

EXECUTIVE SUMMARY

Throughout the world, people travel from one place to another either daily or with some timely intervals. Out of those travelers, there exists millions and millions of people who prefer or can afford two wheelers for traveling. Thereby, I took the opportunity to understand what goes behind the success of the **Honda Activa**. Customer care and satisfaction are the basic tools which have been used to lure in customers. The various two wheeler companies have been providing numerous services for the customers and satisfy them whenever and wherever necessary. The project is undertaken to know **the perception of customers towards Honda Activa**.

The customers were interviewed on the basis of questionnaire to know what made them to perceive **Honda Activa** & their experience with it. The data collected was analyzed and findings have been derived accordingly.

However there are certain limitations such as;

- (i) The survey was conducted only in Bangalore.
- (ii) The answer given by some of respondents could be biased.

The study has provided guidelines in capturing knowledge about Honda Activa and its impact on the customers. It is expected that this project will help **Honda Scooters LTD.** to know their strength and weakness and will also provide helpful guidelines in making useful changes.

INTRODUCTION

The two-wheeler segment in the automobile industry plays a vital role in India. The reason being that a two-wheeler is affordable by middle class people in urban and semi-urban areas. It is also more convenient for traveling short distances within the city over the years the sales figures of the two-wheelers have increased to a very large amount. The sales of the two-wheelers in 1950 were less, where as now the total sales have shoot up to lakhs per year.

The two-wheeler market consists of scooters and motorcycles mainly. The motorcycle segment forms 45% of whole segment, where as earlier the motorcycles had a very small share in the two-wheeler market. But with the collaboration of the Indian companies and the Japanese companies (Kawasaki, Suzuki, Honda) the share has increased tremendously with the introduction of Indo Jap motorcycles. The reason being that these motorcycles had a superior engine better pick up, good mileage, low maintenance, improved designs and large choice options. Most of the customers prefer two-wheelers for its efficient service. The motorcycle Segment is divided into the two-stroke category and the four-stroke category.

The two-stroke category consists of motorcycle such as Suzuki all models except Suzuki fiero, KB-125, Yamaha. Whereas the four strokes category consists of two motorcycles like Yamaha, Bajaj. Earlier in 1970, Due to the drastic increase in petrol prices, the customers have started preferring four stroke motorcycles to two stroke motorcycles. These motorcycles are more fuel- efficient and they have a low maintenance cost. Another reason for this change in preference is

due to emission norms. The two stroke motorcycles play a major role in air pollution. Whereas the four stroke motorcycles are go along with the international emission standards. The officials generally prefer these motorcycles and Honda motors, as they are more concerned about the mileage and maintenance cost aspect of the motorcycle.

MARKET

Market consists of all the potential consumers who have a particular need or want and might be willing and able to engage in exchange to satisfy that need or want.

MARKETING

Marketing management is the process of planning and executing the pricing; promotion and distribution of ideas, goods and services create exchanges that satisfy individual and organizational goals.

MARKETING MANAGEMENT

“Marketing is a set of human activities directed at facilitating and consuming hangs” the essence of marketing is exchange of products and the transaction satisfies human needs and want. Marketing manager manage demand by carrying out marketing research, planning, controlling, and implementing the marketing activities. With in marketing planning, marketers must make decisions on target markets. Market positioning, pricing, distribution channels, product Development, Communication, physical distribution and promotion.

MARKET POSITIONING

Arranging for a product to occupy a clear, distinctive and desirable place relative to competing products in the minds of the customers.

MARKET PLANNING

The specific purpose of the market planning is to guide and facilitate the marketing activities, marketing planning synonymous with overall business planning.

MARKET DEVELOPMENT

A strategy for a company growth by identifying new market for current company's products

MARKET LEADER

The firm in an industry with the largest market share, it usually leads other firms in price changes, new product introduction, distribution coverage and promotion spending.

MARKETING CONCEPT

Only the marketing concept is capable of keeping the organization free from marketing myopia. Marketing concept holds that the key to achieving organizational goals consists of being more effective than competitors in integrating marketing activities towards determining and satisfying the needs and wants of target markets.

MARKETING CONCEPTS ON 4 PILLARS

- Target market
- Consumer needs`
- Integrated marketing
- Profitabilit

Target market

No company can operate in ever market and satisfy every need. Nor can it always do a good job within one broad market. Companies do well when they target markets carefully and prepare a tailored market in program. For example, your target markets may be college-going student or a working professional

Consumer needs.

A company can define its target market but fail to fully understand that consumers needs. For instance college-going students look for aesthetic appeal in a wristwatch. The company may not understand that, they want impress their friends while wearing a wristwatch. Many companies give more preference the durability of the product and less

preference to design, which leads to failure. A responsive market finds a stated need or consumer fills it; a creative marketer discovers and produces solutions that consumers did not ask but to which they enthusiastically respond.

Integrated marketing

When all company's departments work together to serve to consumer's interest, the result is integrated marketing takes place on two levels-first, the various marketing functions-sales force, advertising, and product management, marketing research and so on must work together. Too often the sales force is angry with the product manager for setting high price of a high volume of target sales. Or the advertising director and a brand manager cannot agree on an advertising comparing. All these must be coordinated from the consumer's point of view. Second, marketing must be well coordinated with their company department.

Profitability

The ultimate purpose of the marketing concept is to help organizations achieve to their goals. In the case of the profit firms, the major goal is profit; in the case of non-profit and public organizations, it is surviving and attracts enough funds to perform their work. If one offers superior product quality & business integrity, high profit, market share and growth will follow.

Customer perception:

Perception is the process by which individuals select, organize & interpret stimuli into meaningful & coherent picture of the world. Perception has strategy implications for marketers, because consumers make decisions based on what they perceive, rather than the basis of objective reality. The lowest level at which an individual can perceive a specific stimulus is that person's absolute threshold.

Consumer's selections of stimuli from the environment are based on the interaction of their expectations and motives with the stimulus itself. The principle of the selective perception includes the following concepts; selective exposure, selective attention,

perceptual defense and perceptual blocking. Consumers organize their perceptions interest unified wholes according to the principles of Gestalt psychology.

The interpretation of stimuli is highly subjective and is based on what the consumer expects to see in light of previous experience, on the number of plausible explanations he or she can envision, on motives and interest at time of perception, and on the clarity of the stimuli's itself.

Just as individuals have perceived images of themselves, they also have perceived images of the products and brands. The perceived image of a product or service is probably more important to its ultimate success than its actual physical characteristics products and services that are perceived favorably have many chances of being purchased those products or services with unfavorably or natural images.

Consumer strategies for reducing perceived risk include increased information search, brand loyalty, buying a well known brand, buying from a reputable retailer, buying the most expensive brand and seeking reassurance in the form of money- back, guarantees, warranties and free purchase trial. The concept of perceived risk has products by incorporating risk reduction strategies in their new product promotional campaigns.

Consumer goods:

Consumer goods are those goods, which are meant for direct consumption by ultimate consumers and households.

For example car, television, radio, furniture, etc. There is a direct demand for consumer goods. The demand for consumer goods is elastic.

Consumer goods are classified into three types:

- a) Convenience goods
- b) Shopping goods
- c) Specialty goods

a) Convenience goods:

Goods that the customer usually purchases frequently, immediately and with the minimum efforts are known as convenience goods.

These goods are daily necessities for human beings, for instance coffee, tea, milk, etc.

b) Shopping goods:

Shopping goods are consumer's products; consumers make comparison in the selection of products as to quality price, style, suitable etc.

Example: cloth, furniture, television etc.

c) Specialty goods:

Specialty goods are those goods “which have some particular attraction for the consumer, other than price, that induces him to put in special effort to visit the store in which they are sold and make a purchase without shopping”. These are also known as luxurious goods.

Example: scooters, cars, bikes, watches, clothes etc.

IMPORTANCE OF PERCEPTION

Understanding consumer perceptions helps marketers:

- Manage sensory factors to appropriately influence consumers.
- Work within the consumers' needs to categorize products.
- Communicate product or service in ways to help develop positive perceptions of product or service quality.
- Identify consumers' perception of risk in the purchase of a product or service and help consumers reduce the perception of risk through risk reduction strategies.
- Identify consumer referent prices and estimate at what higher price levels consumers are likely to perceive certain offers as unacceptable and at what lower levels consumers perceive bargains.

OPERATIONAL DEFINITIONS OF CONCEPTS:

Market:

Market consists of all the potential customers sharing a particular need or wants who might be willing to satisfy their needs or wants.

Marketing:

It is a social and managerial process by which individuals and groups obtain what they need and want through creating, offering and exchanging products of value with others.

Consumers:

It is an individual who purchases or has the capacity to purchase goods and services offered for sale by marketing institutions in order to satisfy personal needs, wants and desires as consumers of different levels are scattered at different places.

Consumer behavior:

It can be defined as the behavior that consumers display in search for purchasing, using and evaluating products, services and ideas that they expect will satisfy their needs.

Hence we can say that, consumer behavior is the behavior, which influences their purchase decisions.

Seller:

One who induces and assists a prospective buyer to a commodity or service or to act favorably upon an idea that has commercial significance to him.

Brand:

A name, term, size, symbol or design or combination of them intended to identify the goods or services of one seller/ marketer and to differentiate them from those competitors.

Necessity:

The need for basic items/ products without which a person cannot manage his life.

Luxury:

The need for items/ products or need categories higher than psychological and safety requirements ego satisfaction/ status need, not affordable usually by the common social class.

Advertising:

Any paid form of non-personal communication of ideas, goods or services by identified sponsor (marketer).

REFERENCE:

- Philip Kotler, Marketing Management Analysis, planning Implementation and Control, 8th edition, Prentice Hall of India Pvt.Ltd. New Delhi.1995
- Gary Armstrong and Philip Kotler, Principles of Marketing, 6th edition, prentice Hall of India Pvt.Ltd. New Delhi. 199

ARECENTREPORTSTATES THAT:

1. It costs five times more to obtain a new customer than to retain an existing customer.
2. The average business never hears from 96% of its dissatisfied customers.
3. The average customer who has a problem with an organization tells nine to ten people about it.
4. Companies whose product quality, in the eyes of the customers, was judged to be high, shows six times higher profitability compared with those of low quality.

REFERENCE:

- WWW.scribd.com/doc/12775792/reportonhonda

TITLE OF THE STUDY:

The study topic is titled as “A STUDY ON **CONSUMER PERCEPTION TOWARDS HONDA ACTIVA**”.

STATEMENT OF THE PROBLEM:

Customer perception is one of the vital aspects of marketing as it helps the company to know how the customers perceive their product. As Honda Activa is a non-gear vehicle and suits all the age group, the study seeks to analyze what are the factors governing the perception of consumer towards Honda Activa whether it is for comfort, style, brand name or company image. Hence the title "customer perception of Honda Activa scooter is Selected has been studied."

OBJECTIVES OF THE STUDY:

The project is mainly under taken to find out what an extent consumer behavior towards the Honda Activa.

- To study customers' perception towards Honda Activa
- To study the perception of consumers of all classes towards Honda Activa
- To analyze the factors governing the purchase of Honda Activa
- To study the perception of customer towards the attributes of Honda Activa.
- To ascertain the current image of Honda Activa with respect to its competitors.

SCOPE OF THE STUDY:

The study enables to understand the perception of the market segment in a better way. So, this study would help Honda Activa dealers to recognize the factors influencing the purchase of Honda Activa and also to identify various features influencing in the buying process. In short, the study covers the area of consumer behavior, their attitudes and perceptions of two-wheeler owners. The study has also helped me in enhancing my knowledge about the factors involved in studying the perception of the customers

METHODOLOGY:

Collecting data by administration of questionnaires carried out primary research Responses were obtained from Honda Activa customers of Bangalore. The data collected was compiled, classified and tabulated. Simple statistical tools were used for analysis Based on analysis inferences were drawn and recommendations have been made.

RESEARCH METHODOLOGY:

1) **PRIMARY DATA:** Primary data are data freshly for a specific purpose or for a specific research project. The normal procedure is to interview some people individually or in groups, to get a sense of people feel about the topic in question, and then develop a formal research instrument, debug it, and carry it in to field.

Primary data has been collected in different ways. They are:

⊕ Questionnaire

2) **SECONDARY DATA:** Secondary data are data that were collected for another purpose and already exists some where. Researchers usually start their investigation by examining secondary data to see whether the problem can be partly or wholly solved without collecting costly primary

data. Secondary data provide a starting point for research and offer the advantages of low cost and ready availability. Secondary data has been collected in different means.

To support the analytical part of this project secondary data has also been collected by various sources like:

Internet

Company manuals and journals

Articles in magazines

Newspapers

SAMPLING:

Sampling is the selection of some part of an aggregate or totality on the basis of which a judgement or inference about the aggregate or totality is made. In other words, it is the process of obtaining information about an entire population by examining only a part of it.

The **sampling universe** in this case consists of all those people who are using Honda Activa.

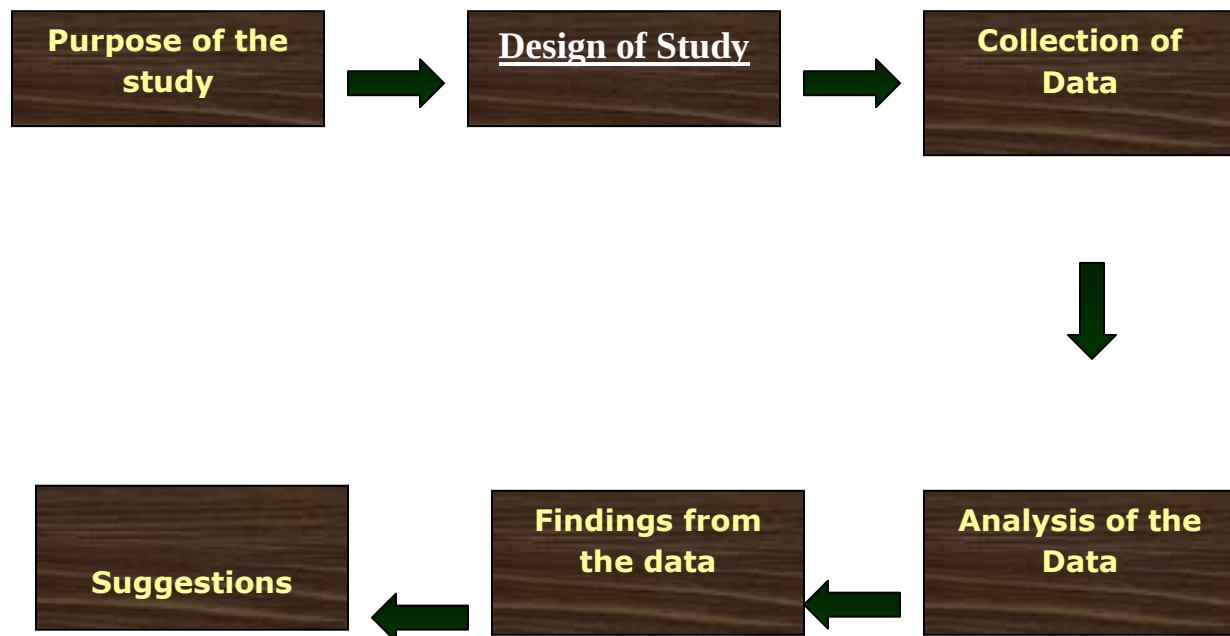
The **sampling unit** in this case is the customer who are using Honda Activa.

The **sample size** for this study is 100, which gave an idea to get the solution for the objectives of this study.

The **sampling technique** used for this study is simple random sampling. **DESIGN OF THE STUDY:**

The research work is based on the flow chart of the research work. It consists of consecutive work orders. The complete details are given in the chart

FLOW CHART OF DESIGN OF THE STUDY



PLAN OF ANALYSIS:

The plan for analysis of the data was through the help of questionnaire, interacting with the customers, then formulating the results through pictorial representation of graphs & charts, tables, etc. and is being divided into the following steps in a meaningful way :-

- Tabulation of the questionnaire
- Use of Percentage method to represent the tabulated data.
- Presentation of the tables in numerical form.

Graphical representation of the whole data in terms of bar graphs and pie charts and to draw the inferences from the data

LIMITATIONS OF THE STUDY

- The study is restricted only to the people who are using Honda Activa.
- As the sample size is restricted only to 100, this may not specifically represent exactly the whole population.
- As the questionnaire is filled by the respondents it is believed that they have given correct information which may change in reality.
- Sometimes respondents may not reveal all data intentionally.

CHAPTER SCHEME:

CHAPTER 1:- INTRODUCTION: This chapter deals with an introduction to the broad area and specific area of the topic chosen, and an overview of the industry in general.

CHAPTER 2 :- RESEARCH DESIGN :- this chapter provides a plan of the study which includes statement of the problem, need for study, objectives, operational definition of concepts, scope, methodology, sample design, sources of data, tools and techniques for data collection, plan of analysis, limitations.

CHAPTER 3:- COMPANY PROFILE:- this chapter contains a complete profile including history, nature of business, products & services, organization structure, competitors, capital structure, turnover, no. of branches, etc.

CHAPTER 4:- ANALYSIS AND INTERPRETATION OF DATA:- this chapter provides an analysis of the data with required interpretation. The information obtained will be reduced to tables, graphs and charts will be used wherever necessary.

CHAPTER 5:- SUMMARY AND FINDINGS: - this chapter deals with an overview of the dissertation and summarizes the findings under each objective.

CHAPTER 6:- CONCLUSION, SUGGESTIONS AND RECOMMENDATIONS:- the chapter deals with providing conclusion and offering suggestions and recommendations.

ANNEXURE: - this contains questionnaire, financial statements (if any) and any other calculation supporting the analysis.

INDUSTRY & COMPANY PROFILE

The Indian two-wheeler sector is the largest in terms of volumes among all the segments in the automobile industry. The segment can further be categorized into three sub-segments-scooters, motorcycles and mopeds.

Lately, however, some products like scooters and step-thru have been introduced in the market, which have features of more than one segment. Five players mainly dominate the two-wheeler segment. All these companies have foreign collaborations mainly with well-known Japanese firms. These ventures set up in the mid 80's suffered heavily due to a sharp depreciation in rupee till the early 90's. All these players are now well established with about 95% intergeneration. Bajaj Auto the local player with low cost advantage dominates the sector. All the existing players have been expanding capacities and widening their product base to include 4-stroke vehicles, which conform to Euro environmental norms. Hence, Honda Corporation of Japan announced its intentions to set up a 100% subsidiary to manufacture scooters and motorcycles. India is one of the lowest cost production bases for two-wheelers.

In recent years, the two-wheeler market has witnessed a shift towards motorcycles at the expenses of scooters. With urban consumers aspiring to possess the latest in terms of looks and technology, energy Efficient and sleeker looking models have replaced the staid ones in the market. In the rural areas, consumers have come to prefer sturdier bikes to withstand the bad road conditions.

EVOLUTION OF INDIAN TWO WHEELER INDUSTRIES

The two-wheeler industry (henceforth TWI) in India has been in existence since 1955. It consists of three segments viz., scooters, motorcycles, and mopeds. The increase in sales volume of this industry is proof of its high growth. In 1971, sales were around 0.1 million units per annum. But by 1998, this figure had risen to 3 million units per annum. Similarly, capacities of production have also increased from about 0.2 million units of annual capacity in the seventies to more than 4 million units in the late nineties.

The TWI in India began operations within the framework of the national industrial policy as espoused by the industrial policy Resolution of 1956. This resolution divided the entire industrial sector into three groups, of which one contained industries whose development was the exclusive responsibility of the state, another included those industries in which both the state and the private sector could participate and the last set of industries that could be developed exclusively under private initiative within the guidelines was canalized and regulated through the extensive use of licensing giving the state comprehensive control over the direction and pattern of investment. Entry of firms, capacity expansion, choice of product and capacity mix and technology, were all effectively controlled by the state in a bid to prevent the concentration of economic power. However due to lapses in the system, fresh policies were brought in at the end of the sixties. These consisted of MRTP of 1969 and FERA of 1973, which were aimed at regulating monopoly and foreign investment respectively.

THE COMPANY SCAN

THE WINGS OF CHANGE

The company's unwavering dedication in achieving goals that are unique & above all, Confirming to international norms. These wings are now in India as Honda Motorcycle & Scooter India Pvt. Ltd., Japan. These Wings are here to initiate a change and make a difference In the Indian 2-wheeler of global quality, but also meet and exceed the expectations of Indian Customers with outstanding after sales support. 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 & power products. Apart from HMSI, that manufactures 2-wheelers, the other divisions in India include Honda Seil Cars India Ltd, [HSCI], Honda Seil Power India Ltd., [HSPI]. The Company principal of Honda Worldwide is dedication to supply products of the highest quality, yet at a reasonable price for worldwide customer satisfaction.

ABOUT HONDA MOTORCYCLE & INDIA PVT. LTD:

Honda Motorcycle & Scooter India (Pvt.) Ltd is a 100% subsidiary of Honda Motor Co., Ltd., Japan.

Official name - Honda Motorcycle & scooter India (Pvt.) Ltd.

Established - 20th October, 1999

Place - New Delhi, India

Capital - Rs.300 crores

Representative - Mr. Haruo Takiguchi, president & CEO

Factory Location -Manesar dist. Gurgaon, Haryana, India.

Initial Capital - Production 2, 00,000 units\year

THE FACTORY

The HMSI Factory is spread over 26 acres, with a covered area of about 35,000 square meters at Manesar, Gurgaon Dist. Of Haryana. The initial installed capacity was 1, 00,000 scooters per year, which has reached 4, 00,000 scooters per year. The total investment outlay is for the initial capacity of Rs.200 crores. HMSI has also acquired 25 acres of land, for expansion of their production facilities.

THE TECHNOLOGY AT HONDA:

Man maximum, machine minimum- these four words sum up Honda's design philosophy. Honda products are not just built for people, they are built around people. We believe technology is a means to provide joy to the customers, and our products are the ambassadors of this philosophy.

Their fundamental design philosophy seeks to maximize the space and comfort for people, while minimizing the space required for mechanical components. With this aim in mind, Honda's Research & Development activities include product –specific development and fundamental research on technologies of the future. Over the years, Honda has gained prominence in the global community through ceaseless technological innovations and a dedication to servicing the needs of society. Honda's history has been a history of challenges; challenges encountered and overcome by perseverance, ingenuity and pursuit of perfection.

HONDA AND ENVIRONMENT:

HONDA is unrivalled in making a conscious effort to lower the emission of every one of its vehicles, two and four-wheelers. It may sound an exaggeration but, technically, each Honda vehicle on the road can contribute to the cleanliness of the air around it. And can collectively change the air all over the world. For example, Honda was the first one to develop two-wheelers that produce lower emissions and consume lesser fuel by improving an engine's combustion efficiency. Honda's 4-stroke engines are known to be amongst the cleanest and deliver never before fuel economy.

THE GROUP COMPANIES.

Honda Seil Cars India Limited [HSCI].

HSCI, the joint venture of Honda Motor Company Limited, Japan & Seil Ltd., and India was incorporated in December 1995. Currently, Honda Motor Company, Japan has 99% stake in HSCI.

- Honda City

-Honda Accord.

Honda Seil Power Ltd [HSPL].

PRODUCT PROFILE

Welcome to a preview of the Honda Activa, the first scooter model of HMSI for the Indian market. The Honda Activa sets a new standard for a new era of scooters in India. As the name aptly suggests with its unique feature and sleek and sporty looks, the youthfulness and enthusiasm. The Honda Activa has been developed exclusively for the Indian market by closely examining the way scooters are used in the country and applying the know-how accumulated through 15 years of doing business in India.

The Honda Activa is equipped with a number of new functions and mechanism, 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.

With the changing lifestyles, the customer's needs from a two-wheeler are also changing. 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 Scooterette is too small and similar to mopeds.

So if you wish to own a scooter which is easy to handle and can be shared among family members, the Honda Activa is just right for you.

The Honda Activa is especially designed to meet the needs of new Indian families. Powered by a 4-stroke engine, it has a steel body that enables full utilization of the existing service infrastructure. It offers user-friendly utilities like a helmet box, a flat footboard and ample ground clearance.

FEATURES OF HONDA ACTIVA:

ACCESSORIES

The accessories for Honda Activa have been designed to match the unique styling of the scooter.

• Large Inner Box

A spacious box that increases the loading capacity of the Honda Activa. Perfect for families and executives who need to carry more things while travel

Large Inner Box



• Sporty Inner Box

A sleek and sporty inner box neatly divided into compartments. Riders can now place different things in different sections.

Sporty Inner Box



• Side Stand

A must when the rider plans to make frequent stops. No hassle of struggling to put the scooter on the stand.

Side Stand



◉ **Saree Step**



Highly recommended when the pillion rider is a lady. Enhances her riding comfort and convenience when getting on or off the scooter and even during riding.

◉ **Stepney Frame**



A stylish frame for carrying a spare tyre. Designed not to affect the beautiful looks of the Honda Activa.

◉ **Honda Engine Oil**

For smooth running of your Activa, use Honda 4 Stroke Engine oil

TECHNICAL SPECIFICATIONS

Engine	Type	4stroke,single cylinder, air –cooled
	Displacement	102cc
	Maximum power	7 bhp@7000rpm
	Maximum torque	0-8kg-m@5500 rpm
	Transmission	V-matic
	Ignition	Self/kick
Electricals	Battery	12v, 5Ah
	Headlamp	35W
Chassis	Frame	High rigidity under bone type
	Dimensions (lxbxh)	1765x715x1130mm
	Wheel base	1235mm
	Seat height	760mm
	Ground clearance	145mm
Suspension	Front	Bottom link with spring loaded damper
	Rear	Unit swing with spring loaded damper
Tyre size	Front	3.50-10,4PR
	Rear	3.50-10,4PR
Brakes	Front	Drum, 130 mm dia
	Rear	Drum, 130 mm dia
Fuel tank capacity		6 liters

REFERENCE

- Company Broachers.

Websites:

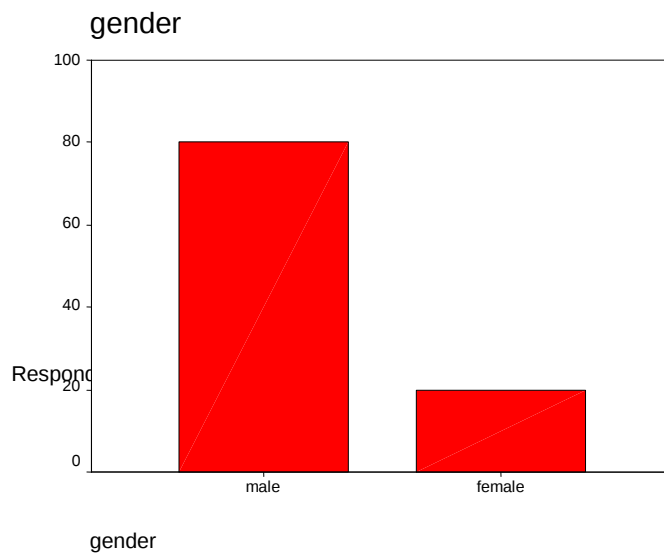
- www.honda2wheelersindia.com
- www.planethondaindia.com
- www.automobileindia.com/twowheelers

Analysis & Interpretation

Table: 1.1

Table showing Gender

	Respondents	Percentage
Male	80	80.0
Female	20	20.0
Total	100	100.0



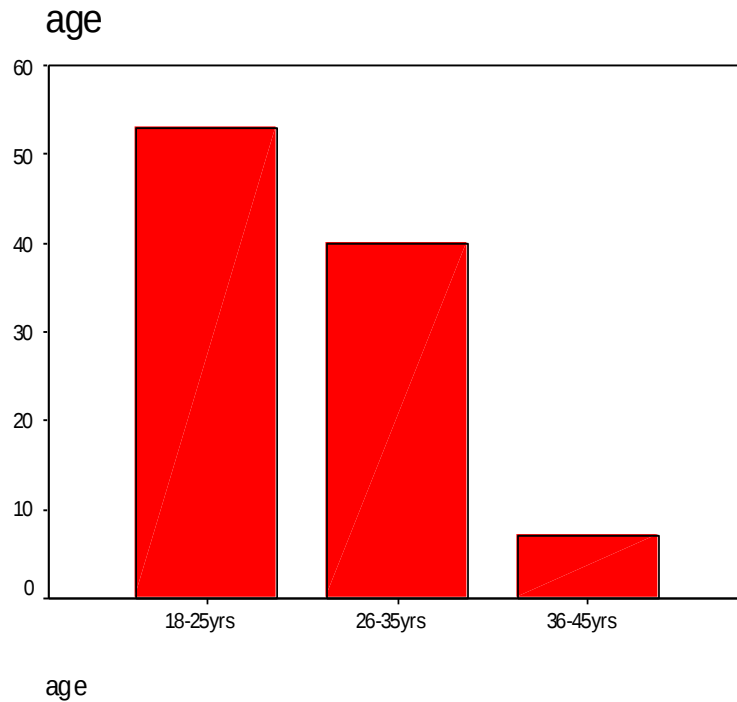
Interpretation:

Based on the data collected from 100 respondents, 80% of respondents are male & 20% of the respondents are female.

Table: 2.1

Table showing Age Group

	Respondents	Percentage
18-25yrs	53	53.0
26-35yrs	40	40.0
36-45yrs	7	7.0
Total	100	100.0



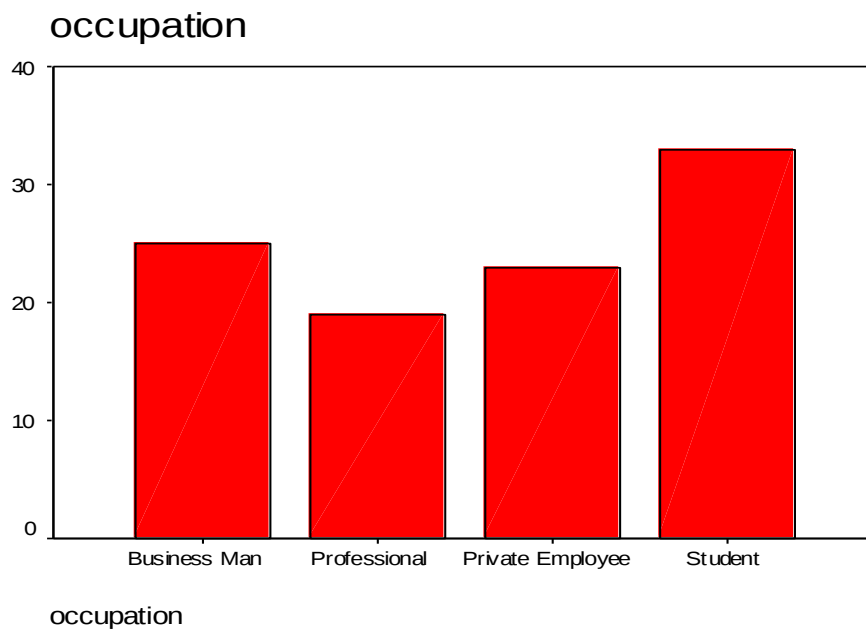
Interpretation:

Based on the data collected from 100 respondents, 53% of respondents are in the age group of 18-25yrs, 40% of the respondents are from the age group of 26-35yrs, 7% of the respondents are from the age group of 36-45yrs.

Table: 3.1

Table showing Occupation

	Respondents	Percentage
Business Man	25	25.0
Professional	19	19.0
PrivateEmployee	23	23.0
Student	33	33.0
Total	100	100.0



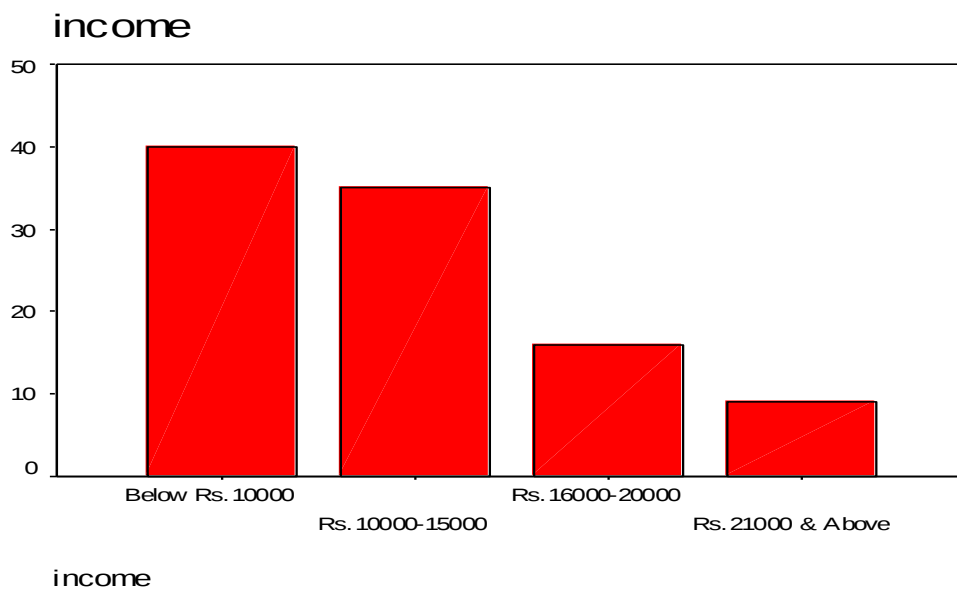
Interpretation:

Based on the data collected from 100 respondents 25% of respondents are Businessmen, 19% of the respondents are Professionals, 23% of the respondents are Private Employees & 33% of the respondents are Students.

Table: 4.1

Table showing Income

	Respondents	Percentage
Below Rs.10000	40	40.0
Rs.10000-15000	35	35.0
Rs.16000-20000	16	16.0
Rs.21000 & Above	9	9.0
Total	100	100.0



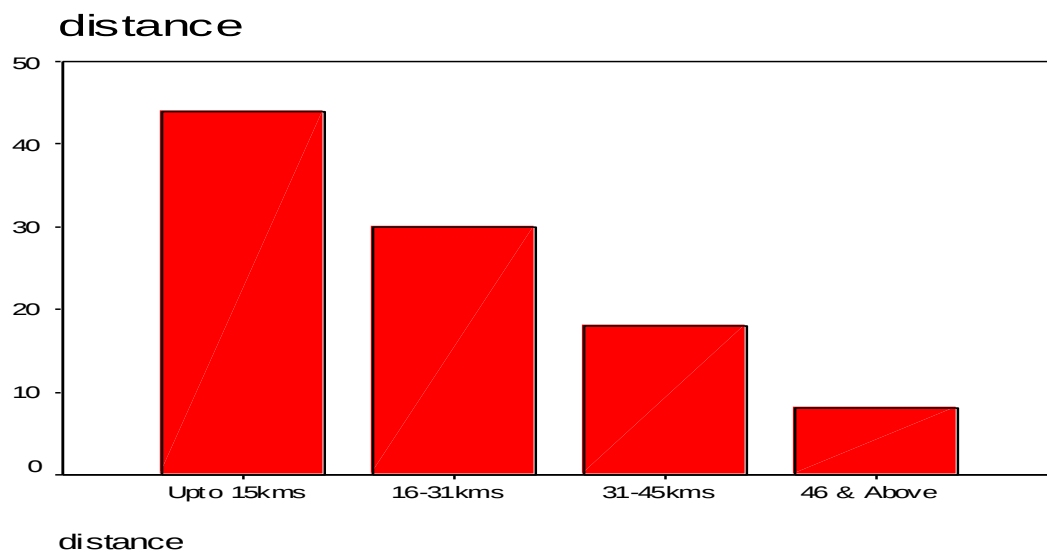
Interpretation:

Based on the data collected from 100 respondents, 40% of respondents are from the income group of below Rs.10000, 35% of the respondents are from the income group of Rs10000-Rs15000, 16% of the respondents are from the income group of Rs16000-20000 & 9% of the respondents are from the income group of Rs21000 & above.

Table: 5.1

Table showing Distance

	Respondents	Percentage
Up to 15kms	44	44.0
16-31kms	30	30.0
31-45kms	18	18.0
46 & Above	8	8.0
Total	100	100.0



Interpretation:

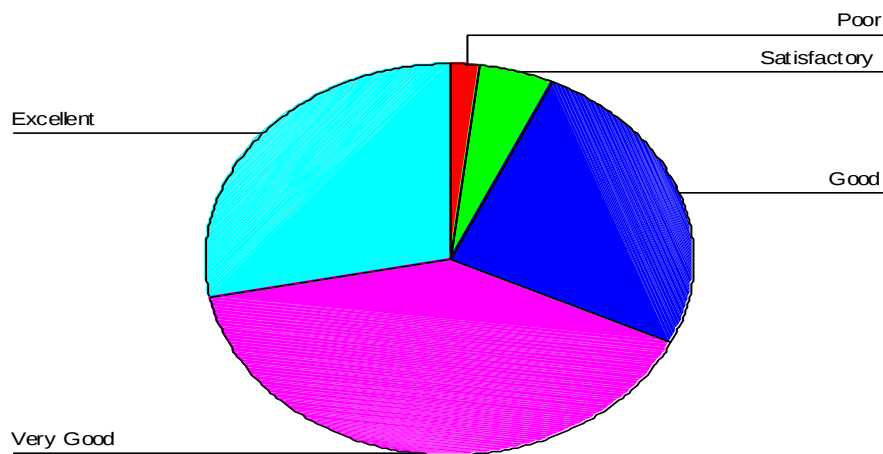
Based on the data collected from 100 respondents, 44% of respondents travel an average distance up to 15kms/day, 30% of the respondents travel an average distance between 16-30kms/day, 18% of the respondents travel an average distance between 31-45kms/day & 8% of the respondents travel an average distance of 45kms & above/day.

Table: 6.1

Table showing Comaparison

	Respondents	Percentage
Poor	2	2.0
Satisfactory	5	5.0
Good	25	25.0
Very Good	40	40.0
Excellent	28	28.0
Total	100	100.0

comparison



Interpretation:

Based on the data collected from 100 respondents, when Honda Activa is compared with other gearless vehicles, 2% of respondents perceive it as poor, 5% of the respondents perceive it as satisfactory, 25% of the respondents perceive it as good & 40% of the respondents perceive it as very good & 28% of respondents perceive it as excellent.

Table: 7.1

Table showing Features

	Respondents	Percentageage
Honda Activa	27	27.0
Suzuki Access	24	24.0
Kinetic 4S	25	25.0
Hero Honda Pleasure	9	9.0
Honda Dio	15	15.0
Total	100	100.0

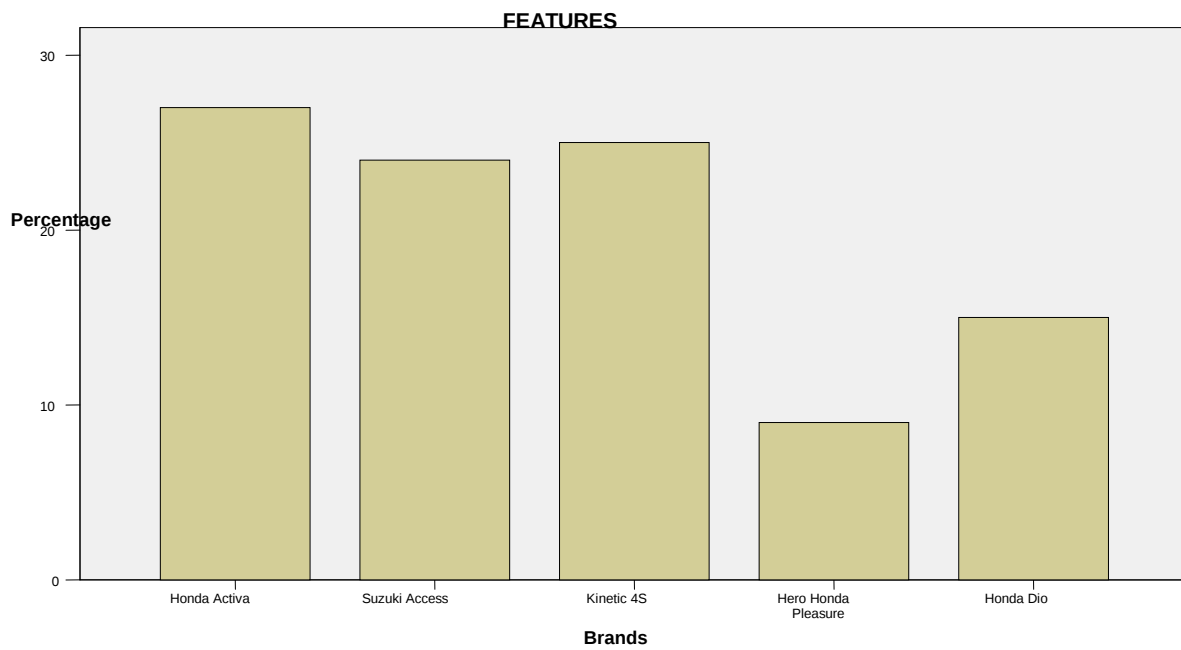
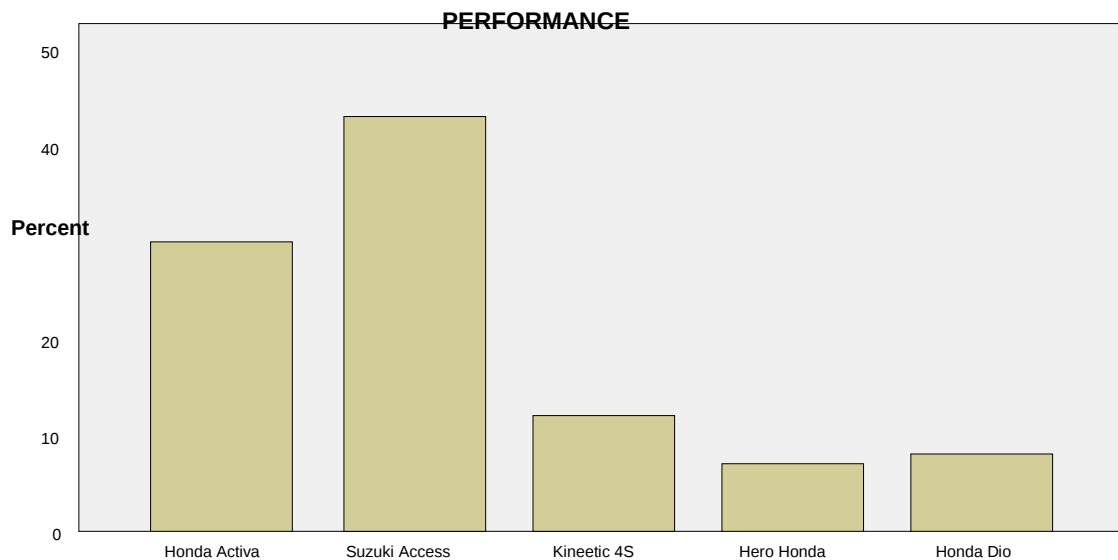


Table: 7.2

Table showing Performance

	Respondents	Percentageage
Honda Activa	30	30.0
Suzuki Access	43	43.0
Kinetic 4S	12	12.0
Hero Honda Pleasure	7	7.0
Honda Dio	8	8.0
Total	100	100.0



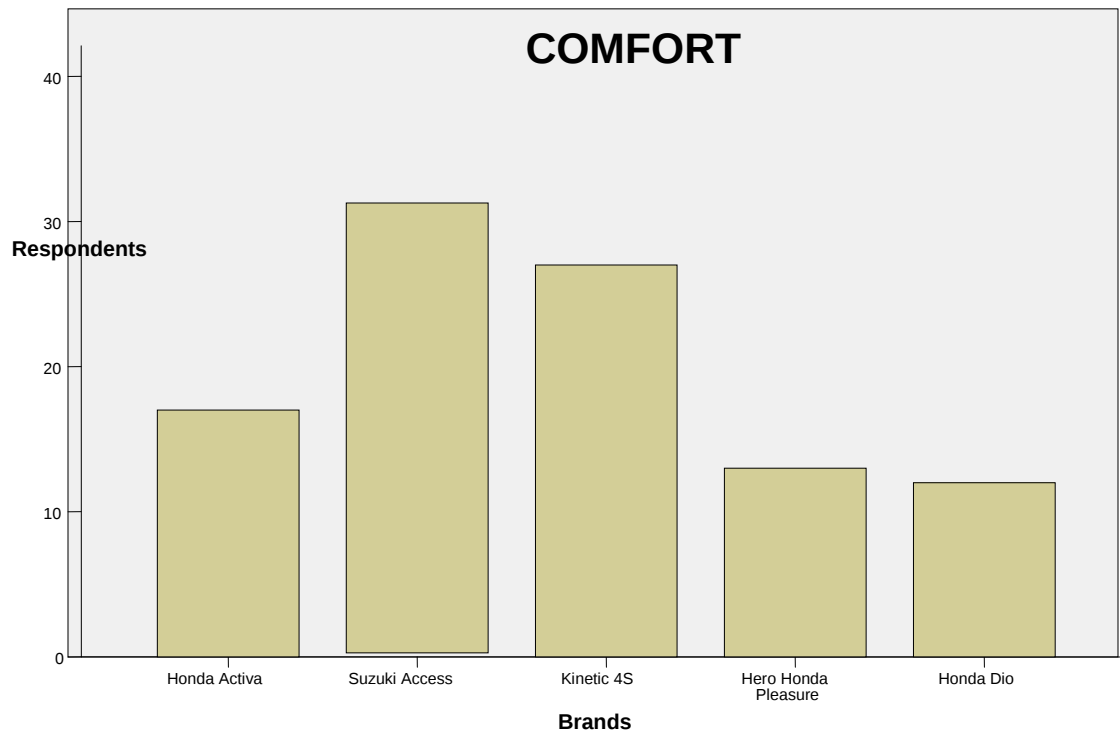
Interpretation:

Based on data collected from 100 respondents, Suzuki Access is ranked 1st in performance as it has got highest Percentageage of 43%, Honda Activa as 2nd rank with 30%, Kinetic 4S as 3rd rank with 12%, Honda Dio as 4th rank with 8% & Pleasure as 5th rank with 7%.

Table: 7.3

Table showing Comfort

	Respondents	Percentageage
Honda Activa	17	17.0
Suzuki Access	31	31.0
Kinetic 4S	27	27.0
Hero Honda Pleasure	13	13.0
Honda Dio	12	12.0
Total	100	100.0



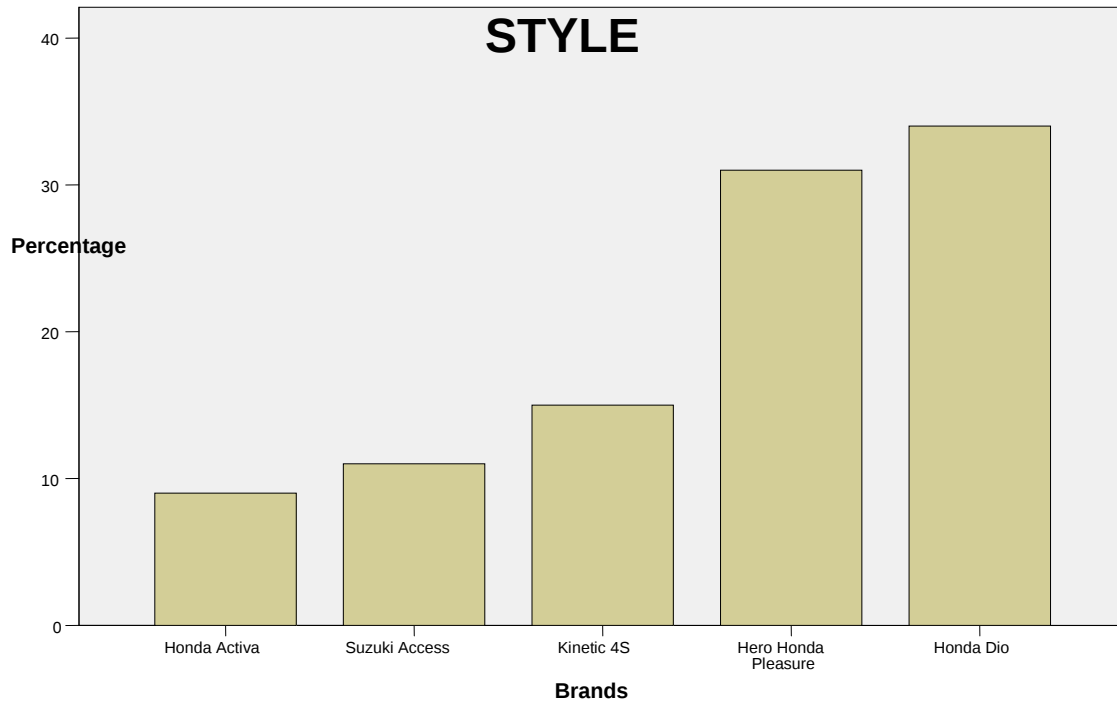
Interpretation:

Based on data collected from 100 respondents, Suzuki Access is ranked 1st in comfort as it has got highest Percentageage of 31%, Kinetic 4S as 2nd rank with 27%, Honda Activa as 3rd rank with 17%, Pleasure as 4th rank with 13% & Dio as 5th rank with 12%.

Table: 7.4

Table showing Style

	Respondents	Percentage
Honda Activa	9	9.0
Suzuki Access	11	11.0
Kinetic 4S	18	18.0
Hero Honda Pleasure	31	31.0
Honda Dio	34	34.0
Total	100	100.0



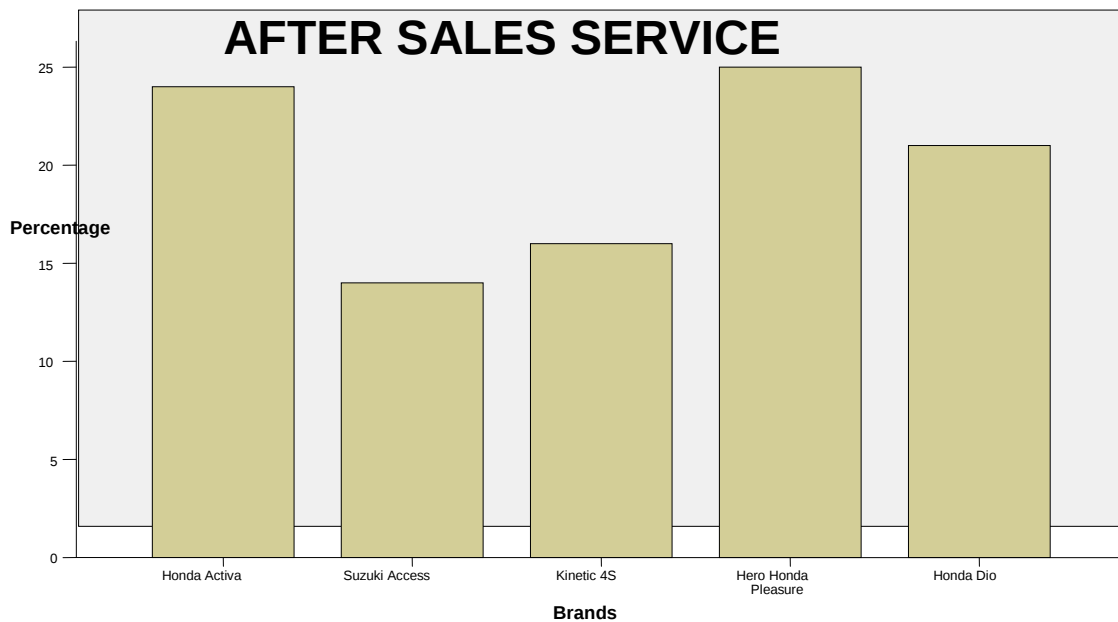
Interpretation:

Based on data collected from 100 respondents, Honda Dio is ranked 1st in style as it has got highest Percentage of 34%, Pleasure as 2nd rank with 31%, Kinetic 4S as 3rd rank with 18%, Suzuki Access as 4th rank with 11% & Honda Activa as 5th rank with 9%.

Table: 7.5

Table showing After Sales Service

	Respondents	Percentageage
Honda Activa	24	24.0
Suzuki Access	14	14.0
Kinetic 4S	16	16.0
Hero Honda Pleasure	25	25.0
Honda Dio	21	21.0
Total	100	100.0



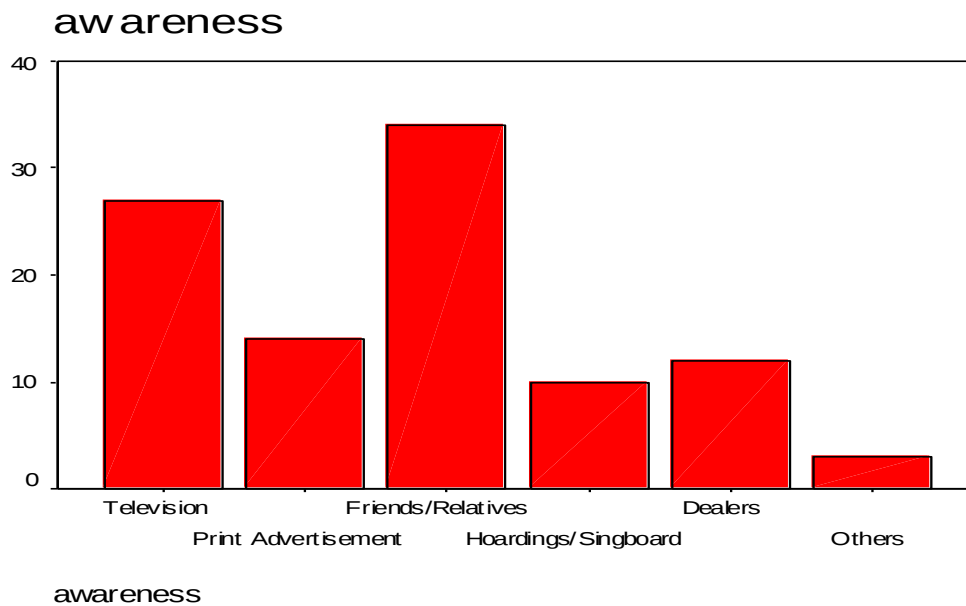
Interpretation:

Based on data collected from 100 respondents, Pleasure is ranked 1st in after sales service as it has got highest Percentageage of 25%, Honda Activa as 2nd rank with 24%, Honda Dio as 3rd rank with 21%, Kinetic 4S as 4th rank with 16% & Suzuki Access as 5th rank with 15%.

Table: 8.1

Table showing Sources of Awareness

	Respondents	Percentage
Television	27	27.0
Print Advertisement	14	14.0
Friends/Relatives	34	34.0
Hoardings/Signboard	10	10.0
Dealers	12	12.0
Others	3	3.0
Total	100	100.0



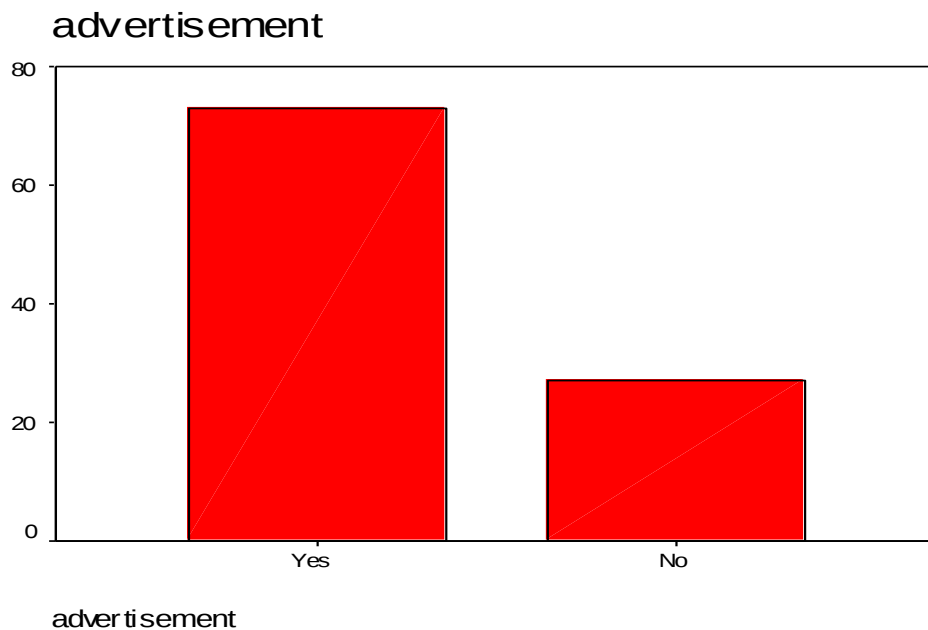
Interpretation:

Based on the data collected from 100 respondents, 27% of respondents have got awareness through television, 14% of the respondents have got through print advertisements, 34% of the respondents have got through friends/relatives & 10% of the respondents have got through hoardings, 12% of respondents have got through dealers & 3% of the respondents have got through other various sources.

Table: 9.1

Table showing effect of Advertising

	Respondents	Percentage
Yes	73	73.0
No	27	27.0
Total	100	100.0



Interpretation:

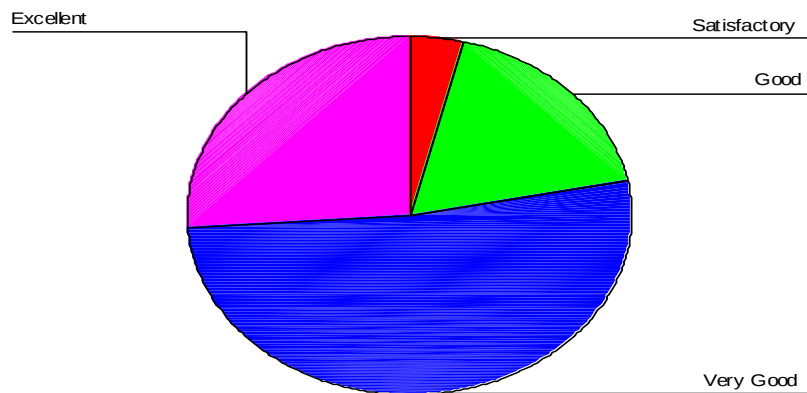
Based on the data collected from 100 respondents, 73% of respondents state that Honda Acura advertisements affects the purchase decision & 27% of the respondents state that Honda Acura advertisements do not affect the purchase decisions.

Table: 10.1

Table showing rating for attributes

	Respondents	Percentage
Satisfactory	4	4.0
Good	18	18.0
Very Good	52	52.0
Excellent	26	26.0
Total	100	100.0

features



Interpretation:

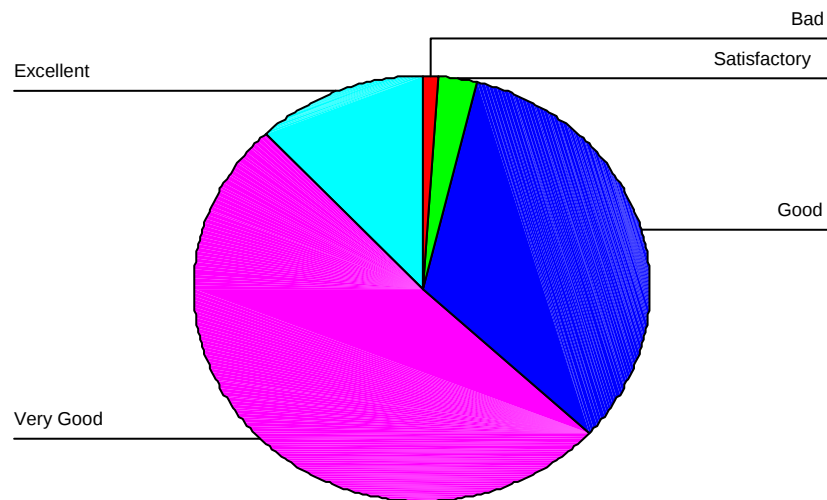
Based on the data collected from 100 respondents, 4% of respondents rate Honda Acura features as satisfactory, 18% of the respondents rate as good, 52% of the respondents rate as very good & 26% of the respondents rate as excellent.

Table: 10.2

Table showing rating for Performance

	Respondents	Percentage
Bad	1	1.0
Satisfactory	3	3.0
Good	33	33.0
Very Good	51	51.0
Excellent	12	12.0
Total	100	100.0

performance



Interpretation:

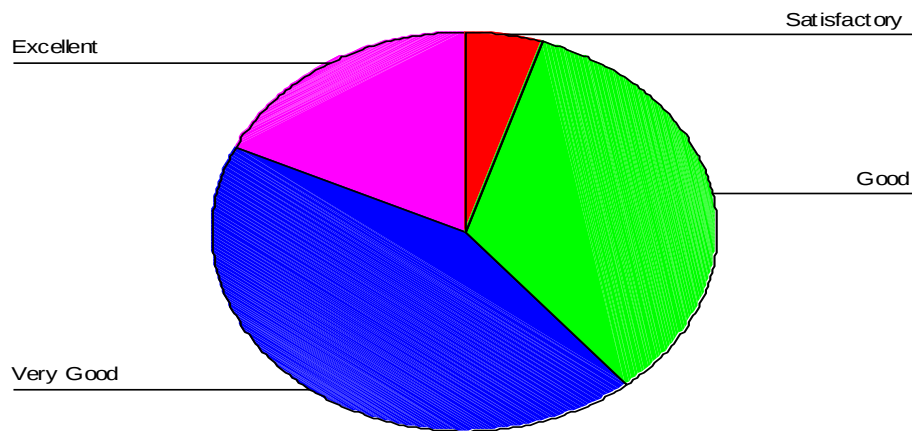
Based on the data collected from 100 respondents, 1% of respondents rate Honda Activa performance as bad, 3% of respondents rate Honda Activa as satisfactory, 33% of the respondents rate as good, 51% of the respondents rate as very good & 12% of the respondents rate as excellent.

Table: 10.3

Table showing rating for Comfort

	Respondents	Percentage
Satisfactory	5	5.0
Good	34	34.0
Very Good	43	43.0
Excellent	18	18.0
Total	100	100.0

comfort



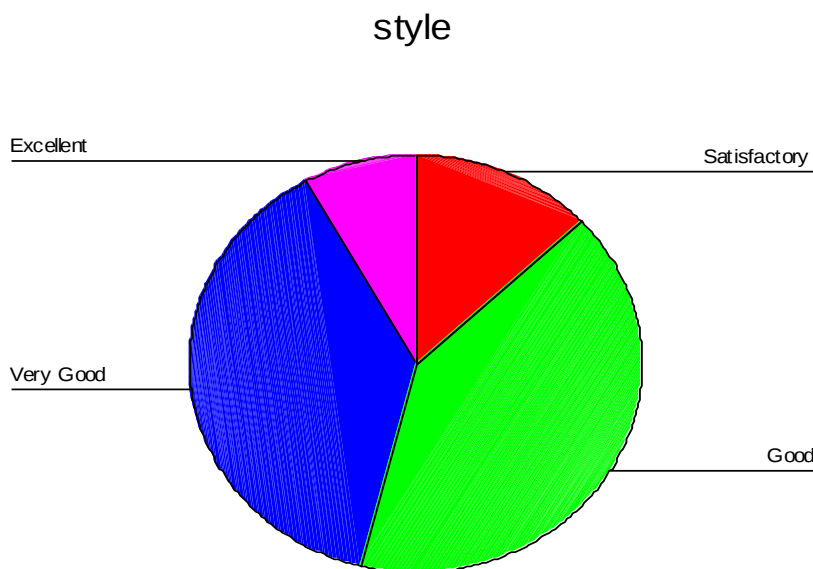
Interpretation:

Based on the data collected from 100 respondents, 5% of respondents rate Honda Activa comfort level as satisfactory, 34% of the respondents rate as good, 43% of the respondents rate as very good & 18% of the respondents rate as excellent.

Table: 10.4

Table showing rating for Style

	Respondents	Percentage
Satisfactory	13	13.0
Good	41	41.0
Very Good	38	38.0
Excellent	8	8.0
Total	100	100.0



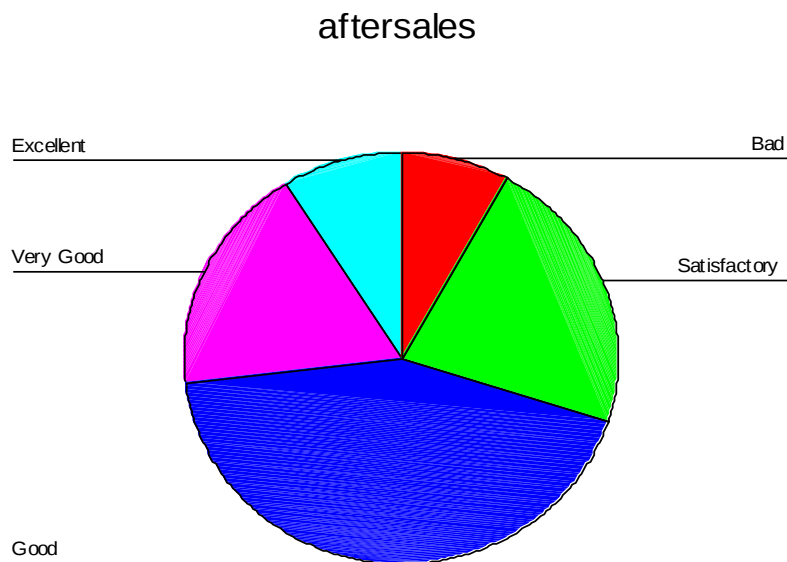
Interpretation:

Based on the data collected from 100 respondents, 13% of respondents rate Honda Activa style as satisfactory, 41% of the respondents rate as good, 38% of the respondents rate as very good & 8% of the respondents rate as excellent.

Table: 10.5

Table showing rating for After Sales Service

	Respondents	Percentage
Bad	8	8.0
Satisfactory	22	22.0
Good	43	43.0
Very Good	18	18.0
Excellent	9	9.0
Total	100	100.0



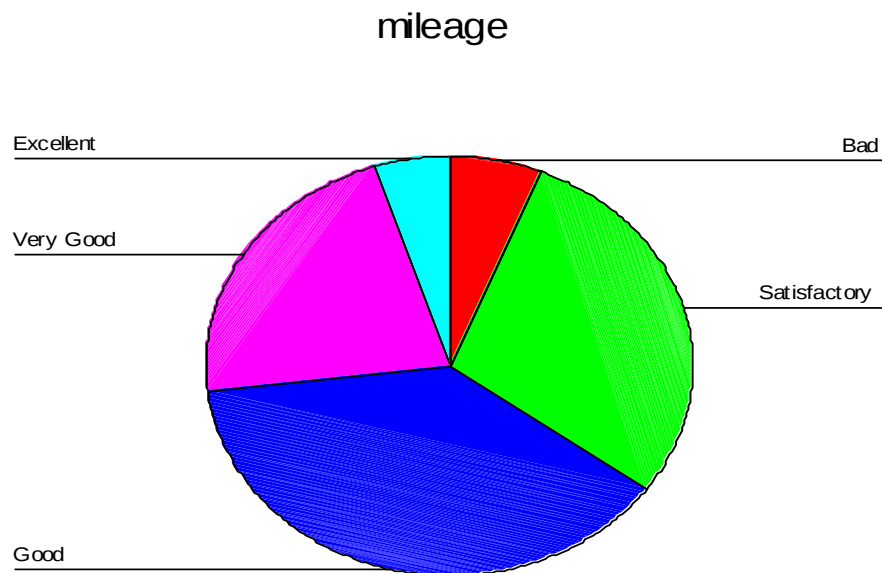
Interpretation:

Based on the data collected from 100 respondents, 8% of respondents rate Honda Activa after sales service as bad, 22% of the respondents rate as satisfactory, 43% of the respondents rate as good, 18% of the respondents rate as very good & 9% of the respondents rate as excellent.

Table: 10.6

Table showing rating for Mileage

	Respondents	Percentage
Bad	6	6.0
Satisfactory	29	29.0
Good	38	38.0
Very Good	22	22.0
Excellent	5	5.0
Total	100	100.0



Interpretation:

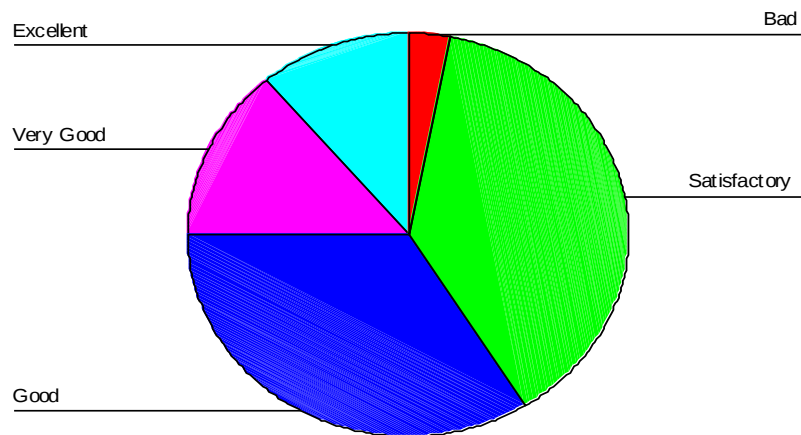
Based on the data collected from 100 respondents, 6% of respondents rate Honda Activa mileage as bad, 29% of the respondents rate as satisfactory, 38% of the respondents rate as good, 22% of the respondents rate as very good & 5% of the respondents rate as excellent.

Table: 10.7

Table showing rating for Price

	Respondents	Percentage
Bad	3	3.0
Satisfactory	38	38.0
Good	34	34.0
Very Good	14	14.0
Excellent	11	11.0
Total	100	100.0

price



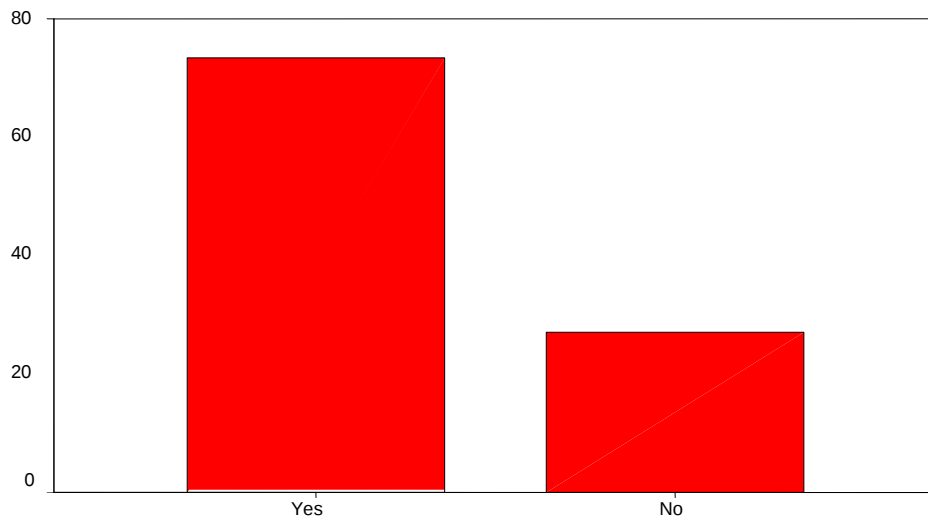
Interpretation:

Based on the data collected from 100 respondents, 3% of respondents rate Honda Activa price as bad, 38% of the respondents rate as satisfactory, 34% of the respondents rate as good, 14% of the respondents rate as very good & 11% of the respondents rate as excellent.

Table 11.1

Table Showing Usage of two wheelers before using Honda Activa

	Respondents	Percentage
Yes	77	77.0
No	23	23.0
Total	100	100.0



Interpretation:

Based on the data collected from 100 respondents, 77% of respondents say that they were using two wheeler before Honda Activa, 23% of the respondents say they were not using any two wheeler before Honda activa.

Table 12.1

Table showing Year of purchase of Honda Activa

	Respondents	Percentage
2002-03	38	38.0
2004-07	33	33.0
2008-till date	29	29.0
Total	100	100.0

Interpretation:

Based on the data collected from 100 respondents, 38% of respondents say that they have purchased the Honda Activa in the year 2002-03, 33% of the respondents say that they have purchase the Honda Activa in the year 2004-07 and 29% of the respondents say that they have purchased the Honda Activa in the year 2008-till date.

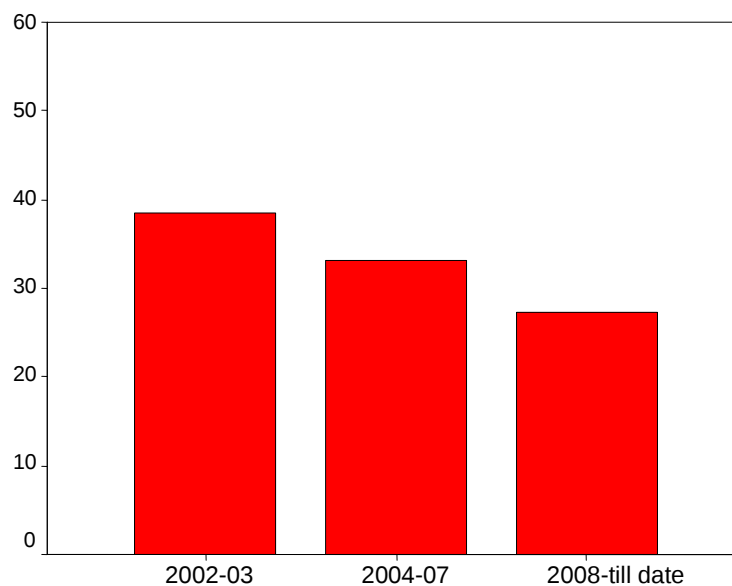
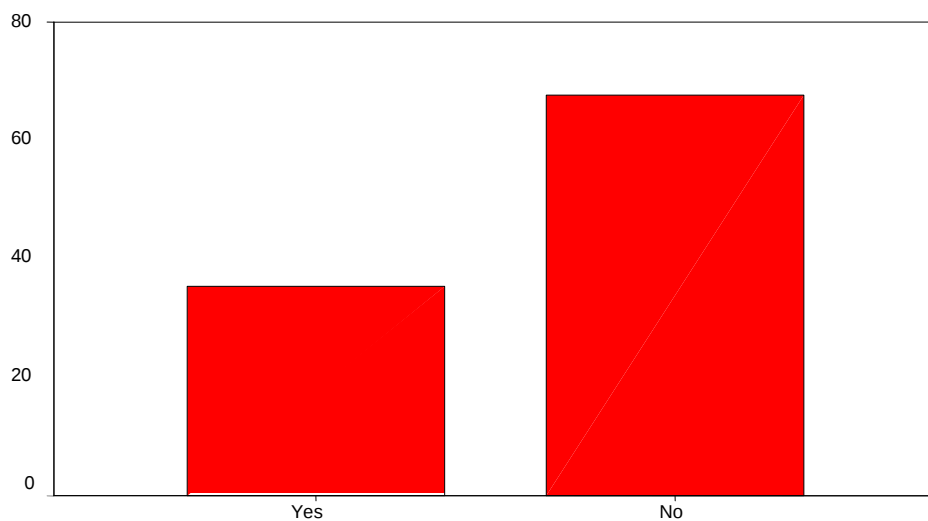


Table 13.1

Table showing After Sales Services Provided by the Dealer is satisfactory or not.

	Respondents	Percentage
Yes	33	33.0
No	67	67.0
Total	100	100.0



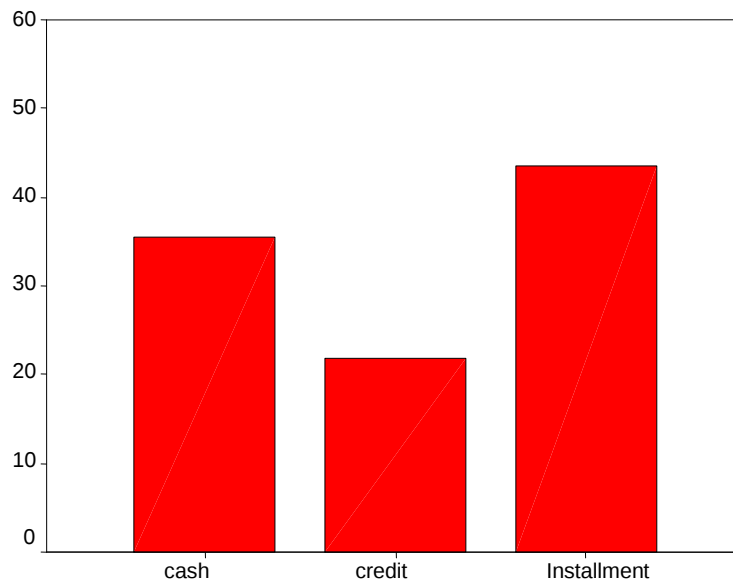
Interpretation:

Based on the data collected from 100 respondents, 33% of respondents say that they are satisfied with the after sales services provided by the dealer and 67% of the respondents are not satisfied with the after sales services provided by the dealer.

Table 14.1

Table showing Mode of purchase

	Respondents	Percentage
cash	34	34.0
credit	20	20.0
installment	46	46.0
Total	100	100



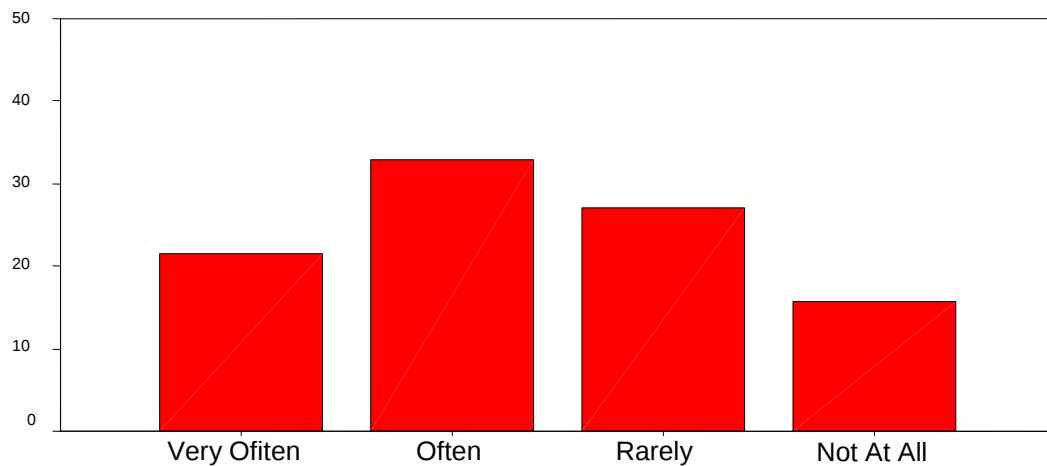
Interpretati

Based on the data collected from 100 respondents, 34% of respondents say that they have purchased the Honda Activa in cash, 20% of the respondents says that they have purchased Honda Activa in credit and remaining 46% have purchased in Installments.

Table 15.1

Table showing Breakdown of Honda Activa

	Respondents	Percentage
Very Often	22	22.0
Often	32	32.0
Rarely	28	28.0
Not at all	18	18.0
Total	100	100.0



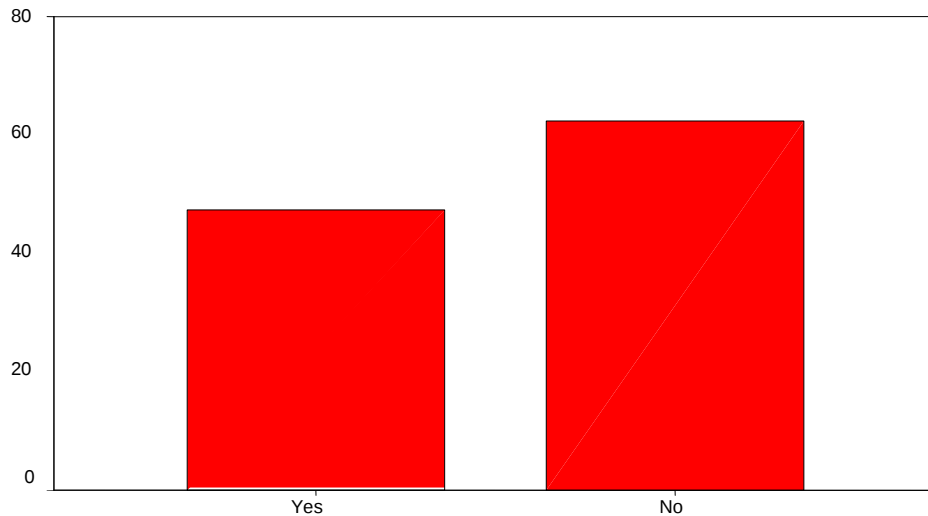
Interpretation:

Based on the data collected from 100 respondents, 22% of respondents says that their Honda Activa breaks down very often, 32% of the respondents says that their Honda Activa breaks down oftenly, 28% of respondents says that their Honda Activa breaks down rarely, 18% of the respondents says that their Honda Activa don't breaks down.

Table 16.1

Table showing availability of spare parts in service centre

	Respondents	Percentage
Yes	47	47.0
No	63	63.0
Total	100	100.0



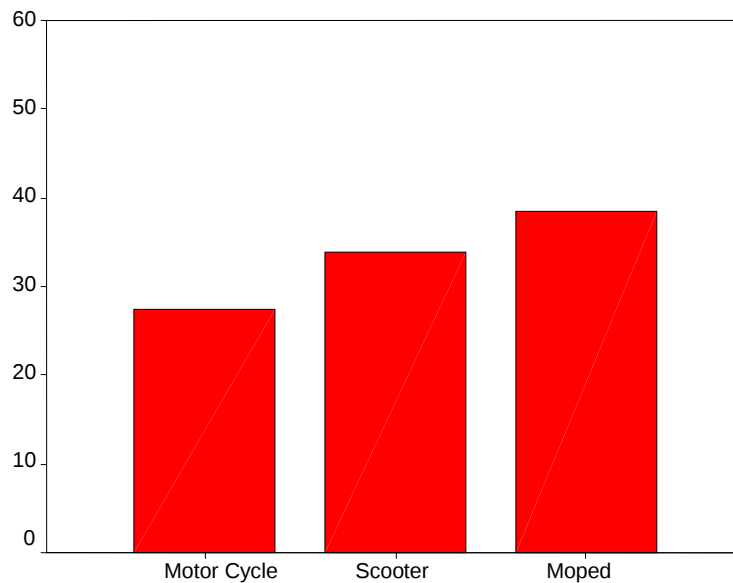
Interpretation:

Based on the data collected from 100 respondents, 47% of respondents says that the spare parts are readily available in their service centre and 63% of the respondents says that the spare parts are not readily available in their service centre.

Table 17.1

Table showing customer preference towards varieties in Honda Activa

	Respondents	Percentage
Motor Cycle	28	28.0
Scooter	34	34.0
Moped	38	38.0
Total	100	100.0



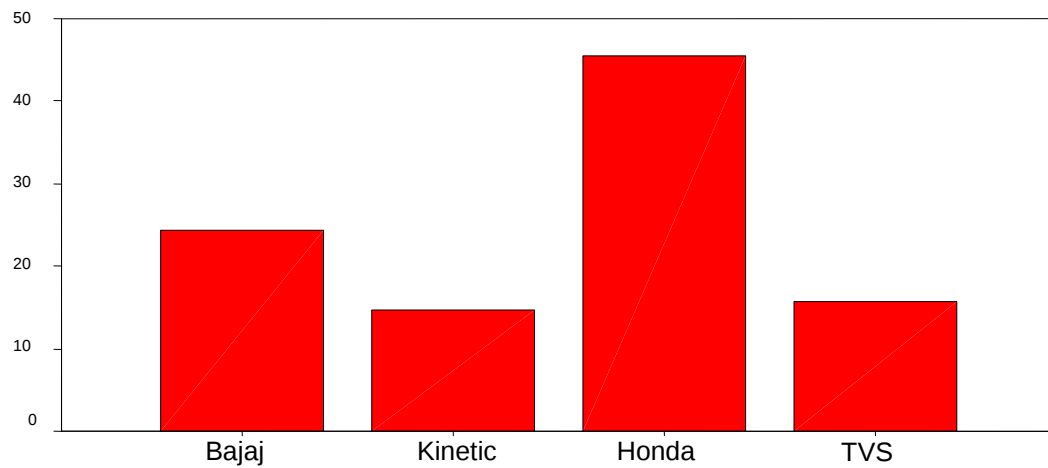
Interpretati

Based on the data collected from 100 respondents, 28% of respondents say that they want Motor cycle, 34% of the respondents says that they want Scooteer and remaining 38% wants Moped.

Table 18.1

Table showing brand preferences

	Respondents	Percentage
Bajaj	24	22.0
Kinetic	13	32.0
Honda	47	28.0
TVS	16	18.0
Total	100	100.0



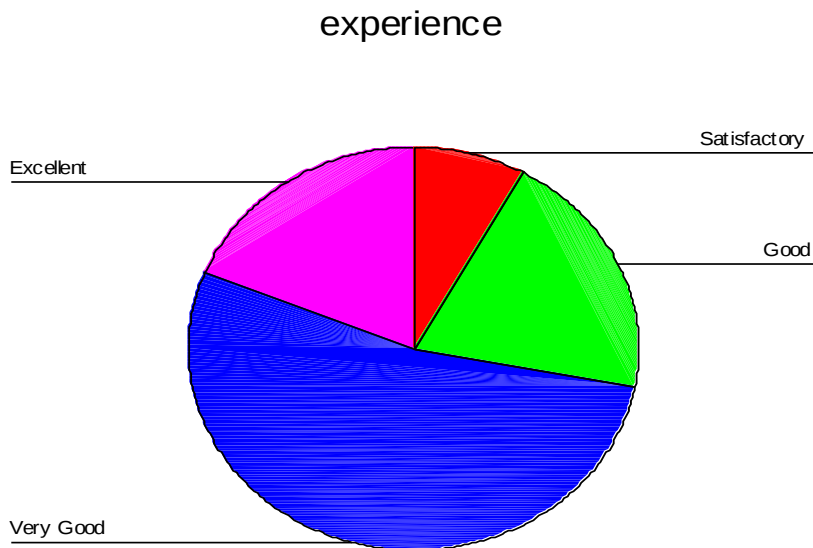
Interpretation:

Based on the data collected from 100 respondents, 24% of respondents says that they prefer Bajaj, 13% of the respondents says that they prefer Kinetic, 47% of respondents says that they prefer Honda, 16% of the respondents says that they prefers TVS.

Table 19.1

Table showing Ownership experience

	Respondents	Percentage
Satisfactory	8	8.0
Good	20	20.0
Very Good	53	53.0
Excellent	19	19.0
Total	100	100.0

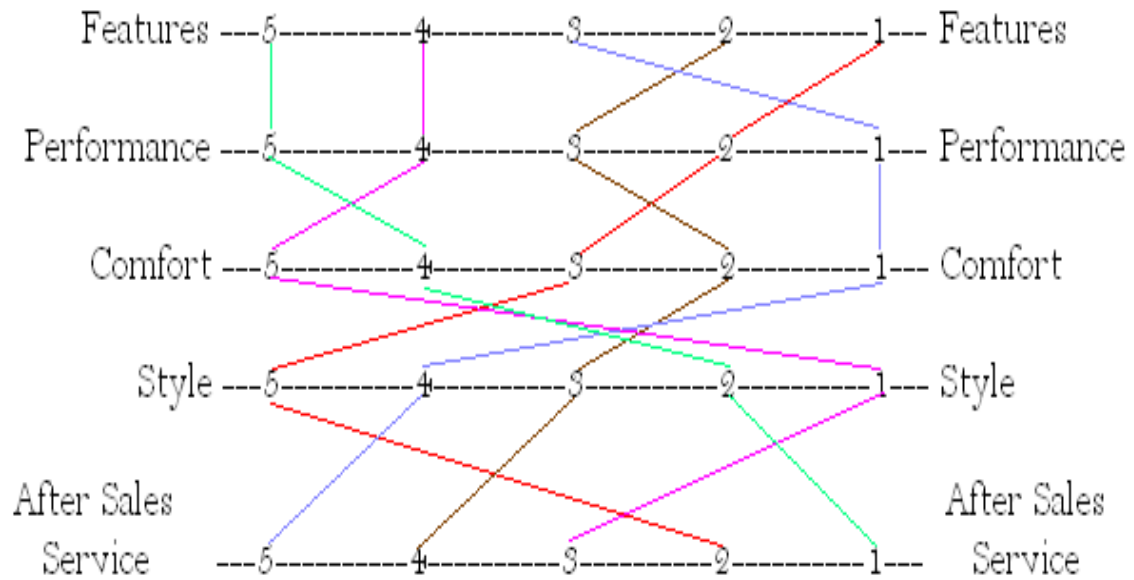


Interpretation:

Based on the data collected from 100 respondents, 8% of respondents rate Honda Activa ownership experience as satisfactory, 20% of the respondents rate as good, 53% of the respondents rate as very good & 19% of the respondents rate as excellent.

SEMANTIC DIFFERENTIAL SCALE (RANKING)

(1 is highest & 5 is the least)



- HONDA ACTIVA
- KINETIC 4S
- SUZUKI ACCESS
- HONDA DIO
- HERO HONDA PLEASURE

FINDINGS

1. The majority of consumers are students.
2. Majority of buyers of Honda Activa are in the group of 18-25 years.
3. The main customers fall on the income level of below Rs.10000.
4. Majority of consumers came to know about Honda Activa through friends/relatives.
5. When compared with other gearless vehicles, people perceive it as Very good.
6. It is also known that the attributes of Honda Activa are very good compared to others.
7. Consumers buy Honda Activa because of its features, performance & comfort.
8. Majority of Honda Activa customers travel up to 15kms in a day.
9. The majority of consumers are not satisfied with the current price.
10. Consumers are facing problem with Honda Activa (mileage problem).

SUGGESTIONS

- ❖ Improvement in comfort & style.
- ❖ Mileage should be improved.
- ❖ More advertisement is required.
- ❖ Road grip should be improved by increasing wheel base.
- ❖ The weight of the vehicle should be less so that ladies also can handle and drive easily.
- ❖ To improve there after sales service facilities.
- ❖ More advanced features to be added.
- ❖ Price of Honda Activa should be reduced so that people of every class of income can go for it.

CONCLUSION

- Honda Activa's special distinguishing feature should always be highlighted. Increased customer awareness and knowledge about the same would definitely boost Honda Activa's sales. Because there are many customers who are very particular about that.
- Honda Activa has been considered as the second most important brand choice next only to kinetic. Thus, catering to customer requirements in terms of mileage, comfort, style and more important price can further strengthen this brand recall of Honda Activa.
- Style, price, mileage, features of the products have been rated as the important product related influencing factors.
- Word of mouth advertisements have been ranked as an important influencing factor; hence communication strategy must be targeted towards the customers. Advertisements should always highlight satisfied Honda Activa customers.
- After sales service, has also been ranked as an important factor influencing the purchase decision. Hence, more service stations to be opened to meet the customer's complaints.
- Honda Activa is perceived to be little expensive in comparison to other brands. Hence Honda should explore the possibility of launching economy priced models to cater to the large proportion of the market that is loses out on account of price.

Today competitors are the kings in the market. Company should try to satisfy customer by giving good products to them. Always companies should try to use different strategies to satisfy the customer.

If all this is taken care of, the new millennium will see Honda Activa Limited as a top sealing company. I wish them all the best.

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CUSTOMER PERCEPTION TOWARDS HONDA ACTIVA

QUESTIONNAIRE

(Tick the right options)

1. Name: _____

2. Gender: Male ☐ Female ☐

3. Age Group:

18- 25 yrs: ☐ 26 – 35yrs ☐ 36 – 45yrs ☐ above 46yrs: ☐

4. Occupation:

Business Man: ☐ Professional: ☐

Pvt Employee: ☐ Student: ☐

5. Monthly Income:

Below Rs10, 000: ☐ Rs 10,000-15,000: ☐

Rs16, 000-Rs20, 000: ☐ Above Rs21, 000: ☐

6. Avg. distance travelled by you every day?

Up to 15kms. : ☐ 16-30 Kms. : ☐

31-45 Kms. : ☐ 46 & above : ☐

7. When compared to other gearless vehicles how do you perceive Honda Activa?

Excellent: ☐ Very Good: ☐

Good: ☐ Satisfactory: ☐

Poor: ☐

8. Rank the brands on following features :(1-5)

Remarks	Honda Activa	Suzuki Access	Kinetic 4S	Hero Honda Pleasure	Mahindra Duro
Features					
Performance					
Comfort					
Style					
After Sales Service					

9.Sources of awareness:

Television: ☐ Print Advertisements: ☐
Friends/Relatives: ☐ Hoardings/Signboard: ☐
Dealers: ☐ Others (Please Specify) _____

10. Honda Activa advertisements affects the purchase decision?

Yes : ☐ No : ☐

11. Rate the brand Honda Activa on following features (Tick whichever is applicable.)

Remarks	Excellent	Very Good	Good	Satisfactory	Bad
Features					
Performance					
Comfort					
Style					
After Sales Service					
Mileage					
Price					

12. Were you

using a two-wheeler before using Honda Activa ?

Yes ☐ No ☐

13. When did you purchase the Honda Activa?

2002-2003 ☐ 2008-till dates ☐

2004-2007 ☐

14. Are you satisfied with the after sales service provided by the dealer?

Yes : ☐ No : ☐

15. Mode of Purchase

Cash ☐ Credit ☐

Installment ☐

16. How often you had a breakdown of your Honda Activa?

Very Often: ☐ Often: ☐ Rarely: ☐ Not at all: ☐

17. Are the spare parts readily available at the service centre?

Yes : ☐ No : ☐

18. If you want to buy a vehicle which type of two-wheelers will prefer?

1	Motor Cycle	()
2	Scooter	()
3	Moped	()

19. If you decide to buy a two-wheeler which brands will you go for?

Bajaj	Crystal	()
	Wave	()
Kinetic	Kinetic 4s	()
	Blaze	()
Honda	Activa	()
	Duo	()
TVS	Scooty	()
	Scooty pep+	()

20. Overall how do you rate Honda Activa ownership experience?

Excellent: ☐

Very Good: ☐

Good: ☐

Satisfactory: ☐

Poor: ☐