

CONSUMER BEHAVIOUR TOWARDS HONDA TWO WHEELERS

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1. ABSTRACT

The marketing concept is consumer oriented and the emphasis is more on the consumer rather than on the product. The essence of modern marketing lies in building of profit along with creating meaningful value satisfaction for the costumers, whose needs and desires have to be coordinated with the set of products and production programmes. Therefore, marketing success of an enterprise depends as its ability to create a community of satisfied consumers. All the business activities should be carried out in ways which are directed towards the satisfaction of the consumer needs. Consumer behavior is affected by a host of variables ranging from personal, professional needs, attitudes and values, personality characteristics, social economic and cultural background, age, gender, professional status to social influences of various kinds exerted a family, friends, colleagues, and society as a whole. The combination of these factors help the consumer in decision making further Psychological factors that as individual consumer needs, motivations, perceptions attitudes, the learning process personality characteristics are the similarities, which operate across the different types of people and influence their behavior.

2. INTRODUCTION

Consumer Behaviour is defined as —The decision Process and Physical activity individuals engage in when evaluating, acquiring, using or disposing of goods and services. Consumer Behaviour has changed dramatically in the past decade. Today, consumer can order online many customized products ranging. From sneakers to computers Many have replaced their daily newspapers with customized online editions of these media and are increasingly receiving information form online sources. Students choosing a university no longer rely on information from mailed catalogs; instead they have online access to all the pertinent information about the universities courses and professors and in some cases, can visit virtually actual classes. People wanting to sell their ole computer or grandma's antique credenza no longer need to advertise in the local newspaper or rely on a price auction house; instead, they can sell these items via ebay.com.

A very important Objective of the Project Study is to Know Buyer Behaviour in selection of a two-wheeler thus the project study focuses as how the buyer selects particular

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brands of two wheeler & the forces which had influenced him in Selection of the product.

3. OBJECTIVES OF THE STUDY

- 1 To know the present level of corporate and brand image.
- 2 To know the consumer opinion towards the quality, price and durability of the products.
- 3 To know the level of loyalty of the consumer.
- 4 To understand the customer does the company provides level of satisfaction towards the quality of service.
- 5 To study about the factors that influences the purchased decision of the customer.
- 6 To study about the problems faced by consumers and their suggestion to improve the performance of the company.
- 7 To know the motivational factors affected to purchase the Honda.
- 8 To find out product differentiation with other motor vehicles

4. HONDA MOTOR COMPANY LIMITED

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.

Honda is the 6th largest automobile manufacturer in the world as well as the largest engine-maker in the world, producing more than 14 million internal combustion engines each year. As of August 2008, Honda surpassed Chrysler as the 4th largest automobile manufacturer in the United States. Currently, Honda is the second largest manufacturer in Japan behind Toyota and ahead of Nissan. It also owns the Acura brand of cars.

5. CONSUMER BEHAVIOUR

All of us are consumers. We consume things of daily use; we also consume and buy their products accordingly to our needs, preferences and buying power. These can be consumable goods, durable goods, specialty goods (or) industrial goods.

Consumer Behaviour can be defined as the decision – making process are physical activity involved in a cruising, evaluating, using and disposing of goods and services.

The term consumer Behaviour can be defined as the Behaviour that consumer displays in searching for purchasing, using, Evaluating and disposing of products and services that they expect will satisfy their needs

The study of consumer Behaviour is the study of how individuals make decision to spend their valuable resources, i.e., money, time, effort on consumption related item.

If includes the study —what they buy, why they buy, how they buy, when they buy, while they buy, how often they buy|

5.1 Consumer decision making process

- ✓ Problem Identification
- ✓ Search for Information
- ✓ Evaluation of alternatives
- ✓ Product Choice

5.2 The Individuals Determinates that effect Consumer Behaviour:

- ✓ Motivation and involvement:
- ✓ Attitudes:
- ✓ Personality and self concept:
- ✓ Learning and memory:
- ✓ Information Processing:

5.3 External Environmental Factors Affecting consumer Behaviour:

- ✓ Cultural Influences
- ✓ Sub-Cultural Influences
- ✓ Social Class
- ✓ Social Group Influences
- ✓ Family Influences
- ✓ Personal Influences
- ✓ Other Influences

5.4 Methods of studying consumer Behaviour

- ✓ Observational Approach
- ✓ Shadowing Approach
- ✓ Interview Method
- ✓ Survey Method

6. DATA ANALYSIS AND INTERPRETATION

1. Which model do you own in Honda motor bikes?

Model	No. of Responds	% of Responds
Stunner	7	7%
Shine	53	53%
Unicorn	27	27%
Twister	13	13%
Total	100	100%

2. How do you know about Honda Bikes?

Awareness	No. of Responds	% of Responds
Advertisement in TV	35	35%
Advertisement in newspapers	15	15%
Through Dealer	20	20%
Through Friends	30	30%
Total	100	100%

3. Who influenced you to buy the Honda Bikes?

Opinion	No. of Responds	% of Responds
Family	40	25%
Friends	30	35%
Advertisement	20	30%
Dealers	10	10%
TOTAL	100	100%

4. How do you compare price of the Honda bikes compare to other brands?

Opinion	No. of Responds	% of Responds
Low	20	15%
Moderate	40	25%
High	40	60%
Total	100	100%

5. How do you feel about the price of the spare parts?

Opinion	No. of Responds	% of Responds
Low	15	15%
Reasonable	70	70%
High	10	10%
Very High	5	5%
Total	100	100%

6. How the bikes design?

Opinion	No. of Responds	% of Responds
Very nice	55	55%
Good	30	30%
Average	15	15%
Total	100	100%

7. Are you satisfied with the performance of Honda?

Opinion	No. of Responds	% of Responds
Yes	85	85%
No	15	15%
Total	100	100%

8. Which sales promotion tool do you think would work best in the market?

Opinion	No. of Responds	% of Responds
Price off	30	30%
Product warranty	35	35%
Lucky draws	25	25%
Exchange offers	10	10%
TOTAL	100	100%

9. Do you think brand ambassador will effect on sales promotions? Yes/ No, if yes, according to you an ambassador should be.

Opinion	No. of Responds	% of Responds
Film star	45	45%
Sports person	40	40%
Politician	10	10%
Other	5	5%
TOTAL	100	100%

10. Which features do you think need improvement?

Opinion	No. of Responds	% of Responds
Price	0	0%
Mileage	30	30%
Comfort	40	40%
Design	15	15%
Safety	15	15%
Total	100	100%

11. Which mode of payment would you prepare?

Opinion	No. of Responds	% of Responds
Cash down	65	65%
Finance	35	35%
TOTAL	100	100%

12. It is Honda giving after sales services?

Opinion	No. of Responds	% of Responds
Very good	35	50%
good	50	25%
Average	10	15%
poor	5	10%
Total	100	100%

13. Are you satisfied with Honda Services?

Opinion	No. of Responds	% of Responds
Yes	85	85%
No	15	15%
Total	100	100%

14. How many services giving for your bike?

Opinion	No. of Responds	% of Responds
3 services	80	80%
5 services	20	20%
Total	100	100%

15. Please rank the mileage of the bike compared to the other segment of bikes?

Options	No of respondents	Percentage
Excellent	69	69%
Good	21	21%
Average	6	6%
Fair	3	3%
Poor	1	1%
Total	100	100%

16. Do you get information about the free service offered by the company from time to time?

Options	No of respondents	percentage
Yes	95	95%
No	5	5%
Total	100	100%

17. Do you think the company should increase any other service?

Options	No of respondents	Percentage
Yes	80	80%
No	15	15%
Can't Say	5	5%
Total	100	100%

18. You own Honda bike for

Options	No of respondents	Percentage
Long Drives	15	15%
Business Purpose	50	50%
Picnic	10	10%
Any others	25	25%
Total	100	100%

19. How do you rate the attitude of the sale person at the showroom?

Options	No of respondents	Percentage
Polite	54	54%
Kind & Soft	23	23%
Informative	12	12%
Excellent	8	8%
Rude	3	3%
Total	100	100%

20. How do you rate the price of the bike when compared to other bikes of the same segment?

Options	No of respondents	Percentage
Expensive	55	55%
Moderate	25	25%
Economic	20	20%
Total	100	100%

7. FINDINGS

- 1) The TV Advertisement plays a vital role in the market compare to other Medias.
- 2) The main motivating factor of customer to buy the Honda Bikes is friends and advertisement.
- 3) It was found that most of the respondents have not purchase the Honda Bikes because of its high price.
- 4) Maximum no. of people felt that price of the spare parts are reasonable.
- 5) The consumer felt that Honda Bikes are good in quality, performance and design when compare with other brands.
- 6) Most of the respondents said that to be providing exchange offers and other offers.
- 7) Maximum no. of people felt that brand ambassadors will effect at the time of purchasing the product.
- 8) Most of the respondents said that to be improving the comfort and mileage.
- 9) Maximum no. of people said that to be providing financial facility.
- 10) The consumers want that more services.

8. CONCLUSION

- ✓ Honda has various advantages over its competitors such as low initial cost, low fuel consumption, high speed, low maintenance cost, & easy availability
- ✓ People prefer farmtrac / ford bikes as per our research study and people like engine

performance as the main consideration of purchasing bikes.

- ✓ They basically affected by the displays in providing information regarding new products so company should create some awareness regarding this and make some hording on roads to attract Honda users with new features mention on it.
- ✓ Respondents are basically from village sides so they are not affected by the newspapers, because in their daily life they never spent time on newspaper and their purchasing decision followed by dealers, social network and hoardings.

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