
CHAPTER I

Introduction to MARKETING

Marketing consists of all activities by which a company adapts itself to its environment creatively and profitably. It is the whole business seen from the point of view of its final result that is from customer's point of view. Basically business firm's objective is to convert societal needs into profitable opportunities. Marketing is an attempt to anticipate satisfy the needs and demands of the consumers of the society.

Philip Kotler has said "Marketing is determining the needs and wants of target markets and delivering the desired satisfaction more effectively and efficiently than competitors". Thus it shows that consumer is the key to the success to any company's marketing services.

Evolution of marketing:

The development of marketing concept is evolutionary i.e. gradual rather than revolutionary. The evolution of marketing is one of the oldest professions of the world.

Marketing is both philosophy and a technology. As a philosophy, it guides and directs the business thinking i.e. whether to produce or not to produce. As a technology it is concerned with deciding what should be produced, how and when products could be most efficiently distributed among the customers. Hence we can say that producers have to adapt different methods of satisfying his customers due to change in customer taste and preferences .

Distinction between Market & Marketing:

Market is an arrangement providing an opportunity to exchange goods. In the market forces of demand and supply, they operate directly by means of communication and they themselves determine prices. Where as marketing is sum totals of all those activities that is related to free flow of goods from the points of production to consumption. Physical movements of goods are the hallmark of marketing. That is once the price fixation is done, the journey starts from seller and ends at buyer.

Under the marketing concept the different heads and concepts studies are:

1. Societal concept
2. Production concept
3. Product concept
4. Selling concept
5. Want and demand concept.

The marketing concept is a business philosophy that challenges the previous concepts. It meets the needs profitably and helps in finding the wants to fulfil them.

- 1) Societal marketing concept holds that the organization's task is to determine needs, wants and interest of targets markets and to deliver the desired satisfaction more effectively than competitors in a way that enhances all the consumers and society's well being.
 - 2) Production concept says that consumers will favour those products that are widely available and economical. Managers of production
-
-

oriented organization concentrate on achieving high production and wide distribution coverage.

- 3) Production concept holds that consumers will favour those products that offer the most good quality, performance or innovative features.
- 5) Wants and demand concepts say that a human need is a state of felt deprivation of some basic satisfaction? Wants are desire for satisfying needs. Demands or wants for specific products that are backed by an ability and willingness to buy them.

Marketing 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. Hence the importance of marketing arises.

Here different Heads studies are:

1. Analyzing Market opportunities.
 2. Researching and selecting target Markets and positioning the offer.
 3. Planning Market Demand
 4. Current marketing situation.
- A firm due to constraints on resources cannot exploit all marketing opportunities existing in marketing environment. As opportunities should have to be diagnosed and evaluated to choose only accessible and feasible Marketing opportunities.
 - A product should be designed to cater to requirements of specific market segments known as target markets. It is required to conduct
-
-

research to identify the target market segments, which can be chosen by the firm.

- Since marketing is consumer oriented it is necessary to assess the market demand for a product so as to manufacture required quantity and supply at right time.
- All marketing activities should be organized and implemented keeping in mind the current marketing situations, which can be determined by analyzing the entire environment factor affecting process of marketing.
- Marketing function is defined as an act operation or services by which original product and the final consumer are linked together.

Concepts studied are :

1. Macro Environment
2. Buying functions
3. Methods of Buying
4. Estimating current demands
 - Total Market potential
 - Area market potential
5. Marketing Mix
6. Segment of Market.

1) The macro environment of marketing consists of

- a) Demography
 - b) Economy
 - c) Social and cultural
 - d) Political and legal
 - e) Technological
-
-

-
-
- (a) The demographic environment of marketing studies is a scientific study of human beings, populations and distribution. Quantitative elements such as age, sex, education, occupation, income, etc are also studied here.
- (b) The people constitute only one element of a market. The second essential element of a market is purchasing power and willingness to spend by people. Then only comes the effective demand. That is why the economic conditions play a significant role in marketing.
- (c) Social and cultural forces usually influence the welfare of a business concern in the long run. The society is ever changing. New demands are oriented and old ones are lost in due course. Hence marketing management is called upon to make necessary adjustments in marketing plans in order to fulfill new social demands.
- (d) Political and legal forces are important in marketing services, activities and operation of business enterprise. Marketing systems are affected by government's Monetary and fiscal policies, import export duties and policies and customs duties, anti-pollution laws etc.
- (e) Consumer purchases and the manner in which they are consumed reflect a society's life style. Technological forces help to shape changes in the style of living of consumers. Marketing management with help of technology can create and deliver standards, and style of life. It has the responsibility of relating, changing life style patterns, values and changing technology to marketing opportunity for profitable sales to particular market segments.
-
-

2. **Buying is procurement of goods or services for eventual resale to the consumers or industrial users.**

Different functions are

- (a) Planning purchase of goods
 - (b) Contractual function
 - (c) Assembling
 - (d) Negotiation
 - (e) Contractual
- a) Planning purchases of goods implies planning of purchases for the organization or consumers.
 - b) Contractual function is concerned with searching for and determining the sources of supply and establishing and maintaining contacts with them. Establishment of relationship is with view to earn name and fame.
 - c) Assembling means bringing together to collecting a large amount of similar goods and many producers for resale in a single region. Assembling and buying are not one and the same. Assembling brings together goods of same type from different source where as buying involves purchase of variety of product.
 - d) Getting together of business buyers and suppliers with a view to discuss the contents of contracts as the price, payments, quality can be said as negotiation.
 - e) Actual entering into contract to buy is end of buying function. The provisions of sale of goods Act with which we operate the business to protect the will and interest of parties of business. It binds both parties to that aggrieved party to get justice for breach of contract by other.
-
-

Methods of buying

Buying is the basic of marketing activity. Good buying can be defined as buying at right price. There are different methods of buying namely.

- a) **Concentrated buying**.: if purchases are confined to a very few sources of supply, it is concentrated buying
 - b) **Diversified buying**: when a buyer decides to buy good required from a large number of suppliers it is know as diversified buying.
 - c) **Reciprocal buying**: the main idea of this is that the purchases are mutual i.e. “ you buy our products, then we buy your products”.
-

3. MARKET POTENTIAL

Current and future market demands are determined by analyzing the entire environmental factor affecting marketing process. The two way of estimating demand are:

Total market potential: it is demand that exists for a product in all areas put together. The demand may be for a product in all areas put together. The demand may be for a product or service & the area may be for a state, country and continent or may be the whole world itself.

Area Market potential: it is demand that exists for a particular product or service in it particular area of market. Say Jaynagar in Bangalore or Sanjaynagar in Bangalore etc.

- In market planning we use marketing information to assess the situation. We have to select specific marketing targets in form of market segments. For each segment or diversion of the market formulate a combination of number of devices or types of marketing activities that are coordinated into a single marketing program to reach a particular target or market segment. The combination of these is marketing mix. The basic marketing mix is blending of four inputs, which form core of marketing system. They are:
 - a) **Product mix:** it is the thing possessing utility. It has four main components namely product range, after sales service, brand and package.
 - b) **Price mix:** price is the valuation placed upon the products by offered. It has to cover pricing, discounts, allowance and terms of credit. It mainly deals with price competition.
-

-
-
- c) **Distribution mix:** distribution is the delivery of product and right to consume it. It includes channels of distribution, transportation, and ware housing and inventory control.
- d) **Promotion mix:** promotion is the persuasive communication about the product by offer to the prospect. It covers advertising, personal selling, sales promotion, publicity, public relations, and exhibition of demonstrations used in promotion. Largely it deals with non-price competition.
4. Market consists of buyers & buyers differ in one or more respect. They may differ in their wants, purchasing power, geographical location, buying attitudes & practices. These variables are the main causes of market segmentation. Hence it is a method of achieving maximum market response from limited marketing resources.

The different segmentation is:

Geographic segmentation: geographic location is usual & popular basis for market segmentation. Further distinction as rural & urban markets, city & suburban markets etc also form geographic segmentation

Demographic segmentation: demography is study of population. Demographically characters such as sex, age, marital status, number & age of children, place of residence, mobility, income, education, occupation, family life cycle, social class, culture etc., make the base of demographic sub culture.

Psychographics segmentation: here buyers are divided into different groups on the basis of social class, life style & for personality characteristics. People with in same demographic group can exhibit very different psychographics profiles.

BRAND AWARENESS

1. Brand

Consumer views a brand as an important part of a product and branding can add value to a product. For example, most consumers would perceive a bottle of white linen perfume as a high quality, expensive product. But the same perfume in an unmarked bottle would likely be viewed as lower in quality, even if the fragrance were identical.

Branding has become a major issue in product strategy. On the one hand, developing a branded product required a great deal of long marketing investment, especially for advertising promotion and packaging.

2. Branding

Perhaps the most distinctive skill of professional marketers is their ability to create, maintain, protect and enhance brands. A brand is a name, term, sign, symbol or design or a combination of these intended to identify the products or service of one seller in-group of seller and to differentiate them from those of competitors.

A brand is a seller promise to deliver consistently a specific set of features, benefits and services to buyers. The best brands convey a warranty of quality. According to one marketing executive, a brand can deliver up to four level of meaning: -

a) Attributes

A brand first brings to mind certain product attributes. For e.g. Mercedes, suggests such attributes as “well engineered” well built,” “durable”, “high prestige”, ”fast”, “expensive” and “high resale value”. The company may use one or more of these attributes in its advertising for the car. For years Mercedes being advertise engineered like no other in the world. This provided a positioning platform for other attributes of the car.

b) Benefits

Customers do not buy attributes they buy benefits. Therefore, attributes must be translated into functional and emotional benefits.” I won’t have to buy a new car every few years”. The attribute expensive might translate into the emotional benefits. The car makes me feel important and admired. The attributer will built might translate into the functional and emotional benefit. I am safe in the even of an accident.

c) Values

A brand also says about the buyer’s values. Thus, Mercedes buyers value high performance, safety and prestige. A brand marketer must identify the specific groups of car buyers whose values coincide with the delivered package.

d) Personality

A brand also projects a personality motivation researchers sometimes asks. If this brand were person, what kind of person would it be? Consumer might visualize a Mercedes automobile as

being a wealthy business executive. The brand will attract people whose actual or desired self-image matches the brand image.

The challenge of branding is to develop a deep of meaning for the brand, given the four levels of brands meaning marketers must decide the levels at which they will build the brands identity. The most lasting meanings of a brand are its values are personality. They obtained the brands essence. Thus, Mercedes stands for high achieve and success the company must build its brand strategy around creating and protecting this brand personality. All though Mercedes has recently yielded to marketing less expenses models might dilute the vehicle and personality that Mercedes has build up over the decades.

3. Brand Equity

Brands vary in the amount of power and value they have in the market place. Some brands are largely unknown to most buyers. Other brands have a high degree of consumer brand awareness. Still others enjoy brands preference buyers select them over the other. Finally, some brands command a high degree of brand of brand loyalty. A powerful brand has high brand equity. Brand have high brand equity to the extent that they have higher brand loyalty, names awareness perceived quality, strong, brand association and other assets such a patents trademarks, and channel relationships. A brand with strong brand equity is valuable asset. In fact, it can even be brought or sold for a price.

Measuring the actual equity of a brand name is difficult. Because it is so hard measure companies usually of a brand name is difficult. Because it is so hard measure companies usually do not list brand equity on their balance sheets. Still, they pay handsomely for it. For e.g. Nestle paid \$4.5 billions to buy Row tree, five times its book value. According to one estimate, the brand

Equity of Coca-Cola, are \$36 billions, Marlboro \$33 billions, and Kodak \$10 billions?

The world's top brand includes such super powers as Coca-Cola, Disney, Kodak, Sony; Mercedes Benz high brand equity provided a company with many competitive advantages. Because a powerful brand enjoy a high level of consumer brand awareness and loyalty, the company will incur lower marketing costs relative to revenues. Because consumer expect stores to carry the brand, the company has more leverage bargaining in beginning with resellers and become the brand name carries high creditability, the company can more easily launch brand extensions. Above all, a powerful brand offers the company some defense against price competition.

Marketers need to manage their brands carefully in order to preserve brand equity and usefulness, and positive brand associations over time. This requires continuous R & D investment, skillful advertising and excellent trade and consumer service.

Some companies such as Colgate-Palmolive have appointed brand equity managers to guard their brand image, associations and equity. They work to prevent brand managers from over promoting

brands in order to produce short-term profits as the expenses of long-term brand equity.

Some analyses see brand as the major enduring assets of a company. Outlasting specific products and facilities. Yet behind every powerful brand stands set of loyal customer therefore, the basic assets underlying brand equity is customer equity. This suggests the marketing strategy should focus on extending loyal customer lifetime ale, with brand management serving as a major marketing tool.

CHAPTER II

RESEARCH DESIGN

a) Titles of the study

**“MARKET POTENTIAL AND BRAND AWARENESS OF
HONDA ACTIVA IN BANGALORE CITY”**

b) Statement of problem:

The research problem selected for the analysis is entitled “**Market potential and Brand Awareness for HONDA ACTIVA in Bangalore city**” this topic is selected because HONDA ACTIVA is one of the largest selling two wheelers in India and to know the strength and weakness of this two wheelers. The study has been conducted.

c) Scope of the project:

1. Finding out the strength and weakness of attributed of the HONDA ACTIVA, where it can correct its faulty facts.
 2. Finding the number of future purchases.
 3. Finding the market potential and awareness of this vehicle
 4. Finding the position of the vehicle among the competitors
 5. Finding the perception of consumers about the vehicle.
-
-

d) Objective of the study:

1. To determine the awareness level of the consumer about different brands of two wheelers. (Includes both user and non-users)
2. To determine the consumer perception regarding different attributes of two wheelers
3. To study consumer perception regarding HONDA ACTIVA in particular and to know the most satisfactory attributes of HONDA ACTIVA (includes both user and non-users)
4. To know the reasons and intentions behind purchasing or not purchasing HONDA ACTIVA (includes both user and non-users)
5. To other suggestions based on the finding for the improvement.

METHODOLOGY OF STUDY

I. Sampling Design

A part of population is know as a sample and drawing a sample from larger population is called sampling

A good sample should be representative, accurate and precision sampling can be categorized into two generic types

- a) Probability sampling
- b) Non probability sampling

Sample procedure for the project work

The sampling method used is convenience sampling, a category of non-probability sampling since the respondents were chosen by me and were not provided by the company. The area of sampling is in Bangalore City.

Sample size for project work

It is impossible to collect the response from the total population due to limitation of time. The total sample size taken for survey is 100 respondents out of which 70 are non-users of Honda Activa and 30 are users of Honda Activa.

II Method of data collection

Data collection tool is to collect the primary data, that is, data collected specifically for the study and is not published anywhere before is through a questionnaire. It is used to collect data about the general perception of two wheelers, user perception of Honda Activa and its other competitors.

Secondary data was collected from various sources like reference books on marketing, consumer behavior, business and automobiles magazines and Internet.

Data for project work was collected from primary and secondary source data.

III Designing for Questionnaire:

The designing of questionnaire needs precision and classify the subject. So that respondent easily understands the questions and will reply the answers sincerely and correctly. The concept of sealing is used to know the satisfactory level for the Honda Activa with users.

IV Field works for project

The fieldwork for the project was carried on for two months in Bangalore City. The fieldwork schedule contained structured set of questions to be answered by respondents to suit the objectives of the project.

The respondents were contacted at place like colleges, offices, residences, and service station and in DHRUVDESH HONDA showroom.

The respondent's interaction was for a time period 5-10 minutes.

V Analysis of the data

The data for analysis of project was collected from both the primary and secondary source.

The data thus collected during the interaction with respondents were organized, processed and edited before tabulating and drawing the inference from them. The data so got was analyzed using statistical methods and techniques like tables, percentages, averages etc and interpret them properly and came to conclusions, Graphical representation of data was done.

VI Limitation of the project:

1. The total number of users of Honda Activa used in project work is 30. This actually is very small compared to the real number of users of this vehicle. This also is a constraint.
 2. The overall sample size is 100. Hence this is not to be a truly representative picture.
 3. The duration for the survey was very less.
-
-

CHAPTER - III

PROFILE OF THE ORGANISATION

An over view of Honda

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 dedication to supplying products of the highest quality yet at a reasonable price for worldwide customer satisfaction.



HONDA “THE POWER OF DREAMS”



Honda Activa

THE WINGS OF CHANGE

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

Introduction

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

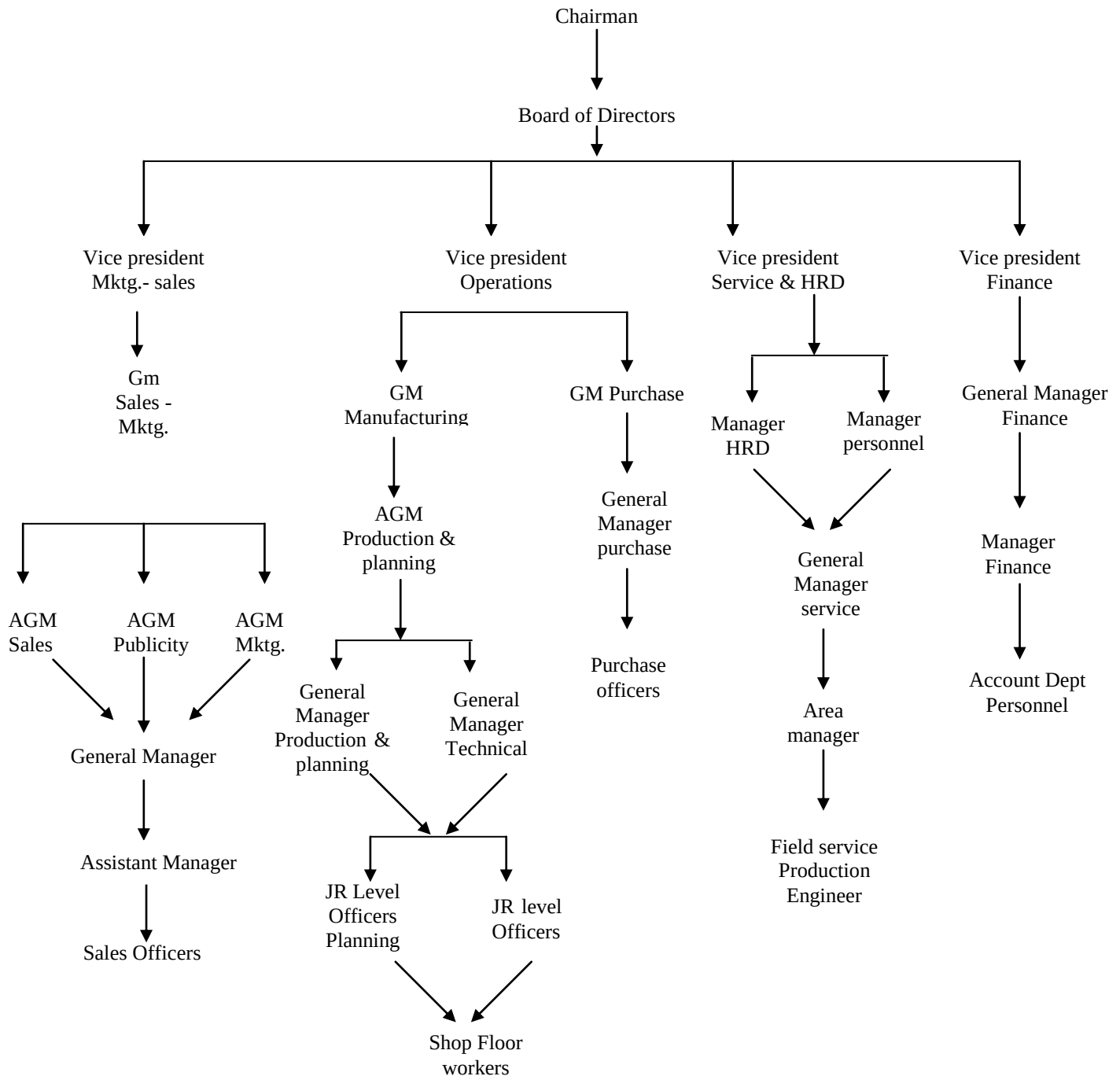
Honda Acura is the first scooter model of HMSI for the Indian Market. It has revitalized the Indian scooter market after its launch in the year 2001. Within the 1st year of its launch it has been awarded The '**Scooter of the Year**' by Overdrive magazine and '**Readers Choice Award**' for the best scooter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

ORGANISATION STURCTURE



HONDA MOTORCYCLE & SCOOTER INDIA PVT.LTD.(HMSI)

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



PRODUCT PROFILE

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 and 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 scooterette is too small and similar to mopeds.

The Honda Activa 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.

Technical Specifications

Engine	Type	4-stroke, Single cylinder, air cooled, OHC
	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 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
Fuel	Tank	Capacity 6 liters

A BRIEF PROFILE ON DHRUVDESH HONDA LTD.,

DHRUVDESH HONDA is one of the most popular and full fledged dealers in the automobile section in Bangalore, DHRUVDESH HONDA is operated and managed by Mr. PRASAD DESHPANDE who is the M.D of the company there are 25 people working in the service department and the total people working is almost 45, who creatively work for the welfare and growth of the company. The DHRUVDESH HONDA has strongly made a very strong and vital impression among the people for the two-wheeler section in Bangalore city.

DHRUVDESH HONDA commenced its operation on 06-june-2001.

DHRUVDESH HONDA has caused an inevitable position for itself in the Honda family by virtue of being one of Honda's most successful dealers.

The objectives of the company are as follows

- Satisfaction of the customers
- Better quality service to its customers
- Satisfaction of the employees
- Good response to its customers

Sales

The record of the sales in DHRUVDESH HONDA is incomparable. The sales of the vehicles in DHRUVDESH HONDA are 300 vehicles per month and out of that 250 vehicles are Activa and the rest is Dio. However the size of sales is expanding every year.

SERVICE

Honda engineered by the first Japan precision and strong technological know-how has large service compared to any other two wheelers. However DHRUVDESH HONDA enjoys the distinctive features and reputation of leading their expertise in service or repairs of two wheelers of all makes. Their after sales service has been absolutely commendable in their efforts at keeping respect complaints in check. The commitment and care shown to the product and the customers is explained and has drawn quite a few accolades from corporate clients and individuals alike.

DHRUVDESH HONDA has manpower strength of 20 experience and skilled personnel.

In the true DHRUVDESH HONDA spirit of acknowledging, rewarding and encouraging outstanding performance, they have instituted best performance awards in various areas of criteria like skill initiative, attitude, attendance, quality, personal presentation, cooperation, friendliness etc.

They work on philosophy that “we finally believe in the culture that it requires a great team to make a great office. Every person in team in their encouragement to contribute his or her might to make the workplace congenial, conducive and yet, a professional setup”.

CHAPTER IV
DATA INTERPRETATION

TABLE: 1

CLASSIFICATION OF RESPONDENTS ON THE BASIS OF AGE

Age	No. Of Respondents	Percentage
Below-20	20	20
20-30	51	51
30-40	19	19
Above-40	10	10
Total	100	100

The above table shows the classification of respondents on the basis of age.

Analysis

Majority of the respondents belongs to the age group between 20-30 (51%).

The next highest number of respondents belongs to the age group of 30 and 40 (19%), 20 % of the respondents are below 20 years of age Just 10 % respondents are below 40 years of age.

Inference

Hence it can be inferred that majority respondents are between age group of 20-30 years

GRAPH – 1

CLASSIFICATION OF RESPONDENTS ON THE BASIS of AGE

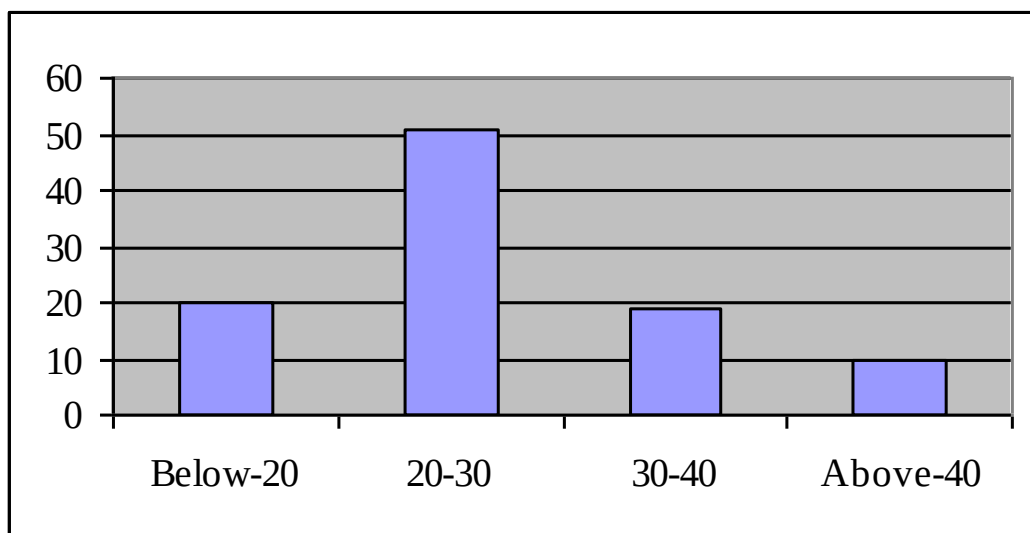


TABLE: 2

CLASSIFICATION OF RESPONDENTS ON THE BASIS OF SEX

Age	No. Of respondents	Percentage
Male	75	75
Female	25	25
Total	100	100

The above table shows classification of respondents on the basis of sex

Analysis

Maximum 75 % are male and just 25 % are females.

Inference

Hence it can be inferred that majority respondents are Males

GRAPH – 2
CLASSIFICATION OF RESPONDENTS ON THE BASIS SEX

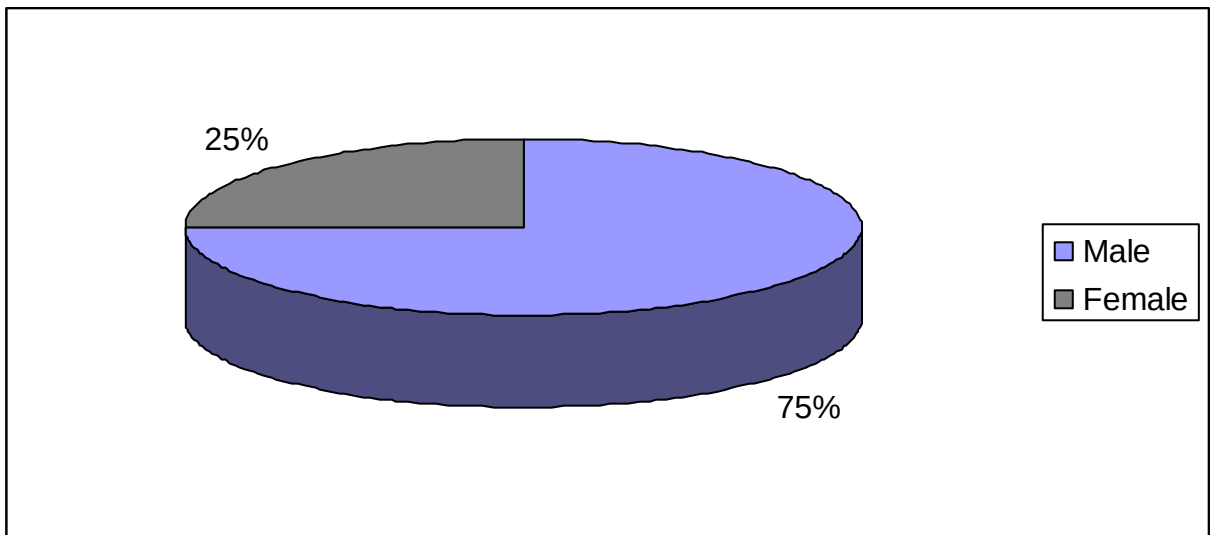


TABLE 3:

**CLASSIFICATION OF RESPONDENTS ON THE BASIS OF
OCCUPATION**

Occupation	No of respondents	Percentage
Business	20	20
Student	28	28
Govt. employee	10	10
Other`s	25	25
Pvt. Employee	17	17
Total	100	100

The above table shows classification of respondent's on the basis of occupation.

Analysis

Maximums of 28 % of the respondents belong to study category.

Another 25 % are professional. Businessman occupies 20 % share of the respondents.

10 % of the Govt. employees. Private employees occupy 17 % of the total sample survey

Inference

Hence it can be inferred that majority respondents are Students.

GRAPH 3

**CLASSIFICATION OF RESPONDENTS ON THE BASIS OF
OCCUPATION**

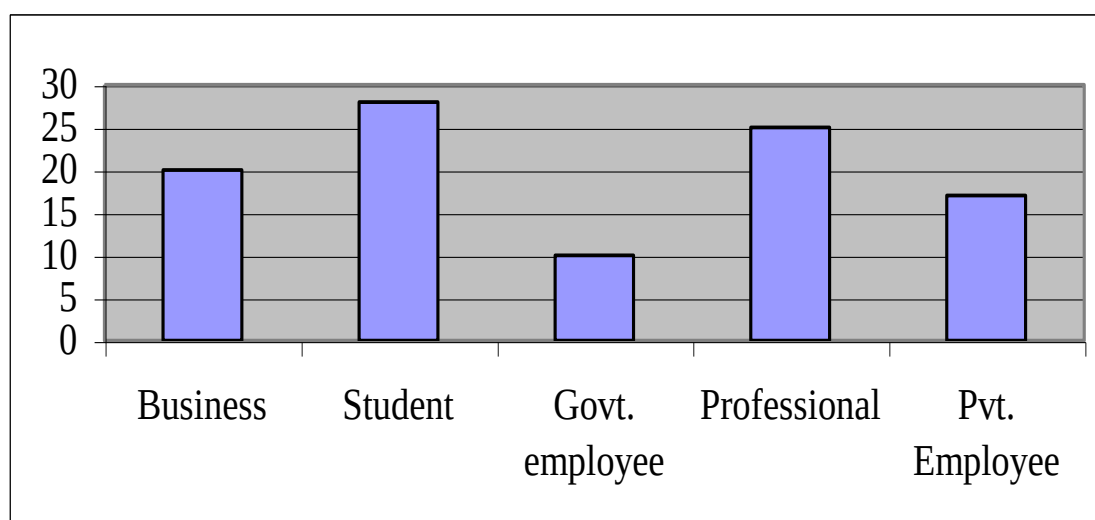


TABLE –4

CLASSIFICATIONS OF RESPONDENTS ON THE BASIS OF
INCOME

Income	No. Of respondents	Percentage
50000-100000	39	39
100001- 150000	21	21
150001- 200000	10	10
Above-200000	7	7
Below-50000	23	23
Total	100	100

The above table shows classifications of respondents on the basis of income

Analysis

39 % of the respondents have an annual income between Rs 50000-100000, 21 % earns between 100001 – 150001 in a year, 10% earn between Rs.150001 – 200000. Respondents whose annual income is above Rs. 200000 are just 7 % of the total, 23 % have no income at all.

Inference

Hence it can be inferred that majority respondents belong to a income group of 50000-100000.

GRAPH 4

CLASSIFICATION OF RESPONDENTS ON THE BASIS OF INCOME

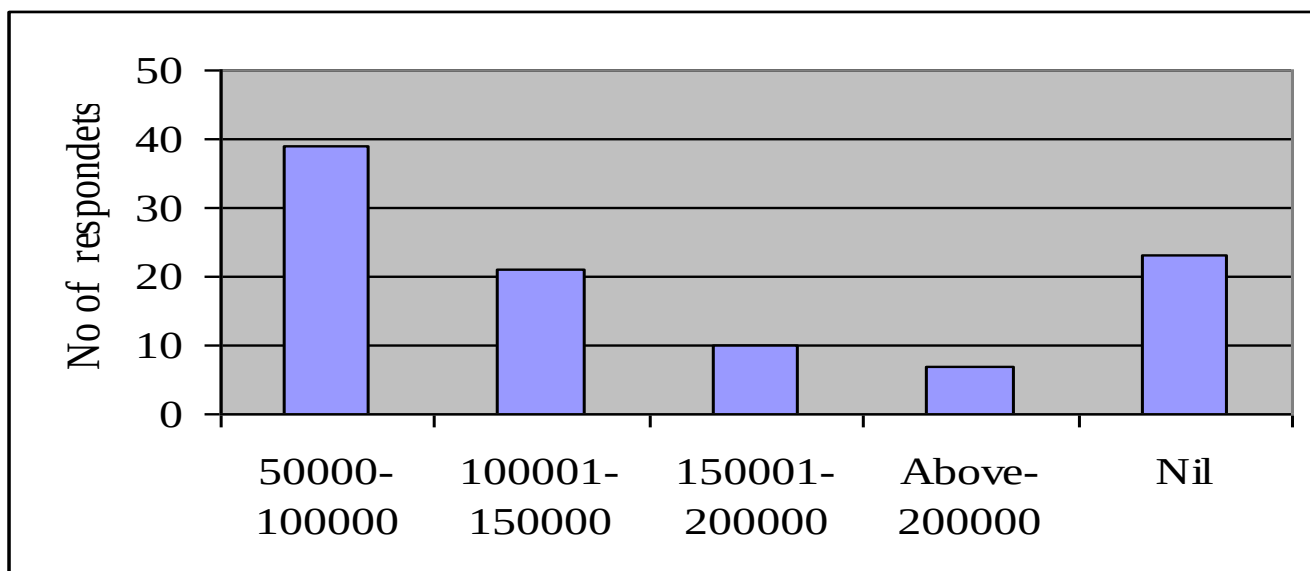


TABLE 5

**CLASSIFICATIONS OF RESPONDENTS ON THE BASIS OF
AWARENESS OF VARIOUS BRANDS OF TWO WHEELERS**

Brand name	No of respondents	Percentage
HONDA	100	100
BAJAJ	100	100
TVS	100	100
KINETIC	100	100
HERO	100	100

The above table shows classifications of respondents on the basis of awareness of various brands of two wheelers

Analysis

The survey depicts that the respondents are aware of all the above-mentioned brand names of two wheelers.

Inference

Hence it can be inferred that majority respondents are awareness of various brands of two wheelers are equal.

GRAPH 5

**CLASSIFICATION OF RESPONDENTS ON THE BASIS OF
AWARENESS OF VARIOUS BRANDS OF TWO WHEELERS**

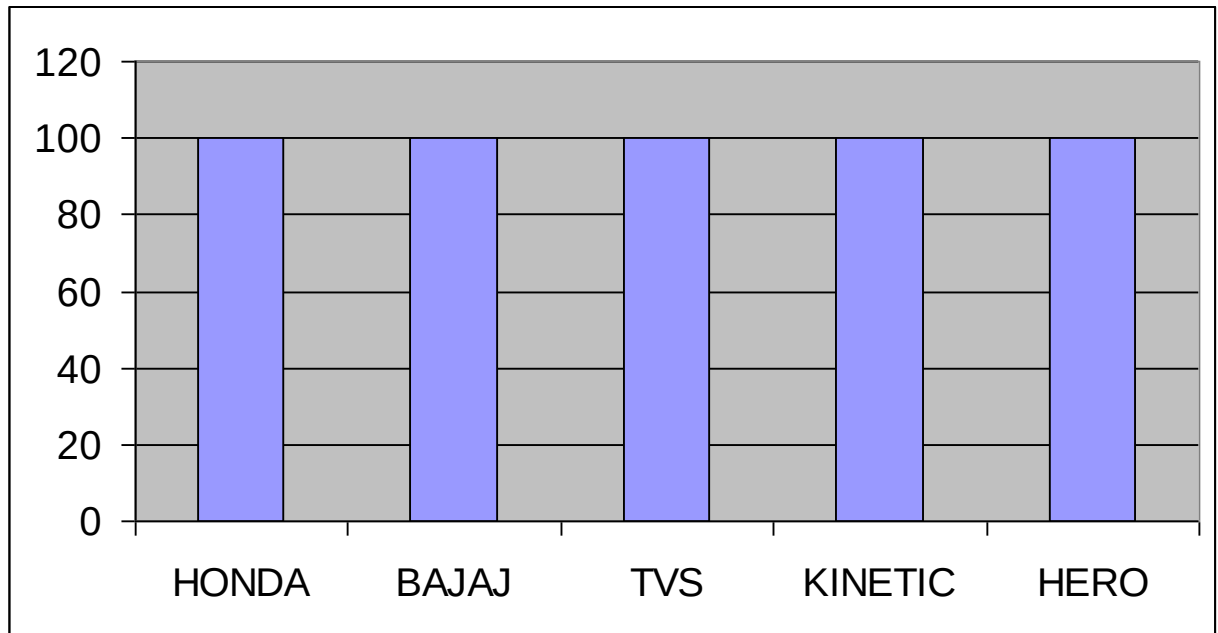


TABLE 6
RANK`S GIVEN BY RESPONDENTS TO VARIOUS
ATTRIBUTES OF SCOOTER

Attributes	1 – 4	5 – 7	8 - 10	Total
Aesthetics	14	30	56	100
Mileage	18	10	72	100
Price	4	36	60	100
Riding Comfort	7	36	57	100
Maintenance	5	32	63	100
Power & Pick up	1	26	73	100
After sale services	5	45	50	100
Availability of spares	7	32	61	100
Road grip	6	31	63	100
Electrical & Lighting	12	39	49	100
Technology & Engineering	3	31	66	100
Resale Value	12	33	55	100
Brand Loyalty	13	33	54	100

The above table shows marks given by respondents to various attributes of scooter

Analysis

According to the survey 73 % respondent have given maximum importance to power and pick. The next most important attribute respondents look for in a scooter is mileage according to 72 % respondent. Technology and engineering is also one of the most important attribute people look for in the scooter according 66 %

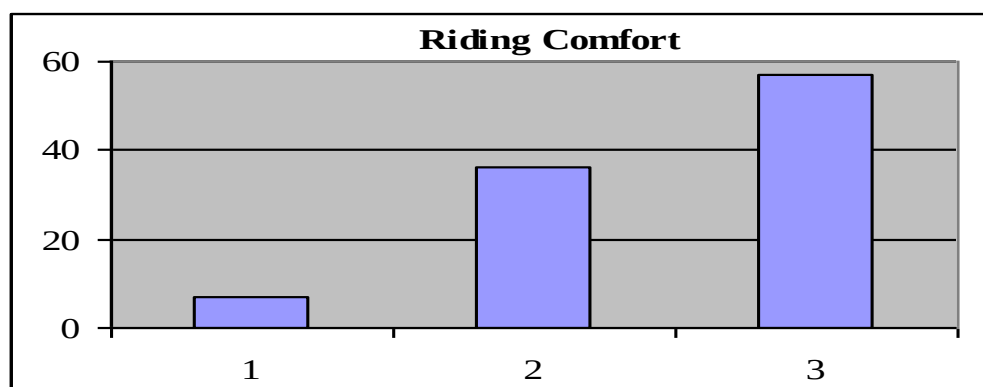
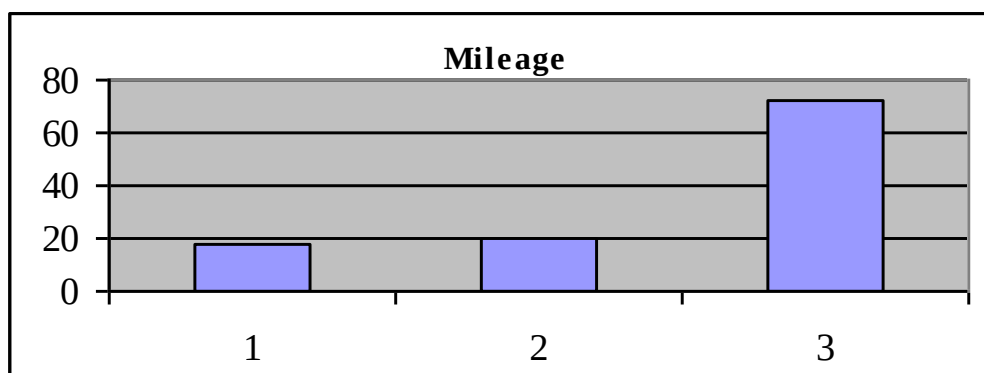
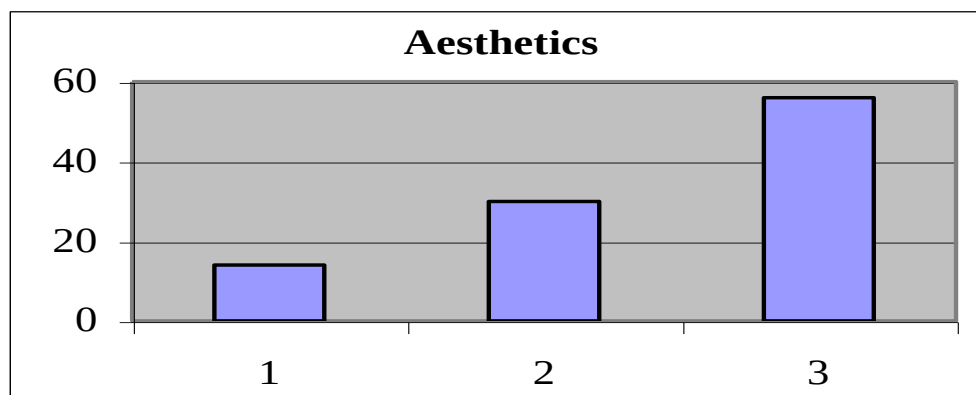
respondent. During comfort, road grip, availability of spares and maintenance are among the next essential attributes in a scooter are the other important attributes.

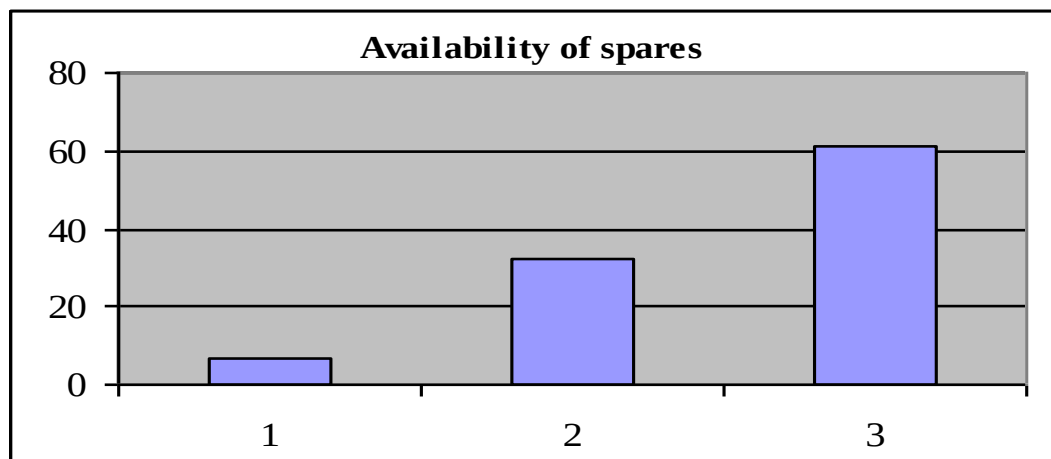
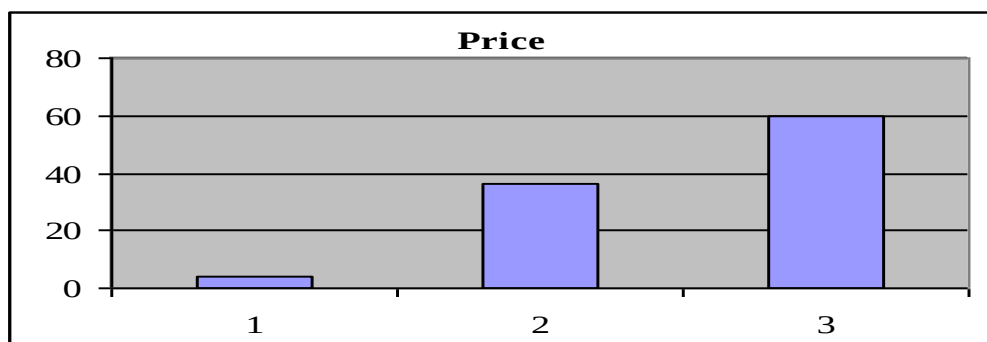
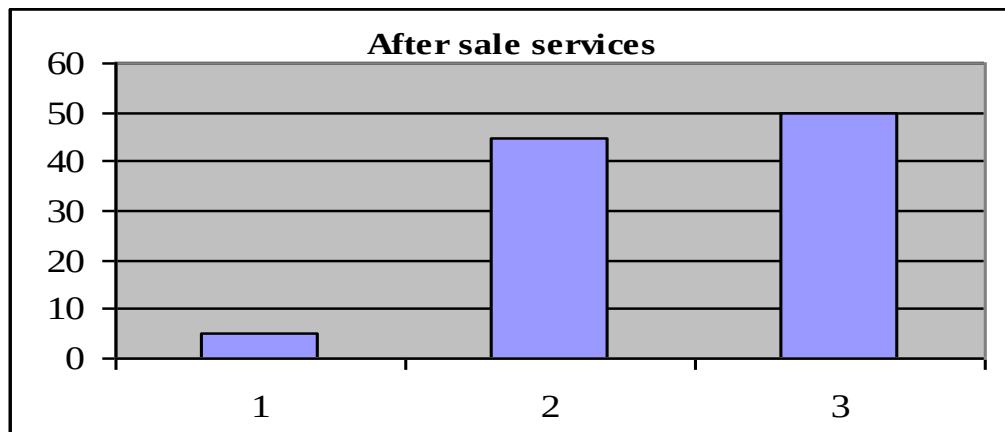
Inference

Hence it can be inferred that majority respondents prefer Power and pick up followed by maintenance

GRAPH 6

RANK`S GIVEN BY RESPONDENTS TO VARIOUS ATTRIBUTES OF SCOOTER





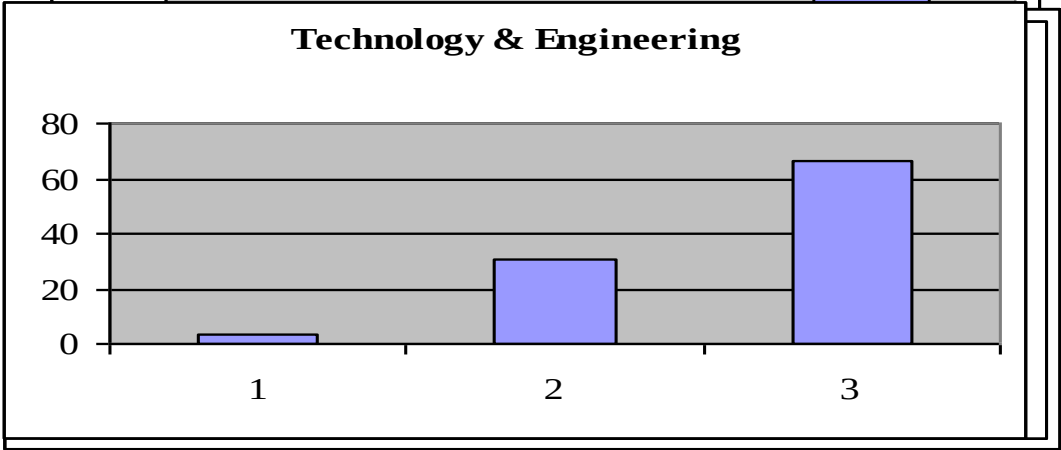
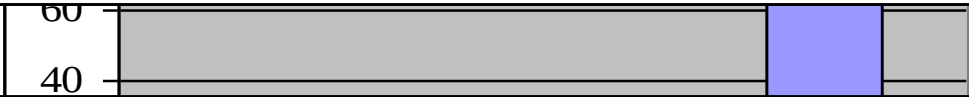
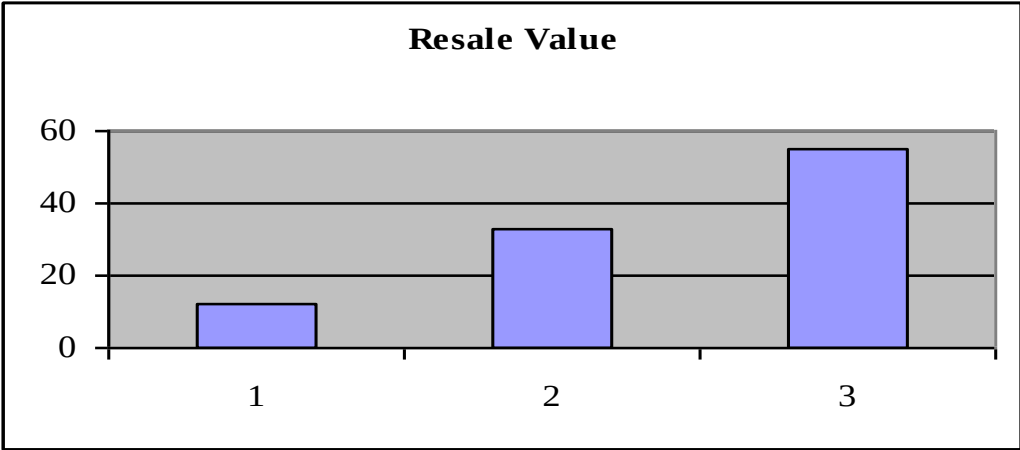


TABLE 7

PREFERENCE OF RESPONDENTS REGARDING TWO
WHEELERS BASED ON VARIOUS ATTRIBUTES

Attributes	Honda	Bajaj	TVS	Kinetic	Hero	Total
Good Power & Pick up	40%	15%	15%	25%	5%	100
Combination of good power and mileage	57%	10%	10%	20%	3%	100
Sturdiness and Carrying capacity	35%	30%	12%	15%	8%	100
Can be ridden on any kind of roads	35%	25%	15%	23%	2%	100
Latest technology and good aesthetics	45%	10%	10%	30%	5%	100
Easy handing and road grip	50%	15%	15%	18%	2%	100
Safety & durability	40%	20%	18%	20%	2%	100
Low operating and maintenance costs	20%	40%	25%	12%	3%	100
Reasonable price and resale value	40%	20%	20%	18%	2%	100
Easy availability of spares and good	30%	35%	10%	20%	5%	100

after sales services						
----------------------	--	--	--	--	--	--

The above table shows preference of respondents regarding two wheelers based on various attributes

Analysis

According to 100% of the respondents ACTIVA is the most preferred vehicle for good power and pick up. HONDA is the best as per 40% respondents for combination of good power and mileage and rest supporting the other brand of two wheelers.

HONDA ACTIVA has the best sturdiness and carrying capacity according to 35% respondents. KINETIC is also best vehicle that can be ridden on any kind of roads according to 15 % respondents.

HONDA has the latest technology and good aesthetics, the next best being KINETIC with 30% and rest respondents supporting the other brand vehicles.

HONDA, according to 50 % respondents is the most preferred for easy handling and road grip.

Maximum of 40 % of the respondents finds HONDA ACTIVA the safest and the most durable 2 wheeler. HONDA as per 20 % respondents has low operating and maintenance cost.

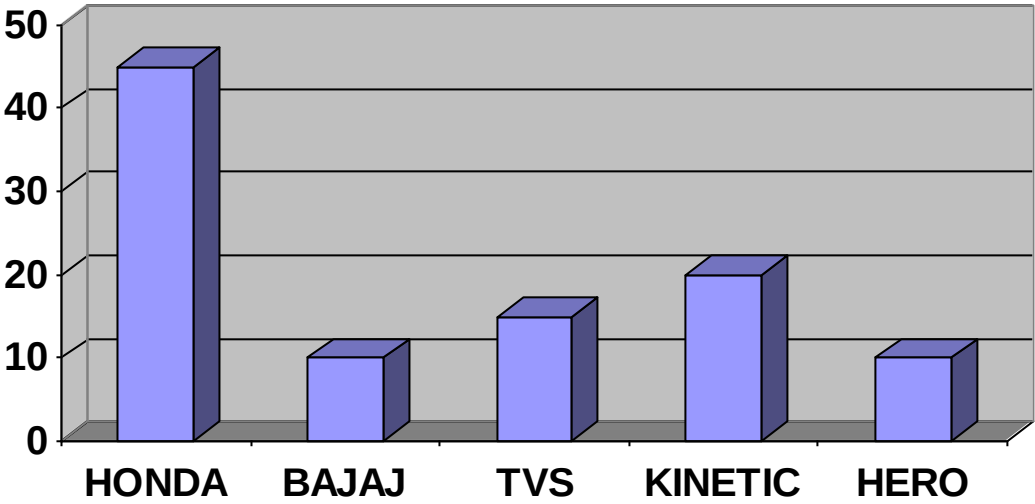
HONDA ACTIVA has the most reasonable price and resale value according to 40% of the sample survey. TVS & BAJAJ is the next best according to 40 % respondents.

The easiest availability of spares and good after sales service is provided by Bajaj according to 35 % of the respondents, only 30 % respondents opted for HONDA ACTIVA for this attribute.

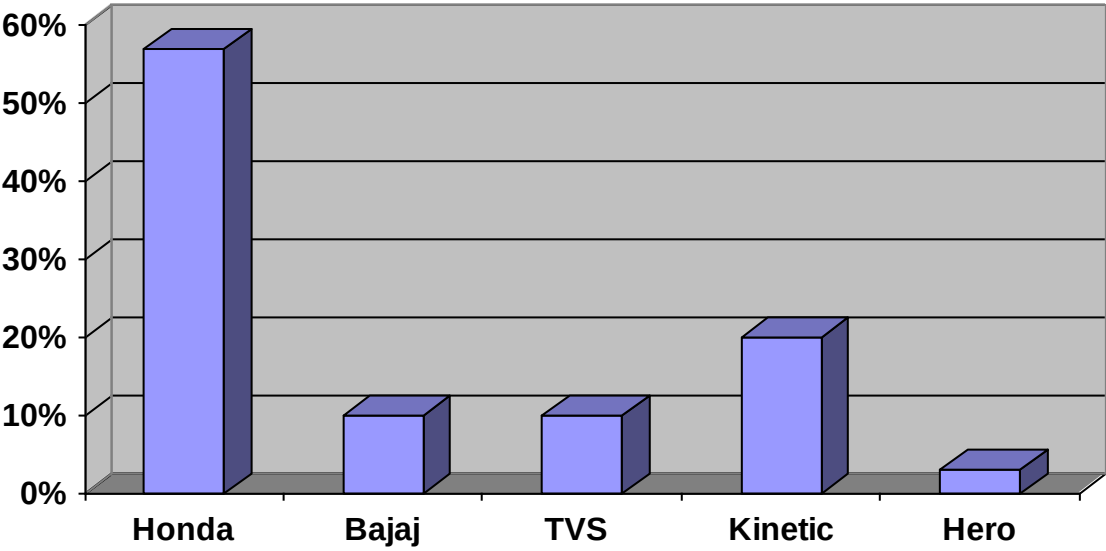
Inference

Hence it can be inferred that majority respondents prefer Honda followed by Kinetic and other brands of two wheelers.

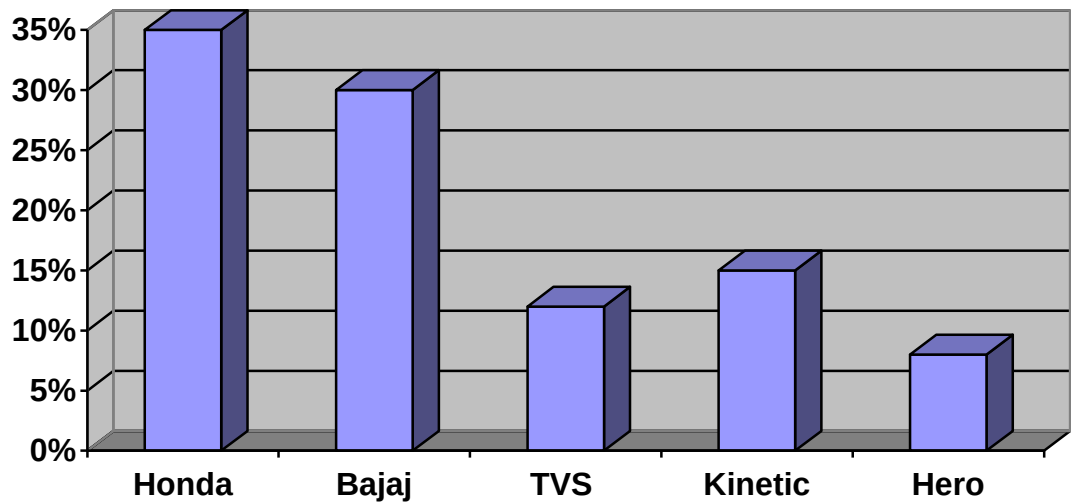
GOOD POWER AND PICKUP



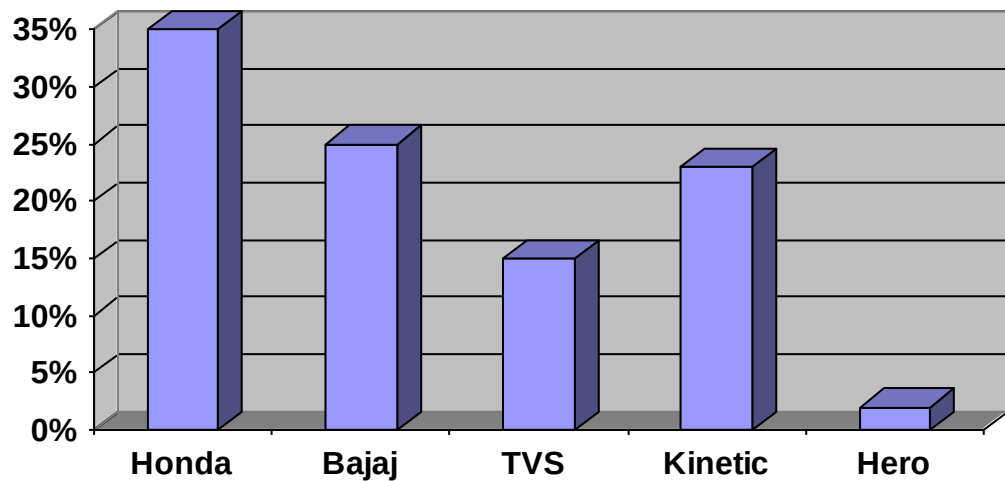
COMBINATION OF GOOD POWER AND MILEAGE



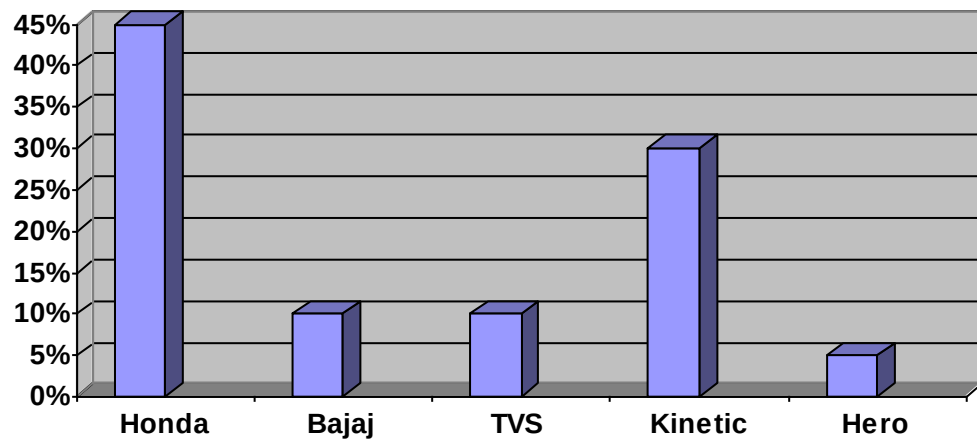
STRUDINESS AND CARRYING CAPACITY



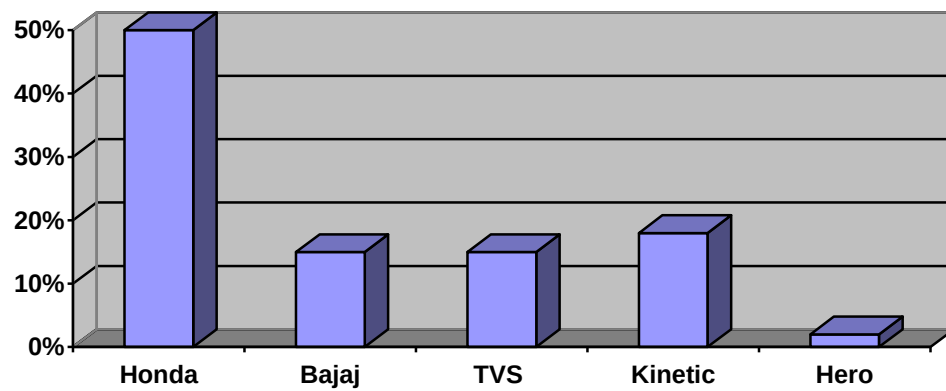
CAN BE RIDDEN ON ANY KIND OF ROADS



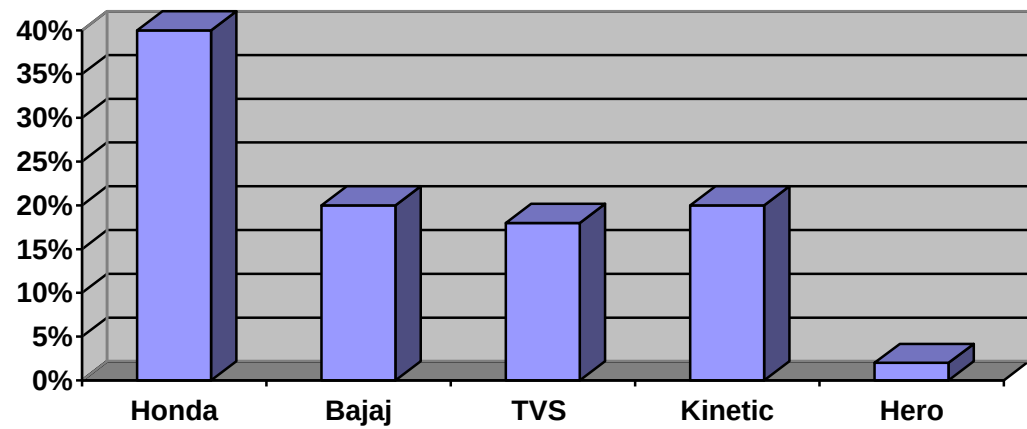
LATEST TECHNOLOGY AND GOOD AESTHETICS



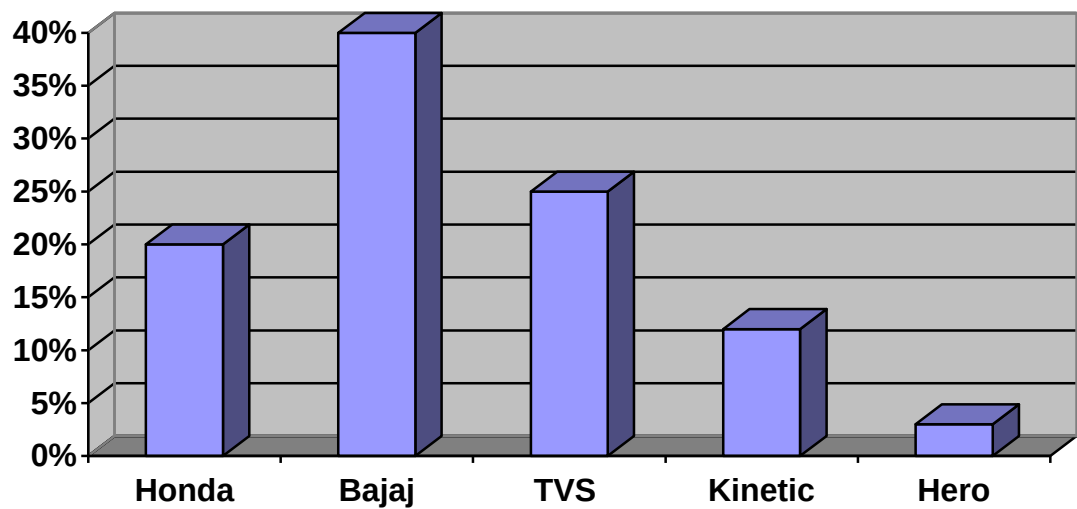
EASY HANDLING AND ROAD GRIP



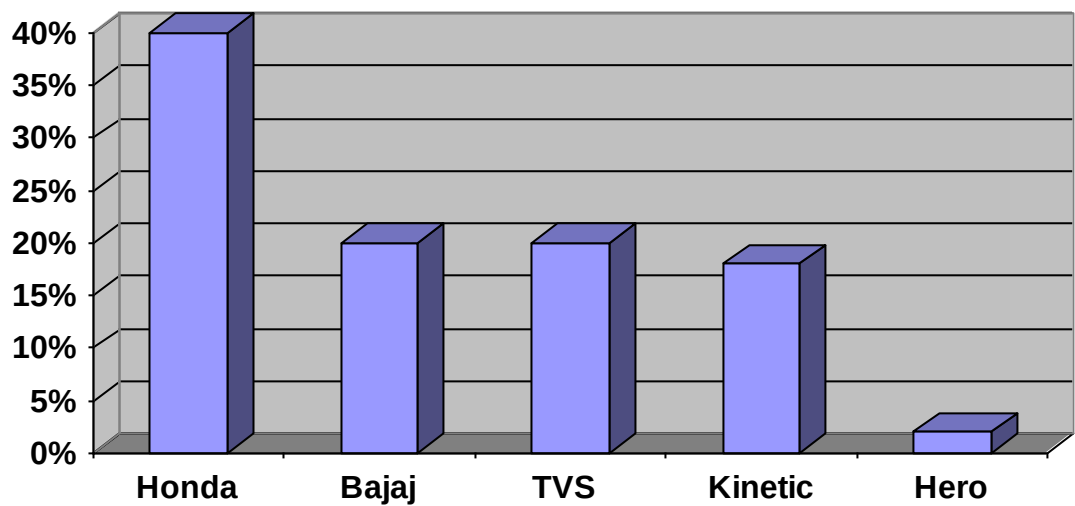
SAFETY AND DURABILITY



LOW OPERATING AND MAINTAINENCE COST



REASONABLE PRICE AND RESALE VALUE



EASY AVAILABILITY OF SPARES AND GOOD AFTER SALES SERVICE

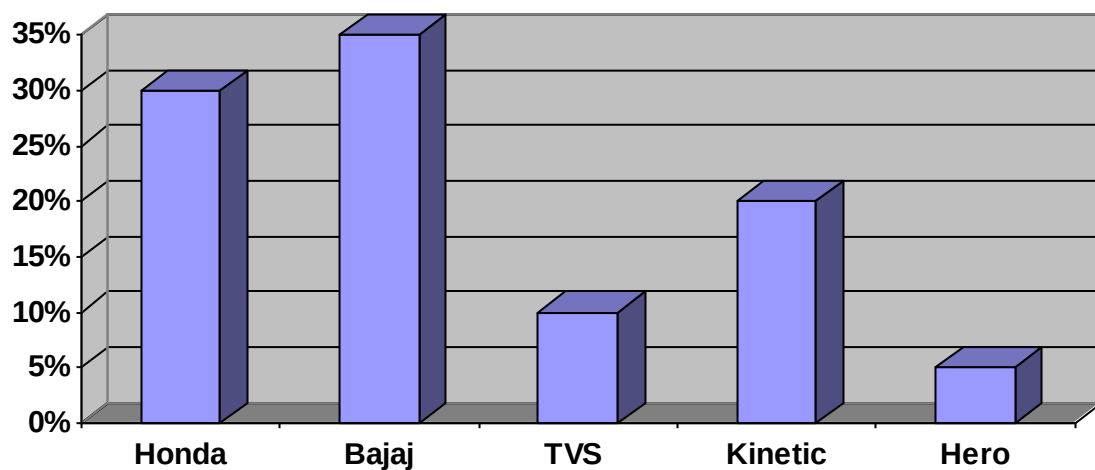


TABLE 8

NUMBERS OF USERS AND NON USERS OF HONDA ACTIVA

	No of respondents	Percentage
Users	30	30
Non-users	70	70
Total	100	100

The above table shows numbers of users and non users of Honda Activa

Analysis

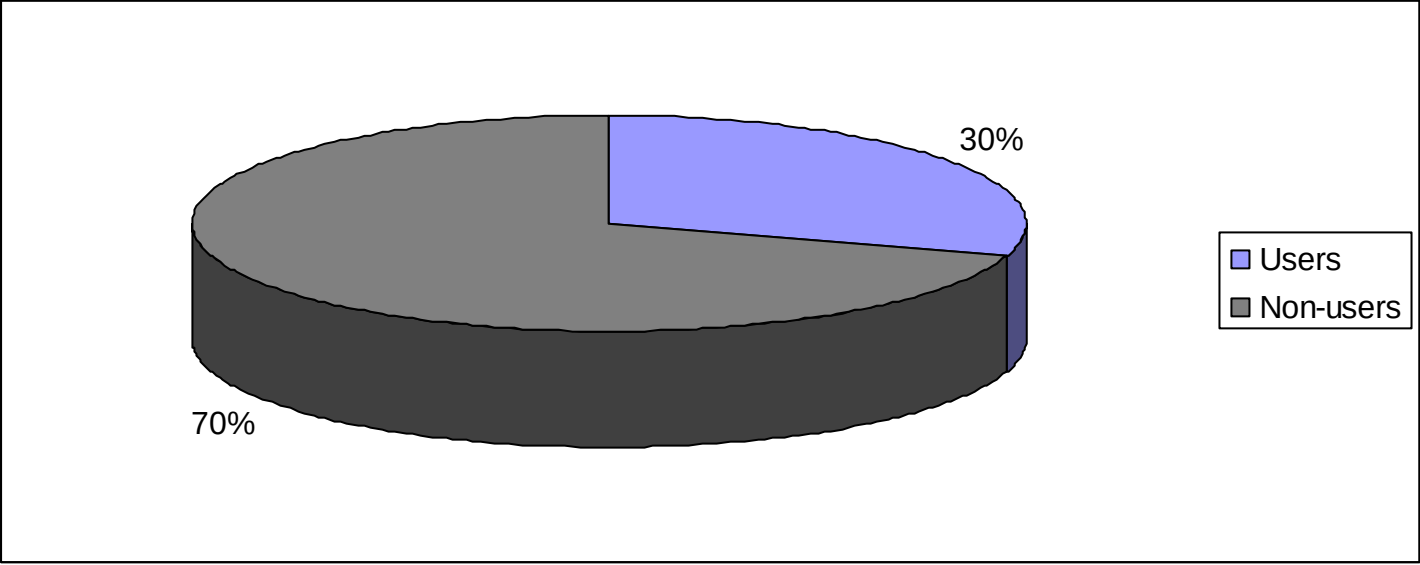
Among the 100 samples considered for survey around 30 % of them are users of HONDA ACTIVA and the remaining 70 % are non-users.

Inference

Hence it can be inferred that majority respondents are Non-users.

GRAPH 8

NO. OF USERS AND NON-USERS OF HONDA ACTIVA



NON-USERS

TABLE 9

**WHETHER RESPONDENTS HAVE ANY FUTURE PLANS OF
PURCHASING 2 WHEELERS**

	No of respondents	Percentage
Yes	76	76
No	24	24
Total	100	100

The above table shows whether respondents have any future plans of purchasing 2 wheelers

Analysis

Regarding plans of purchasing two-wheeler in future 76% of the 100 respondents had intentions of buying a two-wheeler 24 % of non-user respondents had no plans of buying a two-wheeler.

Inference

Hence it can be inferred that majority respondents say yes.

GRAPH 9

**WHETHER RESPONDENTS HAVE ANY FUTURE
PLANS OF PURCHASING TWO WHEELERS.**

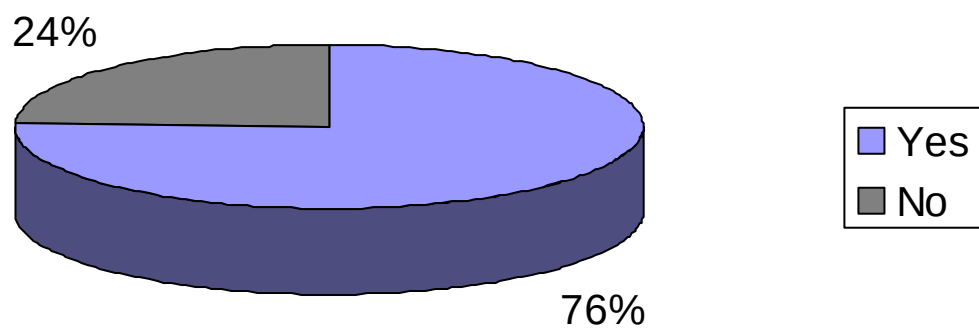


TABLE 10

SHOWING REASONS FOR NOT BUYING TWO WHEELER
IN FUTURES

Reason	No of respondents	Percentage
Low profile	20	20%

Finance problem	30	30%
High price	10	10%
To buy different 2 wheeler	20	20%
2 wheeler I wanted to ride came up	20	20%
Total	100	100

Concept of the table

The above table shows reasons for not buying two-wheeler in futures

Analysis

20% already possessed the vehicle, 30% had finance problem and 10% due to the high price of two-wheeler, 20% to buy different 2 wheeler, 20% The 2 wheeler I wanted to ride came up.

Thus majority of the respondents wished to own a vehicle in near future against a small portion of 30% who did not want a vehicle due to finance problem, high price, non-affordability etc. but major cause of not buying was because they already possessed one.

Inference

Hence it can be inferred that majority respondents have finance problems.

GRAPH 10

REASONS FOR NOT BUYING TWO WHEELER IN FUTURES.

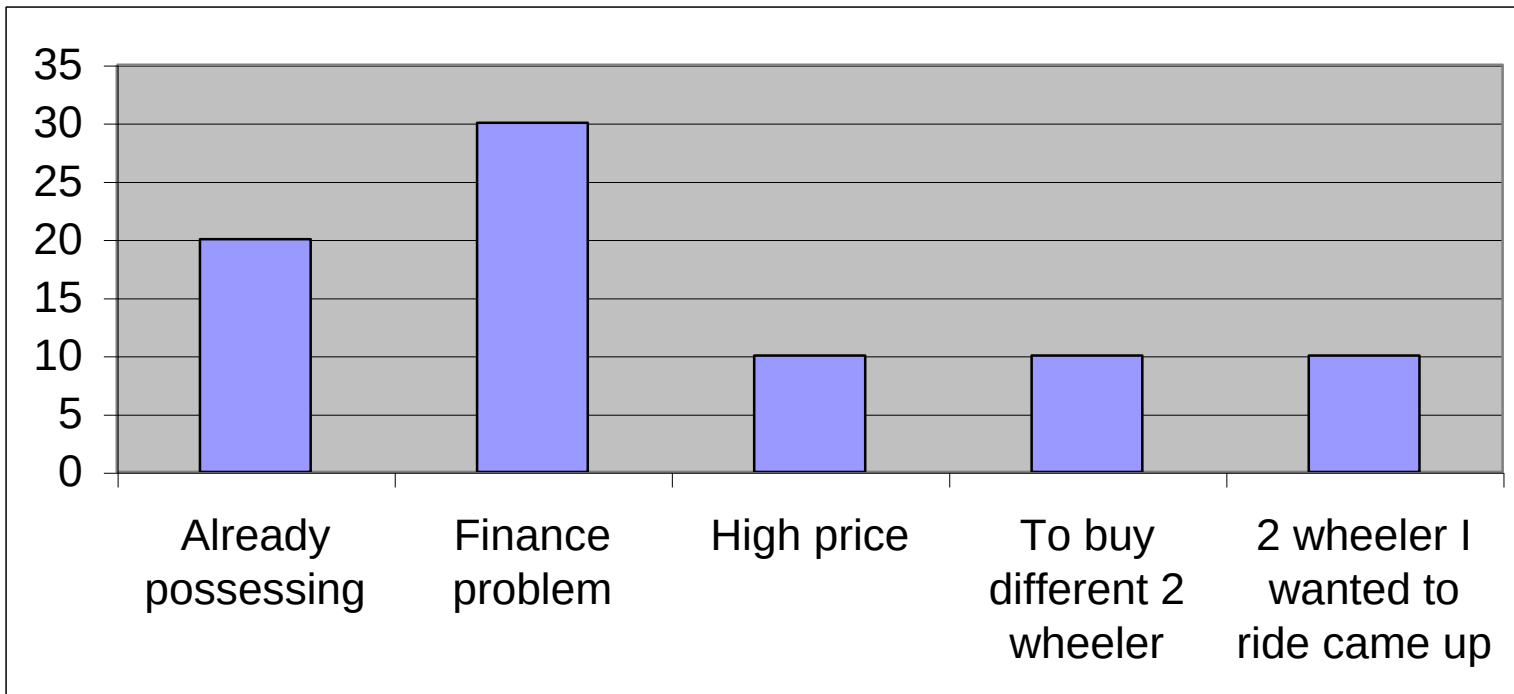


TABLE 11

TIME PERIOD FOR PURCHASE

Time Period	No of respondents	Percentage
Less then 3 months	16	16
3 to 6 months	12	12
6 months to 1 year	34	34
1 year and above	38	38
Total	100	100

The above table shows time period for purchase

Analysis

Among the respondents who wished to buy a vehicle, 16% of the respondents wanted to buy within a period of 3 months, 12% between 3 to 6 months, and 34% within 6 months to one year. But a majority of them i.e. 38% preferred to buy only after a year.

Majorities of respondents are planning to buy the SCOOTER after a period of 6 months.

Inference

Hence it can be inferred that majority respondents need one year and above for purchasing the two wheelers.

GRAPH 11

TIME PERIOD FOR PURCHASE

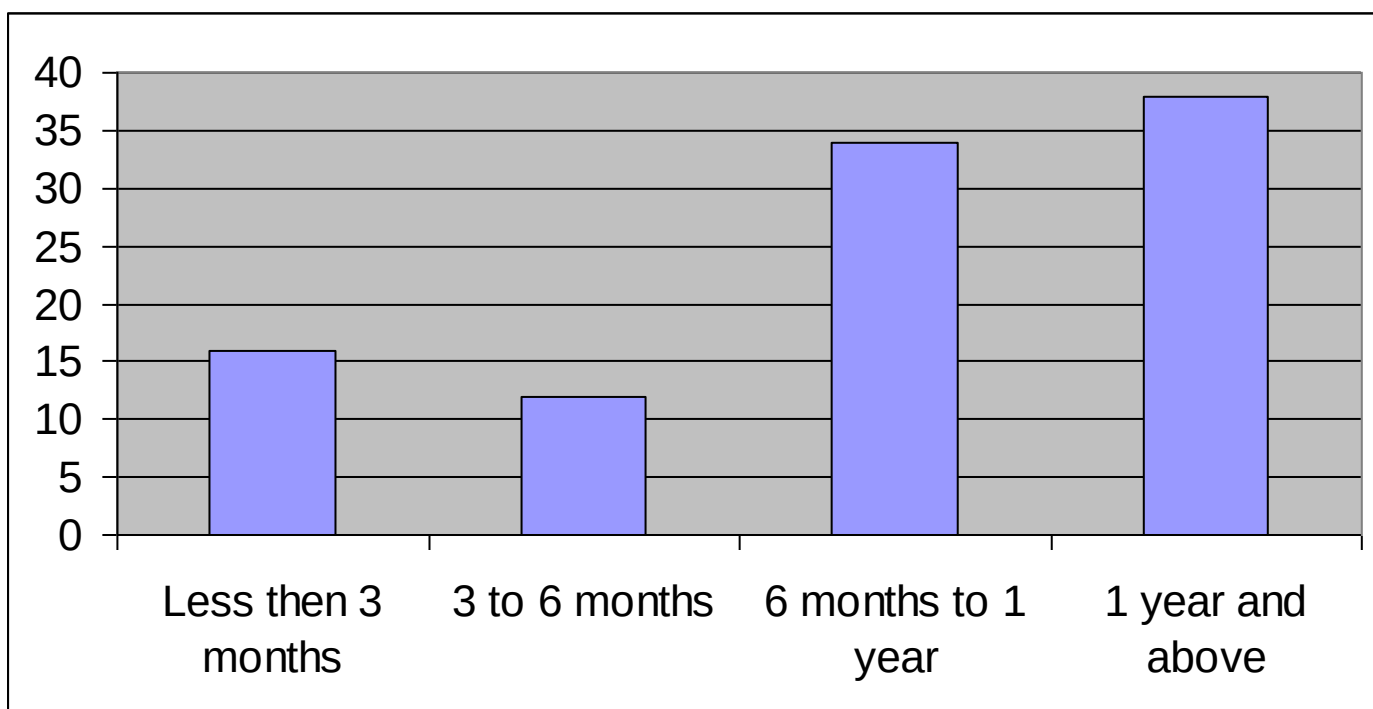


TABLE - 12

THE RESPONDENTS PREFERENCE FOR TWO WHEELER

Types of two wheeler	No of respondents	Percentage
Scooter (un geared)	50	50%
Motorbike	43	43%
Moped	7	7%
Total	100	100

The above table shows the respondents preference for two-wheeler

Analysis

Among the 100 respondents who wished to buy a two-wheeler, 50% preferred a scooter; just 7% wished to purchase a moped & 43% opted for motorbike.

Thus SCOOTER is the most popular between all the two wheelers available in Bangalore.

Inference

Hence it can be inferred that majority respondents prefer Scooter (un geared)

GRAPH 12

THE RESPONDENTS PREFERENCE FOR TWO WHEELER

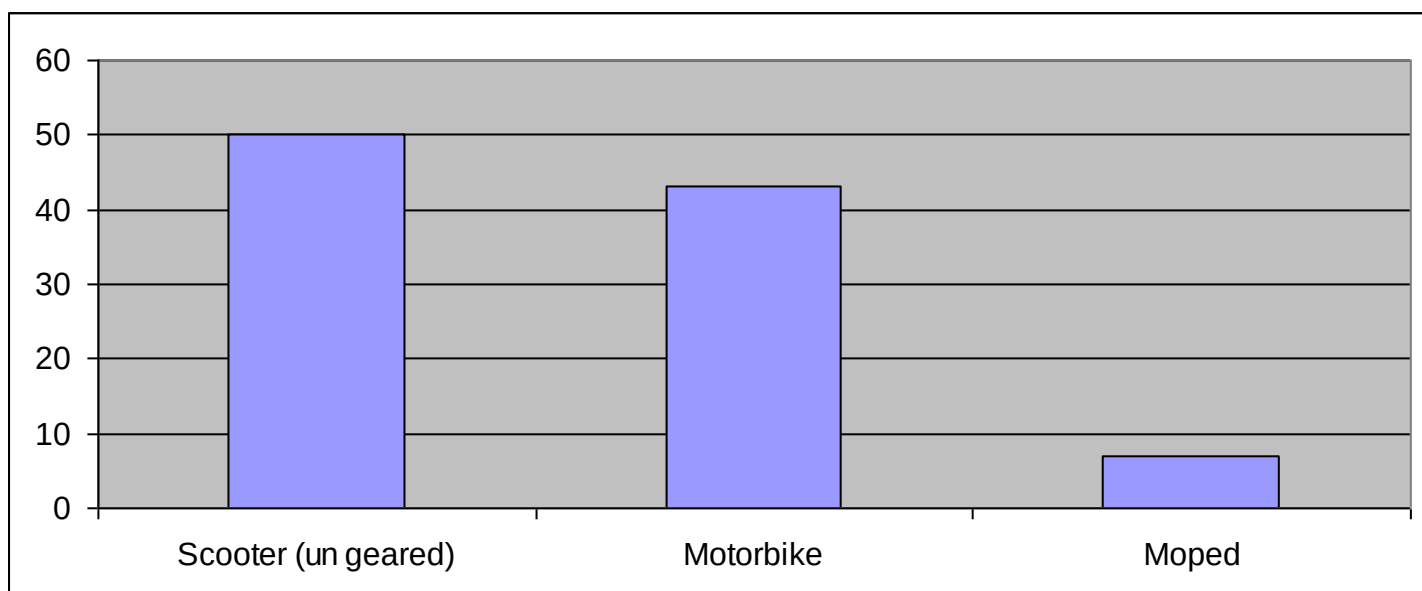


TABLE 13:

PREFERENCE IN CHOICE OF BRAND OF SCOOTER

Brands	No of respondents	Percentage
HONDA	44	44%
Bajaj	20	20%
T.V.S	15	15%
KINETIC	21	21%
TOTAL	100	100%

The above table shows preference in choice of brand of scooter.

Analysis

A maximum of 44% of the nonuser respondents wanted to buy HONDA. The other brand names preferred are KINETIC by 21%, T.V.S by 15% and Bajaj by 20% of the respondents.

Inference

Hence it can be inferred that majority respondents prefer Honda Activa and followed by various other brands of two-wheelers.

GRAPH 13

PREFERENCE IN CHOICE OF BRAND OF SCOOTER

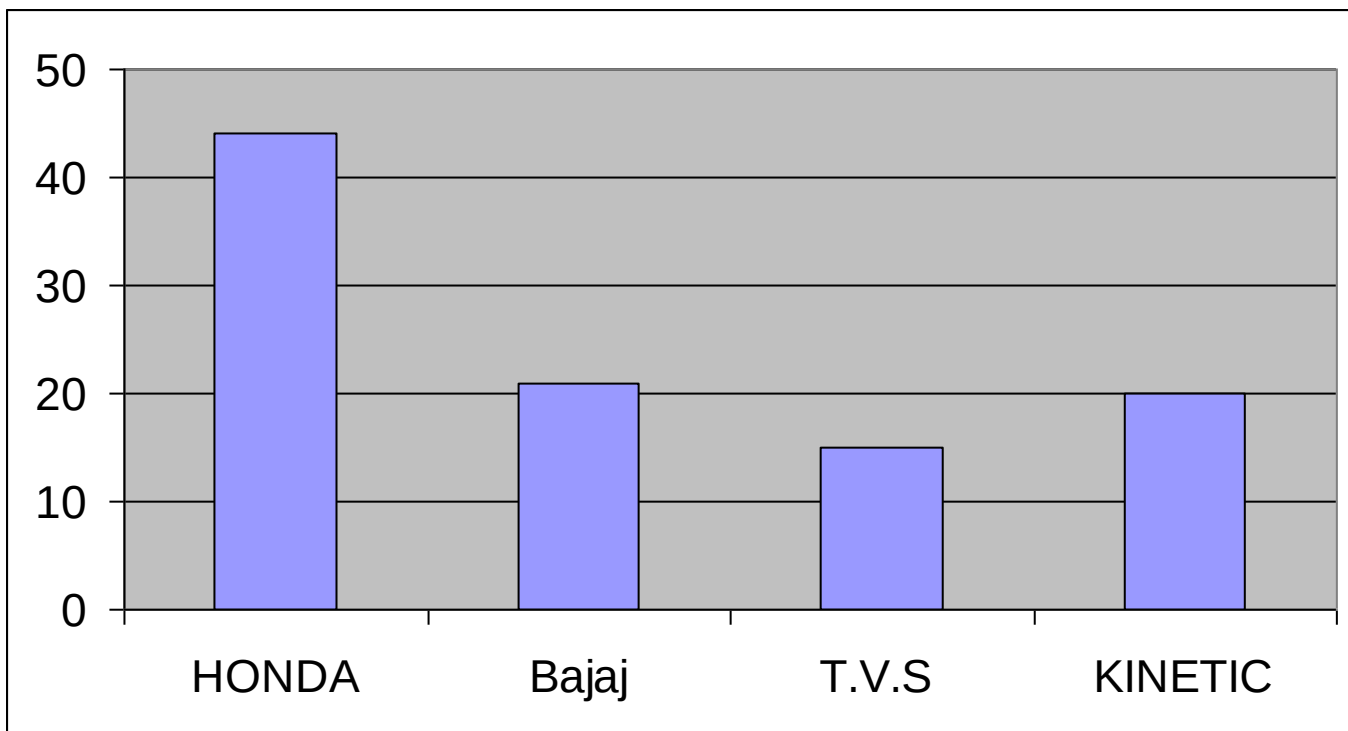


TABLE 14:

CHOICE OF VARIOUS MODELS OF HONDA

Models	No of respondents	Percentage
HONDA ACTIVA	50	50%
HONDA DIO	30	30%
HONDA ETERNO	20	20%
Total	100	100

The above table shows in choice of various models of Honda.

Analysis

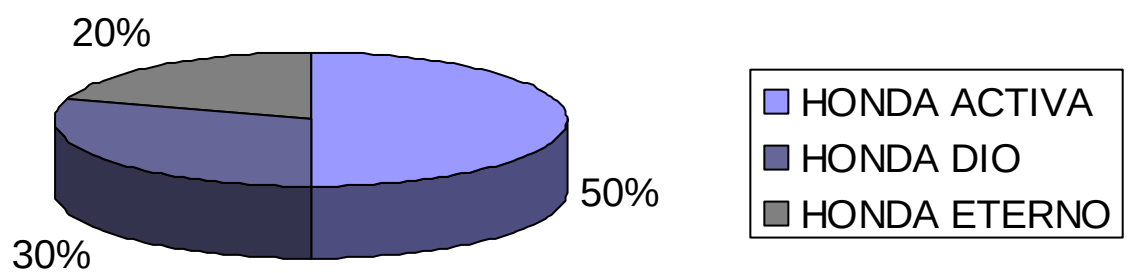
Among 50% of the respondents preferred to own HONDA ACTIVA,
And 30% preferred HONDA DIO,,HONDA ETERNO 20%.

Inference

Hence it can be inferred that majority respondents preferred HONDA
ACTIVA.

GRAPH 14

PREFERENCE IN CHOICE OF VARIOUS MODELS OF HONDA



USERS

TABLE 15

REASONS FOR BUYING HONDA ACTIVA

Reasons	No of respondents	Percentage
More power	3	9
Mileage	10	31

Good Aesthetics	6	19
Technology & Engg.	8	27
Brand loyalty	3	14
Total	30	100

The above table shows reasons for buying Honda Activa

Analysis

Among 100 users a maximum of 31 % opted for HONDA ACTIVA for more mileage, the next technology and engineering (27% users), 19% users prefer HONDA ACTIVA for good aesthetics. 14% and 9% of the sample survey choose HONDA ACTIVA for brand loyalty and pickup respectively.

Inference

Hence it can be inferred that majority respondents preferred to buy HONDA ACTIVA

REASONS FOR BUYING HONDA ACTIVA

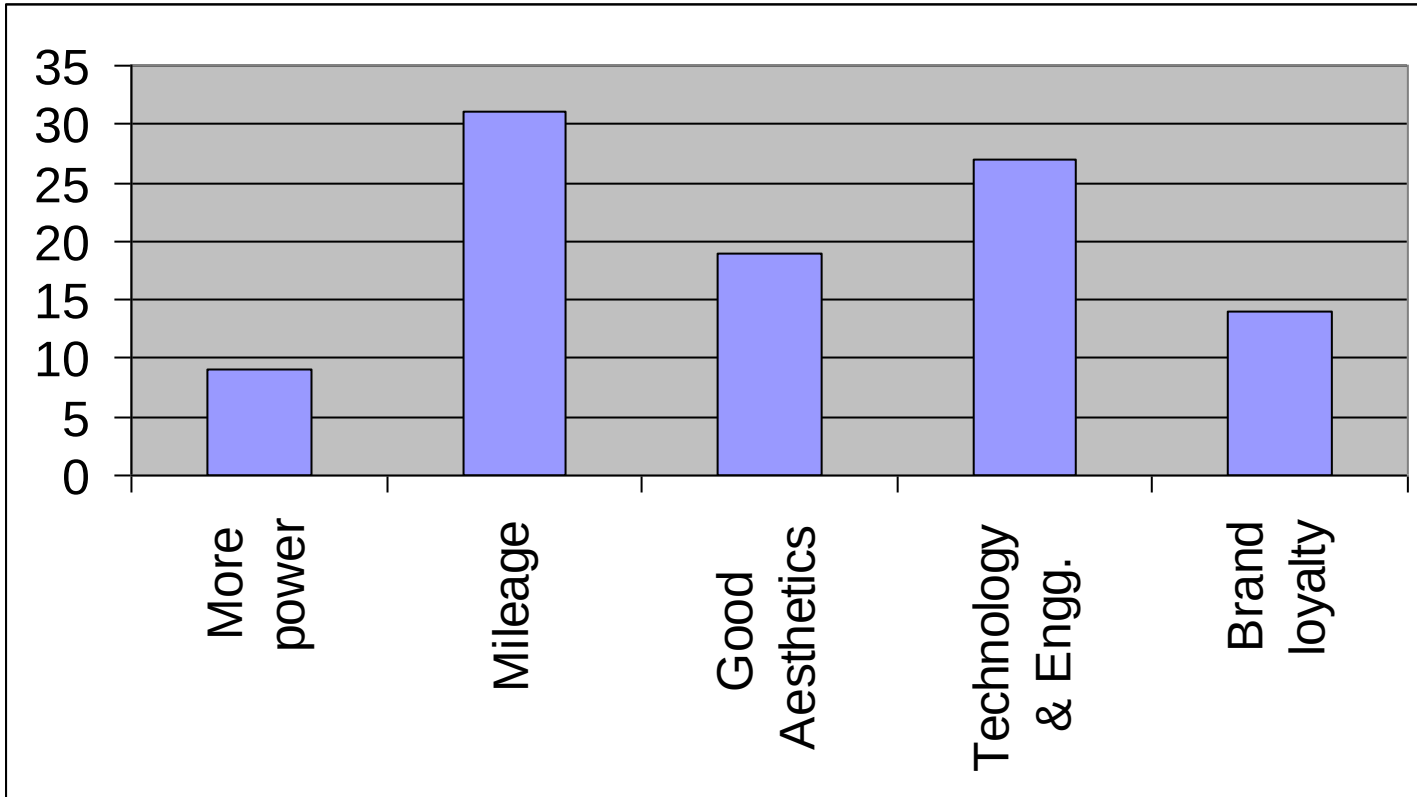


TABLE 16

WHETHER THE USER POSSESSED SCOOTER PRIOR TO
THE PURCHASE OF HONDA ACTIVA

	No of respondents	Percentage
Yes	22	73
No	8	27
Total	30	100

The above table shows whether the user possessed scooter prior to the purchase of Honda Activa

Analysis

Among the total number of users 73% had a vehicle before buying HONDA ACTIVA. Just 27% of the users did not have a vehicle before.

Inference

Hence it can be inferred that majority respondents had a vehicle before buying HONDA ACTIVA

GRAPH 16

WHETHER THE USER POSSESSED SCOOTER PRIOR TO
THE PURCHASE OF HONDA ACTIVA

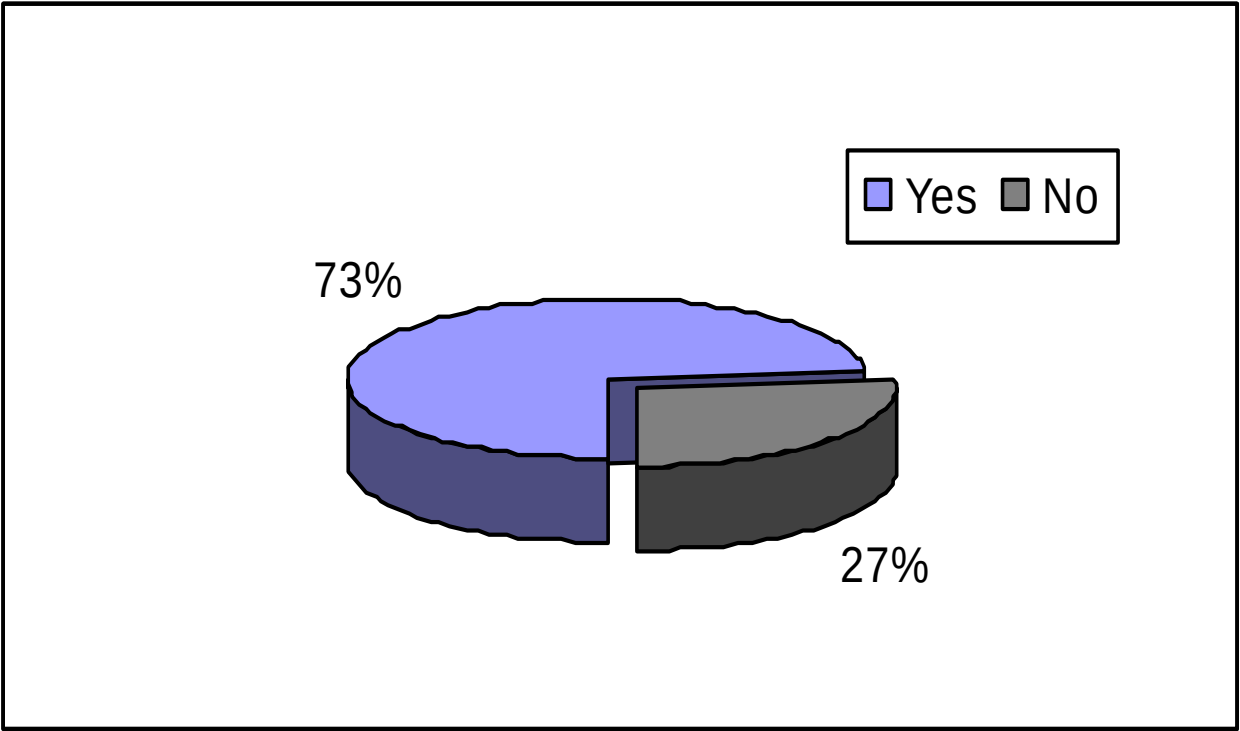


TABLE 17:

MARKS GIVEN BY USERS TO VARIOUS ATTRIBUTES
OF HONDA ACTIVA

Attributes	1 – 4	5 – 7	8 – 10	Total
Aesthetics	0	6	24	30
Mileage	6	15	9	30
Power & Pick up	1	6	29	30
Price	10	14	6	30
Riding Comfort	3	12	15	30
Maintenance	1	14	15	30
After sale services	0	14	16	30
Availability of spares	1	13	16	30
Road grip	4	9	17	30
Electrical & Lighting	2	13	15	30
Technology & Engineering	1	6	23	30
Resale Value	3	12	15	30
Brand Loyalty	1	10	19	30

The above table shows marks given by users to various attributes of Honda Activa

Analysis

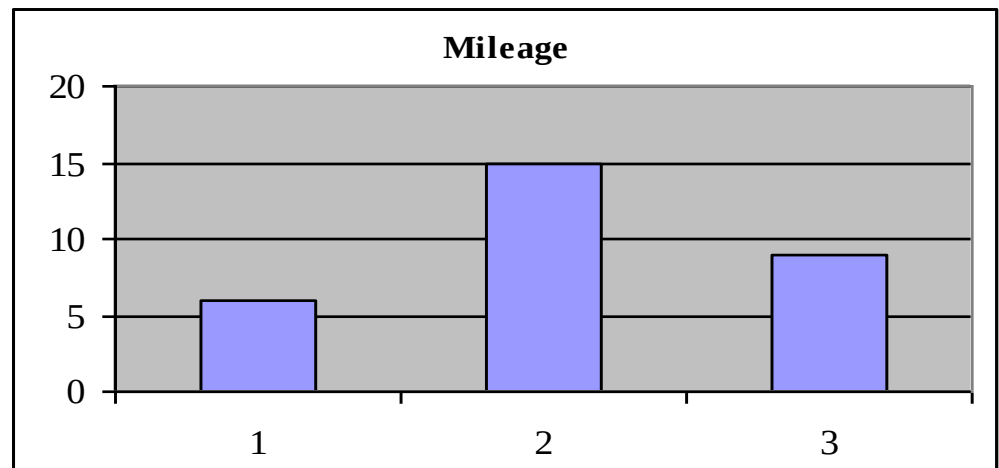
According to the survey maximum number of people selected HONDA ACTIVA for its mileage, power and technology and engineering. Driving comfort, maintenance, after sales service, road grip and brand loyalty are the essential attributer the made the customers opt for HONDA ACTIVA. Thus aesthetics mileage and technology & engineering are the main attractions of the scooter.

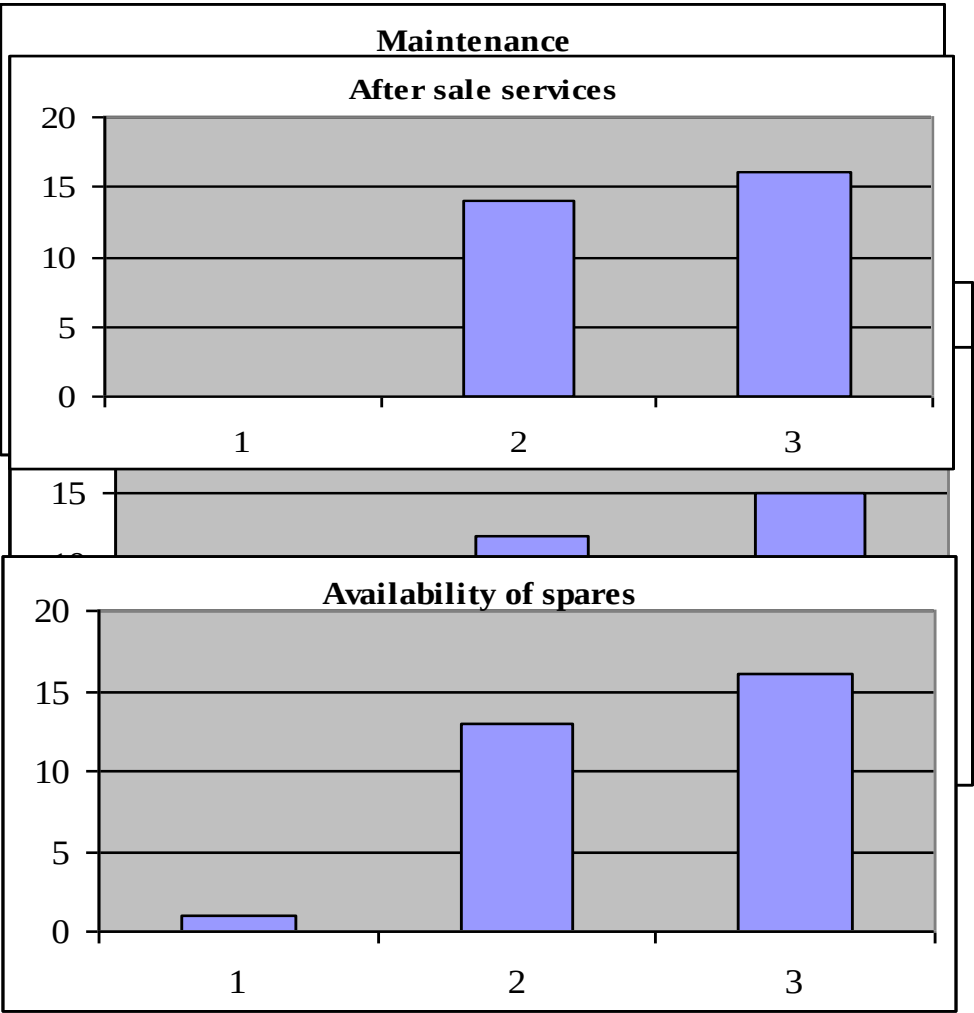
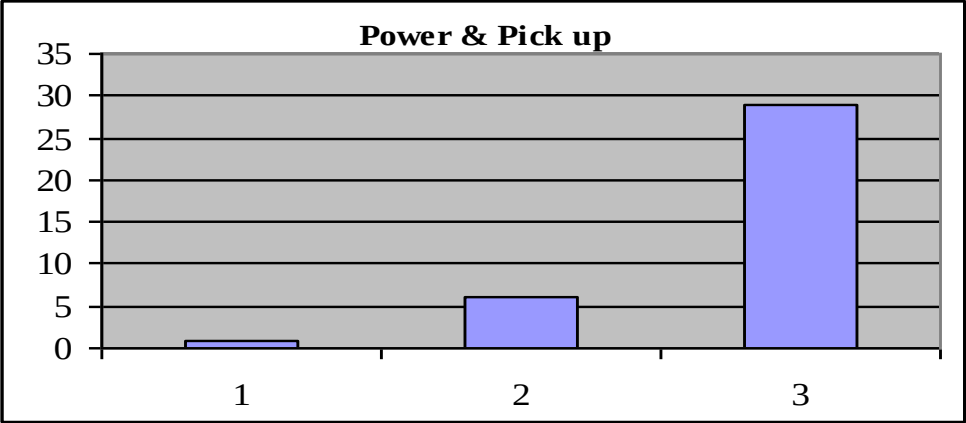
Inference

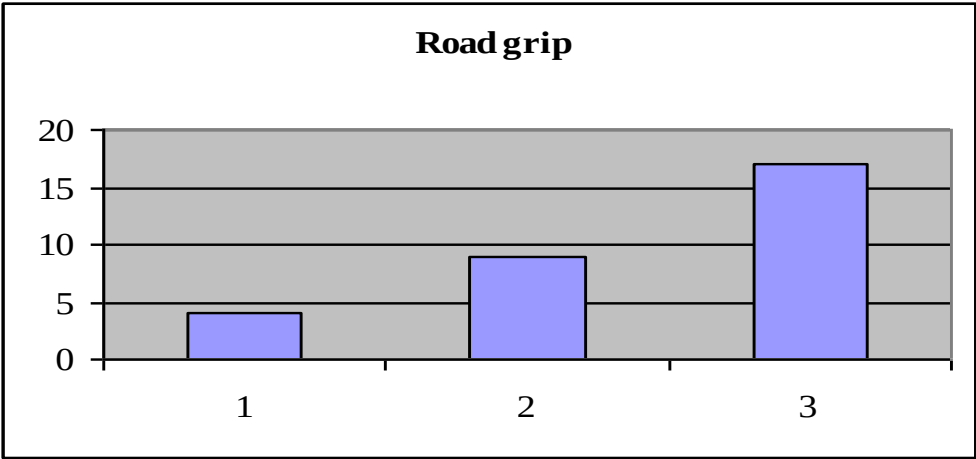
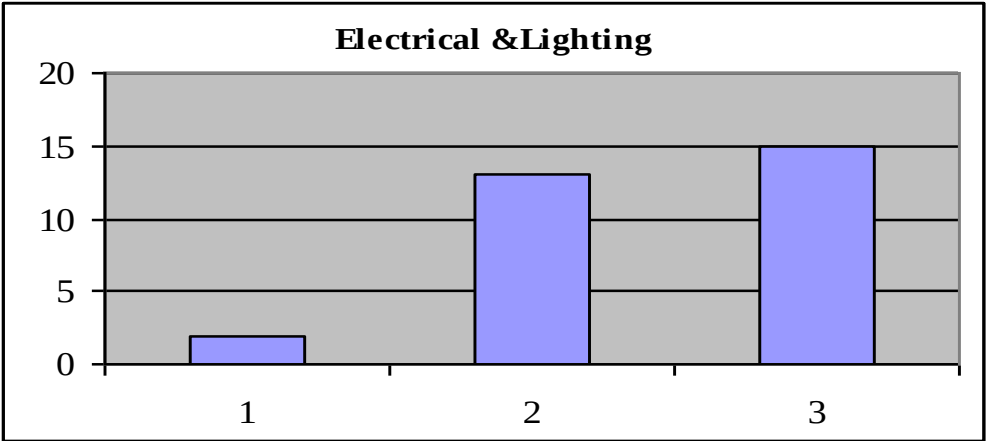
Hence it can be inferred that majority respondents of the attributes fall under 8-10.

GRAPH 17

MARKS GIVEN BY USERS TO VARIOUS ATTRIBUTES OF **HONDA ACTIVA**







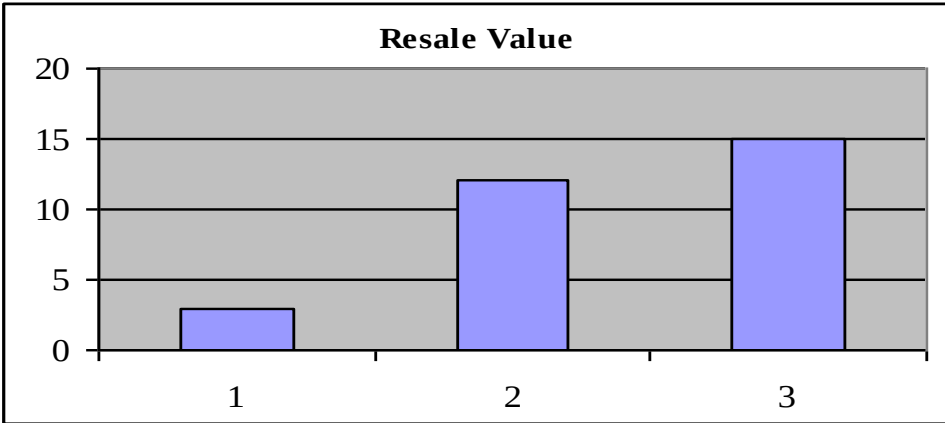
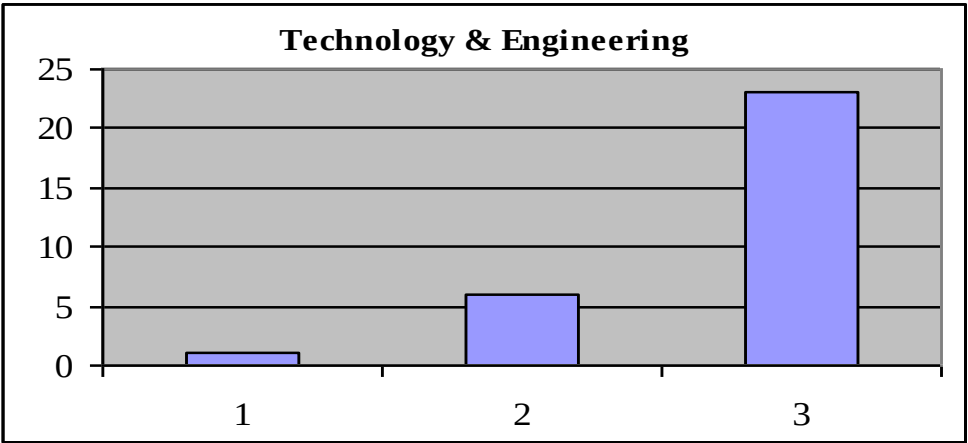
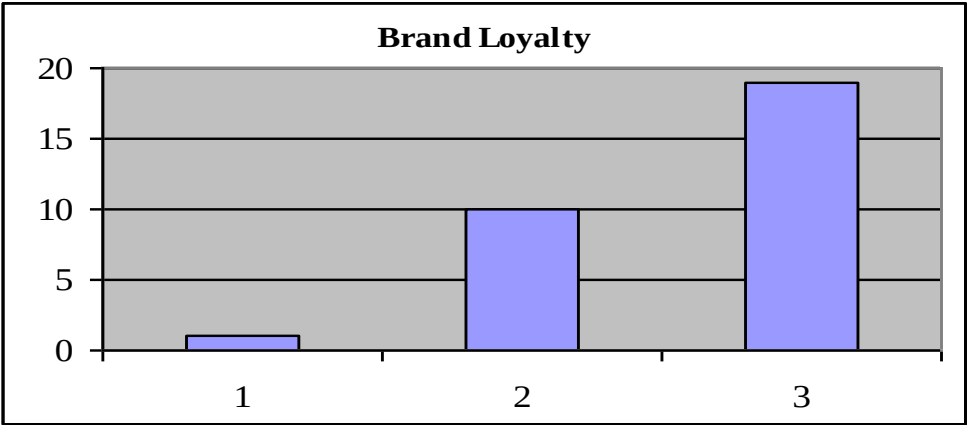


TABLE 18:

SOURCES OF INFORMATION ABOUT HONDA ACTIVA

Media	No of respondents	Percentage
Print media	10	33
Electronic media	5	17
Family & Friends	13	42
Other's	2	8
Total	30	100

Note: Respondents have given multiple answer choices

The above table shows sources of information about Honda Activa

Analysis

The major source of information through which people got to know more about HONDA ACTIVA are family and friends 42%, print media 33% and electronic media 17% others 8% are also effective source of information to the public.

Inference

Hence it can be inferred that majority respondents received the information by family and friends.

GRAPH 18

SOURCES OF INFORMATION ABOUT HONDA ACTIVA

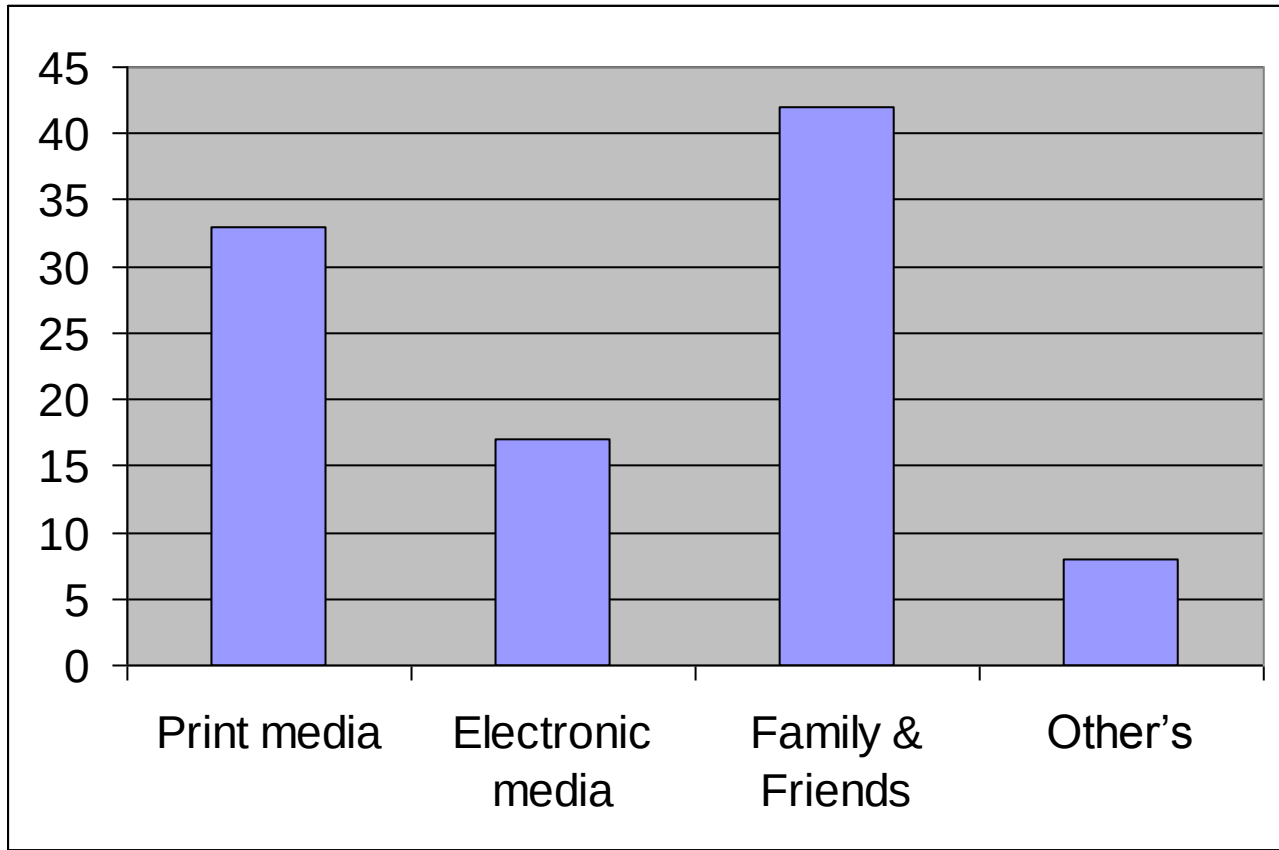


TABLE 19

WHETHER THE USERS FACED ANY PROBLEM WITH HONDA ACTIVA

	No of respondents	Percentage
Yes	2	7
No	28	93
Total	30	100

The above table shows whether the users faced any problem with Honda Activa.

Analysis

Among the total number of users 93% did not face any problem with the scooter and its performance. A minority of 7 % respondents faced a few problems.

Inference

Hence it can be inferred that majority respondents did not faced any problems with Honda Activa.

GRAPH 19

**WHETHER THE USERS FACED ANY PROBLEM WITH
HONDA ACTIVA**

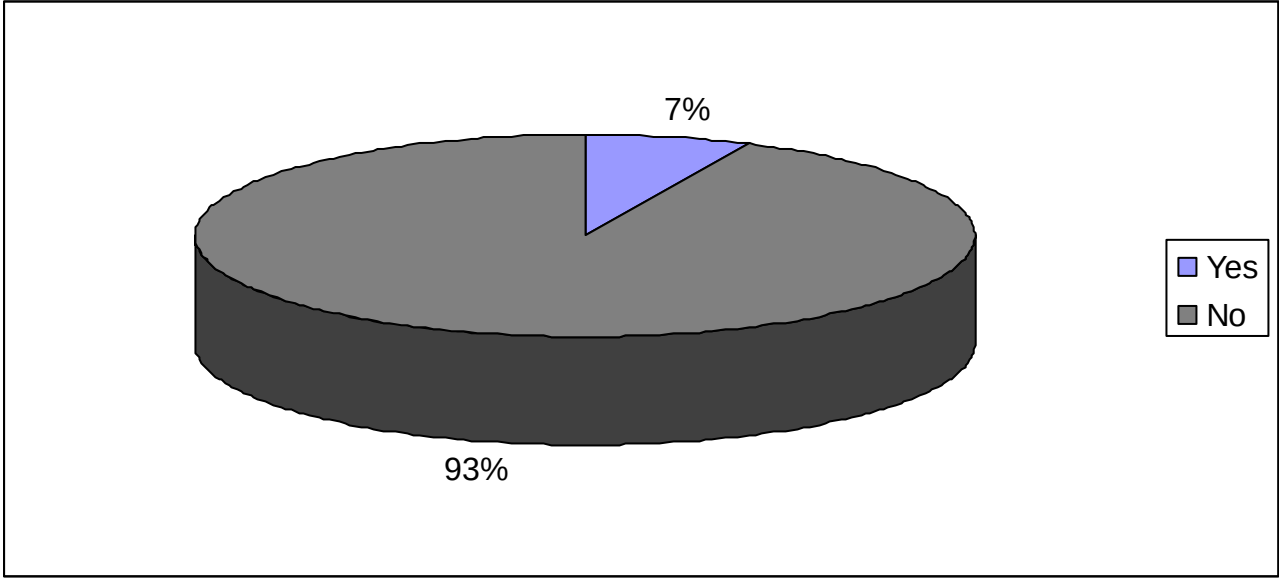


TABLE 20

DIS-SATISFACTION FACED BY HONDA ACTIVA USERS

	No of respondents	Percentage
STYLE	1	03%
PRICE	2	10%
MAINTAINANCE	5	15%
SELF START	3	10%
FUEL EFFICEIENCY	6	20%
PICK UP	2	05%
MILEAGE	7	25%
TECHNOLOGY	1	02%
AFTER SALES SERVICE	3	10%
TOTAL	30	100%

The above table shows dissatisfaction faced by Honda Activa users

Analysis

Among respondents some did not like style, price, maintaince, self-start, fuel efficeincy, pick up, mileage, technology, after sale service problems.

Inference

Hence it can be inferred that majority respondents are not satisfied by mileage and followed by various other attributes.

GRAPH 20

DIS-SATISFACTION FACED BY HONDA ACTIVA USERS

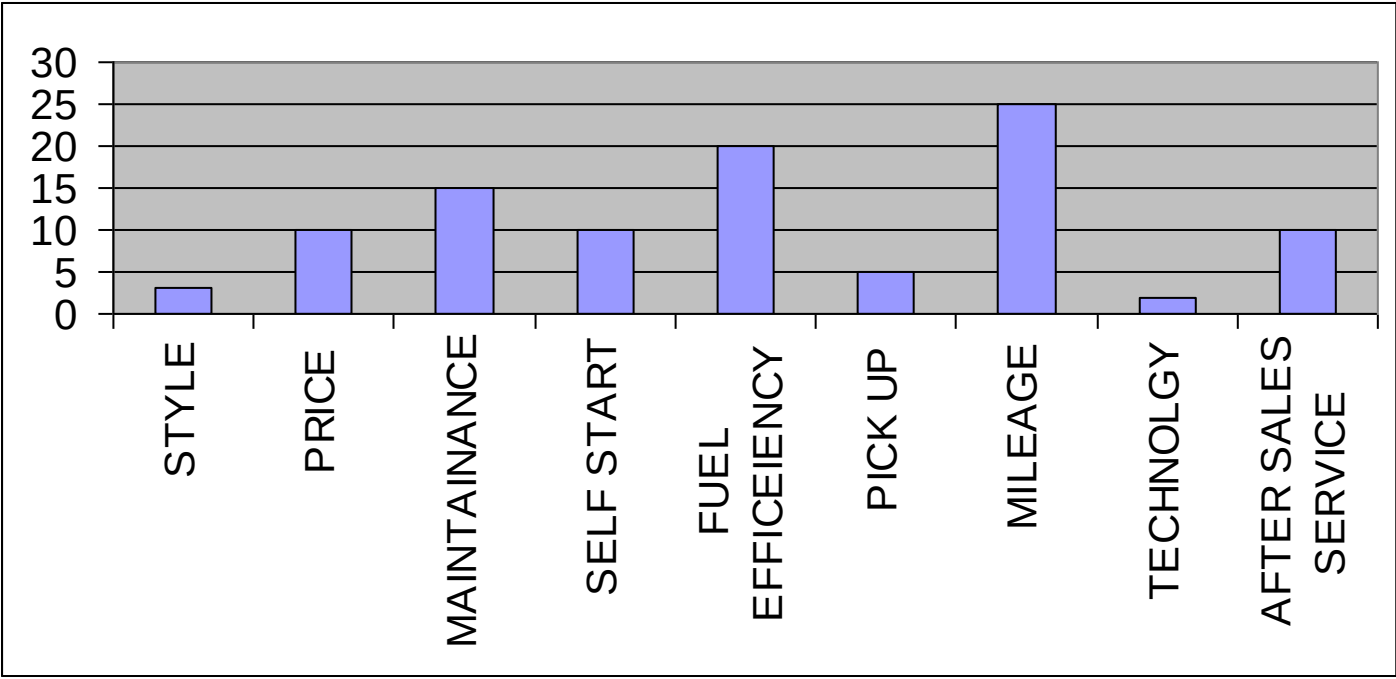


TABLE 21

THE YEAR OF PURCHASE OF HONDA ACTIVA

YEARS	No of respondents	Percentage
2002	9	30
2003	15	50
2004 TILL DATE	6	20
Total	30	100

The above table shows the year of purchase of Honda Activa.

Analysis

Among total number of user 30 % purchased in 2002,
50 % purchased in 2003, 20% purchased in 2004.

Inference

Hence it can be inferred that majority respondents purchased the
vehicle in
the year 2004.

GRAPH 21

THE YEAR OF PURCHASE OF HONDA ACTIVA

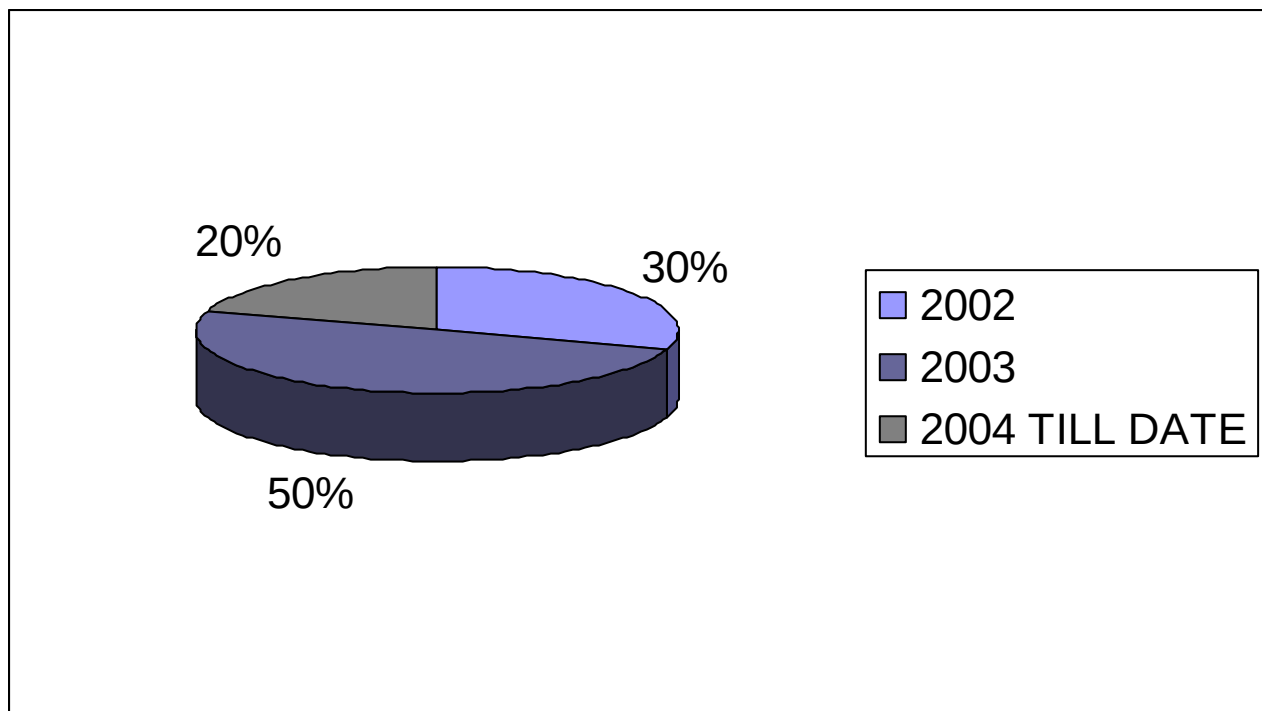


TABLE 22

**VARIOUS SUGGESTIONS GIVEN BY RESPONDENTS TO
OVERCOME THE PROBLEMS FACED.**

	No of respondents	Percentage
Increase mileage	8	25
Colours	7	25
Increase Adds	8	25
Lower maintenance	7	25
Total	30	100

The above table shows various suggestions given by respondents to overcome the problems faced.

Analysis

To overcome the problems with the scooter the respondents suggest that there should be Increase in mileage, its maintenance should be low, the vehicle should be left with some more new Colours, proper guidance regarding the care and maintenance of the scooter should be given to the customers.

Inference

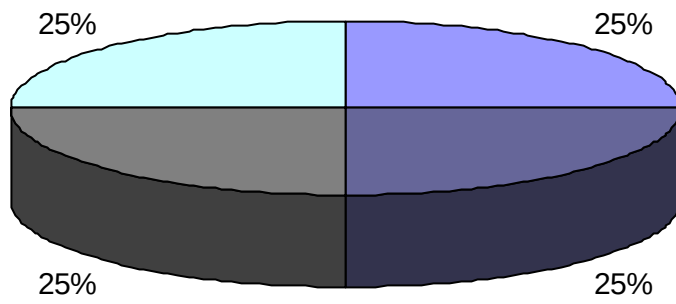
Hence it can be inferred that majority respondents suggested various aspects

like ,Increase in mileage, its maintenance should be low, the vehicle should be left

with some more New Colours and etc.

GRAPH 22

VARIOUS SUGGESTIONS GIVEN BY RESPONDENTS TO OVERCOME THE PROBLEMS FACED



- Increase mileage
- Colours
- Increase Adds
- lower maintenance

TABLE 23

WHETHER THE RESPONDENTS ARE AWARE OF
DHRUVDESH HONDA OR NOT

	No of respondents	Percentage
Yes	22	73
No	8	27
Total	30	100

**The above table shows whether the respondents are aware of
DHRUVDESH HONDA or not.**

Analysis

Among the 100 respondents 73 % are aware of DHRUVDESH HONDA
excluding 27 % of them.

Inference

Hence it can be inferred that majority respondents are aware of
DHRUVDESH HONDA.

GRAPH 23

**WHETHER THE RESPONDENTS ARE
AWARE OF DHRUVDESH HONDA OR NOT**

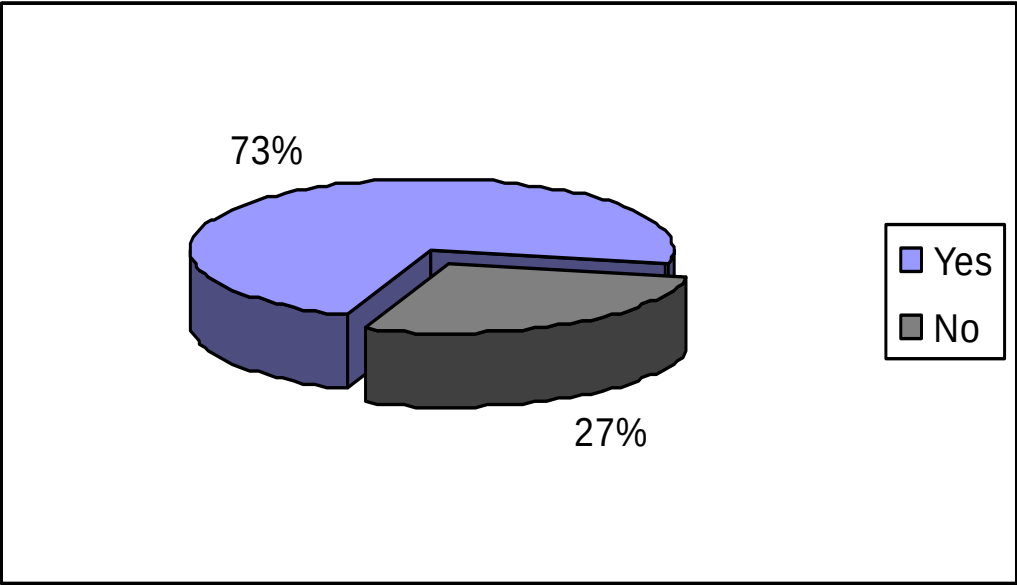


TABLE 24

RATING OF DHRUVDESH HONDA

Rating	No of respondents	Percentage
Excellent	3	10
Good	15	50
Bad	3	10
Average	9	30
Total	30	100

The above table shows rating of DHRUVDESH HONDA

Analysis

According to the respondents are aware of DHRUVDESH HONDA, 10% say it is excellent, 50% as good and 10 % as bad, and 30% as average.

Inference

Hence it can be inferred that majority respondents rated DHRUVDESH HONDA as good.

GRAPH 24

RATING OF DHRUVDESH HONDA

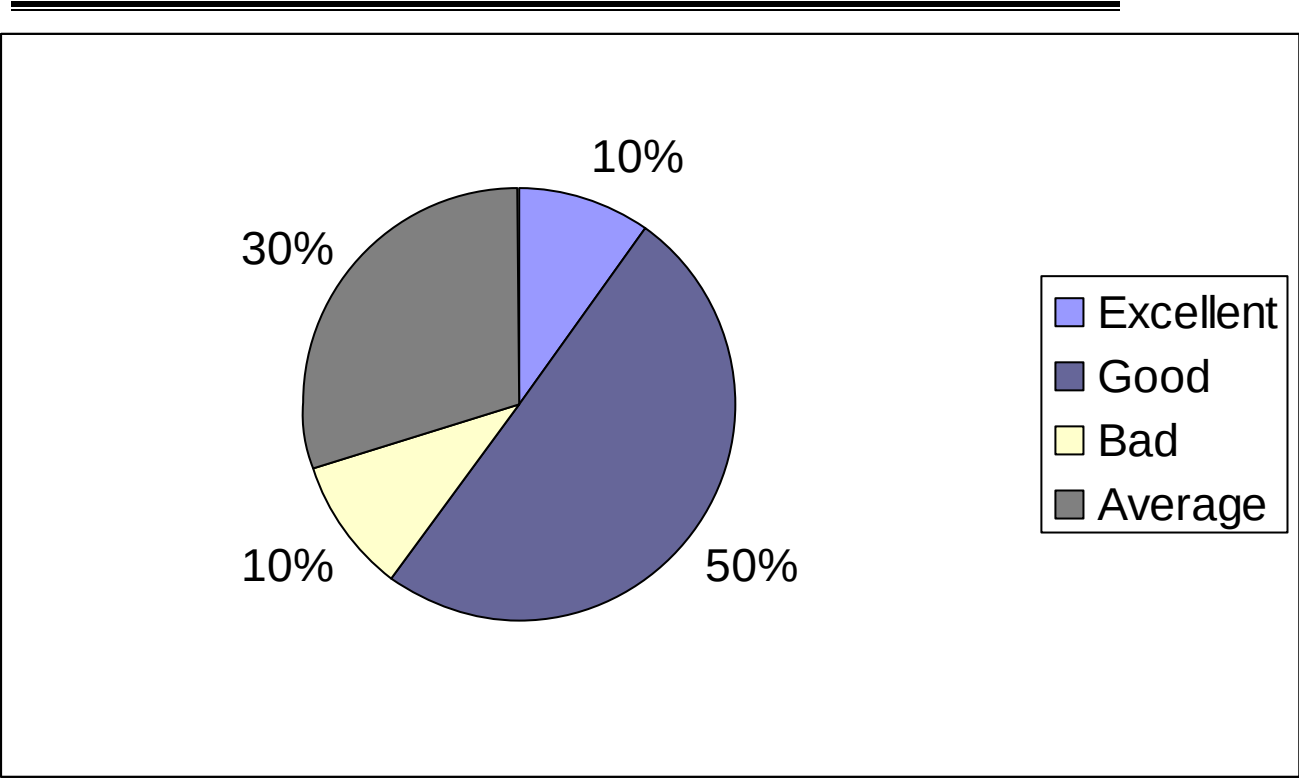


TABLE 25

SUGGESTIONS GIVEN BY RESPONDENTS REGARDING
IMPROVEMENT OF HONDA ACTIVA

Suggestion	No of respondents	Percentage
Increase pickup	8	27
Improve road grip	2	5
Improve sturdiness	1	4
Improve aesthetics	3	15
Reduce price	8	25
Increase advertisement	4	12
Improve after sales service	2	6
Increase mileage	2	6
Total	30	100

The above table shows suggestions given by respondents regarding improvement of Honda Activa

Analysis

The respondents have suggested various improvements in HONDA ACTIVA 27%of respondents want to increase in pickup, and 5% wants an improvement in road grip. Improvement in sturdiness in suggested by 4%, 15% wants an improvement in aesthetics.

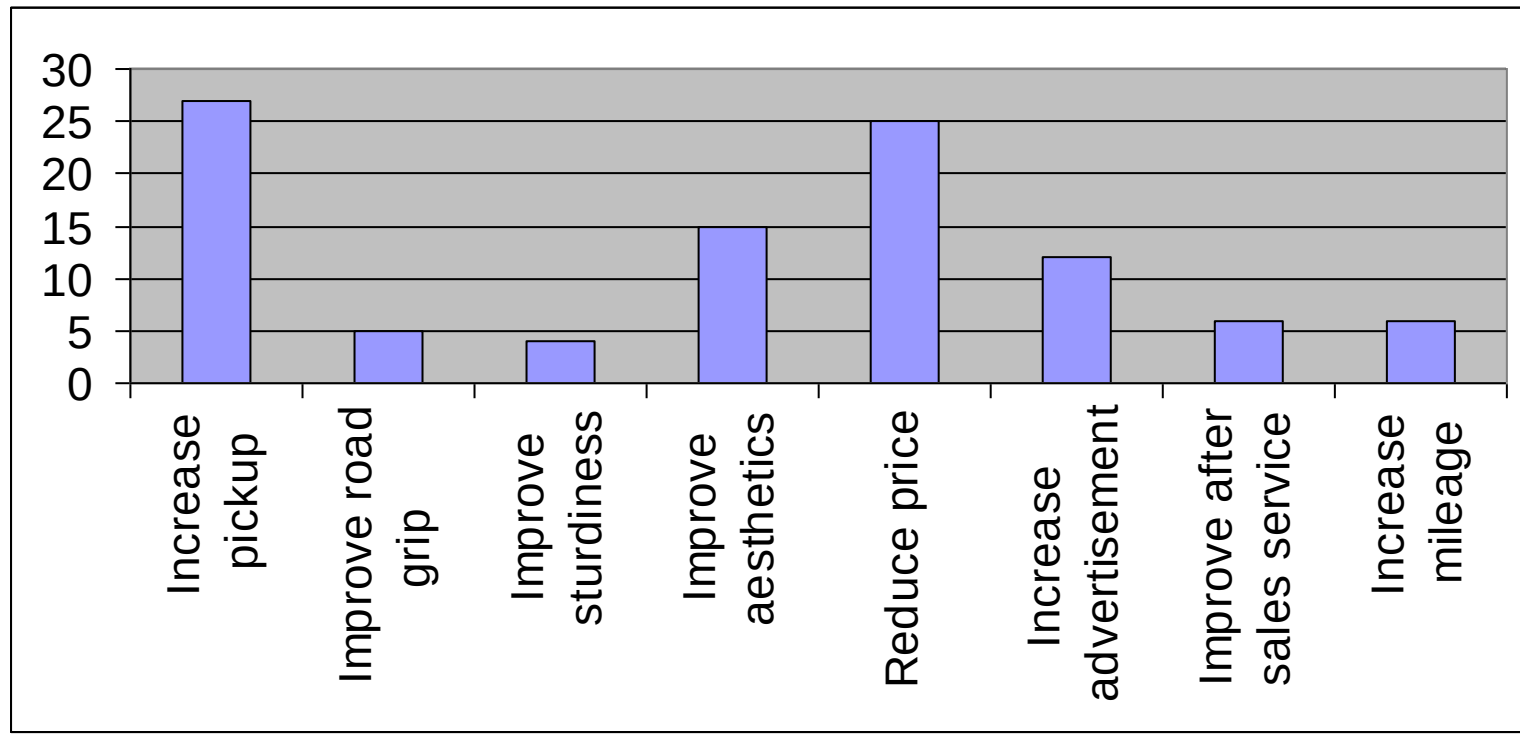
25% wants to reduction in HONDA ACTIVA price, another 12% wants more and more advertisements in various media's and a 6 % needs improvement in after sales service. A minority of 6 % wants to increase the mileage of the scooter.

This implies that most of the respondents have a compliment regarding the mileage given by HONDA ACTIVA and the cost of HONDA ACTIVA. Thus care should be taken on the above.

Inference

Hence it can be inferred that majority respondents suggested for increase in pick up and various other aspects.

GRAPH 25
SUGGESTIONS GIVEN BY RESPONDENTS REGARDING
IMPROVEMENT OF HONDA ACTIVA



CHAPTER – V

FINDINGS

Summary of Findings:

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

- 1) The survey reveals that all the consumers are aware of all mentioned brands of two wheelers in the market.
 - 2) 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.
 - 3) 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.
 - 4) The main reasons for purchasing HONDA ACTIVA is its better mileage, good aesthetics, technology and engineering.
-
-

General findings

- 1) It was found that majority of 51 % of the respondents belong to the age group between 20 and 30. This reveals that the scooter is mainly popular among youths than aged people.
 - 2) The study reveals that majority of the respondents are male.
 - 3) Majority of the respondents are students i.e. 28 %. Among the employed people professional stands first with 25% then businessman with 20 % government and private employees occupy only 17%. This means the scooter preferred largely by college students and professionals.
 - 4) Majority of the respondent's fall in the income group of Rs 50000 – 100000 (39 %) followed by 21% respondents who earn between Rs 100001 – 150000. Only 7 % of the respondents earn above Rs 200000. This reveals that the scooter is popular among all classes of the society.
 - 5) According to survey all the respondents are aware of the different brands of two wheelers available in the market.
 - 6) Majority of 100 % respondents consider maintenance as important before purchase of two wheeler followed by pickup (73 %), technology and engineering (66%) driving comfort and road grip (63%) etc. this reveals that the important attributed that influence purchase decision are low maintenance, high mileage and latest technology and engineering.
 - 7) 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.
 - 8) Out of the 70-nonuser respondents 44% wanted HONDA ACTIVA brand. Out of those, a majority of 70% opted for HONDA ACTIVA. It shows that good market potential is there for HONDA ACTIVA in Bangalore City.
 - 9) The main reason why users had gone for HONDA ACTIVA is its better mileage, good aesthetics as stated by 31%, 28% and 19%
-
-

respondents respectively. 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.

10) 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.

11) From the 30 users a majority of 7% had some complaints regarding the scooter. They faced high fluctuation in mileage problems. To avoid such complaint users suggested conducting frequent free check up camps and guidance regarding the care and proper maintenance of the scooter.

12) The study reveals that 5% of the respondents wants increase in pickup, followed by 25% wants increase in mileage, 15%of the total respondents wants its maintenance to be low. 10% wants after sale service. 10% are not satisfied with the price. This shows that the scooters high price, low pickup,

Low mileages etc are the weakness of the scooter.

FINDINGS FOR DHRUVDESH HONDA

Among the 100 respondents, majorities of 80 % are aware DHRUVDESH HONDA against a minority of 20 %.

According to the respondents are aware of DHRUVDESH HONDA, 10% say it is excellent, 50% as good and 10 % as bad, and 30% as average.

This shows that majority of respondents have a positive and good opinion about DHRUVDESH HONDA sales and ambience.

CHAPTER – VI

RECOMMENDATIONS & SUGGESTIONS

Technical suggestions

- 1) 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.
 - 2) Brakes and road grip of the scooter need to be improved.
 - 3) The vehicles are expected to have lower maintenance cost which makes the customers feel happy.
 - 4) Seating arrangement of the vehicle should be changed.
 - 5) Honda Activa should be released with new attractive colours.
-
-

Commercial suggestions:

- 1) The high price is one of the major barriers. The scooter should be priced low, (including accessories) which will increase the sales.
 - 2) 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.
 - 3) Young people prefer two wheelers than others. So the advertisement and sales promotion should be aimed towards them.
 - 4) The waiting period for the delivery of the vehicle should be reduced.
 - 5) More authorized service station should be opened in city limits.
-
-

CHAPTER-VII
QUESTIONNAIRE
MARKET POTENTIAL AND BRAND AWARENESS TOWARDS
HONDA ACTIVA
(PLEASE PUT TICK MARK WHERE EVER NECESSARY)

1. NAME:

2. ADDRESS:

3. AGE:	BELOW 20	()
	20-30	()
	30-40	()
	40-50	()
	50- AND ABOVE	()

4. SEX:	MALE	()
	FEMALE	()

5. OCCUPATION:	BUSINESS	()
	GOVERNMENT	()
	EMPLOYEE	()
	STUDENT	()
	PROFESSIONAL	()

OTHERS, PLEASE SPECIFY _____

6. INCOME (PA) LESS THAN	50,000- 1,00,000	()
--------------------------	------------------	-----

1,00,000-1,50,000 ()

1,50,000-2,00,000 ()

ABOVE 2,00,000 ()

7. Do you know that different brand of two-wheeler?

<u>Brands</u>	<u>Awareness</u>	
<u>Honda</u>	Yes []	No []
Kinetic	Yes []	No []
Bajaj	Yes []	No []
TVS	Yes []	No []
Hero	Yes []	No []

8. Please rate the following attributes of a two wheeler according to your degree of importance (1-10).

Attributes	Ranking
Aesthetics	
Mileage	
Power & Pick up	
Riding Comfort	

Maintenance	
Price	
After sale services	
Accessibility of spares	
Road grip	
Electrical & Lighting	
Technology & Engineering	
Resale Value	
Brand Loyalty	

9 If you are looking for the below mentioned attributes in a two wheeler which brand would you prefer

Attributes					
	<u>HONDA</u>	<u>TVS</u>	<u>BAJAJ</u>	<u>KINETIC</u>	<u>HERO</u>
Good Power & Pick up					
Combination of good power and mileage					
Sturdiness and Carrying capacity					
Can be ridden on any kind of road					
Latest technology and good aesthetics					
Easy handling and road grip					
Safety & durability					

Low capacity and maintenance					
Reasonable price and resale value					
Easy availability of spares and good after sales services					

10 Do you have plans to buy a two-wheeler on ever future?

<u>Yes</u>	[]
No	[]

If no state the reason and go to question No 12

11 If yes time period will be:

1	Less than 3 months	[]
2	3 months to 6 months	[]
3	6 months to 12 months	[]
4	1 year & above	[]

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

1	Scooter	[]
2	Motor Cycle	[]
3	Moped	[]

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

Honda	Activa	[]
	Dio	[]
Kinetic	Nova	[]
	Style	[]
TVS	Scooty	[]
Bajaj	Sunny	[]
	Spice	[]
Hero	Winner	[]

Any other please specify

14. What was your intention behind deciding for Honda Activa?

1	More power	[]
2	Mileage	[]
3	Good aesthetics	[]
4	Technology/Engineering	[]
5	Brand loyalty	[]

6	Others specify	
---	----------------	--

15 Were you using a two-wheeler before using Honda Activa?

Yes	[]
No	[]

16How do you Rate Honda Activa? On the following attributes to your opinion (given ranking out of ten)

Attributes	Ranking
Aesthetics	
Mileage	
Power & Pick up	
Riding Comfort	

Maintenance	
Price	
After sale services	
Accessibility of spares	
Road grip	
Electrical & Lighting	
Technology & Engineering	
Resale Value	
Brand Loyalty	

17. What was your source of information and inspection?

Print media [] Electronical Media []

Family and Friends [] Demo or Display []

Others (Specify)_____

18. When did you purchased the Honda Acura?

1996-1998 ☐ 2000-till date ☐

1998-2000 ☐

19. Mode of Purchase

Cash ☐ Credit ☐

Installment ☐

20. Have you faced any problems with your Vehicle?

Yes ☐ No ☐

If yes state them

21. Your suggestions for improving Honda Activa

22. Have you heard of Dhruvdesh Honda?

Yes [] No []

23. How do you rate Dhruvdesh Honda?

Excellent [] **Good** []

To improve [] **Average** []

24. What is your opinion towards Honda Activa? Explain in few words?

DATE :

PLACE :

SIGNATURE

CHAPTER-VIII

BIBLIOGRAPHY

Philip Kotler

: Principles of Marketing

S.A.Sherlekar, Reddy, Appannaiah :
Marketing Management

R.S.N.Pillai and Bagavathi

: Modern Marketing

Journals and Magazines

- **Indian Express**
 - **The Times of India**
 - **Auto India**
-
-

- **Car and Bike international**

- **Overdrive**

WEBSITE : WWW.HONDA2WHEELERSINDIA.COM

WWW.AUTOINDIA.COM
