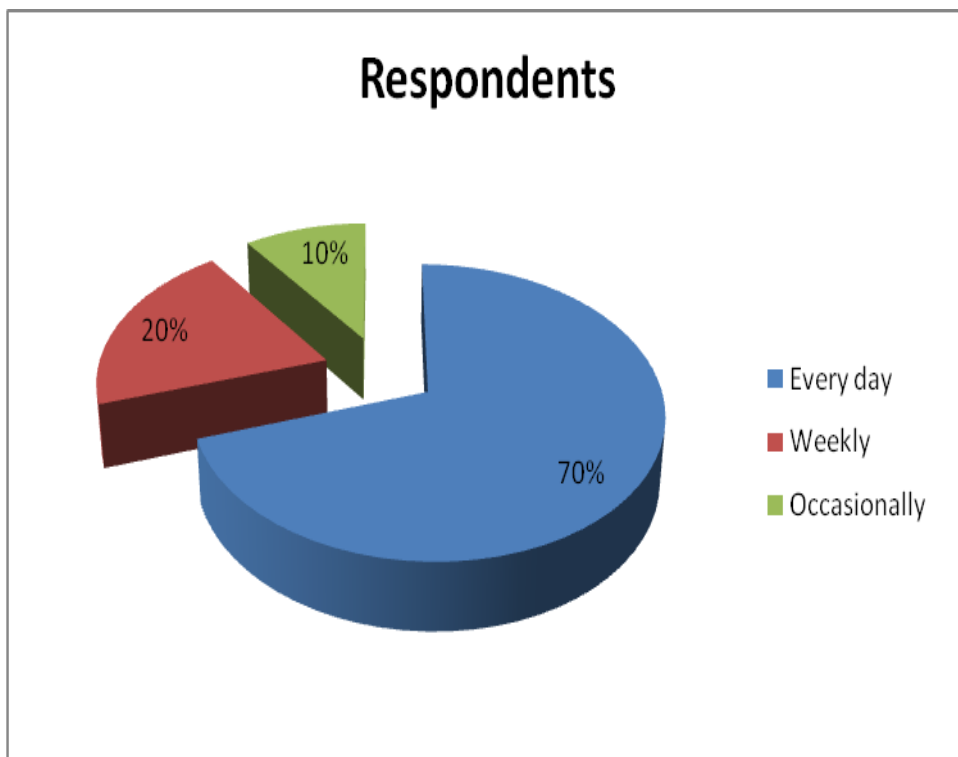


Table 11

Table showing the number of users of vehicle

Particulars	Respondents	Percentage
One	20	20%
Two	30	30%
Three	25	25%
Four & above	25	25%
Total	100	100%

Analysis: The above table shows the number of users of the vehicle carried out in the survey. It depicts that 30% of the respondents i.e. 30 members use the vehicle ie two members in family.From the above analysis it is clear that respondents i.e. in two members use the vehicle as compared to other respondents.

Chart 11 showing the number of users of vehicle

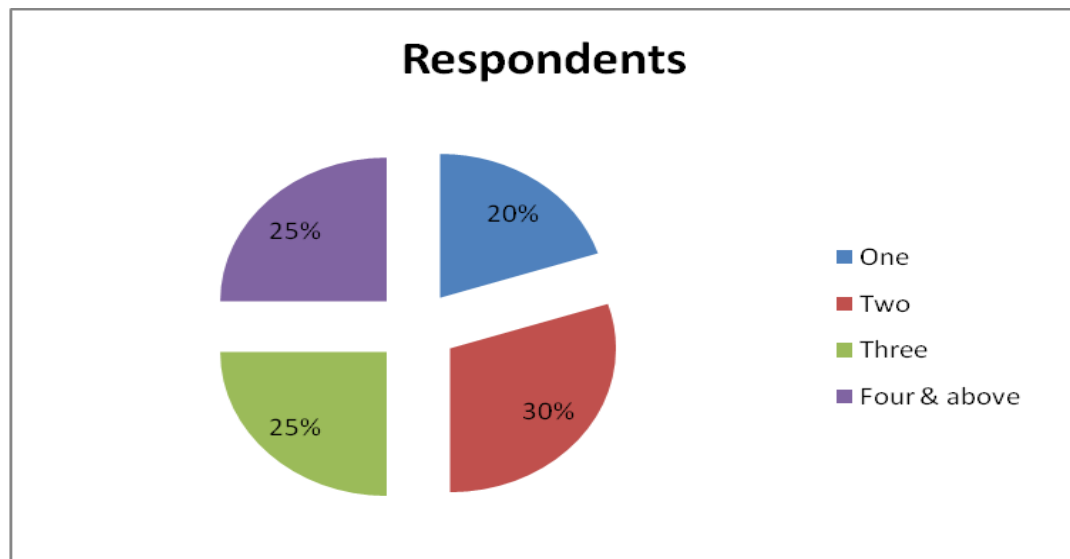


Table 12

Table showing the distance travelled by the consumers.

Particulars	Respondents	Percentage
Less Than 20Kms	25	25%
20 – 35 Kms	35	35%
50Kms and above	40	40%
Total	100	100%

Analysis: The above table shows the distance travelled by the respondents carried out in the survey. It depicts that 40% of the respondents i.e. 40 members travel around 50 km radius daily. From the above analysis it is clear that most of respondents travel above 50kms in vehicle daily.

Chart 12 showing the distance travelled by the consumers.

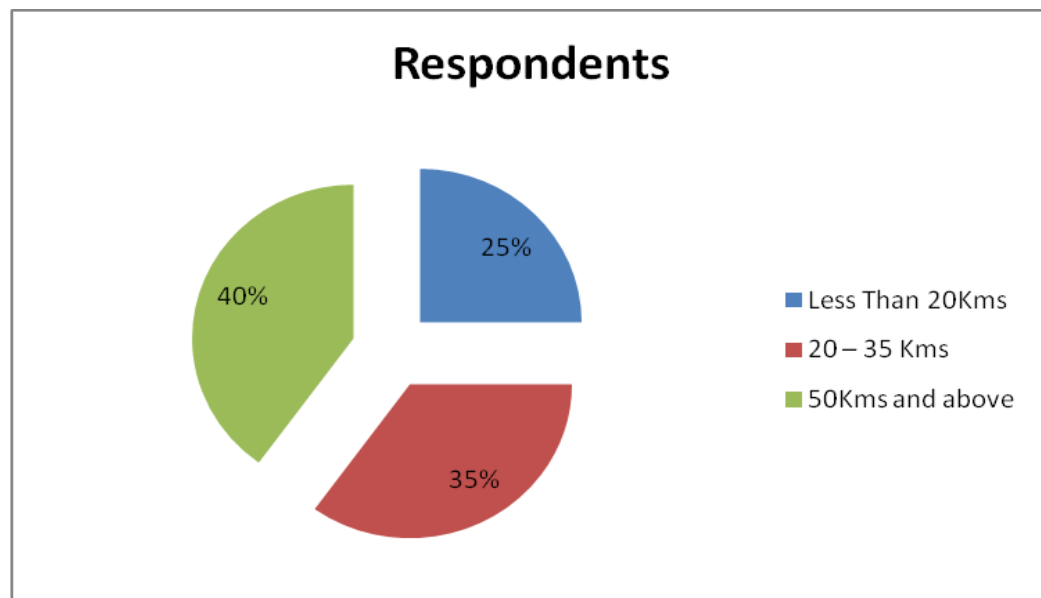


Table 13

Table showing the opinion of technical features of the vehicle

Particulars	Respondents	Percentage
-------------	-------------	------------

Fair	20	20%
Good	30	30%
Excellent	35	35%
Not up to expected level	15	15%
Total	100	100%

Analysis: The above table shows the respondents opinion about technical features carried out in the survey. It depicts that 35% of the respondents i.e. 35 members are satisfied with the technical features

From the above analysis it is clear that most of respondents are not satisfied with the features.

Chart 13 showing the opinion of technical features of the vehicle

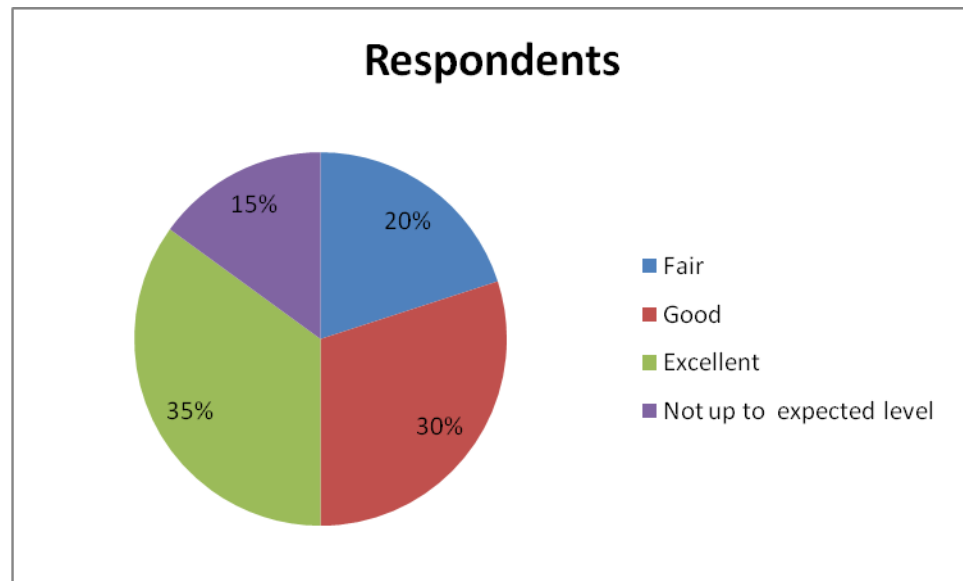


Table 14

Table showing the service of vehicle given by the respondents

Particulars	Respondents	Percentage
-------------	-------------	------------

Weekly	00	00%
Monthly	10	10%
Once in 3 months	60	60%
Once in Six Month	20	20%
Not frequently	10	10%
Total	100	100%

Analysis: The above table shows the vehicles given for services by the respondents carried out in the survey. It depicts that 60% of the respondents i.e. 60 members give vehicles for service to avoid interruption. From the above analysis it is clear that most of respondents give the vehicle for service once in three months.

Chart 14 showing the service of vehicle given by the respondents

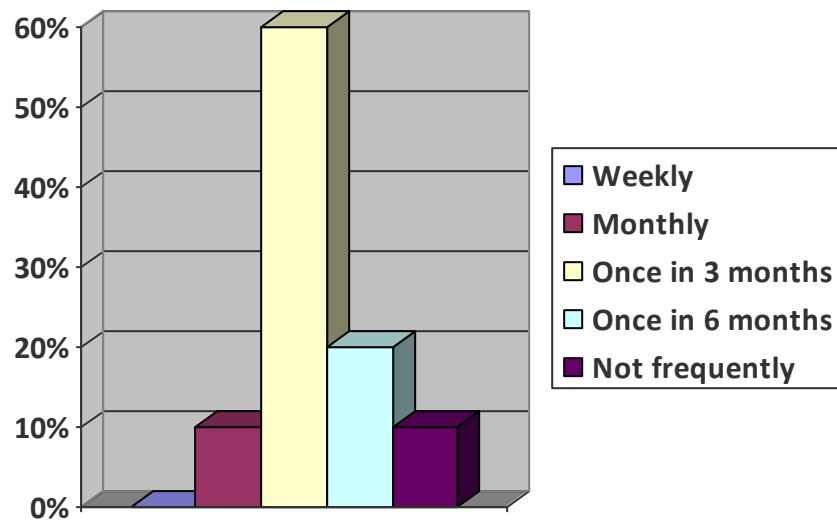


Table 15

Table showing the rates of spare parts with respect to price.

Particulars	Respondents	Percentage
Cheap	30	30%

Reasonable	60	60%
Too Costly	10	10%
Total	100	100%

Analysis: The above table shows the rates of the spare parts of the Honda Activa which covered in the survey. It depicts that 60% of the respondents i.e. 60 members says that the spare parts will get at reasonable price.

From the above analysis it is clear that most of respondents are agree the price reasonable.

Chart 15 showing the rates of spare parts with respect to price.

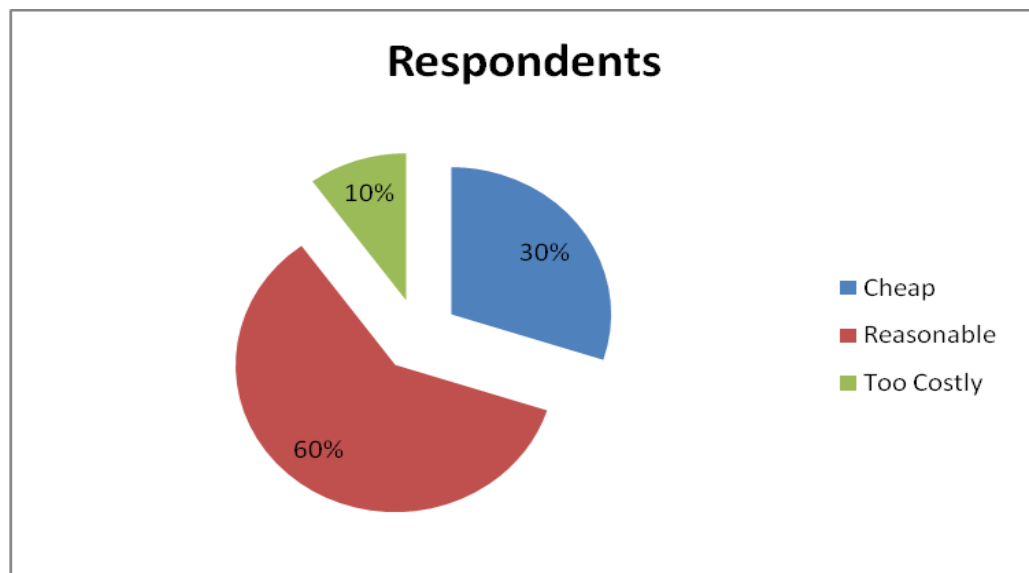


Table 16

Table showing the satisfaction regarding the services

Particulars	Respondents	Percentage
Fair	50	50%

Good	25	25%
Excellent	15	15%
Poor	10	10%
Total	100	100%

Analysis: The above table shows the level of satisfaction of service carried out in the survey. It depicts that 60% of the respondents i.e. 60 members give vehicles for service to avoid interruption. From the above analysis it is clear that most of respondents are agree the price reasonable.

Chart 16 showing the satisfaction regarding the services

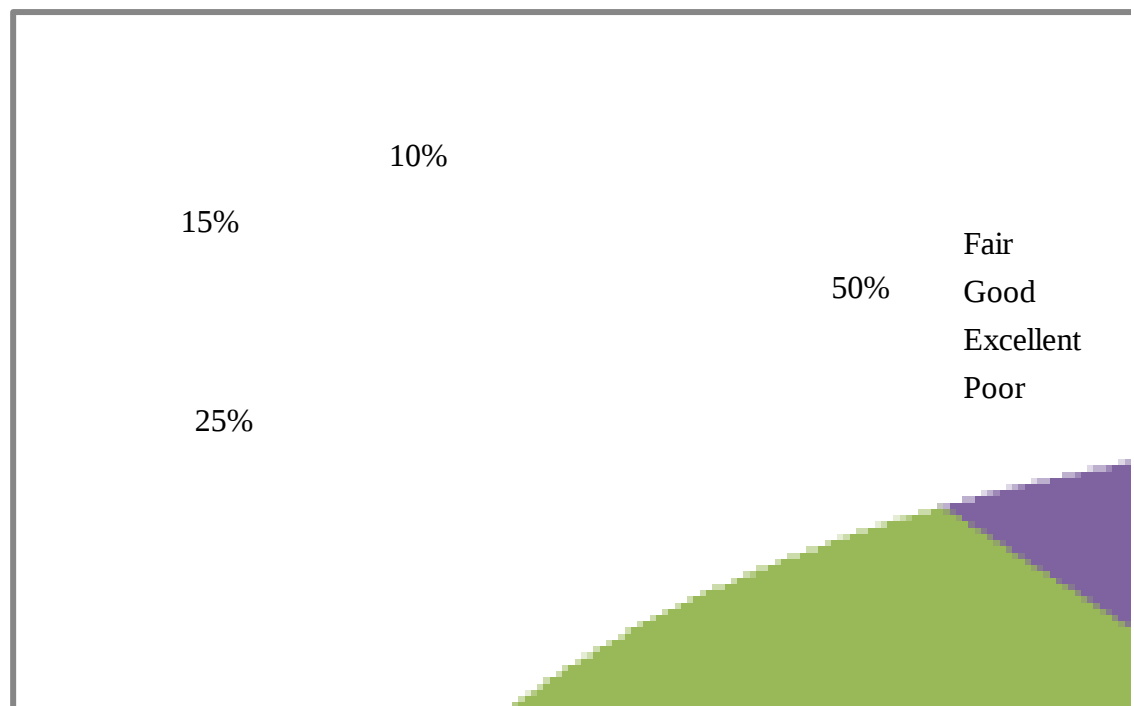


Table 17

Table showing any delay services given by Honda Activa show room

Particulars	Respondents	Percentage
Yes	40	40%
No	60	60%
Total	100	100%

Analysis: The above table shows the level of satisfaction of service given by show room carried out in the survey. It depicts that 60% of the respondents i.e. 60 members are much satisfied with services offered by the showrooms. From the above analysis it is clear that most of respondents are happy with the services given by the show rooms.

Chart 17 showing any delay services given by Honda Activa show room

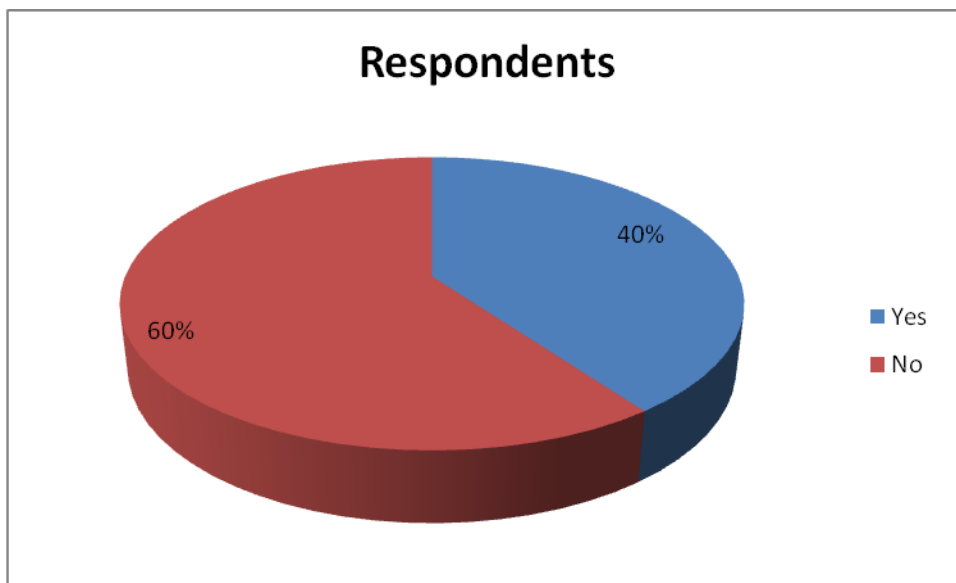


Table 18

Table showing the problems faced by the respondents regarding vehicle.

Particulars	Respondents	Percentage
Yes	30	30%
No	70	70%
Total	100	100%

Analysis: The above table shows the respondents experienced of the vehicle during problem of the vehicle which is carried out in the survey. It depicts that 70% says that there is no problem in the vehicle i.e., 70 members are much satisfied with the vehicle. From the above analysis it is clear that most of respondents are feel that the vehicle have no problem.

Chart 18 showing the problems faced by the respondents regarding vehicle.

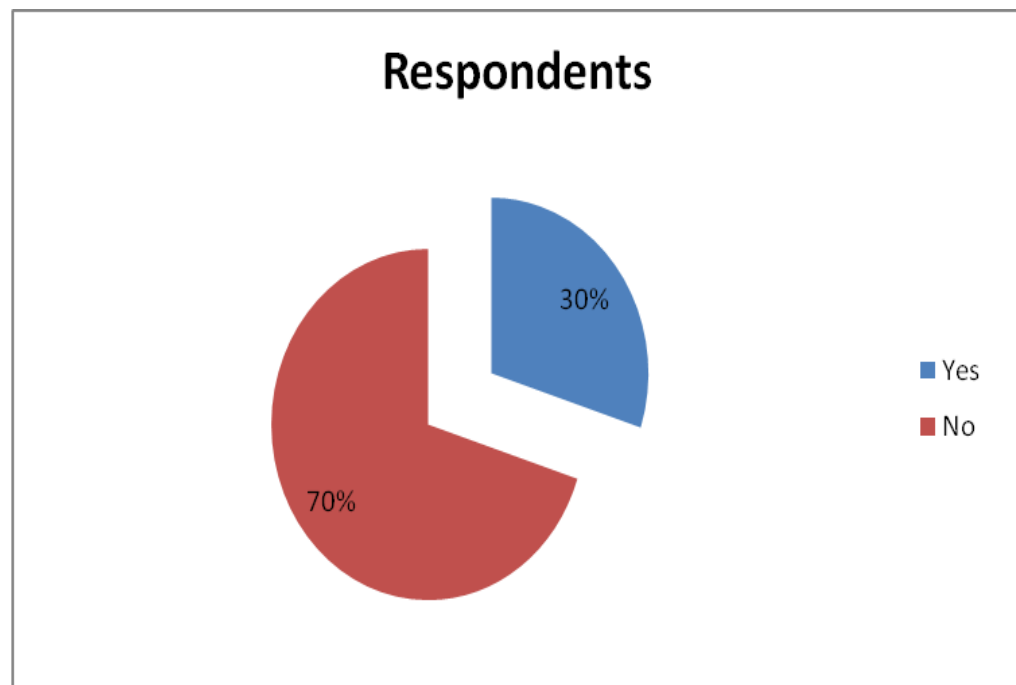


Table 19

Table shows the rating of Honda Activa vehicle by the respondents.

Particulars	Respondents	Percentage
Excellent	30	30%
Good	25	25%
Average	20	20%
Fair	25	25%
Total	100	100%

Analysis: The above table shows the respondents rating of the Honda Activa vehicle carried out in the survey. It depicts that 30% says that the vehicle is excellent in all features i.e., 30 members are passion to drive the vehicle. From the above analysis it is clear that 30 % of respondents are happy with the vehicle and have no problem.

Chart 19 shows the rating of Honda Activa vehicle by the respondents.

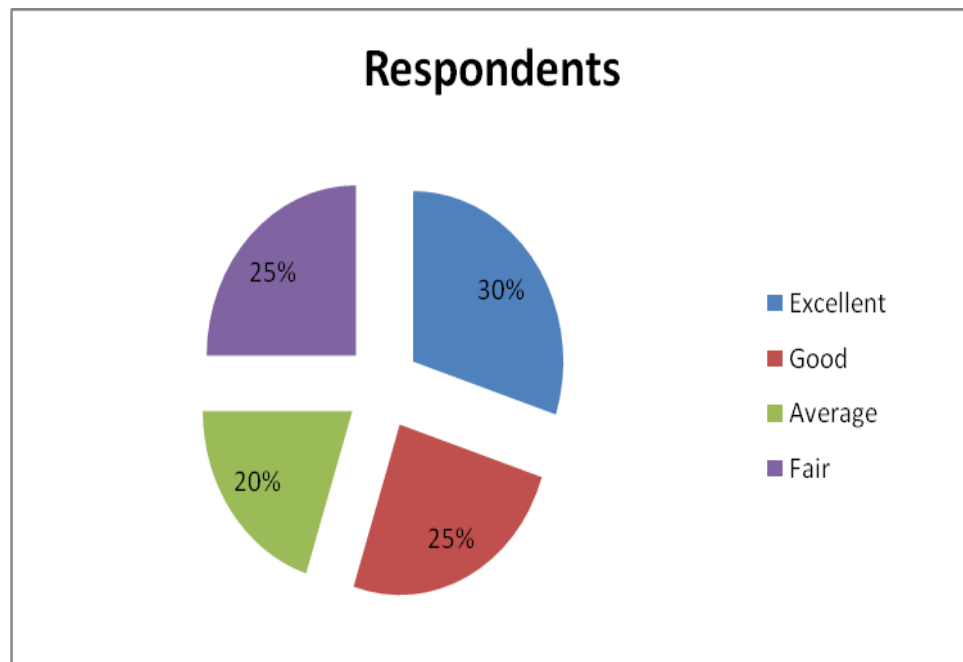


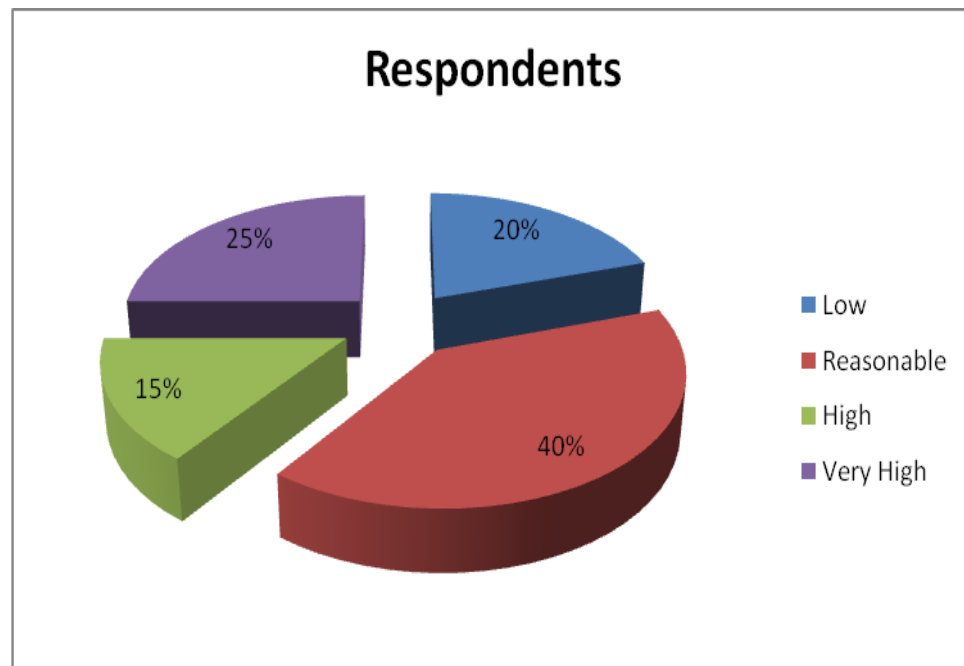
Table 20

Table shows the respondents opinion about price of the vehicle.

Particulars	Respondents	Percentage
Low	20	20%
Reasonable	40	40%
High	15	15%
Very High	25	25%
Total	100	100%

Analysis: The above table shows the respondents opinion of the vehicle concerned with price which is carried out in the survey. It depicts that 40% says that the price are reasonable i.e., 40 members are much satisfied with the vehicle price. From the above analysis it is clear that remaining respondents are feel that the vehicle price are low, high, very high.

Chart 20 shows the respondents opinion about price of the vehicle.



CHAPTER 5

FINDINGS

FINDINGS

- It was found that majority of the respondents belong to the age group between 26 and 30. This reveals that the scooter is mainly popular among youths than aged people.
- The study reveals that majority of the respondents are male.
- Majority of the respondents are students i.e. 25 %. Among the employed people professional stands first with 30% then businessman with 20 % students & 25% occupy others. This means the scooter preferred largely by business and professionals.
- Majority of the respondent's fall in the income group of Rs 10000 – 15000 (33 %) followed by 26% respondents who earn less than Rs 10000. 21 % of the respondents earn above Rs 20000. This reveals that the scooter is popular among all classes of the society.
- According to survey all the respondents are aware of the different brands of two wheelers available in the market.
- Survey says that a HONDA ACTIVA scooter has to improve its power and pickup and durability increasing more pickup etc. it should maintain its power, pickup and increase sturdiness.
- The main reason why users had gone for HONDA ACTIVA is its better mileage, good aesthetics Driving comfort, after sales service, road grip etc also influenced their buying decision. Thus, good aesthetics, high mileage, and latest technology and engineering are the main attractions of the scooter.
- Majority of 42% of the users got the information about the scooter from their family and friends followed by electronic media and prints media according 33% 17% respectively. This states that electronic media, family and friends print media etc. are the effective sources of advertising.

- From the majority of users of had no complaints regarding the scooter.

Based on the statement of the problem and objectives of the study

- The survey reveals that all the consumers are aware of all mentioned brands of two wheelers in the market.
- It is found that low cost of maintenance and pickup is the most important attributes consumer looks for before deciding to purchase a two wheeler. Technology and engineering, riding comfort; road grip and availability of spares are also given due importance.
- The respondents find the mileage, technology and engineering the most satisfying attributes in HONDA ACTIVA. These two are the main reasons for the consumers to opt for HONDA ACTIVA. The survey also reveals that HONDA ACTIVA is one of the most preferred TWO WHEELERS among the various brands mentioned in the questionnaire.
- The main reasons for purchasing HONDA ACTIVA is its better mileage, good aesthetics, technology and engineering.

RECOMMENDATIONS AND SUGGESTIONS

- The scooter has a four-stroke engine; it is expected to give good mileage. The scooter should give at least 55 – 60 kilometers per litre under city riding conditions. As against 45 kms declared by the company.

- Brakes and road grip of the scooter need to be improved.
- The vehicles are expected to have lower maintenance cost which makes the customers feel happy.
- Seating arrangement of the vehicle should be changed.
- Honda Activa should be released with new attractive colors.
- The high price is one of the major barriers. The scooter should be priced low, (including accessories) which will increase the sales.
- HONDA should advertise their new models in media to create awareness and attract some more consumers and also company should give more and more advertisements about the product in different media's like print media, electronic media so that it will reach and every one.
- Young people prefer two wheelers than others. So the advertisement and sales promotion should be aimed towards them.
- The waiting period for the delivery of the vehicle should be reduced.
- More authorized service station should be opened in city limits.
- A majority of respondents have given opinion that service is fair the quality of service should be improved

CONCLUSION

Honda Activa has emerged with its mopeds as per the needs & desires of the customer. It came forward mainly in gearless mopeds with ease handling by all class of customer in economic ranges.

With the introduction of this, to ladies & gents became the largest purchasers of the mopeds due to the ease handling, style & physical appearances of the vehicle which is comfortable.

Finally to conclude Honda Activa introduced the gearless scooter on the Indian roads primarily targeted to urban consumers. The company is performing successfully mainly due to following strengths of the company;

- Most users are friendly.
- Excellent seat, road holding etc.
- Ease of use by female riders.

But the moped market is poised for some exciting action with several international players keenly waiting to operate in Indian market. If the company cater to the desiring customer raising customer's standardization from customer's satisfaction & its quality it can survive in the market for long period.

Though there are good many numbers of competitors for the Honda Activa, the mopeds are moving fairly in the market and earning good returns to the company. The customers have good regards towards Honda Activa. They are well aware of the presence of the vehicle and about the features of the vehicles also.

The company is providing good many numbers of services which in turn perceives the customers towards the company brand which is an good indication of the company's efficiency.

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- Consumer Behaviour by Leon Schiffman, 3rd edition,

- Service Marketing by Valarie A. Zeithamal and Mary Jo Bitner, 2nd edition, Tata McGraw Hill.

WEBSITES

- www.google.com
- www.Honda2wheelerindia.com

ANNEXURE

QUESTIONNAIRE

Dear respondent

I am 4th semester MBA student of Al-Ameen institute of management studies. I am conducting a survey on consumer perception towards “**Honda Activa**”. So please spare some time to answer below questionnaire.

Name _____

1. Sex: Male () Female ()

2 .Age

a. 15-20 () b. 21-25 ()

c. 26-30 () d. 31 & above ()

3. occupation :

a. Professional ()

b. Businessmen ()

c. Others ()

d Student ()

4. Income per month?

a. Less than 10,000 ()

b.10, 000-15,000 ()

c.15, 000-20,000 ()

d. 20,000 & above ()

5. Why did you go for Honda activa?

- a. Previous one was old ☐
- b. Dissatisfied with the previous one ☐
- c. Desire to have without gear vehicle ☐
- d. Stylish look ☐

6. What is the effective sales service expected by customer?

- a. Free service ☐
- b. Exchange offer ☐
- c. Others ☐

7. What made you to purchase your Honda activa?

- a. Easy maintenance ☐
- b. Good in fuel efficiency ☐
- c. Low price ☐
- d. Advanced technology ☐
- e. Vehicle out-looks ☐

8. What was your source of information?

- a. Print media ☐
- b. Electronic media ☐
- c. Family and friends ☐
- d. Others ☐

9. Time taken for final decision to buying Honda Activa?

- a. Within a week () b. Within a month ()
- c. Within 3 months () d. Above 3 months ()

10. How often the vehicle is used?

- b. Every day () b. Weekly ()
- c. Occasionally ()

11. Number of users of your vehicle?

- c. One () b. Three ()
- c. Two () d. Four & above ()

12. Distance traveled daily?

- d. Less than 20kms () b. 20 – 35 kms ()
- c. 50kms and above ()

13. How do you find new technology in Honda activa?

- e. Fair () b. Good ()
- c. Excellent () d. Not up to expected level ()

14. How often you go for service?

- a, Weekly () b. Monthly ()

- c. Once in 3 months () d. Once in six month ()
- e. Not frequently ()

15. How do you rate the spares parts concerned with price?

- a. Cheap () b. Reasonable ()
- c. Too costly ()

16. Your satisfaction regarding service?

- a. Fair () b. Good ()
- c. Excellent () d. Poor ()

17. Have you faced any delay in servicing of your Honda activa?

- a. Yes () b. No ()

18. Have you faced any problems with your vehicle?

- a. Yes () b. No ()

19. How do you rate Honda activa?

a. Excellent () b. Good ()

c To improve () d. Average ()

20. Your opinion regarding the price of Honda activa?

a .Low () b. Reasonable ()

c. High () d. Very high ()

Thank you